



## Company Overview

« PC-Doctor is the leading global provider of diagnostic and system information solutions to the personal-computing industry. »



**Since its founding in 1993 in Emeryville, California, PC-Doctor has worked with major PC manufacturers to reduce avoidable service and support costs, especially the unnecessary expenses associated with Out Of Box Failures (OOBFs) and No-Trouble-Found (NTF) returns. With new extensions to the PC-Doctor product line, our innovative diagnostic solutions are now available to smaller companies and individual computer users.**

## The Company

PC-Doctor, Inc. is a privately held corporation headquartered in Reno, Nevada, with a branch office in Tokyo. PC-Doctor is the leading global provider of diagnostic and system information solutions to the personal-computing industry. The company's products are acknowledged by PC industry leaders as the de facto standard for diagnostic solutions used by manufacturers, support organizations, repair facilities, and end users to reduce costs, improve quality and increase customer satisfaction. Major PC manufacturers bundle PC-Doctor software on millions of new computers every month.



PC-Doctor has accumulated a vast library of intellectual property – including multiple patents – which the company deploys in products and services across the PC life-cycle. Today, more than three-quarter of the company's people are employed in software development, quality assurance and customer-facing roles, underscoring the PC-Doctor

commitment to innovation, quality, and customer satisfaction.

## Our Customers

### Large Manufacturers

Manufacturers of personal computers face competitive challenges on two broad fronts: fierce price competition that limits the top line, and customer support and service costs that can erode the bottom line.

Price competition is an uncontrollable and unrelenting reality that sharply depresses revenue per unit. The selling price per unit is rapidly declining, but service and support costs have not kept pace with declining prices. Despite off-shore help-desk organizations and streamlined repair processes, service and support costs run from 1.5 to 3 percent of revenue for many major PC corporations, as reflected in their published warranty accruals.

The effect of these opposing forces on margins and profitability is dramatic. Net earnings of less than two percent are not uncommon among PC manufacturers and their PC divisions.

For nearly 15 years, PC-Doctor®, Inc. has worked with major PC manufacturers to reduce avoidable service and support costs, especially the unnecessary expenses associated with Out Of Box Failures (OOBFs) and No Trouble Found (NTF) returns. NTF return costs are unnecessary because accurate, current and consistent diagnostic tests and diagnostic processes can help distinguish between hardware failures that require expensive repairs or returns, and software or other issues that can often be resolved without incurring return or repair expenses.

### Smaller to Medium Customers

Many smaller manufacturers, repair centers, service providers, and other companies involved in the PC repair and refurbishment business also operate on small margins and struggle to bring in enough revenue to make ends meet. They also need to keep costs, including human capital, as low as possible, and productivity as high as possible. PC-Doctor has worked to provide high quality, low cost products to support the needs of these small to mid-sized

businesses by creating Build-To-Order (BTO) products that are configured and purchased on the Web, and portable CD-based diagnostic tools. These products can be used to quickly diagnose hardware failures, reduce repair time and avoid unnecessary and costly hardware replacement.

## The Product Families

PC-Doctor's product families are relied upon by leading manufacturers of PCs and PC-based products, including Hewlett-Packard, Dell, Lenovo, Fujitsu, and Gateway, as well as major service providers such as Circuit City and Solectron. Key to the company's success is a uniform nucleus of diagnostic tests and system information tools – called the Modular Core Technology (MCT™) -- that delivers diagnostic consistency and continuity across the design, manufacturing, support, and service phases of the PC life-cycle. PC-Doctor diagnostics are delivered in these product families:

*« Key to the company's success is a uniform nucleus of diagnostic tests and system information tools – called the Modular Core Technology (MCT™) »*

### Factory Products

- Used by manufacturers to reduce out-of-box failures and validate systems before shipment to customers. They also are used widely by repair depots to troubleshoot systems returned under warranty and to refurbish used systems before resale. PC-Doctor factory products are available for Windows, Linux and DOS.

### Bundled Products

- Pre-installed on system hard drives and other storage devices to give end users and technicians access to accurate diagnostics and system tools to validate that hardware is operating properly and to troubleshoot hardware issues. PC-Doctor bundled products are available for Windows and Linux.

### Pre-boot Products

- Used to verify that hardware is operating properly when the operating system does not boot. PC-Doctor pre-boot solutions are available for Windows PE, DOS, and Linux. In addition, PC-Doctor has developed a Read-Only-Memory (ROM) solution used by motherboard and PC manufacturers to provide system information and verify the boot path and main board components without reliance on an operating system.

## Service Products

- Used by technical service organizations to troubleshoot hardware quickly and accurately as part of the repair process, to verify correct operation after repair, and to validate that hardware upgrades are operating properly.



9805 Double R Blvd.  
Reno, Nevada 89521

775-336-4000  
www.pc-doctor.com