

# Ideal channels the power of HP's Top Config programme

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Ideal extends reseller reach across entire SME sector from mid to micro business level as it tells reseller customers: 'Go Configure'

Chessington: July 3 2003 Ideal has signed a partnership agreement to deliver HP's Top Config programme to the UK channel.

Under the programme, Ideal's customer base of resellers can use Ideal's ecommerce engine ([www.myboris.com](http://www.myboris.com)) to configure HP products to individual end user specifications.

Unique to [www.myboris.com](http://www.myboris.com), for HP Top Config, Ideal reseller customers can enjoy using an already familiar interface and can offer end users real time pricing on all HP products covered by HP Top Config.

Ideal's Top Config pilot programme will launch in July 2003 offering both desktops and workstations.

"Top Config represents a huge opportunity to aggressively target the SME end user market. Ideal's reseller customers' ability to configure PCs online opens the SME market, including at the micro business level with 1-9 users, and places the direct efficient versus indirect inefficient argument in the dustbin of history.

It brings revenue and margin opportunity by removing cost from the sales process, accelerating product delivery and raising SME end user customer service levels. Ideal's reputation for bringing true value-add to its reseller customers is further cemented through the HP Top Config programme, and we are proud to be a part of it," says Loay Lawrence, business manager, Ideal.

'We are committed to making our channel an integrated extension of HP and helping them grow both revenue and profitability," says Andy Vickers, channel & SMB director, HP UK&I. "Top Config gives both HP and our channel partners the opportunity to increase efficiency and value add for our customers.'

Under Top Config, resellers will use the online configuration tool on Ideal's web site to input product specifications. Orders are relayed directly to HP's manufacturing facilities from where fully customised PCs are delivered within 10 days direct to end user customer sites or resellers' premises. Minimum order 1.

Ideal delivers to its customers the broadest range of HP products from hand held computers to high end Alpha servers.

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Ideal is the UK division of Bell Microproducts Europe

Bell Microproducts Europe is a unique channel focused supplier of hardware and software products and services ranging from components to high-level consultancy.

Each Bell Microproducts Europe business operates in the following key technology markets:

Enterprise Solutions - Focusing on high-end storage solutions. Branded Ideal Enterprise Solutions in UK and Bell Microproducts Solutions in all other European territories.

Systems - Focusing primarily on the Intel based server, desktop and mobile markets

Software - Focusing on the sales of software, primarily through its on-online licensing tool LDi (Licence Desk internet)

Mass Storage - Focusing on disk drives and storage components

Professional Services -Storage consultancy engaging with end users to create a market for resellers

Bell Microproducts Europe is headquartered in Chessington in the UK with operations in France (Paris) Germany (Munich); Italy (Milan); Netherlands (Amersfoort); Belgium (Brussels); and Sweden (Stockholm).

Bell Microproducts Solutions is headquartered in Almere, The Netherlands with operations in Belgium (Brussels), Germany (Frankfurt) and Austria (Vienna).

Bell Microproducts Europe is part of the \$2 billion NASDAQ listed Bell Microproducts Inc, one of the world's largest storage focused IT companies operating from more than 40 locations, and employing over 1,100 people across the US, Canada, Latin America, the UK and Europe.

In the UK Bell Microproducts Europe owns and operates Ideal Hardware. Ideal Hardware was voted Storage Distributor of the Year at the Computer Reseller News Channel Awards 2002 for the fourth consecutive year.

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