

Microsel of Colorado, LLC



optima is our brand, custom computers are our life.

MISSION STATEMENT

To continually strive to become the most successful regional distributor of custom integrated computers and solutions through a committed team approach, superior quality products and pro-active customer service and support.

COMPANY OVERVIEW

Microsel of Colorado, LLC was formed in early 2004 to give computer VAR's, Resellers, OEM's, software solution providers and corporations an alternative source for custom integrated computing solutions, products and peripherals. Microsel manufactures custom servers, notebooks, workstations, and proprietary systems. Microsel will customize not only the system and related software; Microsel will also customize the presentation, delivery and the customer experience per your requirements. In addition, Microsel is experienced in fulfillment of computing devices along with their associated components and parts requirements. To this, Microsel has become an expert in the kitting and distribution of products and parts associated with your computer needs. Today, standard distribution channels do not fit the needs of the highly customized requirements of the computer integration and configuration marketplace. Microsel of Colorado's business model has been engineered to accommodate and respond to the ever-changing nature of today's computing environment and technologies.

Microsel has achieved rapid growth in the competitive computer industry by giving customers what they want: custom configurations, custom software imaging, superior quality products, knowledgeable sales assistance, custom branding and delivery, competitive pricing, and a hard-working business relationship. Microsel is currently focusing on manufacturing high quality computing systems. These systems are distributed through OEMs, software providers, computer resellers, VARS, and retailers. Microsel of Colorado manufacturers branded "Optima" systems that are custom configured using customer specified components with "Optima" packaging and logos.

COMPANY BACKGROUND

Microsel of Colorado was formed by the collective efforts of seasoned veterans who have proven track records in the computer and custom computing solution environment. Each individual has expertise in a different area of the computer field ranging from the manufacturing of computers and product procurement, to project research and sales. Combined, these individuals have over eighty years of industry experience. Seeing a niche in the market that was not being addressed by standard channels of product procurement, the company vision began.

Microsel's vision is to provide the best product with the best service coupled with a staff of industry veterans to bring the custom computer marketplace a vendor that provides customization and flexibility required by today's ever changing computing environment. Since its inception, the company has experienced growth rates which far exceed industry average.

COMPANY GROWTH

Microsel's growth has been fueled by the basic fundamentals it was founded upon. Our philosophy is to hire experienced, knowledgeable personnel that have proven success in the sales, engineering, configuration and fulfillment of custom computing solutions and related products. This business practice has allowed Microsel to employ individuals who have significant relationships established with manufacturers, customers and related organizations throughout the country. Since early 2004, Microsel of Colorado has expanded its product offerings by selectively marketing product lines which bring incremental business and benefits to our customers, vendors and manufacturers. This philosophy has provided Microsel with calculated and controlled growth, which continues to exceed projections. Accordingly, personnel and facilities have been expanded to enhance this growth.

GENERAL COMPANY OVERVIEW

TERRITORY

Microsel of Colorado, LLC is located in Centennial, Colorado in the DTC (Denver Technological Center) business area. Microsel is the largest custom system integrator and solution provider headquartered in the Rocky Mountain Region. A "Regional approach with a National Touch" philosophy has allowed Microsel to provide custom computing solutions nationally and internationally. Microsel provides custom computing solutions to all 50 states and internationally on a regular basis. Currently products are being sold into every major market in the United States.



FACILITIES

Microsel's regional operation facilitates manufacturing, production, sales, warehousing and logistics for custom computers and computing devices. This facility also provides service, product training, sales training, product presentations, and product display. Our facilities are open to our customers Monday –Friday from 8:30am – 5:30pm.

ORDERING OPTIONS

Although we have a strong internet presence for our customers ordering efficiencies, our staff, facility and resources are always available to our customers.

REGIONAL PRODUCTION FACILITY

Your systems are assembled, imaged; QC'd and shipped from our local state of the art facility. Our local technical staff offers you regional support and on-site discussions for systems and software engineering, product analysis and production logistics.

REGIONAL FULFILLMENT AND KITTING SERVICES

Microsel also specializes in the fulfillment and kitting of parts and products for it's customers. These services often go both with and without computing devices. Let Microsel stock, kit, ship, track and report your shipments effortlessly and seamlessly.

LOCAL WILL CALL

The Microsel regional office provides will call service. Place your order and we'll have it pulled, packed and ready to go.

LOCAL AND REGIONAL COURIER SERVICE

Microsel offers same day courier service in the Denver Metro and front range area as well as regionally. In addition, National shipments via LTL, Fed-Ex and UPS leave our facility daily.



SERVICES

We offer our customers a wide variety of services, which include the following:

AUTHORIZED DEALER/VAR PROGRAMS - These specialized programs are available for Microsel customers on specific products and opportunities. They increase profit margins and provide increased support and also give a pipeline of manufacturers' leads for additional sales.

COMPLETE SYSTEM ASSEMBLY SERVICE - We offer customized "build to order" systems that will meet your individualized computing needs. These custom solutions offer greater flexibility in the use of a variety of computer components. Pre-built systems are also available to meet the "I need it yesterday" customer demand as well.

TECHNICAL SUPPORT – Microsel technical support personnel are available to assist customers with installation, setup, and integration of our product lines. They are also available for demonstrations, product training and seminars.

MARKETING SUPPORT - We provide our customers with several types of marketing support. Frequently Microsel brings together our customers with our partners from Intel, Microsoft and other leading manufacturers. These informational seminars provide our customers the first opportunity to learn about ground breaking products and services hitting the marketplace. In addition, Microsel's website has a myriad of information regarding the latest in technologies available to aid in product analysis while assuring product compatibility.

FULLFILLMENT / DROP SHIP PROGRAM

OVERVIEW

Microsel has a proven track record in successfully fulfilling (drop shipping) custom computing solutions and products for numerous customers. Microsel will schedule, stock, configure, image, brand and handle logistics for your custom computer and/or fulfillment requirements.

Over the past years, customers have enjoyed seamless, trouble free shipments of their products from Microsel. Packages and custom systems leave our facility and arrive at your customers' location branded as though they were shipped by you. When all is said and done, you save money by eliminating the cost and risk of carrying inventory and labor costs associated with configuration, fulfillment and logistics.



BENEFITS

Virtually all costs associated with inventorying product can be eliminated.

Customers can eliminate labor costs associated with shipping product.

We provide customers with pertinent shipping information daily.

DETAILS

Drop shipments are available from the Microsel production facility. We utilize several methods of shipment: UPS, FedEx, Local and regional couriers and customer will call. Packages may contain return address information as designated by you, our customer. Our shipping department is modernized with computer data entry, barcode scanning and on-line package tracking systems.

MICROSEL SERVICES

Microsel makes it very convenient to deliver goods and services to our customers. You have several options. Those include:

Will Call. Our Will Call and Customer Service Department is available Monday-Friday from 8:30am – 5:30pm.

Courier. You can choose to utilize 1 hour, 3 hour or same day delivery service.

Fedex, UPS – Microsel has a daily scheduled pick up for those services. We provide customers with daily package tracking information.

Microsel technicians are highly skilled and available to troubleshoot your computer challenges from 8:30am – 5:30pm daily. Need a copy of an invoice or have an accounting question? Our controller is available daily. All inquiries are responded to within 24 hours. Terms of payment are net terms, company check or credit card. We accept Master Card, Visa or American Express.



ON-SITE WARRANTY

ON-SITE WARRANTY OVERVIEW

On-site warranties save money and significantly reduce the number of product returns.

On-site warranties also enhance customer satisfaction and offer peace of mind.

SOURCE SUPPORT

Microsel has formed a strategic service alliance partnership with Source Support, a national world class on-site service provider. Source Support is North America's leading third party full service organization. They have a vast network of over 1100 Service Facilities in the United States and 24 in Canada. The team of over 25,000 technicians are well trained, certified and security cleared. Source Support has been in the multi-vendor service business since 2000.

PROGRAM Options

The program offers 24 Hours per day, 7 Days a week, Help Desk Support with next business day on-site service. Toll Free Technical Support by a team of trained support technicians is available from 8:00 AM – 8:00 p.m. EST for all systems with on-site options. There is also an 8x5 Help Desk Support with NBD on-site service offering. Customer Set-up and Installation options are also available.

SERVICE DESCRIPTION

Customers are able to call toll free from 8:00 a.m.–8:00 p.m. EST with any problem they may be having with their system. Source Supports experienced technicians will determine the nature of the problem by walking customers' through simple step-by-step trouble- shooting procedures. If it is determined the problem is due to a hardware failure and cannot be resolved via phone, an on-site visit from Source Support will be immediately dispatched according to the service contract selected. The technicians will arrive on site with the required replacement parts. The machine will be professionally repaired quickly and efficiently.



COMPANY POSITION

Microsel acts as an independent contractor for a variety of manufacturers in the computer industry. In this capacity, our function is to provide total marketing expertise and deliverables to our principals and as a result, achieve or surpass their sales expectations. To accomplish this, our company must have an organized approach involving our employees, our principals and our customers. It is the goal of Microsel to provide the highest degree of security and income for its employees, consistent with the needs of our principals and customers. We consider that those needs place upon us the responsibility of providing the best service and professional marketing available in the markets we serve. We are committed to meeting and exceeding these criteria.

In addition, we recognize that the strength of this company lies in the people we employ and the lines we represent. We will, therefore, use great care in the selection of both.

Our customers look upon us and the products that we sell as one entity, therefore, we will only represent companies whose products and policies are such that we can take pride in offering them to our customers. We will continually pursue honest and equitable business relationships with our customers.

We will conduct business according to the principles of honesty, integrity, and ability. We value our citizenship in the industry and community and are aware of the accompanying social responsibilities.

OPTIMA CUSTOM COMPUTERS

OVERVIEW

Combined sales of all Tier One product (Dell, HP, etc.) are being outpaced by sales of custom configured systems, also known as “White Box computers”. In fact, in a recent Computer Resellers News survey, nearly 50% of the resellers polled said that White Boxes were their “best sellers”. This has been happening for several reasons, primarily because of the customization and value added services which White Box computers offer their customers.



Optima custom computers are manufactured by Microsel specifically for your order, your needs, and your requirements. At Microsel there is a motto: “We build custom computer systems, we build them right, and we build them right now!”

We build Optima systems exclusively for your specific requirements. The options, capabilities and performance criteria of today’s computing devices are vast. We allow you, the ultimate user, to make those detailed decisions with the goal of providing you the exact system required.

“Optima Systems is our brand, custom computers is our life”.

PACKAGING

Microsel takes great pride in building high quality systems. That also translates to how we package those systems. Our product packaging is second to none. It has been designed, engineered and tested to surpass all required tests for product protection. Proper packaging and presentation leads to a reduction in damage during transit and systems which are easy to load and unload. Microsel guarantees your customer a positive “out-of-the-box” experience.

Did you know Microsel can provide custom packaging and branding services specific to your needs? Contact Microsel with your company logo, requirements and specifics and we’ll deliver a package with your brand and logo.

PHILOSOPHY

Our Philosophy is simple: integrating, installing, operating, and managing computing systems and devices are what our customers do best. Engineering, manufacturing, software imaging, fulfillment and supporting computer systems and devices are what we do best! Our motto surrounding this is simple:

“We build computer systems, we build them right, and we build them right now”!



MICROSEL'S COMPLETE SOLUTION

Custom Computer Integration

We'll manufacture systems based on your specific requirements.

Competitive Market Pricing

Current market prices help your bottom line.

On-Line Custom System Configuration Tools

Our web interface will allow you to custom configure a broad range of computer systems, servers, notebooks, workstations and all-in-one systems; the customization flexibility is yours! Detailed descriptions and exhaustive content allows for easy configuration. Our custom tailored pricing matrix makes it easy to place orders and provide customer quotes.

Custom Software Imaging

Microsel images your software on your system saving time and effort during installation.

Simplified RMA Program

Our Industry leading cross-ship program will provide you with replacement product quickly, easily and painlessly.

A Dedicated Sales / Support Team

We're here to help you. There will always be a person available to take your call.

Customer Driven Inventory with Central Warehousing

Our product mix and stocking levels are established based on your needs.

Multiple Shipping Options

We can ship products any way you require... blind shipments, C.O.D.'s, courier, overnight etc.

Quick Turnaround on Custom Integrated Systems

On average, we can ship your custom built systems within 72 hours.

Committed Quality Control

All systems are rigorously tested, burned-in for 24 hours and inspected utilizing Microsel's "3 Touch" system verification methods prior to shipment.

Our Systems Meet all Industry Standards: (FCC Class B, UL, and TUV

Custom Case Logo Badges

Dress up your systems with your logos.

Custom Packaging (see attached)

Provide brand recognition with printed boxes.

Custom Serialization Available

Let us custom serialize your PC's for you.

Our current Optima label:
Dome Type PVC
4- Color Printing



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MICROSEL SUPPORT PROGRAMS

Repair Reimbursement Program

Microsel Inc. will reimburse customers for each hardware incident in which a customer's service technician performs a successful repair to a Microsel built system. Microsel will pay the reimbursement on all systems that have a 3-year depot warranty for the 1st year of that warranty. Dealers will receive a \$30 credit per incident when they purchase 30 systems/month and a \$40 credit per incident when they purchase 60 systems/month.

Depot Warranty Program

Microsel will build each system for customers with a 3-year depot warranty, which will qualify each machine for repair reimbursement. The 3-year depot warranty will cost \$39 per system. A 1-year depot warranty is included at no charge on all systems built by Microsel of Colorado. For dealers; however, repair reimbursement will not be valid on systems without a 3 year depot warranty.

RMA Program

Microsel has several options for RMA of product. Customers may have product cross-shipped, swapped, and/or tested (on hardware which is under warranty). Expedite your RMA by visiting our website for on-line RMA processing. All normal RMA procedures apply.

Safety Stock/Parts Closet Inventory

Microsel will provide an inventory of parts to customers to be kept by the customer for RMA purposes only. The customer will not be billed for these parts unless they are used for repair of Microsel of Colorado systems. The quantity and part descriptions to be placed in safety stock by Microsel are to be determined by the customer and reviewed by Microsel.

Marketing Support

We provide our customers with several types of marketing support. Frequently, Microsel brings together our customers with our partners from Intel and Microsoft and other leading manufacturers. These informational seminars provide our customers the first opportunity to learn about ground breaking products and services hitting the marketplace. In addition, Microsel's website has a myriad of information regarding the latest in technologies available to aid in product analysis and ensures compatibility.

Co-Op Advertising

Microsel operates on a net/net basis. Additional co-op programs need to be proposed to Microsel and reviewed for approval.

Tech Support

Microsel provides technical assistance with dedicated account support. Technical support can be reached toll free at 1-800-381-1083 x212 Monday – Friday from 8:30am – 5:30pm.

Sales Support

Microsel dedicates one sales person as well as a sales assistant and or a regional support team to handle pricing, quotes, account programs, ordering, etc. Microsel strives to provide the best on-line purchasing experience possible. Website customization and other on-line capabilities are available to Microsel customers. More importantly, there is always a person here to assist you with your computing needs. You can contact us toll free at 1-800-381-1083 or visit us on-line at www.microselco.com.



CUSTOM BOX PROGRAM

Your logo can be displayed on any (or all) of the sides of the custom box. Custom engineered protective inner packaging, foam, and keyboard insert. Top opening allows for easy access to your product and accompanying peripheral items.

Optima Branded packaging



Custom Branded Packaging



Logo position and relative size is provided for sample purposes only. Microsel will accommodate your custom design and layout.



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