



Strong growth in the server market.

Are you getting your share?

**New products. New technologies.
New opportunities.**



Your customers need servers.



Small businesses today are grappling with many of the same issues faced by bigger companies – sharing business data and computing resources among more people, many of whom are working outside of the office. Storing increasing amounts of data. Securing the network from viruses and other Internet threats.

Increasing reliance on electronic communication such as e-mail has reduced costs but buried companies in data. Emerging technologies such as Voice over IP (VoIP) will only continue this trend, requiring businesses of all sizes to manage their IT infrastructure and ensure that it does not become a barrier to growth.

Small businesses are realizing that a network of desktop computers can only take them so far. Even though today's PCs contain powerful processors, PCs are vulnerable in three key areas: data integrity, system reliability and I/O bandwidth. Your customers are looking for solutions that will keep their data more secure, are scalable to accommodate more users and can run more sophisticated business applications. In short, they're looking for servers.



**Total
Solutions**

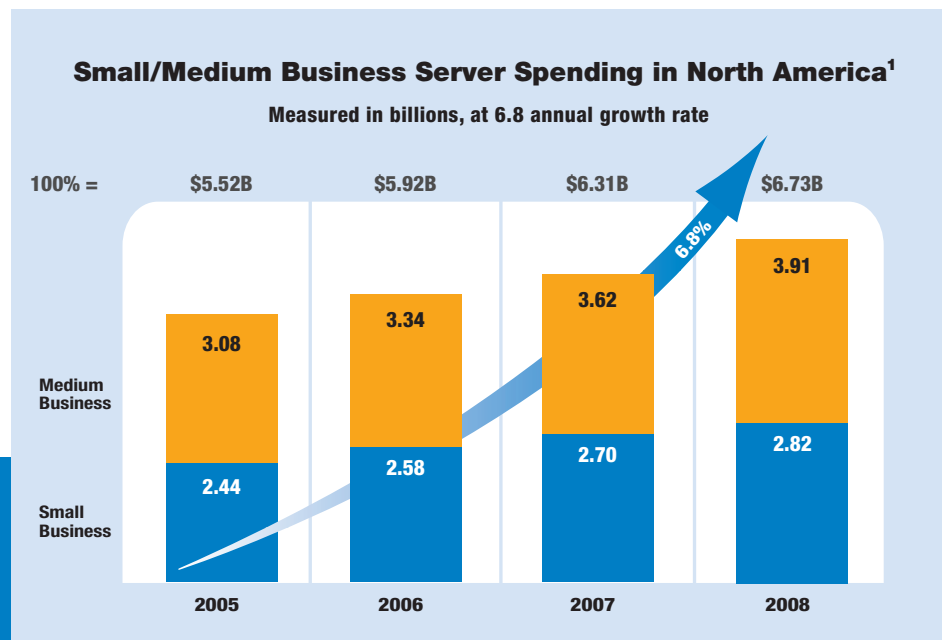




Rapid growth with no end in sight.

For all these reasons, the server market continues to grow.

Small and midsize companies realize that they need more performance, more data storage, tighter security, and cost-effective ways to accommodate growth. They also realize that technology is a great competitive advantage. With the right software and hardware, small businesses can be more effective and efficient in managing customer records, monitoring inventory, collaborating, communicating and marketing products to win against larger competitors.





Why sell servers?

Servers deliver higher margins, new revenue streams and increased customer satisfaction – it's that simple. Just look at the advantages:

Higher margins. Margins for servers in some cases have been reported as high as 35 percent – double the margins on desktop systems. You could grow your revenue with minimal investment in staff and sales efforts.²

New revenue streams. Adding Intel®-based servers to your product offerings allows you to provide comprehensive technology solutions to your customers – giving you the opportunity to expand your markets, attract new customers, and increase sales into existing accounts. By selling remote server monitoring and management services using Intel® Server Management, you could create another new income stream. Also, because servers require networks, you can realize even more revenue by selling networking services, server peripherals such as memory and storage, additional PCs, and more sophisticated business solutions such as VoIP or Customer Relationship Management.

Increased customer satisfaction. If your customers are hitting barriers with PC-based computing, you could add immediate value by introducing them to servers. You are your customers' trusted technology advisor and can help them move their businesses forward by moving to server-based computing. By selling them Intel® Xeon™ processor-based servers with the highest levels of quality and reliability, you'll be contributing to higher business uptime.

Service makes you competitive.

If you have shied away from the server market because you doubted your ability to compete with larger companies, consider this. Succeeding in the server space is less about price and more about providing prompt, knowledgeable, local service – something most resellers do better than large multinational companies. You know your customers and their business needs. You can customize a server to their needs and provide support after the sale. The depth of your service offerings and customer care will set you apart – and help you win!

**Expand
Your
Business**

Expand Your Business with Intel® Server Management 8

Intel® Server Management 8 is a powerful combination of hardware and software management technologies built into Intel® Server Products. Using this suite of products, you can remotely monitor your customers' servers and even proactively spot potential problems before they

cause a server to fail. You can remotely diagnose and even fix many problems without having to visit a customer site, reducing staff needs and time to repair. Intel Server Management creates an opportunity for new service revenue through support contracts while increasing customer uptime and satisfaction.



Easily integrated building blocks.

Intel can help you succeed.

Make Intel your number-one resource in selling servers. Intel provides most of what you need to build servers for your customers' varied needs. Start with foundational products such as Intel Xeon processors and add a variety of tested, easily integrated building blocks such as Intel® Server Boards, Intel® Server Chassis, and Intel® RAID Controllers. Consider using Intel® Server Platforms – partially integrated systems – to save time, money and hassle, beating your competition to market with exciting new server offerings.

On top of the hardware building blocks, Intel® Software Development Products are a full suite of tools that can help developers easily create the fastest possible Intel® architecture software. Our tools are compatible with the leading development environments available today and are easy to integrate with software tuning tools.

Not only will Intel provide the products but the sales and marketing assistance to help you succeed. Need help improving your sales techniques? Prospecting for new customers? Enhancing your presentation skills? Intel can help you close more deals with solutions that are efficient, reliable, and proven.

What Intel Provides for You

Server Sales Tools	Case Studies and Deployment Guides	Technology and Benefit White Papers	Ad Templates and Toolkits	START Tool
	Customer-ready Brochures	Messaging Examples and Guidance		
Value Add/Service Tools	Intel® Server Management		Intel Server Management and Reference Training Tool (SMaRT)	
Baseline/Foundation Support	24 x 7 Technical Support	Advanced Warranty Replacement	Extensive Server Distribution Network	Configuration Tools and Guides
Server Building Blocks	Intel® Software Development Products			
	Intel® Xeon™ Processors		Intel® Server Platforms	
	Server Boards	Server Chassis	RAID Adapters	Server Network Adapters

20 years of **experience.**

Efficient.

Help keep your customers' costs under control with Intel-based servers.

The latest generation of Intel Xeon processor-based servers feature new technologies such as Demand Based Switching based on Enhanced Intel SpeedStep® Technology and DDR2 memory lowers power consumption while delivering robust performance. PCI Express* technology helps your customers future-proof their server investment by providing scalable bandwidth to cope with increasing data transfers as business expands.

Reliable.

Business owners don't want to worry about technology; they want to focus on running their business. Intel invests billions of dollars each year in research and development, so you can be confident that servers based on Intel® processors deliver the highest levels of reliability and stability. Moreover, with computer viruses increasingly threatening business productivity, security and data integrity, Intel security enhancements such as Execute Disable Bit provide enhanced protection (in conjunction with anti-virus software), reinforcing the peace of mind that business owners need. Hundreds of thousands of businesses around the world entrust their businesses to Intel-based servers. Your customers can, too.

Proven.

Intel has 20 years of experience designing and engineering industry-leading server building blocks and today enjoys one of the most recognized and respected brands in the world. With its history and reputation in the server market, Intel provides broad marketing and technical support so you can also provide total solutions to your customers.

Power Saving

Intel Power-saving Technologies

Demand Based Switching based on Enhanced Intel SpeedStep® Technology regulates processor frequency according to workload, which helps customers maximize server performance while helping to reduce operating costs. For example,

when a server is idle after hours, it would draw less power than it does during the workday with a normal load. Also, DDR2 memory consumes less power than older DDR memory technologies, contributing to greater performance at lower total cost of ownership.

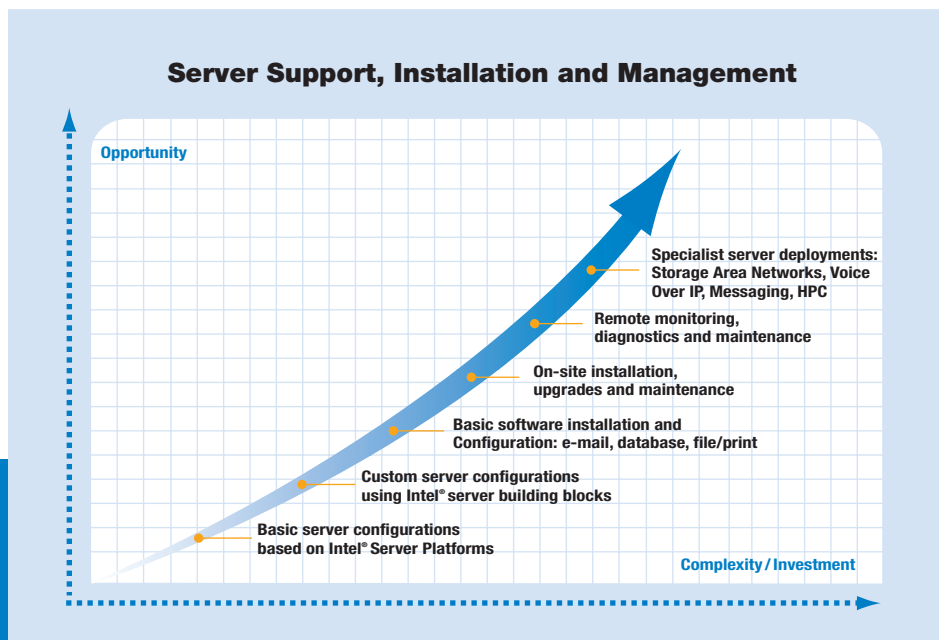


Getting started.

If you think building servers takes too much time and money, think again. If you're already building PCs, learning how to build servers could take just a few weeks!¹ Intel can also help your staff become effective server salespeople. Our server sales training and marketing materials can help your staff quickly feel confident talking to customers about servers. We can also help you develop server support, installation and management services, as well as understand and address specialty markets such as High Performance Computing and Storage Area Networks.

Sell servers. Show your leadership.

Your customers need servers, and you should be the one providing them! It's easier than you may think to get into the fast-growing server market. Intel has tools and resources to help you move into this exciting high-growth market and create more profits and happier customers.






**Learn
More**

**Learn more about Intel® Server
Products and Intel's many system
builder support programs by visiting
www.intel.com/go/serverbuilder**



1. AMI Worldwide Server Sales Forecast, 2004.
2. "White Box Server Opportunities for System Builders," IDC Whitepaper, December 2004.

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