

---

# SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

## FORM 8-K

### CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported): December 12, 2002

## PC CONNECTION, INC.

---

(Exact Name of Registrant as Specified in its Charter)

**Delaware**

---

(State or Other Jurisdiction of Incorporation)

**0-23827**

**02-0513618**

---

(Commission File Number)

(IRS Employer Identification No.)

**Rt. 101A, 730 Milford Road, Merrimack, New Hampshire**

**03054**

---

(Address of Principal Executive Offices)

(Zip Code)

**(603) 423-2000**

---

(Registrant's Telephone Number, Including Area Code)

**Not Applicable**

---

(Former Name or Former Address, if Changed Since Last Report)

---

**Item 5. Other Events.**

On December 12, 2002, PC Connection, Inc., a Delaware corporation ("PCC"), is planning to participate in the Raymond James IT Supply Chain Conference, and will be discussing various aspects of its business. During the course of those discussions, certain limited financial information and other limited facts of its business will be presented to investors. This information is included in Item 7(c) below as an Exhibit.

**Item 7. Financial Statements, ProForma Financial Information and Exhibits.**

(c) Exhibits.

99.1 Information for Investor Meetings.



---

EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Description</u>
99.1	Information for Investor Meetings.

## Current Market Conditions

- October and November sales were soft
- December sales are off to a good start
- Competition is leading with price
- Most competitors offering free freight for online orders
- HP Direct taking market share

# Q4 Actions

## ■ AM Daily Commitment

- **Increase pressure on Sales to meet the following metrics:**
  - Daily GP goal
  - Outbound call time goal & contact quantity
- **Expand Bid Desk Utilization**
- **Executive Call Campaign**
  - Top 500 customers with 2002 sales less than 2001
- **Internet Business Accounts**
- **Employee Store**

# Opportunities

## ■ Enterprise Products Continue to Rank at the Top of IT Spending Priorities

- **Spending on IT Security to Reach \$1.4 Billion in 2002**
  - Growth Forecast of 31% Annually Through 2007
- **Spending for Storage Solutions Represents a \$20 Billion by 2006**
  - CAGR 50%
- **Spending on Enterprise Software is Expected to Grow 33% Through 2006**

*AMI Partners, Inc.*

- **Developed dedicated Enterprise Sales Team**

The logo for PC Connection, featuring the text "PC Connection" in a serif font with a blue arc above the "C" in "Connection".

## PROFIT IMPROVEMENT INITIATIVES – RECENT RESULTS\*

	2001	(Nov. YTD) 2002
■ Gross Margin Enhancements		\$3,000,000
■ Freight Contracts/Cost Reductions	2,680,000	1,200,000
■ Telecommunications	930,000	164,000
■ Facilities	575,000	514,000
■ Advertising/Catalogs	1,150,000	125,000
■ Supply Chain and Distribution	440,000	379,000
■ Process Change/Staff Reductions	410,000	1,529,000
■ Other	345,000	400,000
<b>TOTAL</b>	<b>\$6,530,000</b>	<b>\$7,311,000</b>

\* Annualized Savings

 PC Connection



# PROFIT IMPROVEMENT TARGETS

Current Initiatives	\$ Opportunity
Sales Productivity Improvement	Sales
Web Enhancements	Sales
Supply Chain Initiatives	1,000,000
Inbound freight management	150,000
Ohio workers comp	100,000
Packaging/labeling	100,000
Telecommunications	75,000

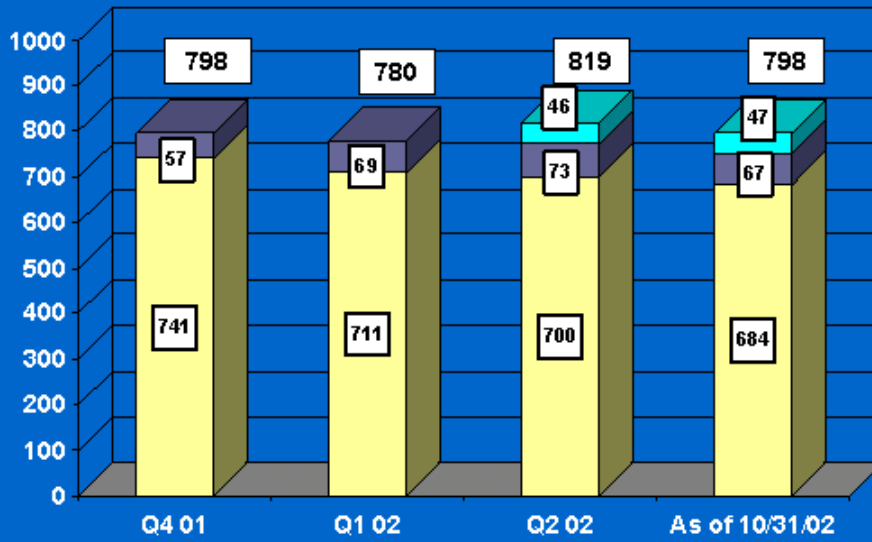
## PROFIT IMPROVEMENT TARGETS – Cont'd.

Current Initiatives	\$ Opportunity
Facilities	\$500,000
Negotiate paper /processing contract	150,000
Serial number masking	150,000
AP recovery audit	100,000

# NON-SALES REPRESENTATIVES

## Headcount

■ SMB - Non-Account Managers ■ GovC - Non-Account Managers ■ MD - Non Account Managers



# SALES REPRESENTATIVES

## Headcount

■ SMB - Account Managers ■ GovC - Account Managers ■ MD - Account Managers

