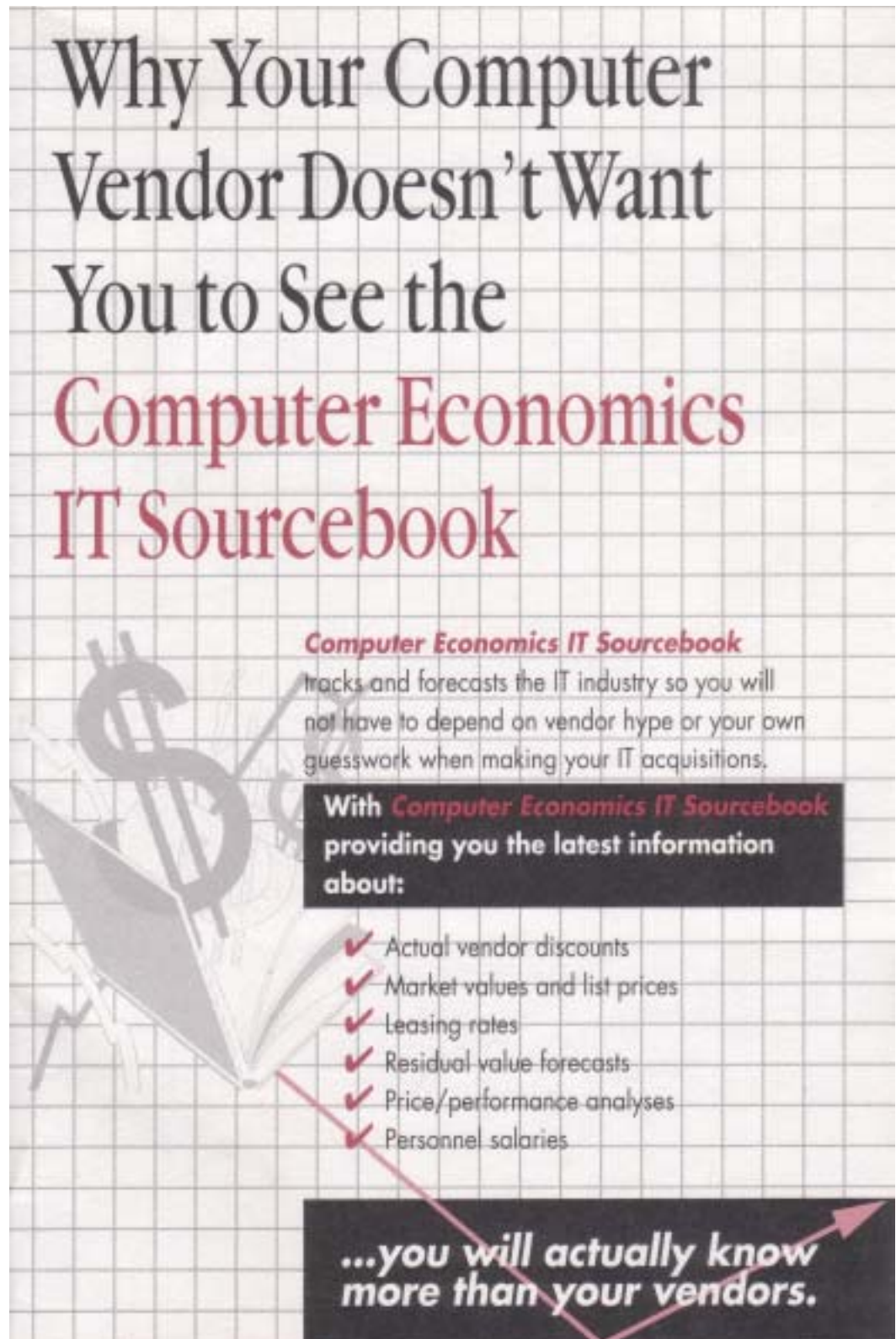


COMPUTER ECONOMICS--IT Sourcebook Brochure

The marketing plan for IT Sourcebook included mailing a brochure to former customers as well as prospects. The Sourcebook is a primary research tool for IT executives and the brochure needs to explain a complicated set of benefits. For this reason, the brochure was eight panels including a form that could be returned by mail ordering the book. The brochure was done in two versions--one offered an early bird price and one for the full price.



Why Your Computer Vendor Doesn't Want You to See the Computer Economics IT Sourcebook

Computer Economics IT Sourcebook tracks and forecasts the IT industry so you will not have to depend on vendor hype or your own guesswork when making your IT acquisitions.

With **Computer Economics IT Sourcebook** providing you the latest information about:

- ✓ Actual vendor discounts
- ✓ Market values and list prices
- ✓ Leasing rates
- ✓ Residual value forecasts
- ✓ Price/performance analyses
- ✓ Personnel salaries

...you will actually know more than your vendors.

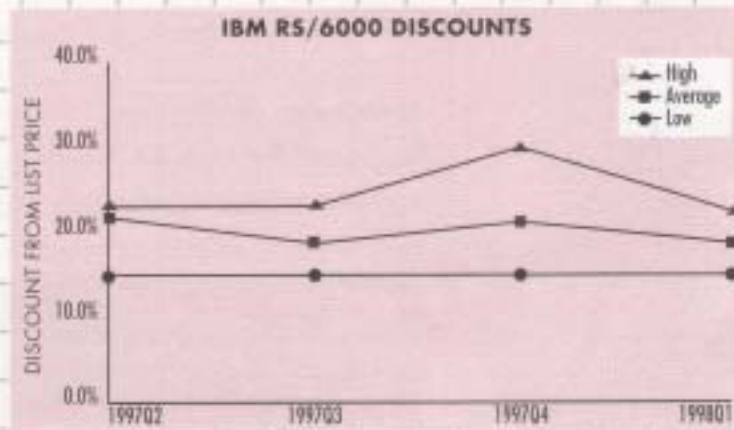
One panel of the eight panel brochure. Benefits and examples of how the Sourcebook helps IT executives save money.

IT Executives Depend

The *Sourcebook* provides IT executives with the means for saving money.

For example, you could have received a better deal had you known that:

- ✓ IBM gave discounts of up to 65% on RAMAC disk arrays, even without a VPA.
- ✓ One IBM customer received a \$220,000 credit toward future purchases with a 9021-952 to 9021-962 upgrade.



Featuring:

Monthly Updates that include residual value forecasts and market prices for mainframes, midrange systems, servers, workstations, disks, tapes, printers, and controllers from companies such as IBM, DEC, HP, Sun, Amdahl, HDS, EMC, and STK. Tracking, forecasting, and projections.

CD-ROM:

A searchable, updated CD-ROM is also part of each monthly update.

A Roadmap:

Two pages of hints to help you instantly find information in the *Sourcebook*.