

intel®

# Grow.

**You're good to grow with  
Intel®-based servers.**



# Spend Work **Smart.**

**As a small business owner,** you have to be smart about spending. You probably don't have the resources to hire more people whenever a new opportunity arises, and you surely don't have more hours in the day. You want to grow revenue and profits, improve employee efficiency, and find ways to automate and improve everyday tasks that eat up inordinate amounts of time.

**The simple answer could be a server.**



# Does my business need a server?

**You may be at a stage** in your business growth to benefit hugely from a server. But what is a server, and how does it differ from a desktop computer?

A server is a computer that is designed to store, manage, distribute and process data. It's a more powerful, reliable and secure computer than a PC, with several important advantages:

- Provides not one but many users faster access to shared files and applications
- Improves employee productivity with more memory to run business applications
- Gives employees access to data when outside the office
- Helps protect your business from computer viruses and other Internet dangers
- Helps keep your critical business functions running with built-in failure prevention and management features

Because servers have extra reserves of processing power, memory, and storage, you won't outgrow them as quickly as you do PCs, making them a better long-term technology investment. And, the high cost of business downtime easily exceeds the perceived savings of running your business on networked PCs versus a server.

## Server Checklist

### Could your business benefit from a server?

**Ask yourself:**

**You need a server:**

#### Marketing

Yes

No

Are you looking for more efficient and cost-effective ways to market your products or services, such as an e-Commerce Web site?

Would you like to have customer information easily accessible by your employees from a single location?

#### Finance

Is your company's financial data stored on a PC with inadequate backup and security protection?

Could you reduce paperwork and errors and save time with an accounting software package?

#### Productivity

Does your business depend on customer records, supplier data, and other information stored on one or more computers?

If a key PC went down, would your business stall or come to a complete stop?

Do employees need to simultaneously access shared files, e-mail or key applications?

#### Operations

Are you concerned about company data security?

Do you need people throughout the company to have insight into your current inventory levels?

#### Management

Do you have a way to get an at-a-glance view of your business health?

Would you like to proactively manage your business performance, sales and growth opportunities?

# Intel®-based servers Efficient. Reliable. Proven.

**If you determine** that your business could indeed benefit from a server, make it a server based on Intel's reliable, proven technology to help you achieve your business goals efficiently.

## Efficient.

By consolidating vital business information onto a secure, more powerful and reliable Intel®-based server, your data can be safer and more readily available to your employees when and where they need it. A server based on Intel® Xeon™ processors can also run the latest software that can make your business far more automated and efficient.

## Reliable.

Intel Xeon processor-based servers provide advanced reliability and security features that keep business applications up and running, letting you focus on your business and not maintaining your server. Intel-based servers also feature Intel-only innovations that further boost reliability, simplify servicing, and reduce power use for lower operating costs.

## Proven.

Intel has more than 20 years in the server business and has well-established relationships with technology and software vendors around the world, so you can choose from a wide variety of offerings that best meet your business needs. No wonder more than three-quarters of all servers shipped worldwide are built on Intel® server technology.

## Two processors are better than one.

One big advantage of a server is its ability to accommodate more than one processor, or "brain." With a second processor, your server will very likely run all your applications much faster – further improving productivity and supporting more employees. Long-term, a dual-processor server is a better investment because your business can continue to grow without outgrowing your server as soon as it would a PC.

**"All of our communications with insurance companies and mutual funds are handled by e-mail. For us, a half-day without e-mail can become really critical. Since we installed the new system about 10 months ago, we haven't lost a single half-day of work – now that's what I call profitable."**

**Carolyn Johnson**  
CFO, Polygone Financial Services  
Canada

**"The Intel®-based servers run extremely well, without the crashes we endured so frequently in the past. This helps our staff to work more productively and meet customer needs more efficiently."**

**Gor-Gor Chen**  
Assistant General Manager  
Cardhome Internet Printing, Taipei



# How to buy a server.

**The last thing** you probably want to think about is your company's technology plan. That's why we've made it easy for you to make the move to a server. Below is a shopping list that contains key server features you should ask about when speaking with an Intel® Product Dealer.

## Server shopping list.

You need...	Benefits	Server features to ask for...
<b>Increased productivity and a solid, long-term investment</b>	Outstanding server performance that accommodates multiple users and tasks as your business grows	Two 64-bit Intel® Xeon™ processors with Hyper-Threading Technology
<b>Flexibility and choice</b>	Extends the amount of server memory available to run a variety of operating systems and software applications now and in the future	Intel® Extended Memory 64 Technology <sup>1</sup>
<b>A server that keeps energy costs manageable</b>	Substantially reduces power and cooling costs, up to \$200 per year, <sup>2</sup> while minimizing server noise in your small business environment	Enhanced Intel SpeedStep® Technology
<b>Fast, easy access to data</b>	Multiple employees can get fast, secure access to data and transfer large files with greater response times; should one connection fail, another takes its place, avoiding delays	More than one network connection PCI Express* Technology
<b>Data security</b>	Halts worm attacks in the server's memory, reducing need for virus-related repairs	Intel® Execute Disable Bit Technology
<b>No-hassle maintenance and low support cost</b>	Proactive alerts of server issues before they affect your business	Built-in server management features

## Consider a local Intel® Product Dealer.

Get a server that is customized to your business needs and your budget by looking at what an Intel Product Dealer can offer. To find an Intel Product Dealer near you, visit

[www.intel.com/buy/provider.htm](http://www.intel.com/buy/provider.htm)



1. 64-bit Intel® Xeon™ processors with Intel® EM64T require a computer system with a processor, chipset, BIOS, OS, device drivers and applications enabled for Intel EM64T. Processor will not operate (including 32-bit operation) without an Intel EM64T-enabled BIOS. Performance will vary depending on your hardware and software configurations. Intel EM64T-enabled OS, BIOS, device drivers and applications may not be available. Check with your vendor for more information.
2. Figure based on every dual-processor server deployed. 64-bit Intel® Xeon™ processors with Intel® EM64T require a computer system with a processor, chipset, BIOS, OS, device drivers and applications enabled for Intel EM64T. Processor will not operate (including 32-bit operation) without an Intel EM64T-enabled BIOS.

Performance will vary depending on your hardware and software configurations. Intel EM64T-enabled OS, BIOS, device drivers and applications may not be available. Check with your vendor for more information.

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