

## PROGRAMS



### SMALL BUSINESS PARTNERSHIP

Small businesses, ranging anywhere from 10 to 99 employees, represent the fastest-growing segment in today's market. This vertical expansion includes accounting, legal, medical, real estate, banking, retail and manufacturing. Studies have shown that small businesses, while underinvested in technology, are making strenuous efforts to be competitive and squeeze productivity out of a lean workforce.

Because most small businesses lack sophisticated IS prowess, they have learned the best place to buy computer products is from VARs rather than computer specialty stores. As a result of purchasing from VARs, small-business owners now see the benefits of multimedia, on-line services, intranets and the Internet.

This year, Merisel's Small Business Partnership Program has been designed to provide additional value to our small-business reseller partners. This annual program consists of the following:

- Product Resource, manufacturer information and reference via CMP's ChannelWEB
- Reseller Resource discounts and updated Value Added Services information
- Targeted sales and promotional focus throughout 1999
- Special reseller benefits
- SMBReport newsletter, focused on small business products, programs and solutions, as well as specialized surveys and program feedback
- Updated Web area, including VAR Locator Database and manufacturer links

Be on the lookout for membership information, including special promotions targeted at the small-business market and available only to Small Business Partnership Program members. This membership is free. You can join simply by filling out the application on the following page and faxing it to (310) 615-1263.

For more information, visit our Web site at [www.merisel.com](http://www.merisel.com).