

# Raising Small-Business Security and Efficiency With Servers

Why choose a server-based infrastructure for your small business

The data explosion of recent years, and the urgent move to work-from-home, have both hit small businesses—the kind with the fewest personnel to take on new technology challenges—just as hard as larger ones. Worse, small businesses are often saddled with an IT system based on individual PCs or laptops.

Your small business doesn't need to be held back by small-time IT. Modernising with a server-centered infrastructure provides large-enterprise advantages in security, scalability, reliability, and resilience.



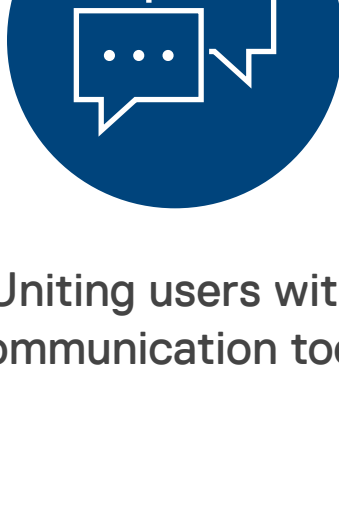
**More than 50%** of Asia-Pacific small businesses have not yet selected or implemented a modernisation or refresh solution.<sup>1</sup>

## Servers, at Your Service

Modernising your infrastructure with a server—a computer equipped to centralise, organise and store data, or to run challenging workloads and handle large data sets— has benefits for any business:



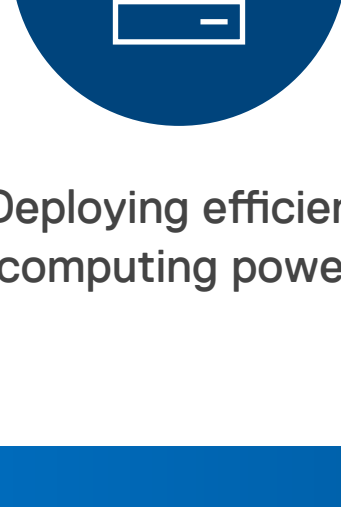
Consolidating business information



Uniting users with communication tools



Backing up data across the business



Deploying efficient computing power



Increasing security



**More than 40%** of small businesses have experienced increased cyberattacks during the pandemic.<sup>1</sup>

## Data Under One Roof

Moving important shared data onto a server means that common business information is available to every authorised user, not isolated in data silos. Think about all the ways data can be trapped for a small business: Even vital sales records might be kept on a single PC, in a spreadsheet or a single-user database. If that machine fails, the data is lost.

Beside opening access to everyone who needs it, data consolidation with a server makes backup simpler and more comprehensive, so in the event of a data disaster, you can confidently replace all the data you need. And servers are built to higher standards than typical PCs, so your data is safer to start with.

## Collaboration as a Business Driver



Work-from-home and work-from-anywhere policies are here to stay, even as business offices re-open across the region. Server-based communications software can unite all connected users, without the need to rely on web-based services. Even if you rely on other web services, you can keep your communications, especially sensitive ones, within your own network, rather than transmit and store them in the cloud, in infrastructure you don't control. Or you can host your own video conferencing solution, to take advantage of fast local networking.

**43%** of employees across the region have the option to work remotely.<sup>1</sup>

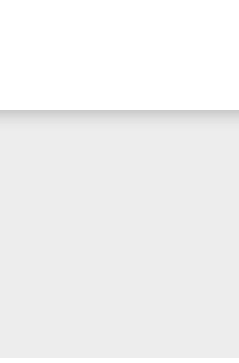


## Compute Power

Servers can amplify the compute power of your users' PCs. When your business needs to analyse data, create visualisations, or perform any processing-intensive task, shifting that workload to a server means shorter runtimes and greater efficiency for users.

The greater power of servers also means you can more easily support virtual machines, giving you more flexibility for remote computing, and enabling automation of core business tasks.

## A Security Guard for Information

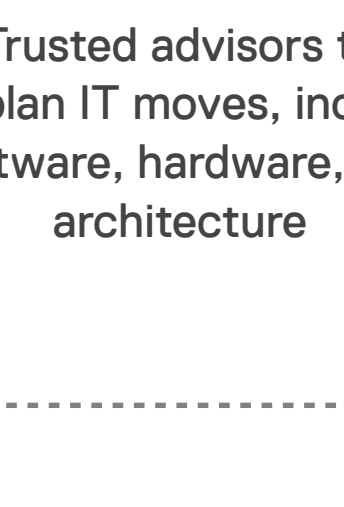


Servers offer another compelling advantage to small businesses: greater security. Any data that is centralised on a server can be protected more effectively than data spread among all the PCs on the network. Server-grade operating systems and tamper-resistant chassis designs are only part of the story. Server security advantages include software updates and security patching, and encrypted access from users' PCs to a centralised, well-secured data store.

## Think Large on a Small-business Budget

At small businesses, IT decision-makers have to divide their attention between strategy and management, not to mention sales, customer service, and operations. They can use some end-to-end help.

By enlisting Dell as a trusted advisor, your small business can tap into not only Dell's decades of experience outfitting businesses of all kinds with PowerEdge servers (now in their 15th generation of innovation), but a host of Dell services and capabilities, including:



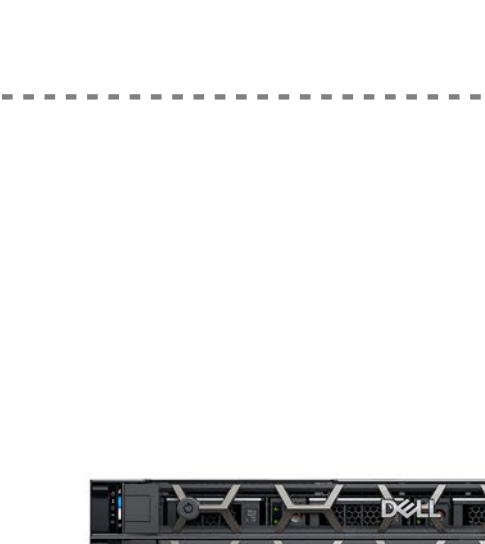
Trusted advisors to help plan IT moves, including software, hardware, and architecture



Managed delivery of security service



A worldwide network of support experts and parts delivery



**31%** of respondents in our study rated upfront costs as one of their top concerns in selecting an infrastructure solution.<sup>1</sup>

With the help of Dell's trusted advisors and 15th-generation PowerEdge servers, a complete server-based infrastructure is in reach for every business, no matter the size.

For technology and trusted advice for your small business visit one of the following:

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