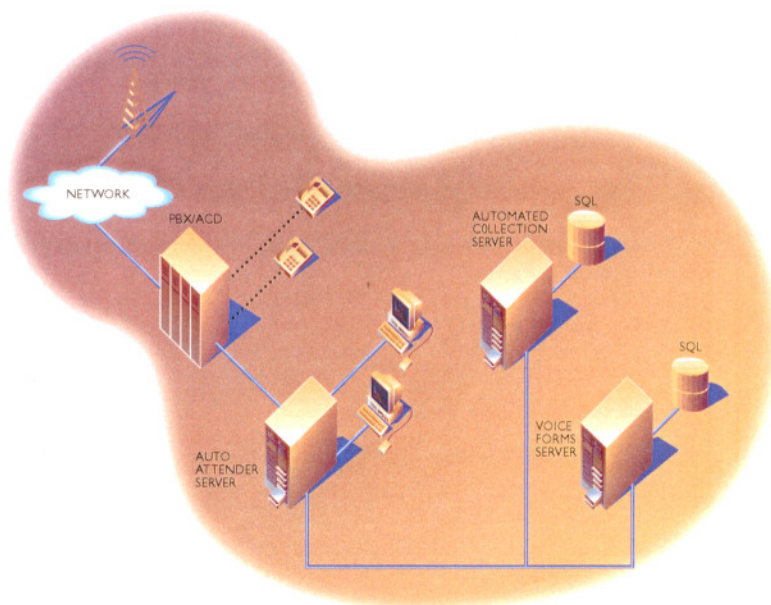


## SCO SUCCESS STORY

### Telecommunications

## SCO, Dialogic, IBM, Microlog and Tech Data



### Profiting in Computer Telephony

According to Dataquest, a San Jose, CA-based research and consulting firm, the U.S. Market for computer telephony (CT) is expected to reach \$7.9 billion by 1999, up from \$2.5 billion in 1997. For resellers seeking new profit streams, few markets offer margins as attractive as those associated with computer telephony products and services.

The value to resellers extends beyond initial installations. Computer telephony solutions can lead to strengthened account control with ongoing sales and service possibilities ranging from the desktop to enterprise customers. Resellers previously approached manufacturers and publishers independently for products, services and support. Today, there's a strategic partnership that can help Value Added Resellers (VARs) grow and adapt in pace with CT demand by offering solutions that will greatly expand their business opportunities, while multiplying their options for competitive advantage through differentiation.

### Strategic Marketing Partnership Creates CT Opportunities for VARs

SCO has partnered with four of the leading technology companies in the computer telephony arena to provide bundled CT solutions to resellers seeking new business opportunities and increased revenues. SCO OpenServer leverages the strengths of

other CT platforms, such as IBM's 7587, 7588 and Netfinity servers, bundled CT solutions from Microlog (ISVs) based on Dialogic computer telephony components, and distribution through Tech Data. The ease of soft bundles lies in one-stop shopping for resellers, with higher profit margins than buying from individual vendors. VARs can now embrace new CT technologies with an all-in-one solution, since multiple vendor integration and configuration is eliminated. These ready-to-sell bundled solutions through Tech Data offer VARs easy configuration and installation, plus unparalleled system support and service. This strategic partnership of industry leaders provides a total and integrated CT solution for resellers looking to benefit from this explosive market.

### Why are VARs Choosing SCO and IBM CT ISV Solutions Through Tech Data?

By embracing this integrated solution, new CT VARs have the ability to:

- Offer one-stop-shopping with CT soft bundles
- Differentiate themselves from peer VARs
- Grow their business with higher profit margins
- Capitalize on existing customer accounts by offering new solutions with incremental hardware and software sales in CT
- Win new customers who may be sources of additional business
- Provide a single point of customer contact. As an example, by merging phone and IT responsibility under a single MIS/CIO focal point, existing customers will be encouraged to buy CT solutions from their existing computing VAR

Tech Data Corporation, founded in 1974, is a leading full-line distributor of technology products worldwide. The Fortune 500 company and its subsidiaries operate in over 30 countries, serving more than 100,000 resellers in the United States, Canada, the Caribbean, Latin America, Europe and the Middle East. In addition to distributing more than 75,000 products, Tech Data provides extensive pre- and post-sale assembly services and a full range of electronic commerce solutions. The company and its recently acquired subsidiary, Computer 2000, generated combined sales of \$12 billion in their most recent fiscal year.

