



Why You Don't Want to Extend Your Warranty from the OEM

Most OEMs do offer warranty extension and, in some cases, certain enhancements. But their pricing math assumes customer ignorance. AOM understands the true nature of the cost of maintaining aging equipment and provides superior coverage, superior SLAs, all at a far superior price.

A warranty is a vote of confidence. It says that the original equipment manufacturer (OEM) is willing to stand behind the reliability of their product for a reasonable period of time. The cost of that warranty is calculated into the cost of the product itself, and the price they charge you is calculated from that. They're anticipating that no service will be required, but ready to provide such service if necessary.

It's not a vote of confidence in the service.

Avoiding Surprises

The worst thing that happens to budgets comes when there are surprises. As an example, when the warranty on needed computer equipment is expired and the unit fails. It must be restored quickly or thousands of dollars may be lost. Without warranty coverage, it may cost thousands to repair. This is a bad news story either way.

The solution, of course, is to extend the warranty so you have continued coverage. Then, when surprise failures occur you don't have to worry about serious negative impact on your budget. You simply request service under warranty.

You Have Choices!

Nothing says you must extend the warranty from the manufacturer that came with the equipment. You have choices available to you.

Think of it this way; you bought the equipment from the manufacturer you prefer because that's what they do for a living. They manufacture computer equipment. They are not primarily in the computer maintenance or servicing business.

You should, therefore, obtain extended and enhanced warranty coverage from someone who specializes in maintaining and servicing computer equipment, for several great reasons:

- That's what they do for a living.
- Alternative service providers will price competitively, which saves you money. Manufacturers assume customers won't know any better and price their extended warranties based on what they want to make. Surveys say this is usually 70-80% higher than alternative providers.
- Alternative service providers carefully study the cost of maintaining aging equipment, and also what tends to fail most often. Beyond reactive, even beyond being proactive, they can often be downright predictive as to what's going to fail well before it does. This puts you ahead of potential problems.
- It's not likely that all your computer equipment comes from the same manufacturer. You'd end up having to figure out who to call every time you need something serviced. Alternative providers usually cover everything you own, so all service requests go through one convenient portal.



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Your next decision is based on the nature of your company. If you have locations all over the country or the world you could try to find one alternative provider who covers everywhere you are. Or you could take the time to find acceptable service providers in each geographic area you're in.

The Ultimate Alternative to OEM Maintenance (AOM)

Now you can enhance and extend your warranties no matter whose equipment you own, no matter where its all located, and no matter what it's all connected to or what software it's running!

The solution is AOM – the Alternative to OEM Maintenance! AOM brings together the top alternative service providers from all over the world and makes them all available to you through one easy-to-use, convenient portal. Just one stop and you can request service for anything you've got covered by AOM, anywhere. No searching for the right provider for a specific location or configuration. Just go to the AOM portal and request the fast-response, rapid turnaround service you need to stay productive and competitive.

Better and more responsive than OEM service, more flexible than third-party maintenance (TPM), and far better equipped than any individual computer reseller, AOM gives you the best of all worlds, which delivers the confidence and peace of mind you need to know you'll remain up and running at all times.

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