



# Forget the Myths and Embrace the Facts

**Myth:** Third Party Memory is inferior to the original equipment manufacturers memory.

**Fact:** Although we can not make a claim for other third party providers, Dataram is in a class by itself as being the industry leader in providing products that are engineered and manufactured for the most critical and demanding production applications. Our stringent ISO 9000 quality objectives are monitored, tracked and reviewed quarterly by our executive management team to ensure our products deliver results which meet or exceed that of the original equipment manufacture. Our lifetime warranty, 24 x 7 support and comprehensive Dataram Guardian Program entirely backs up our quality claim. Furthermore, in today's challenging business environment, over 40 years in business should substantiate our commitment and ability to deliver on our obsession of delivering highly reliable products at the most competitive prices.

**Myth:** Dataram memory is not 100% compatible with the original computer manufacturers product.

**Fact:** Dataram memory is designed, engineered, and built to be 100% compatible with the original computer manufactures product. Our longevity and countless examples of our product being used in mission critical commercial and government/defense applications attest to the truth. If you are presented with this statement to discourage you from using Dataram memory, simply request to see an independent third party report which supports this claim.

**Myth:** Third party memory will void the manufacturer's system warranty.

**Fact:** Unfortunately, this is a common tactic used by sales representatives from our competitors' when they are in the unenviable position of explaining why their memory is upwards of 50% more than the equivalent Dataram product. Plain and simple, such a claim is not true and is an indication of a sales representative who understands they cannot compete with Dataram on the platform of quality and price. Furthermore, the consumer market section, 102(c) of the Magnuson-Moss Warranty Act of 1975 (15 United States Code section 2302(c)), specifically prohibits this sort of "tie-in sales provision". You should be skeptical of any sales representative making such a claim and if the incident occurs, request that you are provided with the specific document and language which backs their claim.

**Myth:** Third party memory cannot be serviced under your service contract.

**Fact:** Once again, another tactic used by a competitors sales priced in an attempt to intimidate and insert fear as a combative to losing a sale on the basis of quality and price. Here are a number of suggested approaches to addressing this sales tactic:

(1) First and foremost, re-establish that you are the customer and remind your sales representative about the significant revenue contribution you make to their company's bottom line each year. If they truly want to operate as a valued business partner, they will allow you to take advantage of a significant cost savings opportunity that does not impact the reliability or performance of the systems they will be maintaining. Through minimal negotiation, there are countless examples of customers who have underwritten our products into their service agreements. As the customer, it is your right to determine the parameters of your service contract. In the end, your OEM will not lose a sale over installing Dataram memory.

(2) Under our Dataram Guardian program, we provide for Prepaid On-Site Service support. Under this program, Dataram will pre-pay for a specific number of ad-hoc service hours which is a common option in your service maintenance agreement. If you are experiencing a problem which you believe is memory related, your service provider is typically obligated to perform the appropriate problem determination and resolution under these pre-purchased hours.

(3) Dataram is a member of the Technical Support Alliance Network (TSANet) which is a world-wide, vendor-neutral infrastructure that provides a legal framework and contact database. Using the TSANet process, members agree to collaborate when a multivendor problem exists. In addition to Dataram, other members include HP, IBM, Sun, Intel, and Dell.

(4) As it relates to the installation of our product, you also have the option to install the product yourself or request that Dataram provide the installation.



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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](http://www.dataram.com).

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