



SELLING DESKTOP PCs TO SMALL BUSINESS

Now is the time to talk with your small business customers about how new PCs can lower costs, help them maintain a competitive edge, and better serve their customers.

YOUR BUSINESS OPPORTUNITY



PCs are Vital to Business

92% believe a PC is very or extremely important for their job¹

Installed Base of PCs is Aging

36% of the total PC installed base for SMBs was over 4 years old in 2016²

Workers Want Newer PCs

59% would prefer to get a new business PC every 2 to 3 years³

COST DISADVANTAGES OF AGING PCs

Be a trusted advisor to your small business customers and explain the total cost of ownership (TCO) advantages of modern PCs against devices four or more years old:



1.5X more in repair costs,
or **\$426/YEAR** in total maintenance costs per machine⁴

2.1X increase in lost productivity,
or **\$1,260/YEAR** on average⁵



NEW PC BENEFITS FOR SMALL BUSINESS CUSTOMERS

Help small businesses understand the advantages of upgrading their PCs with new, modern desktops featuring the latest Intel® Core™ processors and Windows* 10 Pro. Strengthen their customer service, deepen their customer engagements and safeguard their customer trust with new PCs built for responsiveness, productivity and security.



Improve Customer Service.

For a small business to deliver exceptional customer service and stay ahead of their competition, they must carefully attend to the needs of their customers. Amazing **responsiveness** allows small business employees to get work done whenever their customers need them.

- » Fast multi-tasking to meet the demands of modern work, with **up to 65% faster** multi-tasking compared to a 5-year-old PC⁶
- » Intel® Optane™ Memory for amazing responsiveness and performance – PCs **boot up faster**⁷ and are **twice as responsive**^{8,9,10} when completing common tasks



Enhance Customer Engagements.

Deep engagement with customers requires small businesses to create and deliver captivating and differentiated content. Help your customers get the most out of their customer interactions with the **productivity and performance** of new Intel-powered desktops.

- » Rich and efficient content creation, with **up to 50% better** productivity compared to a 5-year-old PC¹¹
- » Intel Unite® for Small Business to enable **fast and easy wireless screen sharing and enhanced collaboration** in meeting spaces



Protect Customer Trust.

Safeguarding customer trust requires working hard to stay ahead of the growing number of security risks and digital threats facing small businesses today. Help your small businesses protect their customer data and their company brand with the **security** features in the latest Intel-powered desktops.

- » Biometric login for **easier and faster authentication**, using your face or a fingerprint
- » Windows* 10 Pro for Microsoft's latest tools to help **protect identities and data** while managing threats

Amazing customer experiences are powered by modern devices. Modern devices are powered by Intel.





Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors.

Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information about performance and benchmark results, visit <http://www.intel.com/benchmarks>

Intel technologies' features and benefits depend on system configuration and may require enabled hardware, software or service activation. Performance varies depending on system configuration. No computer system can be absolutely secure. Check with your system manufacturer or retailer or learn more at intel.com.

¹Source: BEU PC Perception and Usage Survey, Intel Global Insights & Analytics – July 2016.

²Source: Intel Global Insights & Analytics, Q2'17).

³Source: Intel Market Research, May 2017.

⁴Source: Pivoting SMBs to Buy PCs - Techaisle, 2015.

⁵Source: Pivoting SMBs to Buy PCs - Techaisle, 2015.

⁶As measured by SEG572, which is an office productivity and multitasking workload using Word (save to PDF), Excel (recalc), PowerPoint (slide sort), and NXPowerLite Desktop (to shrink contents with office documents, kind of like compression), all while playing video in the background (simulating the watching of a business training or webcast).

⁷SEG0479 (PC Boot Time) – Time elapsed from initiating power-on (from powered-off state) until the operating system has completed loading.

⁸SYSmark* 2014 SE (Responsiveness Subscore) – benchmark from the BAPCo* consortium that measures the performance of Windows* platforms. SYSmark* tests four usage scenarios: Office Productivity, Media Creation, Data/Financial Analysis, and Responsiveness. SYSmark* contains real applications from Independent Software Vendors such as Microsoft* and Adobe*.

⁹Tested on Intel® Core™ i5-7500 Processor, 65W TDP, 4C4T, Turbo up to 3.8GHz, Memory: 2x4GB DDR4-2400, Storage: Western Digital* 1TB 7200RPM WD1003FZEX, Intel HD Graphics 630, OS: Windows* 10 as measured against the same system with a 16GB Intel® Optane™ memory module.

¹⁰Tested with 16GB Intel® Optane™ Memory Engineering Samples. Results may vary in final product, but we have a high confidence level that there will be no significant differences in performance.

¹¹As measured by an overall score of SYSmark* 2014, which is a benchmark from the BAPCo* consortium that measures the performance of Windows* platforms. SYSmark tests three usage scenarios, including office productivity, media creation and data/financial analysis using real applications from independent software vendors such as Microsoft* and Adobe*.

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