



You provide the wow  
We provide the how

With Intel®-based servers built into your business





The purpose of this fictitious scenario is to give you ideas of how you can use technology to improve your business.



## Technology wings for your wildest dreams

Damien Lee is a 40-year-old kid at heart. He launched his toy business five years ago with the invention of Squiggles, the bendable dog. It was a runaway success, and today his company develops and sells a whole line of bendable toys, employs 35 people, and distributes its toys through retailers and catalogs around the world. The growth just wouldn't have been possible without technology.

You see, Damien started off with nothing more than a home PC and a dream. But as he added employees, used offshore manufacturing, and developed business relationships with big customers, he needed more electronic links to everything and everyone. Damien found a local Intel® product reseller that helped him match his business needs to the right technology and also serve as his virtual IT department.

Today, the technology foundation for Damien's business is a server based on Dual-Core Intel® Xeon® processors.

Dual-core means two "brains" working in parallel inside one chip—an idea Damien liked because it means more multitasking from his server and more compute power for his dollar. It allows his business to have a 24-hour presence with customers and suppliers around the world, enables employees to have access to critical documents anytime from anywhere, and provides the basis for a centralized protection system for his company's most precious valuables—the ideas and communications that constitute his competitive wow.

## Thursday at a hip, innovative toy company

Here's a look at how Damien's company amplifies its voice and its reach using an Intel®-based server with dual-core processing.

**7:30 a.m.** Damien pops out of bed and logs onto his laptop computer. He always checks for e-mail messages and updated drawings from his designers on the company's intranet site, all hosted on his Intel-based server and accessible at home from the company's network.

**9:00 a.m.** Damien heads into the office for a conference call with his sales representatives, who are located all over the world. First he runs an updated sales report from his server, which crunches the numbers in minutes with little effect on the responsiveness of critical applications that others are using (those Dual-Core Intel Xeon processors at work). He posts the report to a shared portal on his Web site and logs onto a collaborative conference call so he and his staff can review the report together. Thanks to cool extras built into the latest Dual-Core Intel Xeon processor-based servers, multiple people can access large design files and move massive amounts of data over the network, blazingly fast, instead of relying on e-mail alone.

**11:00 a.m.** Patricia in marketing stops by Damien's office with a Web report about traffic to the company's Web site—which also runs on the server. Originally, Damien thought that he would have to buy a separate server to host his Web site; but, his Intel provider told him about “virtualization,” which allows Damien's server to run multiple operating systems and applications on one server at the same time<sup>1</sup>. This neat trick saves Damien money and better protects his business. For instance, putting the Web server on its own virtual machine keeps it safe should a virus bring down the mail server. The Intel reseller also created a third virtual server for file and data backup.



**1:30 p.m.** Damien is whipping through his afternoon e-mails when a window pops up with a message from his virus scanning software: it's just collared a virus that was trying to sneak onto his network. The Intel-based server powered by Dual-Core Intel Xeon processors contributes to Internet defense with security features built into the server<sup>2</sup>. This is a big deal to Damien because if the network or the server went down for even a couple of hours, the loss in productivity and customer goodwill would be catastrophic.

**3:00 p.m.** Deborah in accounting uses the server to send out invoices electronically; customers can also pay electronically (yielding faster payment), with Internet transactions secured by the server. She simultaneously runs payroll and financial reports in the background. The two Dual-Core Intel Xeon processors just keep pouring on the multi-tasking capabilities.

**4:30 p.m.** In other parts of the company, staff members run inventory management, e-mail software, and a marketing database on the same server. The Dual-Core Intel Xeon processors can run all the applications critical to everyone's job—and provide the kind of fast response that everyone wants.

**5:30 p.m.** While Damien's staff is working hard, his Intel reseller is monitoring and caring for the server behind the scenes. The reseller takes advantage of server features built in, along with management software, to monitor Damien's server remotely, run regularly scheduled virus scans, track the status of connected PCs, check storage space, and more—all without leaving their office an hour away<sup>3</sup>. These “silent” services keep Damien's computers running around the clock and lower his on-site service bills.



**7:00 p.m.** During the day when 35 people are making demands on it, the Dual-Core Intel Xeon processor-based server runs full tilt. At night, when the server is running backups, the processors are smart enough (thanks to more “smart” technology built in<sup>4</sup>) to throttle back, consuming far less power. This helps lower Damien’s electric bills.

At the end of the day, Damien’s toy business is more responsive, productive, and effective because of its server powered by Dual-Core Intel Xeon processors. Damien doesn’t understand everything going on inside that server. But his Intel reseller helps him take full advantage of all the business-boosting technologies that help him weave Intel product performance and innovation throughout his business.

## A smarter server means better business

**Want to do more, save more, relax more?  
What’s inside your server can help.**

- Help your staff be more productive
- Increase data security and peace of mind
- Improve business efficiency and help lower costs
- Stretch your technology investment

**Contact your local Intel® reseller today**

To find a local Intel® reseller near you, visit  
[www.intel.com/smallbusiness](http://www.intel.com/smallbusiness)



<sup>1</sup>Intel® Virtualization Technology requires a computer system with a processor, chipset, BIOS, virtual machine monitor (VMM) and for some uses, certain platform software enabled for it. Functionality, performance or other benefit will vary depending on hardware and software configurations. Intel Virtualization Technology-enabled BIOS and VMM applications are currently in development.

<sup>2</sup>Enabling Execute Disable Bit functionality requires a PC or server with a processor with Execute Disable Bit capability and a supporting operating system. Check with your PC or server manufacturer on whether your system delivers Execute Disable Bit functionality.

<sup>3</sup>Intel® Active Management Technology requires the platform to have an Intel® AMT-enabled chipset, network hardware and software. Intel's Bensley/Glidewell platforms support Intel® Active Management Technology. The manageability product is called Intel® Active Server Manager (Intel® ASM) which can be offered via a SW licensing agreement. It can be operated with Intel® 6311ESB I/O Controller Hub. Appropriate third-party software is required to take advantage of Intel ASM. Check with your system provider for availability. The system must be connected to a power source and active LAN port. [www.intel.com/go/iamt](http://www.intel.com/go/iamt)

<sup>4</sup>Based on typical CPU utilization of 30-45%. Actual power savings from DBS will depend on utility rates, application workloads, the number and definition of power states, and the policies that determine when and how these power states are changed. Enhanced Intel SpeedStep® Technology can contribute to noise reduction when enabled by the system manufacturer. For actual power and energy cost saving projections, see [http://www.intel.com/business/bss/infrastructure/enterprise/power\\_thermal.pdf](http://www.intel.com/business/bss/infrastructure/enterprise/power_thermal.pdf)

This fictitious case study is designed to show how a small business might use Intel® technology-based solutions to strengthen its customer relationships. Although the businesses and names featured are fictitious, the technologies are very real.

Any similarity of the fictitious characters and businesses in this brochure with actual names is merely coincidental.

Dual-Core Intel® Xeon® processors have been tested in a lab and not in a real business scenario.

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