ATOMICdata

QUICK GUIDE

PURCHASING AUTHENTIC HARDWARE

Your equipment is mission critical. Don't trust its procurement to non-authorized sales channels. Otherwise you may end up with second-hard, third-party, or counterfeit products.

10%
Counterfeit products account for nearly 10% of the overall IT products market[1]

BUYING REFURBISHED OR RECONDITIONED DEVICES ISN'T INHERENTLY RISKY, but there are many disreputable sellers on the secondary market. Don't be tempted by low prices. Do your due diligence!

PURCHASING BEST PRACTICES

• Source equipment from authorized OEM channels.

• Specify OEM equipment in RFPs.

• Check with an OEM representative to ensure your supplier is authorized.

• Check that the equipment provided comes with a valid software license.

• Require and confirm that the equipment is entitled to OEM service support.

• Be wary of packaging that appears to be substandard.

WHY AUTHORIZED SELLERS?

Manufacturers like Cisco, NetApp, and F5 all have authorized partners, sellers, and/or resellers. Here's why it's important to buy from authorized channels.

- **NEW AND CERTIFIED REFURBISHED EQUIPMENT**

- **MANUFACTURER ACCOUNTABILITY**

- **SPECIALIZATION IN NETWORK TECHNOLOGIES**

- **WIDE RANGE OF SKILLS, SERVICES, AND LOCATIONS**

- **CERTIFIED DEVICE EXPERTS**

- **MUST ACHIEVE HIGH RANKINGS ON INDEPENDENT POST-SALES CUSTOMER SURVEYS**

- **COUNTERFEIT, THIRD-PARTY, AND/OR SECONDHAND DEVICES MAY CONTAIN MALICIOUS SOFTWARE**

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