



# Technology Tips For Business

## Technology Helps Small Businesses Grow

(NAPSA)—Technology is transforming small business—providing the smallest start-up a chance to be an instant global business.

Innovative small business owners set up networks, create Web sites and enter regional, sometimes global, marketplaces while serving customers with the same level of service and efficiency. Many small businesses now also use wireless technologies to transform a once stationary workforce into a mobile workforce.

Higher standards, lower prices and less complexity give small businesses access to the same technology—products such as servers, storage and high performance databases—once only practical and affordable for large enterprises.

“Many small businesses now realize the potential of network-based infrastructures in industries where technology and the Internet haven’t traditionally played a larger role,” said Frank Muehleman of Dell, a leading provider of information technology to the SMB (small and medium-sized business) market. “Having the right technology in place can give these small businesses a unique competitive advantage and help them better serve their customers.”

Setting up server-based networks helps SMBs stay connected with customers, suppliers, partners and employees. Because millions of businesses now have broadband Internet access, but lack common firewall protection, they are more vulnerable to outside threats.

To protect their networks and data from threats such as viruses,



**Technology previously considered practical only for large businesses is now available to small businesses.**

worms and spyware, they require affordable security products and services. Storage, backup and access to critical business data are also a priority. Choices range from tape drives to full storage area networks, or SANs.

Network-Attached Storage, or NAS, has also been an easy, plug-and-play way for customers to network storage for just pennies a megabyte.

SMBs that previously viewed SAN technology as too complex or expensive can now increase productivity and improve backup by networking their storage with SAN solutions at prices that fit their budgets.

“Our goal at Dell is to help small businesses have an IT plan in place with technology that is easy to implement and manage, assets that are safe and secure, and reliable storage solutions that protect critical business data,” said Muehleman.