



Value Proposition

Target Market: Small to Medium-Sized Businesses (SMB)

Simplicity and cost are the top drivers in small business technology decisions.

Why? Small businesses are challenged with limited staff and in-house IT expertise, and are budget-constrained.

What triggers SMB IT purchase decisions?

1. **First-time server:** setting up a new office or business.
 2. **Replacement server:** existing technology is outdated, unreliable; cannot handle growing server loads, and is adversely impacting business growth.
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Projected Usage Scenarios: First-Time Server or Replacement/Upgrade

First-Time Server Deployment

Business Drivers:

- Getting up and running quickly – fast deployment
- Server simplicity – hassle-free initial set-up, network configuration, installation
- Cost and time savings – do not want to make a big dent in their budgets
- Do more with less – file sharing, integrated functionality of email, VPN, firewall, AntiVirus, AntiSpam, backup, recovery

Typical Sales Barriers:

- Complexity involved in the initial network configuration and installation
- Cost in relation to the upfront purchase combined with ongoing maintenance
- Often, time is a factor, as a small business may have an “Opening Day” deadline, etc.

Replacement/Upgrade of Existing Server

Business Drivers:

- Overall return on investment - low total cost of ownership over the lifespan of the new server solution. The average life span of a server is typically four to five years, at which point the legacy server and operating system need to be upgraded and/or replaced.
- Need for increased security and a reliable backup solution - small businesses have a critical need for reliable data backup and disaster recovery, and security. Often, the costs of purchasing these solutions separately can skyrocket the total dollar investment. In addition, integrating and maintaining separate systems can be very complex.

Typical Sales Barriers:

- Learning curve – employee / staff time spent on IT training is considered as a cost center expense; small businesses want minimal disruption and training as they adopt a new replacement server.

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More...

Nitix - What is it?

✓ All-In-One IT Solution

A Nitix solution provides all the necessary services needed to enable increased business efficiency, productivity and security:

<ul style="list-style-type: none">• Email/Collaboration• File/Print• Web Server• Firewall/VPN	<ul style="list-style-type: none">• Remote Access• Hot-Swappable Disk Backup• Disaster Recovery• Optional AntiVirus/AntiSpam
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✓ Simplicity

One of the core benefits of a Nitix solution is the ease of use involved in managing and maintaining the product. With quick and easy installation combined with reduced administration, Nitix has driven complexity out of the small business server.

✓ Lower Costs

It has been our experience that the initial cost of a Nitix solution can be anywhere from 30 – 50% less expensive than a Microsoft® alternative. Furthermore, the on-going maintenance costs will also be greatly reduced due to the unique autonomic computing of Nitix that leverages the power of self-management.

“Cost effective, compact, efficient and expandable...This server is everything we needed at a price that met my small business budget.” - John G. Anthony II, President of ACA Mortgage Services, Inc.

Nitix - What it is Not!

✗ Complicated

Nitix combines all the necessary services, including disk backup and security. These functions are integrated to seamlessly work together while balancing the intense need for simplicity and ease of use.

“The Nitix-powered Net Integrator Mark I was less than half the cost of a tape backup system we were considering. We were able to save a substantial amount of money and gain an email server, security, backup and a remote access system.” - Dr. Donald Goudy, Smile Designs

✗ Expensive (TCO)

The greatest cost and overhead of an IT infrastructure is managing it; the more complex the system, the more it will cost to manage. The self-managing features of Nitix greatly reduce infrastructure complexity and lower IT costs.

“My Nitix customers save an average of \$2400 per year as a result of a lower maintenance cost vs Microsoft.”
- Dave Lawrence, Smart Technology Enablers

✗ Difficult to Maintain

With self-managing, healing, and configuring, Nitix has removed the administrative burden for the network admin. For example, the common task of adding or changing a user to the network: with Nitix this is done in one step, in a Microsoft environment it requires four steps. Have you ever tried restoring data from Microsoft Small Business Server? With Nitix, you can restore data within minutes.

“The Nitix-powered Net Integrator has brought our dealership into the 21st century. Our infrastructure is smooth, fully integrated, reliable and secure.” - Brian Posivy, Sheridan Ford-Lincoln

✗ Unreliable

No business can afford downtime. Nitix includes:

- Deep layer of security that incorporates a state-of-the art auto-configuring firewall
- Highly secure VPN
- Automated disk backups every 15 minutes, along with advanced disaster recovery

“The Nitix server setup allows us to accomplish security while being able to access and troubleshoot it from multiple locations – all this while knowing that backup and redundancy are being handled automatically.”

- Robert Brooks, Beacon Financial Group Inc.