



Immediate Release

News Release

Dealers

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IBM ESTABLISHES ADVANCED PRODUCTS DEALERS TO MARKET SYSTEMS SOLUTIONS

RYE BROOK, N.Y., April 2 . . . IBM today announced that it has established new, higher levels of dealer support to help provide customers with systems solutions for their personal computing needs.

Many of its current Authorized Personal Computer Dealers and Value Added Dealers have been provisionally certified for new retailer levels -- the IBM Authorized Advanced Products Dealer and the IBM Authorized Advanced Products Value Added Dealer.

Advanced Products Dealers may market the entire IBM personal computing product line, including all models of the IBM Personal System/2TM and all versions of IBM Operating System/2TM, as well as the new printers, displays, IBM SolutionPacsTM, and connectivity products.

Authorized IBM Personal Computer Dealers and Value Added Dealers who are not certified as Advanced Products Dealers now will handle the Personal System/2 Model 30 and associated peripheral equipment announced today, as well as all previously introduced models currently in the IBM PC line.

"Our intent with this program is to provide our customers with solutions for the full range of business applications from stand-alone workstations through complex networks," said Ned C. Lautenbach, IBM vice president and president of the National Distribution Division, which manages the IBM dealer network.

"The establishment of this new type of dealership was motivated by significant changes in our customers' requirements," said Lautenbach. "We are responding to a demand for more resources to provide system solutions to personal computing needs.

"We are fortunate in having the industry's best dealer organization to build from," said Lautenbach.

APD Qualifications

To qualify for Advanced Products Dealer status, dealers will make a number of commitments to enhance their ability to serve customers. These will include special training for employees.

During the rest of 1987, IBM will provide approximately 50,000 student days of classroom instruction for dealer employees. All Advanced Products Dealers sales and marketing personnel will take 4-1/2 days of training on IBM advanced products and operating systems, basic accounting applications and connectivity--the ability to link workstations.

In addition, each Advanced Products Dealer technical support representative will receive eight days of advanced training.

Advanced Products Dealers sell, install and support at least one specialized industry application and one general business application.

IBM has provisionally certified Advanced Products Dealers on the basis of past performance, current skills for providing application solutions, indication of future direction and a commitment to invest in future resources.

In the coming months, more Advanced Products Dealers may be named from the ranks of dealers not yet provisionally qualified.

IBM will give increased support to the new type of dealer through continuing special training programs.

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