

How to choose the Right Technology for your business needs.



Improve productivity & keep your employees happy with the right tools.

Why Buy Business-class Computers

You know as well as anyone exactly how valuable every dollar is in your budget, and it gets more valuable every day. You also know that prices for computers have fallen as technology becomes cheaper to produce and the marketplace becomes more competitive. The evidence is all around us; newspapers, TV, email spam, and popular online stores. "Cheap technology" is everywhere. So what represents a responsible investment in technology?

Consumer-class systems are typically much more economical to purchase than business-class systems. They are marketed everywhere from popular retail chains to the Sunday paper to the manufacturers' online stores. They typically have product names that distinguish themselves from more costly business-class systems from the same manufacturer, but the underlying differences in technology should have a significant bearing on what you purchase for use in your business.

Life expectancies

Manufacturers plan obsolescence into both consumer and business-class systems. For consumer systems how long a manufacturer will continue to support a systems operation aligns with the production period of the system itself. Once a consumer-class computer is no longer manufactured, the manufacturer will cease creating software updates ('drivers') necessary for the system to operate correctly with newer applications or operating systems. In some instances, consumer-class machines may never have drivers created that might be necessary for certain uses today, and most

certainly tomorrow. Business-class systems have planned life-cycles that take the supportability of the systems into consideration far beyond their actual production. This means that drivers will be updated and maintained for years to support business and industry that rely on sustaining their technology.



Consistency in components

Like computers should be expected to be constructed with the same components. The components in a computer should be identical to those in another of the same make and model, no matter where or when it was purchased. Business-class systems are designed with that in mind, such that supporting one computer is the same as another copy of the same computer because the internal compo-

nents are the same. Consumer-class computers are not designed for consistency over the production of the system. Each computer could have different internal parts and components from another like system from the same manufacturer purchased on the same day.

Quality of construction

In general, the more economical a machine is to purchase, the less refined its design. For notebooks this could mean that the casing is poor fitting or ill-conceived. For desktop systems, this could mean poor placement of connections, less than sturdy controls, or an abundance of poorly formed components. Similar distinctions can be seen in the selection of internal components. Business-class systems are designed so internal components will work together through the life of the system and support future operating systems and applications as they evolve. The effort and planning that has been invested in designing and manufacturing a system will generally be reflected in its initial purchase price.

Security concerns

With the proliferation of technology has come rising concerns regarding security. Increasingly, manufacturers are providing enhancements to business-class systems that focus on safeguarding both the data contained on those systems. Features such as storage encryption and chip-based tracking services and identity management are becoming increasingly present in business-class systems. The same isn't true for consumer-class systems which have far fewer regulatory and management considerations to guide their design.

Distinguishing warranties

Consumer-class computers are typically purchased with a one year warranty. There may be options for extending the warranty, but usually such warranty upgrades don't provide value given the low cost of the systems, nor do they necessarily provide the convenience typically associated with business-class warranties. With most consumer-class computers, you will need to transport the computer, whether locally or across the country, to a specified location. Service times can also be lengthy. Business-class systems usually include a 3 year, parts & labor coverage with service parts expedited by the manufacturer in an effort to minimize the impact of repair. Added to that is the fact that with better design and quality of components, the need for service of any sort is minimized, unlike consumer-class where requiring service is a more than likely event.

So, while there are more economical purchasing options available, business acquisitions need to represent wise, supportable choices over the entire lifespan of the technology. Making an computer purchase based solely on price can make the cost of support and functionality much greater over time than buying business-class systems designed with those concerns in mind.



Your Trusted Business Technology Partner

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