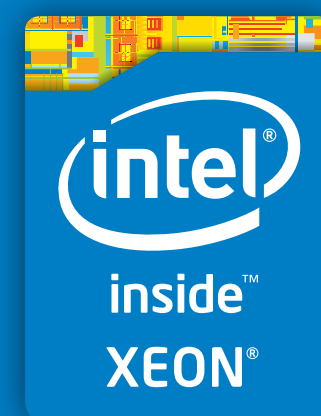


Why Small Businesses Need a Real Server

In Small Business applications, Real Servers outperform PC systems and protect from potentially catastrophic data loss. Modern small businesses looking to thrive and compete have a Real Server at their heart.

LEARN MORE ABOUT REAL SERVERS AT:
intel.ly/smbserver



★ Power to adopt new business tools that in turn can help increase sales and improve margins.¹

✓ Real Servers featuring Error Correcting Code (ECC) memory detect and correct 99.988% of all memory errors.²

📊 Real Servers handle larger data loads and support multiple users.

🔒 Intel® Server Validation ensures dependable and reliable performance.

💡 Intel® Xeon® processor E3 family-based platforms provide the reliability, security, and performance small businesses need.

Nearly 8 Million SMBs in the US spent more than \$125 billion on IT in 2011, an increase of \$5 billion from 2010.

46% of small business IT managers surveyed planned a new server purchase in next 6 months.

71% CLOSED AFTER 2 YEARS

51% CLOSED WITHIN 2 YEARS

43% NEVER REOPEN

BUSINESS SURVIVAL AFTER DATA LOSS⁶

Intel® AES-NI Data Protection for accelerated data encryption.

Intel® Rapid Storage Technology prevents hard drive failure.

Intel® Platform Protection Technology helps keep server OS and BIOS safe from unauthorized changes.

REAL SERVERS ON THE RISE^{3,4}

74% LOWER COSTS

46% FLEXIBLE REMOTE ACCESS

20% SAVE ELECTRICITY

60% INCREASE MANAGEABILITY

THE ADVANTAGES OF A REAL SERVER

54% BETTER SECURITY

21% IMPROVE COMPLIANCES

WHY SMALL BUSINESSES ARE ADOPTING REAL SERVERS⁶

53% OF SMBs DO NOT CONDUCT DAILY BACKUPS.

20% OF SMBs NEED TO RECOVER THEIR DATA ON A WEEKLY BASIS.

SMBs LOSING CRITICAL BUSINESS INFORMATION⁹

71% of SMBs need technology that enables their staff to work anywhere at any time.

Nearly 20% of cyber attacks are against firms with <250 employees.

Cyber attacks increased 600% in the past year.

CYBER ATTACKS ON THE RISE⁸

FLEXIBILITY⁵

The cost of computer network downtime to Small Businesses in the United States averages \$6,900 per hour.

THE PRICE OF DOWNTIME⁷

1. <http://www.intel.com/content/dam/www/public/us/en/documents/product-briefs/xeon-e3-1200v3-brief.pdf>
 2. Sources: X. Li, K. Shen, M. Huang, and L. Chu. "A memory soft error measurement on production systems." <http://www.ecc.rochester.edu/~xinli/usenix07/>
 "A Realistic Evaluation of Memory Hardware Errors and Software System Susceptibility." www.cs.rochester.edu/~kshen/papers/usenix2010-ll.pdf
 3. http://www.idc.com/research/view_of.jsp?containerid=228269
 4. <http://www.spiceworks.com/marketing/state-of-smb-ll/>
 5. <http://www.microsoft.com/en-us/news/press/2012/mar12/03-28smbcloudpr.aspx>
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 7. <http://www.stratus.com/~media/StratusFiles/Library/Analys/Reports/Aberdeen-4-Steps-Budget-Downtime.pdf>
 8. <http://smallbusiness.foxbusiness.com/technology-web/2013/03/21/most-small-businesses-dont-recover-from-cybercrime/>
 9. <http://www.net-security.org/secworld.php?id=15095>