

Networking? Who needs it?

Is your customer...

... buying more than one of anything in this book? Then they probably need a network.

Upgrading?

... increasing the capacity of their IT systems? Adding more powerful servers or new applications? CATIA maybe? video? Microsoft Vista? Include the network in the sale. Our networking hardware has high speed switches and very clever management capabilities that let your customers take full advantage of the extra capacity you're offering. They'll think of more things to do with it and more people who should be using it. And they'll buy more.

Downsizing?

... consolidating operations and trying to get more out of a reduced workforce? Connecting more users to fewer servers? Or maybe fewer users to more servers? Are some people ***remote workers*** who need access to systems from outside the office? You can sell our products to enable all this.

Expanding?

... increasing the business? Adding ***new applications*** or users? They'll need new switching technology to cope with the added load on the network - or to improve performance between the users and the servers they already have.

Innovating?

Maybe your customer is on the ***leading edge*** and is using technologies such as high speed broadband or fibre optics to drive exciting new applications. Or perhaps they're rolling out ***client-server networks***. Unless the network is as fast as the server they'll be sorely disappointed when they try to use their applications, and will be reluctant to roll out new technologies to the rest of the business (slowing down YOUR business).

Complaining?

How's your customer's ***performance***? Are they beating you up because the "computer" keeps falling over? Chances are it's not the computer, but the network that is giving problems. Old fashioned networks (especially slower ethernets) aren't capable of carrying the loads and types of traffic today's applications demand. For example, how often have you waited ages to download something from the ***internet***? Imagine if you had to work that way all the time. Without our networking hardware, your customer may be suffering unnecessarily.

Celebrating?

Big wins demonstrate that our customers are quickly learning the benefits of faster, easier, more manageable networks. If yours isn't one of them, contact us.

If your customer needs a network, don't let them buy it from someone else.