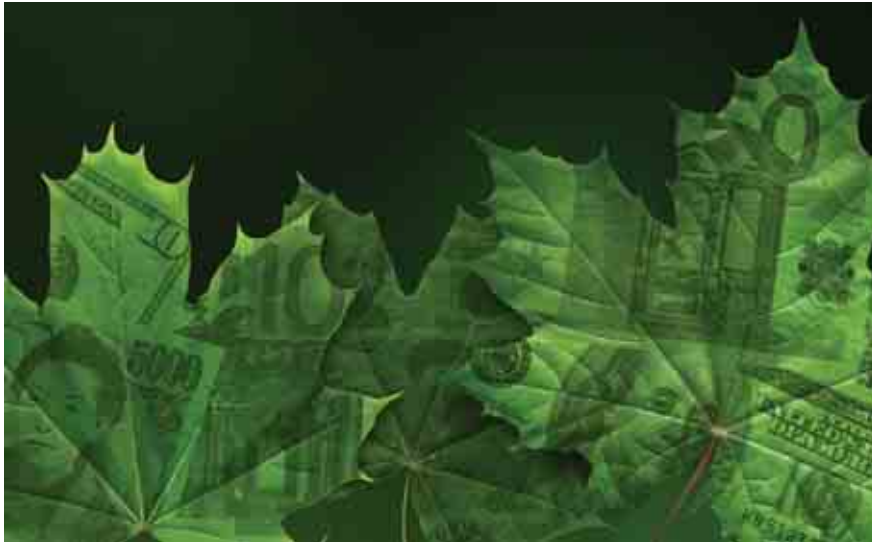


Sure we can save you money, but what on Earth does IBM Global Financing know about saving the planet?



Highlights

- *Lower your Total Cost of Use (TCU) and become a more responsible corporate citizen.*
- *Look to IBM Global Financing to assist you in every phase of the PC Lifecycle.*

Parting with your old PCs is fraught with peril. Choose the wrong disposal process and you may be criticised as an 'enemy of the environment'.

Not so great on the conscience, nor good for your company's public relations.

According to research from IDC, Gartner and the National Safety Council, there will be some one billion computers dumped around the world within the next two years¹. And when you realise that a single computer monitor may contain up to eight pounds of lead, you begin to see the need for responsible disposal methods.

Imagine being able to improve your bottom line, while your company plays its part as a responsible corporate citizen to mitigate this looming pollution problem.

Don't worry about disposing of your retired PCs

The proper disposal of retired PCs has become a critical business and environmental issue, yet many companies are completely unprepared in this area.

Why is that?

PC ownership is the usual culprit.

Companies that purchase their PCs are solely responsible for deciding what to do with them when obsolescent. But confused by complex procedures, countless environmental laws, data security protocols and cost concerns, many companies choose to simply store their old PCs away in unused rooms and ignore them.

There *is* a better way.

PC Lifecycle Management lowers TCU and helps ensure green processes

PC Lifecycle Management from IBM Global Financing puts your disposal dilemmas to rest, and puts you on the path to a greener future.

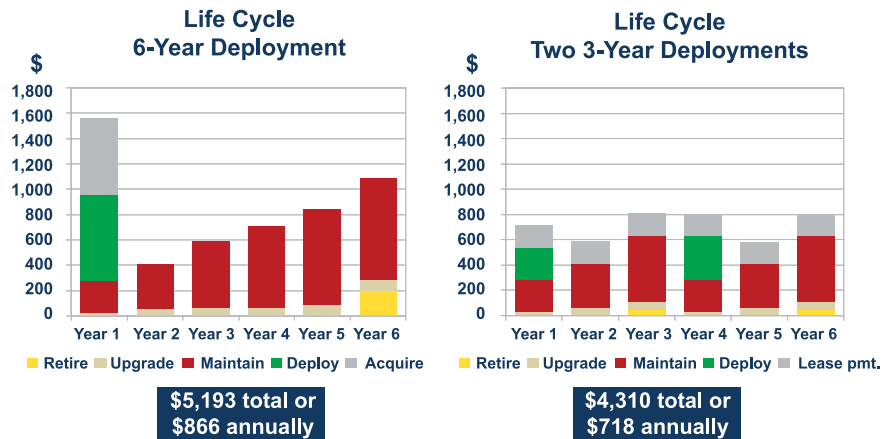
Regardless of brand, IBM handles every phase of the PC lifecycle – from planning to disposal – in compliance with applicable environmental laws, while also providing you with maximum financial return on your retired equipment.

In addition, the PC Lifecycle Management approach offers a superior way to manage your PCs and lower your TCU because you:

- *Only pay for the value of the PC during the lease term, rather than paying the whole purchase price*
- *Establish a regular PC refresh cycle that avoids the high maintenance costs associated with older PCs*
- *Consistently acquire the newest, most energy-efficient PCs through regular refresh – and reduce your energy costs*
- *Return your old PCs to IBM Global Financing and avoid disposal costs.*

'A recent IDC report concludes that a well-managed 3-year PC lifecycle reduces cost by 20.5% annually compared with a 6-year deployment, and that many companies use leasing to enable their 3-year lifecycle strategy.'²

Comparison of Average Annual Desktop Cost: A 6-Year Deployment Versus Two 3-Year Deployments



IDC, 'IT Capital Investments: Evaluating Technology Life-Cycle Management and Lease-Versus-Own Options', Doc # 209634, November 2007

At the end of the PC Lifecycle, we manage PC disposal without worry or waste

When your PCs reach end of life, IBM Global Financing is responsible for proper refurbishment or disposal.

Whether you have dozens, hundreds or thousands of PCs – and regardless of brand – IBM Global Financing ensures:

- *All PCs are refurbished, resold, dismantled and sold as parts, used for repairs or recycled*
- *Full compliance with all applicable environmental laws*
- *Secure data overwrite to help eliminate data privacy risks.*

IBM Global Financing brings unparalleled experience to support your green initiatives

IBM Global Financing understands the environmental issues that affect business and information technology, and is ideally suited to help you capitalise on them to enhance corporate responsibility and profitability.

With more than 25 years of experience recycling and re-marketing used IT equipment, IBM Global Financing has the capabilities to facilitate your green strategy and assist you in all phases of PC Lifecycle Management.

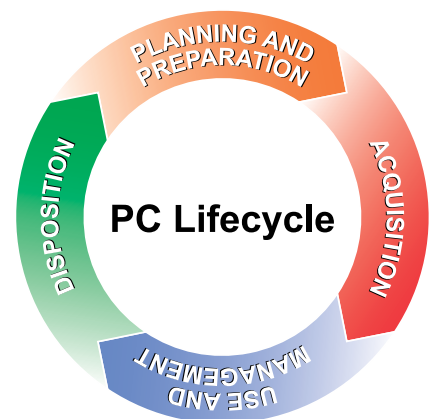
IBM Global Financing's green philosophy is consistent with that of the broader IBM company, which is committed to environmental leadership in all of its business activities, from its operations to the design of its products and use of its technology.

IBM Global Financing's Positive Environmental Impact

Every piece of hardware that IBM Global Financing takes in and resells or recycles is one less unit that will end up in a landfill.

IBM Global Asset Recovery Services:

- *Processed over 108 million pounds of end-of-life products and product waste in 2006, and sent less than 1% of that to landfill*
- *Processes an estimated 40,000 IBM and non-IBM items per week across centres around the world*
- *Reused or resold almost 87% of the assets returned to its Re-manufacturing Centres worldwide, including over 4.2 million machines (PCs, servers, storage) over the past five years, and 11.4 million parts.*



For more information

Contact your IBM Global Financing representative or IBM Business Partner or visit:

ibm.com/financing/green



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¹ Dubie, Denise, 'Dump old gear without leaking company secrets', Network World, 01/29/2007

² IDC, 'IT Capital Investments: Evaluating Technology Life-Cycle Management and Lease-Versus-Own Options', Doc # 209634, November 2007

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