

making IT count.


softchoice
Corporate Overview

what's inside

01 Introduction **02** Who we are **04** Assessment services **06** Technology sourcing
08 Solution design and delivery **10** Corporate social responsibility **12** Corporate overview



we get **IT.**

In fact, you could say we live, eat and breathe IT. Helping organizations harness the power of innovation is at the heart of everything we do – whether it’s paving the way for lower operating costs, creating greater efficiency or enhancing competitive advantage. We also understand that making IT investments count matters more than ever. That’s why we take a holistic approach. We get to know our customers’ businesses, their challenges and their opportunities – from the desktop to the data center. Of course, that’s just the beginning. To deliver end-to-end solutions we offer powerful assessment capabilities and deep expertise in solution design, project management and implementation, as well as friendly and reliable technology fulfillment. **Making IT count.** It’s our passion, our focus, and our reason for being.



we understand **IT**.

From the desktop to the cloud, from coast to coast

Technology continues to fulfill its promise of making life better for people – and for their businesses. As a leading North American provider of IT solutions and services, helping small, mid-market, enterprise and public sector organizations harness the power of innovation is our guiding principle. We do this by offering all the advantages of our scale at a local level. We combine the efficiency, reliability and cost-savings of a national IT supplier with the personal touch and technical expertise of a local solutions provider. From in-person consultations to advanced solution design, delivery and implementation services, we're redefining the level of service customers can expect from a trusted technology advisor like Softchoice.

delivering value



40+ branch offices

Local. Real. Accountable in person. That's always been the Softchoice difference. When it comes to building trust and loyalty, we believe working with customers in person is the best approach. Offering face-to-face service in more than 40 markets across North America is one of our most important value-adds. Why? Because getting to know our customers in person means a better understanding of their business, better advice and better solutions. It's an approach that's personal and powerful. It's also our way of ensuring that every IT investment delivers results.

Assessment-led

A technology investment should never be an act of faith. That's why we have made substantial investments in an assessment-led approach – to help our customers make informed technology decisions. Using in-depth consultations and data-driven analysis, we help organizations identify the path of greatest efficiency, highlighting potential risks, cost-savings opportunities and payback periods, all before a single dollar is spent. To date we've conducted more than 1,500 assessments, giving customers across North America the information they need to save time and money while moving their projects forward with confidence.

Technology sourcing

Efficiency starts with knowledgeable Inside Sales Account Managers. In tandem with their field sales counterparts, they're the gateway to a variety of resources – from pre-sales expertise in software licensing to the industry's most experienced solutions architects. Using a single set of systems, we capture detailed information on IT standards and preferred methods of doing business, ensuring a truly personalized customer service experience. Add integration with over 30 state-of-the-art warehouses and powerful ecommerce capabilities, and the result is the fastest and most reliable route to the latest in technology.

Pre-sales and post-sales services

Customers count on us to deliver complete technology solutions. That's why we have assembled a team of more than 150 professional services and solutions architects who deliver value-added services – from design and architecture, to system imaging, implementation, and day-to-day management, all the way to disposal. By working to refine business processes and implement cutting-edge technologies, we're helping organizations achieve new levels of efficiency.



Awards

- **Canada's Top Solution Provider** (IT Business Magazine)
- **Top Revenue Generator – Over \$1 Billion** (VAR Business Magazine)
- **Gold Star for Customer Satisfaction Excellence** (Cisco)
- **Business People's Choice Platinum IT Solution Provider** (Channel Reseller News / IT Canada)
- **Large Account Reseller of the Year – Program Excellence** (Microsoft)



we view IT holistically.

Assessment services

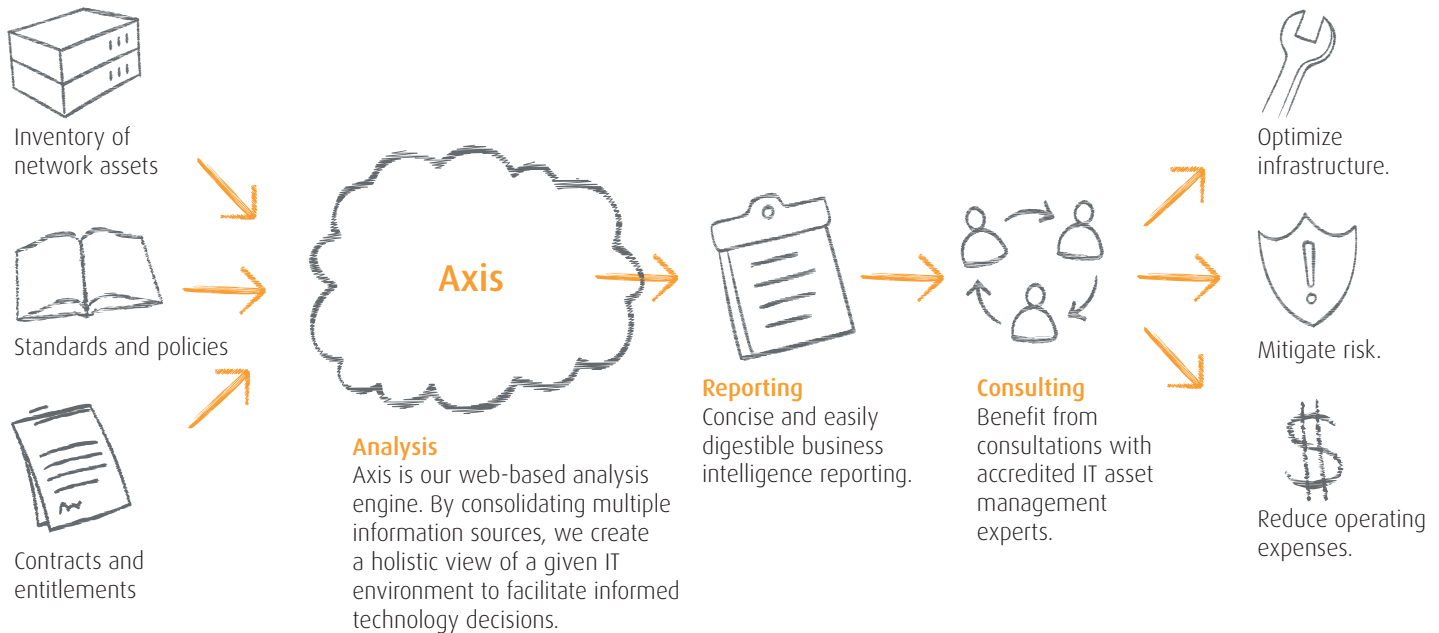
Making IT investments count is more important now than ever. Today's organizations must justify every expenditure. They must build sound business cases for new IT infrastructure. And they must show cost-savings – all while delivering more value to the business. It's complex, time-consuming work. It's also essential to success.

Softchoice has developed an array of assessment services that give organizations the information they need to make educated decisions while improving their IT asset management process. Our methodology combines standardized, metric-driven analysis with the knowledge and insight of accredited technology and IT asset management experts. Whether understanding the impact of desktop virtualization or identifying opportunities to optimize the data center, we deliver the intelligence required to move forward with confidence. Of course, realizing the full value of an IT investment is a longer-term endeavor. Through AXIS, the technology behind our pioneering 'IT Asset Management-as-a-Service' offering, we provide powerful online reporting capabilities and access to consultants that will save time, money and risk throughout the technology life cycle.

Assessment services

- Enterprise architecture
- Workload consolidation
- Desktop virtualization
- Green IT
- IT asset management:
 - Migration
 - Security
 - License compliance
 - Hardware life cycle

make IT work for you.



CASE STUDY:

EllisDon



IT infrastructure built on trusted advice

A leading international construction company, EllisDon operates in locations around the world. Like many others, the company relies on the efficiency and availability of its IT resources. Looking to implement a new storage, backup and disaster recovery solution, Ray Allen, the company's CTO, turned to Softchoice to manage the Request for Proposal process. After considering the company's current and future requirements, Softchoice designed a custom RFP template and provided valuable feedback throughout the evaluation process. Thanks to this support, EllisDon identified a solution that could be implemented quickly and cost-effectively and that would provide the flexibility to accommodate future growth.



"We continue to review means of improving the efficiency of our IT infrastructure. Our strategic partnership with Softchoice provides easy access to the knowledge, skills, support, and vendors we need to achieve this. Softchoice strives to understand our business and long-term strategic goals. Through their efforts, we recently upgraded the storage infrastructure of our two data centers on budget, on time, and without issues. This speaks to the value they bring to our organization."

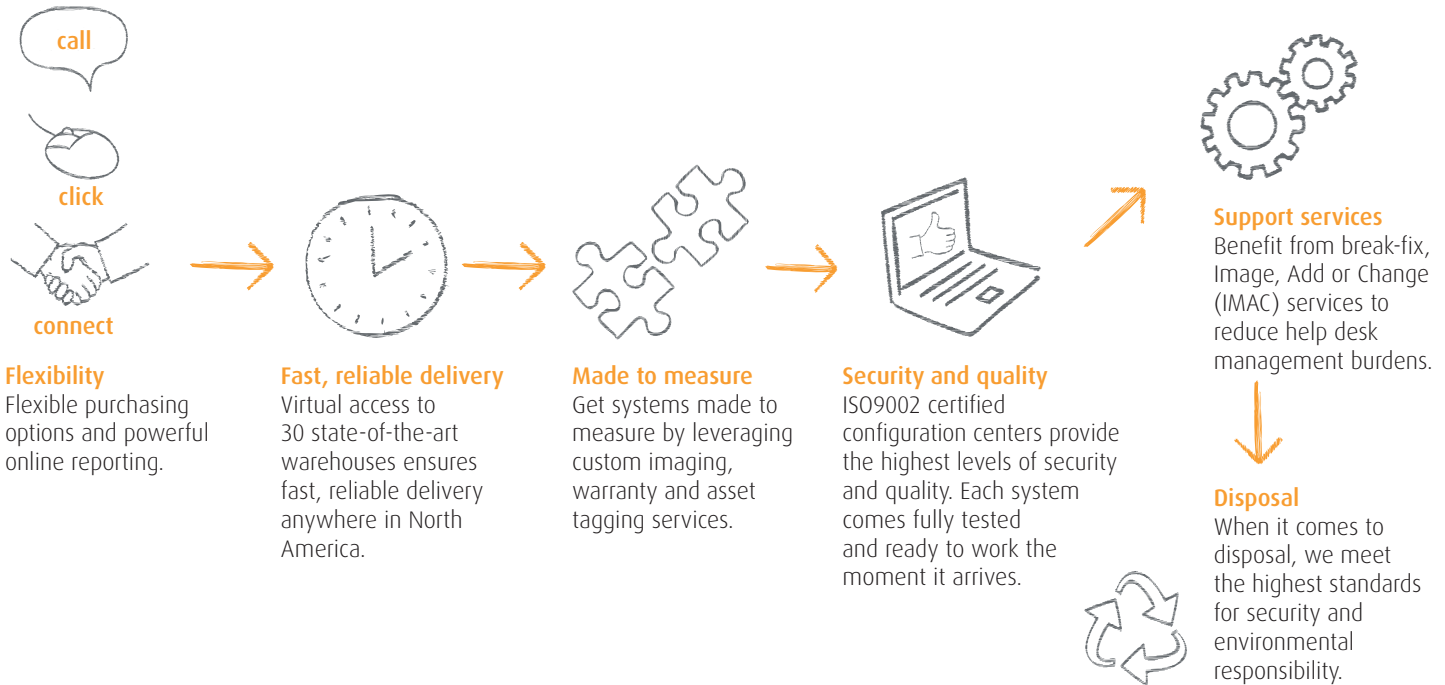
RAY ALLEN, CHIEF TECHNOLOGY OFFICER, ELLISDON



Technology sourcing

It's the challenge common to every IT department: how to spend more time innovating and less time maintaining. At Softchoice, unmatched product selection and reliable, cost-effective fulfillment are just the tip of the iceberg. To help organizations do more with less we offer a variety of services that can add value and free up time at every stage of the technology life cycle. It all starts with powerful ecommerce and integrated account management tools that provide clear line of sight across the entire purchasing process, including Software Information Industry Association-approved purchase history reporting. Of course, when it comes to technology, there's no such thing as a one-size-fits-all solution. That's why we offer comprehensive hardware rollout services, including custom configuration, imaging, asset and warranty tracking and just-in-time delivery. And when it's time to make way for the next wave of innovation, we offer Secure and Friendly to the Environment (SAFE) disposal services. From start to finish, we ensure your systems are handled in accordance with the highest standards for security and environmental responsibility.

simplifying IT.



CASE STUDY:

MMM Group



Streamlining the technology life cycle

Mark Bryant, CIO for MMM Group, understands the benefits of standardization and keeping up with the latest technology. To reduce the strain on its IT resources and streamline the day-to-day management process, MMM Group worked with its Softchoice account executive to consolidate desktop purchases with a single vendor. In addition to using forecasting and volume purchasing to lower costs, Softchoice also provided warehousing services that guarantee inventory and ensure just-in-time delivery for PC replacements. What's more, by identifying advantageous volume purchasing options, Bryant was able to reduce his company's overall technology spending while gaining access to the latest technologies.



"When it comes to streamlining our hardware and software purchases, Softchoice has been an exceptional partner. Knowing that our technology needs are met on time and on budget not only provides peace of mind, it frees our internal resources to drive other priorities for our business."

MARK BRYANT, CIO, MMM GROUP

consolidation



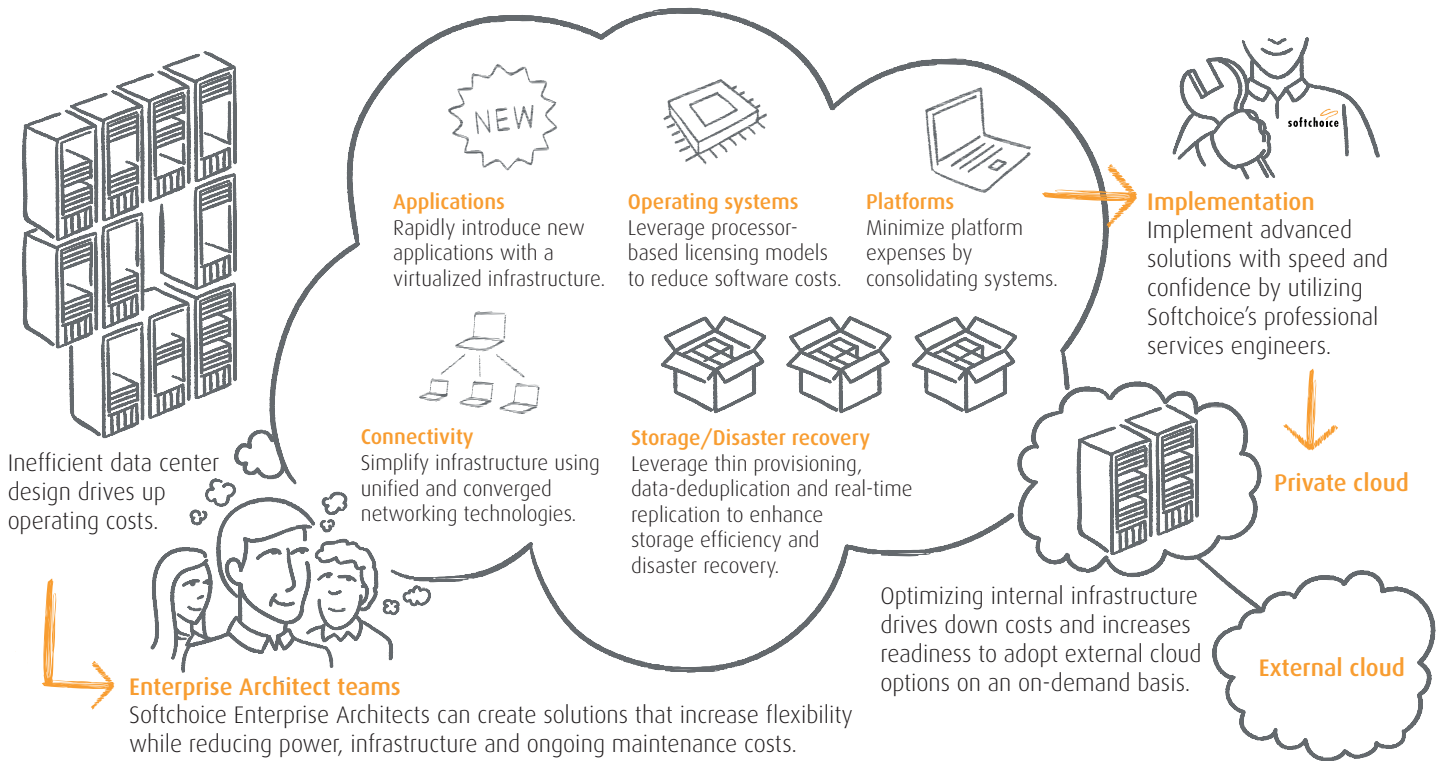
Solution design and delivery

At its core, technology is about enhancing competitive advantage and strengthening the bottom line. But with resources spread thin and the increasingly specialized skill sets required, getting ahead is sometimes easier said than done. Whether it's desktop virtualization or private cloud computing, we offer the resources and technical expertise that can realize the benefits of the latest in innovation. Our difference? We take an assessment-led approach aimed at providing a clear understanding of the risks, opportunities and payback period for a given solution. From there we offer deep expertise in solution design and delivery, including technology architecture, project management and comprehensive implementation support. And behind this dedicated team, our licensing and product specialists work to ensure the right technology is acquired in the most efficient and cost-effective manner possible. At every step, our goal is to enhance performance and speed time to market while lowering overall business costs.

Solution design and delivery

- Unified communications and collaboration
- Workload consolidation
- Storage (backup/recovery/archive)
- Data center virtualization/optimization
- Client solutions
- Microsoft solutions

optimize IT.



CASE STUDY:

Amico



Bulletproof architecture: from concept to reality

Company growth translates into ever-increasing IT demands – and Amico is a leading medical equipment manufacturer in the midst of a growth phase. To help manage a major new project, Stefan Jafs, Amico's Director of Engineering and IT, called on Softchoice to help design and deploy a flexible and scalable data center solution. Softchoice's expert services extended from architecture and design, all the way to implementation. The project met all the desired timelines and has also increased the productivity, reliability and availability of Amico's key IT systems. Confident in Softchoice's ability to deliver on time and on budget, Amico then engaged Softchoice to complete the design and deployment of its next big project – a new disaster recovery strategy.



"We're very pleased with the work Softchoice carried out for us. Thanks to them, Amico has a virtually 'bulletproof' architecture that will support our growth strategy for years to come."

STEFAN JAFS, DIRECTOR OF ENGINEERING AND IT, AMICO

Productivity

IT makes a difference.



Corporate social responsibility

The power of technology to transform business has never been more evident. Yet with each innovation there is also a cost. Electronic waste and the rising energy consumption associated with IT are posing significant environmental problems. At the same time, the gap between developed and developing nations in terms of access to technology has continued to widen. These issues are challenging us to develop new business methods that emphasize long-term sustainable growth. They have also motivated us to expand our horizons and view our business in a global context. Our focus on addressing these issues is not simply a matter of good public relations. Leveraging our expertise to promote sustainable IT practices can also deliver new levels of efficiency and greater returns for our customers. And by fostering a culture that encourages people to contribute to social causes like bridging the digital divide, we're also inspiring a new generation of leaders while demonstrating the positive difference that businesses can make. The passion of our people is clear. What's equally clear is that at Softchoice, creating a brighter future is a team effort.



Awards

- **Canada's Best Workplaces**
(The Globe and Mail)
- **Green IT Solution Provider of the Year**
(Computer Dealer News Magazine)

making IT green.



Assessment

Take advantage of a complimentary assessment and create your customized Green IT roadmap.

Green product listing

Use the first fully searchable Green IT product listing on www.softchoice.com to find the world's most environmentally friendly products.

Reduce paper

Request Softchoice e-invoicing to reduce paper waste.

Consolidate shipping

Save money and reduce your carbon footprint. Request consolidated shipping options from your Softchoice account representative.

Safe disposal

Ensure old systems don't end up in the wrong place. Use Safe and Friendly to the Environment disposal, available through Softchoice.

Supporting computer literacy with Softchoice Cares

Softchoice Cares is an employee-led philanthropic initiative with two primary goals:

- 1 support charitable organizations focused on bridging the digital divide through various fundraising activities
- 2 create opportunities for employees to contribute their time and energy to social causes, whether by participating in Softchoice events or by serving as members of the Softchoice Cares board.



Habitat for Humanity

Softchoice recently announced a new partnership with Habitat for Humanity, a not-for-profit organization committed to providing decent, affordable housing for those in need around the world. Through this initiative, Softchoice will be working in local cities across North America to provide funding and technical support for the installation of home computers in select Habitat for Humanity housing projects. Just one more way our people are using technology to transform lives.



One Day

Our people make the difference. Their time and dedication have allowed us to provide financial as well as hands-on support for dozens of computer literacy programs around the world. Through One Day, an internal awareness campaign launched in 2010, the Softchoice Cares board is challenging every employee at Softchoice to get involved by using the paid volunteer days Softchoice provides each year. Our goal? Contribute more than 7,000 hours in support of local charities across North America in the coming year.

Ten-Year Financial Summary

(in thousands of U.S. dollars, except per share amounts)

	Dec. 31 09	Dec. 31 08	Dec. 31 07	Dec. 31 06	Dec. 31 05	Dec. 31 04*	Dec. 31 03*	Dec. 31 02*	Dec. 31 01*	Mar. 31 01*
Revenue	\$1,000,248	\$1,244,295	\$777,082	\$703,237	\$639,482	\$477,935	\$390,793	\$420,006	\$254,343	\$262,575
Gross profit as a percentage of revenue	14.2%	13.8%	16.1%	14.0%	12.7%	13.3%	12.0%	12.6%	12.2%	11.3%
Gross profit per customer	9.3	8.6	7.8	6.6	5.4	4.5	3.8	4.4	2.7	2.5
Net earnings	22,263	(14,388)	21,997	15,930	13,108	9,731	3,118	9,554	3,258	1,583
Return on equity	1.26	(0.82)	1.27	0.93	0.76	0.57	0.18	0.56	0.20	0.10
Total assets	294,189	355,761	319,826	187,254	173,485	103,523	114,797	103,581	79,681	73,214
Cash flow from operations	33,131	30,880	35,064	11,470	4,021	10,232	3,654	11,367	9,844	(57)
Number of offices	44	45	41	34	32	32	33	32	34	33
Number of employees	874	897	795	624	604	463	436	456	426	424

Notes:

In 2001, Softchoice changed its fiscal year-end from March 31 to December 31. As a result, information for the period ended December 31, 2001 is for a nine-month period only.

* All figures have been restated in U.S. dollars and are unaudited.

Industry Excellence

Microsoft	<ul style="list-style-type: none"> • Gold Certified Partner • Large Account Reseller • Enterprise Software Advisor 	Symantec	<ul style="list-style-type: none"> • Enterprise Sales Partner
HP	<ul style="list-style-type: none"> • Elite Partner (US) • Preferred Partner (CAN) 	Lenovo	<ul style="list-style-type: none"> • Platinum Partner
Cisco	<ul style="list-style-type: none"> • Gold-Certified (US/CAN) 	Adobe	<ul style="list-style-type: none"> • Gold Large Account Reseller
IBM	<ul style="list-style-type: none"> • Platinum Partner 	VMware	<ul style="list-style-type: none"> • Premier Partner • Certified VCP

making our values count.

We've Got Customer Passion

Our passion for providing exceptional service is the cornerstone of our success. We make every effort to put the *customer* first. As we seek to simplify the complicated and bring our knowledge of our business and IT to bear, we go above and beyond.

We Get it Done... Differently

Our customers count on us to own the end result. We recognize that delivering on our promises is critical to their personal success and the success of the organizations they represent.

We Take Care of Each Other

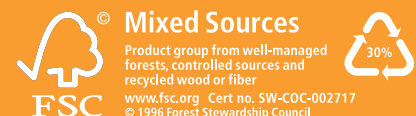
We put a premium on "nice" because, at the end of the day, our customers aren't systems or companies – they're people. We've built our entire company around the idea of people helping people get things done. It's what makes Softchoice unique.

We're in it for the Growth

Personally, professionally and as a business, our commitment to growth is an exciting journey and one without a finish line. Fueled by individuals who live to learn, we set the bar high and reach for it every day.



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Softchoice is committed to working in an environmentally responsible manner and to doing our part to help create sustainable communities. The paper used in this report is certified by the Forest Stewardship Council (FSC).