


Digital Equipment Corporation  
Three Results Way  
Box 1003  
Marlborough, Massachusetts 01752-9103  
508.467.5111

**digital**

January 11, 1993

Mr. Bruce A. Bott  
President  
Advanced Digital Data, Inc.   
6 Laurel Drive  
Flanders, New Jersey 07836-9134

Dear Bruce,

Thank you for taking the time to share your concerns and thoughts about Digital's Gold Key Service Program. Russ Gullotti has asked me to respond to your letter. I am Judith Kelly, Channels Services Manager for the U.S. From the comments in your letter, I believe there may be some confusion regarding the intent and direction of this critical Business Partner relationship.

Gold Key is Digital's Reseller program for Services. Gold Key allows our authorized resellers to resell Digital's Services so that a total solution can be sold by you to your customer. Under the "Service Seller" relationship, new services such as remedial maintenance and support, training and some business protection services are available for sale by you to your customers.

For qualified authorized resellers with the demonstrated ability and infrastructure to manage a customer base from a services perspective, Digital, under Gold Key, has the "Service Manager" relationship. In addition to selling new services, this relationship requires a Business Partner to:

- . register warranty with Digital for their end user customer,
- . provide call screening for all customer calls,
- . convert warranty to a service contract,
- . renew service agreements.

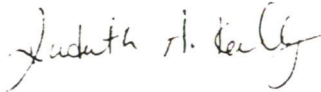
A Business Partner will need to maintain their own service warranty/contract data base to generate services quotes as well as maintain a "help desk" facility to take customer calls and resolve basic operational questions. Installed base accounts presently under a Digital Services agreement are not eligible for Service Management by a Business Partner. As you can see, this business model is for resellers previously engaged in these activities for existing business reasons and is not generally suitable for Business Partners who are not already involved in the ongoing management of a customer base.

It appears from your letter that a Service Manager relationship does not fit your existing business model. However, many of our Business Partners have found much success and profit from selling Digital's new services that require little to no investment in infrastructure and systems. This relationship is the primary relationship in our Gold Key program.

I have asked Dave Vogelzang to get back in touch with you to discuss further your Services needs and how we can build a mutually beneficial Services plan.

Thank you again for your interest in Digital Services.

Sincerely,



Judith A. Kelly  
Channels Services Manager, U.S.

cc. Dave Vogelzang, Account Manager, Piscataway, N.J.  
Russell Gullotti, Vice President, Digital U.S.  
John O'Keefe, Vice President Channels, U.S.  
John Rando, Vice President, Multivendor Customer Services