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*Retrotel is an Independent Distributor of  
Remanufactured Nortel Equipment*

### **WHEN IS REMANUFACTURED EQUIPMENT A BETTER CHOICE?**

**IF COST IS AN ISSUE:** If your IT budget is lean, then remanufactured enterprise products can offer a high quality, fully warranted solution at significantly lower cost.

**WHEN STABILITY IS IMPORTANT:** Companies may not always require the very latest technology or want to keep pace with short technology lifecycles. If your company has a desire to maintain or extend a proven, stable environment and "new" production on your existing platform has been discontinued, remanufactured equipment is typically available.

**WHEN AVAILABILITY COUNTS:** A new product that is out of stock or constrained may be immediately available from our extensive inventory.

### **WILL BUYING REMANUFACTURED EQUIPMENT CAUSE A PROBLEM WITH MY CHANNEL PARTNER?**

Most channel partners recognize that legitimate independent companies selling remanufactured equipment don't necessarily compete as much as compliment an existing relationship. When situations occur and a channel partner is competing in an area of our expertise they usually recognize that the customer will look at who offers the best, most cost effective solution for that particular need and avoid using scare tactics to dissuade them.

### **WHY DO COMPANIES CHOOSE TO WORK WITH INDEPENDENT SUPPLIERS?**

**THEY HAVE AND IMMEDIATE NEED:** Independent suppliers often operate on a purchase order rather than a long-term contractual basis (which the OEMs typically require), allowing them to immediately serve their customers' needs. Also customer service and response times are often better as Independent suppliers tend to be more agile and easier to contact.

**INDEPENDENT SUPPLIERS ARE A BETTER RESOURCE FOR EMERGENCY PURCHASES:** Deals often range in size and scope; customers can make smaller purchases to cover emergencies;

**THEY FIND "ONE STOP" SHOPPING BENEFICIAL:** Independent suppliers often stock or sell equipment from many manufacturers allowing customers one-stop shopping rather than having to contract with a multitude of new or used vendors;

**BECAUSE THE INTERESTS OF THE CUSTOMER AND INDEPENDENT SUPPLIER ARE CLOSELY ALIGNED:** Since there is no formal relationship between an independent vendor and a particular manufacturer it is more likely that any recommendation made will be in the best interest of the customer.



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