

Dataram – Your Strategic Business Partner



Strategy

We Are Your Partner in Optimizing Data Center Performance and Introducing Measurable Reductions in Expenses

By entering into this strategic partnership, Dataram offers your business valuable programs and services that not only optimize performance in your data center, but introduce measurable reductions in expenses.

Other benefits include:

Trade-In/Trade-Up: A program that provides you the opportunity to recover equity on swapped out modules for which you would otherwise receive no credit



Guardian: The most comprehensive service, support and warranty program in the industry including such critical elements as onsite spares, service call reimbursement, prepaid service dollars and our lifetime warranty.



**Dataram
Guardian**

Strategic Partnership Benefits

- Leverage enterprise pricing with minimum saving targets on total memory spend of at least 30%. Customized Volume Pricing Agreements can include programs to cover your entire memory portfolio or a major sub-segment.
- Construction of a simulated lab environment at Dataram facilities for pretesting and certification purposes. This facility can also be used upon company request for internal testing purposes.
- Access to our 60-Day No Obligation Memory Evaluation Program.
- Performance Optimization and Total Cost of Computing Reduction Program
 - Using proprietary Dataram software and intellectual capital, we quickly and transparently find bottlenecks and present ways to remedy them.
 - This “continuous process improvement” program consistently delivers a minimum of 30%+ cost reductions in your data center expenses.
 - Includes an analysis of how our double density memory products (which are not available by the OEMs) can result in server consolidation as well as measurable reductions in software licensing costs such as Oracle.
 - Analysis of how our new storage product can deliver significant savings.
- Non-fee based consultative services provided by our product and engineering specialists which:
 - Deliver memory pricing forecasts to ensure purchases are occurring at the right time, ensuring you do not overpay.
 - Provide customized pricing protection programs to your company for newly introduced technology that typically hits the market at unfavorable pricing.
 - Support your procurement process with a leveraged negotiation position to ensure the most favorable pricing is provided to your company in cases where it is mandatory to purchase memory from the OEM. This is accomplished by:
 - Using Dataram Memory as a basis for comparison and positioning
 - Introducing Dataram “OEM Original” Memory into the equation

DP DATARAM
Optimizing Value and Performance

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Founded in 1967, Dataram is a worldwide leader in the manufacture of high-quality computer memory, storage and software products. Our products and services deliver IT infrastructure optimization, dramatically increase application performance and deliver substantial cost savings. Dataram solutions are deployed in 70 Fortune 100 companies and in mission-critical government and defense applications around the world. For more information about Dataram, visit www.dataram.com.