

Intel goes after so-called 'white box' dealers in RP

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MICROCHIP firm Intel is going after so-called "white box" dealers and manufacturers in the Philippines, as it rolls out its global initiative to educate small and medium enterprises about its computer server technology.

Aiming to penetrate the small and medium enterprise market in the country, Intel officials said the chipmaker will soon be helping "white box" dealers build Intel-based servers specifically designed for Philippine customers.

A "white box" refers to computers and servers that are "unbranded." They are usually assembled by computer dealers using available components and software. In most cases, white box servers are priced competitively against branded products.

Intel will provide training and resources to white box builders in the Philippines under the "real server campaign," said Willy Agatstein, general manager of Intel's Resellers Products Group, in a statement.

It also extends marketing help to white box dealers, particularly the "genuine Intel dealers," the official added.

Part of the training involves giving white box dealers a low-down on the chipmaker's "enterprise-class system designs" based on the Intel Xeon processor.

Ricky Banaag, country manager of Intel Microelectronics Philippines Inc., said the training aims to upgrade the skills of white box dealers in system design that leverages on the Intel architecture.

Intel will also extend technical information, hardware samples, white papers, product briefs, advertising templates, collateral material, marketing training and pricing rebate schedule to the qualified white box builders.

This global initiative focuses on markets such as China, India, Brazil, Mexico, Russia, and the Philippines.