

2007 Recap & Looking Ahead

Dear Valued Dealers,

We are only mid-way through January and the new year looks to be one filled with economic challenges. We hope to equip you with products and tools to help you overcome these challenges. At Toshiba, we are focused on providing solutions with the best value. We believe that our opportunity for success comes when customers see our wide range of solutions and how they can positively impact their bottom line.

In 2007 we developed several vertical market focused presentations as well as a Return on Investment (ROI) tool, tailored to your salespeople. We are finding that our most successful Dealers have integrated these tools into their everyday prospecting and proposal strategies. I encourage you to speak with your Toshiba regional sales manager to review these tools and get your sales staff selling value and ROI in 2008. As companies become increasingly focused on the bottom line it is critical for us to show them how our solutions can help deliver cost savings and productivity improvement.

With numerous product launches, an informative Dealer Meeting, a new incentive trip and marketing programs, the year 2007 was filled with exciting activity at Toshiba Telecom.

Looking forward to 2008, TSD will be launching more products, beneficial 3rd party programs, bundled services, new marketing and sales programs, and much more.

In the coming weeks, please watch your emails for a new TSD Dealer survey. We value and welcome the constructive feedback our Dealers provide, so please be sure to participate in this survey regarding future product releases and additional market requirements.

We thank you for your business and look forward to helping you succeed in 2008.

Regards,

Brian Metherell
VP/GM Toshiba TSD



Brian Metherell, VP/GM
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