

## **How Technology can save your Business Money: In partnership with Dell**

Are you keen to look at new technology that can really help your business develop and grow, as well as save you money? This Business Growth Club is the event for you.

### **Did you know?**

- Small businesses view improving productivity and increasing revenue as the biggest challenges in 2010<sup>1</sup>
- 72% of companies have faced IT downtime during any given year, costing businesses millions of pounds<sup>2</sup>
- 51% of your energy bill can be reduced by choosing the right environmentally-friendly equipment<sup>3</sup>
- Customer information is the lifeblood of any business. 70% of small businesses that experience a major data loss go out of business within a year<sup>4</sup>
- 89% of the IT budget for small business are used on maintenance

This is a unique opportunity for you to gain insight into how technology and implementation of this technology can help your business grow, even in these challenging times, as well as saving you money. Experienced IT professionals from Dell will be personally running these interactive workshops which will help examine your technological requirements, needs and vulnerabilities to help prepare your business for the future.

At the event, you will have an opportunity to compare notes with similar and different businesses, gain free advice on the best and up to date sources of technology available to you.

### **Why should you attend?**

- Learn more about how technological solutions like virtualization can help you cut IT costs and run your business more effectively
- Find out how cloud computing can scale your business, so that you don't have to invest in new IT equipment when you grow your business
- Learn more about how you can protect your data
- Find out how you can improve your cashflow by taking advantage of special financing and leasing offers

---

<sup>1</sup> Source: IDC CIO Survey, October 2009

<sup>2</sup> Source: IDC Market Analysis, #213781, 2008

<sup>3</sup> Source: IDC Market Analysis, #213781, 2008

<sup>4</sup> Source: International Council for Small Businesses, Annual Report, 2009



The workshop is an informal, round table discussion with industry experts to discuss your thoughts and issues with both technological experts and other businesses in an atmosphere of sharing best practice. The focus is helping you find your most appropriate solution to the issues you face now.

### **About Dell**

- Dell is a leading global IT company with 75,000 employees around the world and active in over 130 countries
- Dell serves more than 10 million small + medium business (SMBs) customers
- They have a team of almost 10,000 employees exclusively dedicated to serving the needs of SMBs worldwide
- Dell is a trusted adviser who understands the needs and challenges SMBs face

The Business Growth Club environment and its small working group atmosphere, combined with expert knowledge, are ideal to address small business needs. You will emerge from this workshop with practical advice and greater technological knowledge which you can apply to your business immediately.

As a key decision maker within the business, you will have the influence to change your business path and make your organisation more profitable, technologically astute and prepared for growth.

This is definitely one not to be missed!