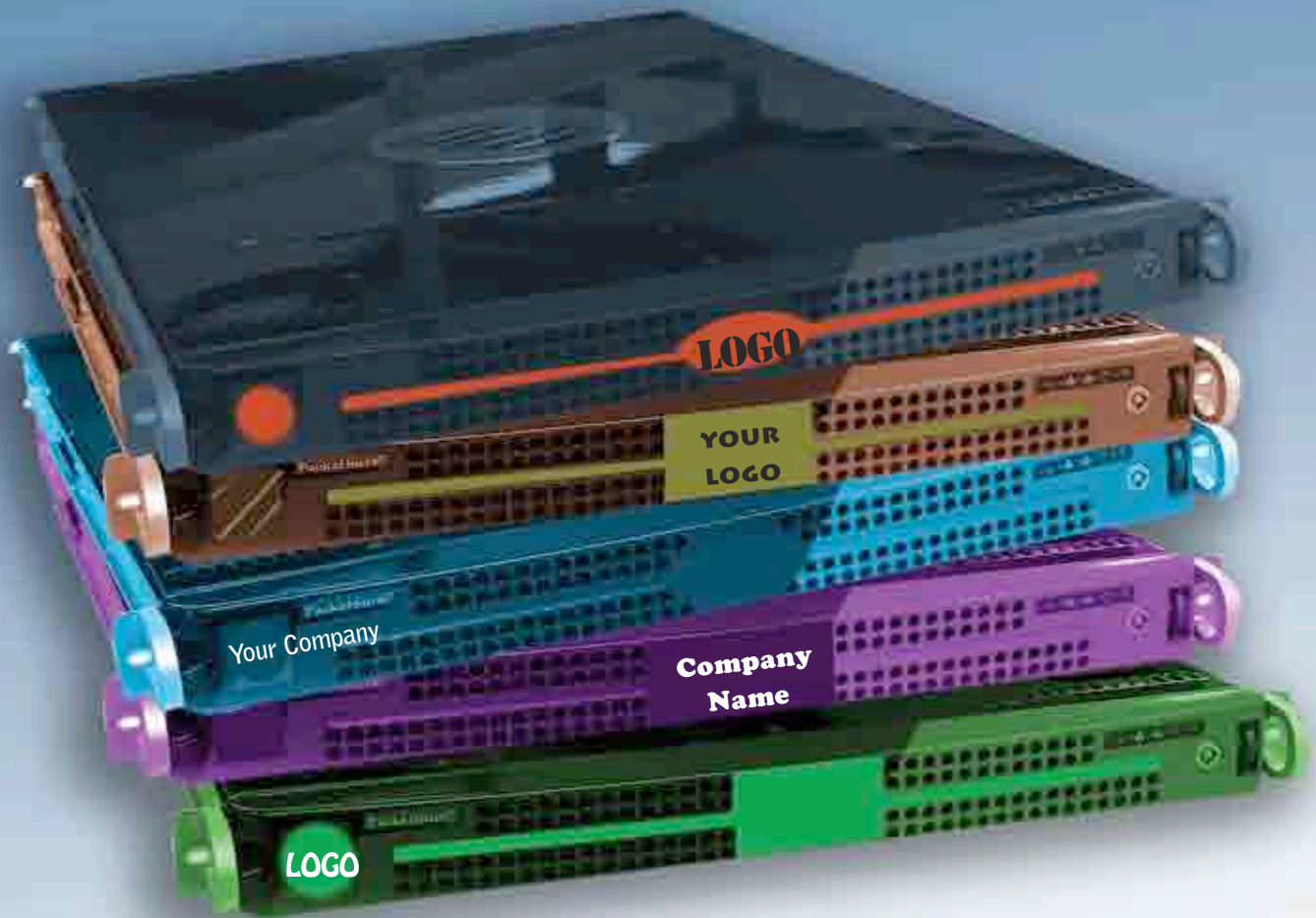


7 REASONS TO SELL YOUR SOFTWARE AS AN APPLIANCE



The server appliance market is blazing. Use of appliances is increasing by at least 50% a year, according to surveys by IDC and other research groups. The reason is simple, integrating software into an appliance gives Independent Software Vendors (ISV's) better control over the entire platform, enhancing performance, reducing service calls and providing more opportunities to up sell.

1 SAFEGUARD YOUR REPUTATION

When an ISV offers an integrated solution, they avoid software performance issues, loss of their competitive edge, and even an unsatisfied customer. Many ISV's offer their customers suggested configurations or BOM's. Most end users, however, are not computer experts and will purchase a new server based on cost, or utilize an in house system using their "best judgment" that it meets your spec. Improper configurations will cause performance and compatibility issues affecting customer satisfaction.

2 AVOID HIDDEN COSTS

If your product requires a dedicated server and is sensitive to hardware performance, it indicates the potential for additional hidden costs. For example, the wrong server can result in your high priced engineers supporting installation issues and diagnosing performance problems.

3 EASY INSTALLATION

Scheduling downtime for an installation can be difficult and disruptive. More complex installations will also increase the chance that something can go wrong which can become very expensive if excessive delays occur. Offering an integrated solution will eliminate these complicated variables and the chance for a botched install.

4 ELIMINATE FINGER POINTING

Pre-testing will help you identify and eliminate potential issues insuring you maintain customer satisfaction. If there is a problem, either with installation or operation, you can avoid costly delays by proactively diagnosing hardware and software issues before they reach your customer.

5 STREAMLINE THE SALES PROCESS

Offering a turnkey solution allows your sales staff to focus their time on selling the advantages to your solution and eliminates unproductive discussions about hardware requirements.

6 INCREASE BRAND IDENTITY

An appliance with your company name and logo will be visible to anyone who passes through a datacenter. Private labeling your product will help you build brand recognition to anyone who sees's your solution.

7 HIGHER PERCEIVED VALUE

When selling against a competitor, your perceived value can make the difference between winning and losing a sale. You have heard the saying that "it's all a matter of how it's packaged". Sending a CD or having your customer download your software doesn't have the same perceived value as sending them an integrated product.

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