

ASCDI Fights for the Rights of Resellers and Users Worldwide September 16, 2010

The Association of Service and Computer Dealers is a not for profit trade association of technology resellers. Last week we received a call from one of our members who asked me, "Why is it that the ASCDI is doing so many good things to help the reseller and end user community, but no one knows?"

During a good portion of our 30+ years, the ASCDI was all about networking and being a place where dealers could meet other resellers. Things have changed.

Today manufacturers who are scrambling to pick up revenue anywhere they can are eyeing the sales being made by resellers of new and used equipment who are not Business Partners of the manufacturers. To counter that effort the ASCDI has been active in Australia, the UK, the EU and the USA in keeping the playing field level. What are the issues?

Bid rigging- Some manufacturers are claiming that anything sold by resellers who are not authorized by the manufacturers is counterfeit. They tell corporate and governmental bidders to only accept bids from companies who they have authorized, cutting out companies who sell used or grey market. Many of these manufacturers use the words counterfeit, grey market and black market interchangeably to confuse end users. In many cases, it is not about counterfeit, it is about market share. To be clear, the ASCDI is concerned about REAL counterfeit and is addressing it. But we are opposed to manufacturers using the fear of counterfeit to support their own agenda.

Illegal tying- Some manufacturers require that end users sign hardware maintenance contracts in order to have access to software fixes. That is like Toyota saying that they will only supply the software to fix your brakes if Toyota services your car.

Import restrictions- Some manufacturers are claiming that only THEY have the right to sell used equipment in the EU.

Many times the ASCDI is compared with and confused with the many equipment brokers trading sites which have sprung up over the last few years. Although we run the ASCDI Trading Network (ATN) we are much more than that. Trading Networks give resellers a tool to help them buy and sell equipment. In addition to that, our trading network gives back over 50% of its revenue to our Industry. Our other sources of revenues come from Membership Dues and Meeting income.

- Membership- \$900 a year
<http://www.ascdi.com/Assoc/membership/membershipapplication.aspx>
- Meetings- About \$675 <http://www.ascdimeetings.com/>
- Equipment Network- \$100-\$150 per month
<http://www.ascdi.com/Assoc/membership/RequestInfo.aspx>

We thank our over 300 member companies for their continued support. We need all like minded resellers to support us in our efforts and sign up for one of the options above.