

Press Release

PC Manufacturers Tested

MAXDATA: The European Dealers' Favorite

Bracknell, January 21, 2005 – Leading European trade magazines choose MAXDATA as the best PC manufacturer: In a survey conducted by the German magazine Computer Reseller News (CRN), MAXDATA was voted the best among tested PC manufacturers. The Swiss IT magazine Reseller gave MAXDATA the “Disti Award 2004” for being the best manufacturer.

“The surprise winner” was how CRN described MAXDATA during this year’s PC manufacturer tests: The company improved its position by four places in comparison to the previous year and obtained an overall grade of 2.06 – which was clearly better than the evaluations of IBM (2.24), Fujitsu-Siemens (2.35), Acer (2.36) and Hewlett-Packard (2.37). 120 specialist dealers were surveyed through in-depth interviews that covered three categories: marketing and sales measures, cooperative relations, and image. MAXDATA scored well in all three categories and received top marks in the “Technical Support”, “Pre-Sales Support”, “Communication”, “Information”, and “Fair Business Partner” categories. “We are pleased that we came out on top and that we have been awarded “Certified Program” status. This shows that we have set the right strategic course,” says Kai-Uwe Lampatz, Managing Director of the German sales company.

Success: the sum of many factors

According to CRN, over half the dealers surveyed see PC manufacturers as “too bureaucratic and inflexible”. They also criticized communication, the format of information, and project financing. MAXDATA was also evaluated as the best in these areas. “We don’t just make an effort to offer good sales prices, rather, we want to provide added value in terms of service. This is why we have extended our presence for dealers and increased delivery speed,” says Lampatz.

Top position in Switzerland too

MAXDATA is also the market leader in Switzerland: Just recently, the Swiss magazine IT Reseller gave MAXDATA the “Disti Award 2004” as the best manufacturer represented in Switzerland. “The customers’ opinion is the most important barometer for a company, since it shows us whether or not we are meeting the market’s needs. After last year’s second place, reaching the top spot is a real success,” says Carlo Widmer, Sales Director of the Swiss sales company. MAXDATA has been very

successful in Switzerland since 1996 and is well-established in the Swiss market as a manufacturer of PCs, notebooks, servers and monitors. Around 650 specialist dealers order directly from MAXDATA using the internet Online Shop and other resellers are served by the distributors COS Distributions AG and Techdata.

Clear business strategy

MAXDATA concentrates on the business client segment and sells its products by indirect sales via a Europe-wide network of over 10,000 qualified sales partners. This broad presence across markets not only allows the company to rapidly register trends in the market, but above all it ensures that the company can supply its mostly mid-sized IT customers across the board in the quickest way possible. MAXDATA intentionally distances itself from any direct selling, and any orders made over the internet are fed directly to specialist dealers using its own system.

Its clearly structured business model has catapulted MAXDATA into the top ten of European PC, laptop and monitor manufacturers in just a few short years. In doing so, the company develops its portfolio using its two-brand strategy. Server, mobile and PC products appear under the MAXDATA label and displays and monitors are marketed as Belinea products.

ISO-certificated built-to-order production

To meet the demands of the business-to-business sector, MAXDATA has set up an excellent Europe-wide built-to-order production process, oriented in all aspects to ISO 9001 certification. Flexibility and careful order processing mean that standard computers can be delivered within 24 hours.

About MAXDATA

MAXDATA has been among the top ten European IT producers for several years. The Group is represented in the largest European markets with nine national subsidiaries and sells its products in many other countries. Approximately 1,200 employees are involved in the success of MAXDATA servers, computers and notebooks as well as Belinea monitors.

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