



» A NEW PARADIGM

Times have changed in the Enterprise IT resale market. Products previously immune to commoditization are moving in that direction causing margins to continue to decline. A new paradigm must be embraced in order for sales reps to maintain their enthusiasm by continually increasing their income and freedom. We at Amdex understand your point of view, and want to accommodate your needs. In order for this to happen, the “VAR” must lower their cost structure by building a team of productive sales reps and streamlining business processes.

The portion of the Gross Profit that the company keeps could rightly be viewed as a “tax” by the sales person. As such, no one wants to pay “tax” for services they don’t use. Usually a substantial amount of YOUR money goes back into new sales people and other technical and marketing services that you may not use. The rest should go to cover the infrastructure that you do use and a fair profit for the company.

Two other trends have simultaneously emerged; the first is that technology has improved to give remote workers the tools and resources necessary to be competitive, and the second is the rising movement of worker freedom, whereby people do not want to be tied to a desk or a 9 – 5 job.

Amdex is embracing these trends, and the need for increased sales compensation, by simply DOUBLING the average commission rate the rep receives!

We are realizing this goal by looking for top producers who are self-sufficient, while at the same time streamlining our business processes. Capitalism is the key: pay top performers what they are worth! Do NOT take part of their income and spread it around to help underperforming reps with middle management and support resources. This would be socialism or worse yet, COMMUNISM!

Gain all the benefits of being your own boss, with none of the head-aches of running your own business; gain financial and physical freedom by controlling YOUR customers, controlling YOUR schedule, controlling YOUR income, and earning what you are really worth! And as a “free-agent” you are free to pursue other relationships to enhance your value to your customers, and gain the tax benefits that business owners gain by “writing-off” business expenses.

This concept is common in other industries, like cosmetics and real-estate, but Amdex is pioneering this in the IT industry. Read on to see how.....

Agent Compensation:

50% of the adjusted gross margin

Agent Provides:

All sales and purchasing efforts, data entry, and technical configurations as a “1099” independent contractor. Sales and office expenses are the responsibility of the agent.

Amdex Provides:

- **Financing via**
 - Internal Capital, Banking relationships, Vendor relationships and credit lines
- **Authorizations**
 - HP, EMC, Microsoft, Vmware, WatchGuard, SMS Maintenance
- **Product Portfolio**
 - Data Center Solutions
 - Remarketing Solutions – Refurb Sales, Asset Recovery, Spare Parts & Rentals
 - Remote Administration
- **Brand Recognition and Reputation**
- **Remote Access to Quoting, Purchasing and Intranet Systems**
- **Logistics**
 - Shipping and Receiving
 - Warehousing, Traffic and Insurance
 - Staging and Integration capabilities
- **Back Office and Administration**
 - Accounting, ERP and Quoting systems
 - Accounts Payable processing
 - Collection
 - IT and Web administration
 - Credit Card Processing – Visa, Master Card, and American Express
- **Customer Service**
 - Customer access to on-line and live returns processing, order-status and tracking
- **Product Training**
 - Access to manufacturer CBT (computer based) and live sales training and certifications
- **Web Presence and support**
 - E-store for on-line ordering with customizable prices lists
 - On-line order status and web based tracking
 - Automated e-mail order confirmations
 - Web based ticketing system
 - Search Engine optimization
- **Intranet Knowledge Base**
 - On-line portal to tools, procedures and resources to aid agent productivity and efficiency
- **Brokerage Services**
 - Aggressive trade-in programs for existing HP, Cisco SUN and IBM datacenter equipment
 - Testing, refurbishing, and packing services
 - Cross-sell purchasing program
- **Marketing**
 - Free Bi-monthly, unlimited, mailings for agents meeting training requirements

Available Services:

Communications Package A

\$240 / month

Remote receptionist services, e-mail, IP and long distance phone services, including:

- Cisco IP phone with Amdex corporate extension
- Firewall appliance to provide QOS for web and VOIP
- Long distance service
- Amdex e-mail account
- Remote e-mail access via the web and/or Microsoft Smart Phone
- Receptionist services 8:30 am to 5 pm Eastern Standard Time

Note: Requires High Speed internet connection with Static IP Address at the remote office. Can be combined with Package B below to provide office and remote capabilities

Communications Package B

\$750 / month

Dedicated office space, supplies and equipment use, including:

- Sales Desk and furniture
- Internal Computer System
- Cisco IP phone with Amdex corporate extension
- Local and Long distance service
- Amdex e-mail account
- Remote e-mail access via the web and/or Microsoft Smart Phone
- Access to all office and common areas 7am to 9 pm
- Receptionist services 8:30 am to 5 pm Eastern Standard Time

Note: Can be combined with Package A above to provide office and remote capabilities

Engineering Support Package A

\$1,000 / month

Unlimited pre-sales consulting / engineering and design support by a manufacturer certified consultant w/ 48 configuration SLA

Engineering Support Package B

\$350 / incident

Marketing Package

\$250 / month

Note: Fee is waived in any month that all sales training is complete.

If a communication package has been purchased, the agent will be added to the "ring-group" for unassigned leads.

Unlimited access to the Amdex customer database via the Amdex Intranet, with a Bi-Monthly lead generation program to designated customer contacts.

Making IT Easy.

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