



Can a server save you money?

Installing small business server software can assist greatly in reducing your business costs – and increasing productivity.

You may already know how a small business server can benefit your business. How it provides a central place to store and access business data. How it allows you to easily create a back-up copy of all your information. And how it enables you to set up security measures to thwart attacks over the internet.

But ... can a small business server save your business money?

It can, according to a survey of two dozen companies that were early users of **Windows Small Business Server 2003**. The companies found that operating costs dropped significantly after installing a small business server — in many cases they recouped their hardware and software investment in less than one month. And almost all the companies reported recovering their hardware and software investments in less than 10 weeks.

Where did these savings come from? Much of it was credited to productivity gains achieved through their small business server deployment. Adding a server helped create a better organised, more efficient and easier-to-manage technology environment.

One example: A manager pointed to the enhanced productivity attained by Windows Small Business Server's ability to run a private company website, or intranet site. Windows SharePoint Services, a Windows Small Business Server tool, enabled companies to create intranet sites that served as central repositories for company documents which employees could easily access and work on from their PCs. The manager estimated her company was saving 15 to 20 percent of the time employees spent searching for and retrieving information.

More Cost-Cutting Benefits

In addition to fostering a more organised workplace, adding a small business server to your business brings about other cost-cutting opportunities, including:

Reduced IT spending: Purchasing server hardware and software will have a financial impact, but over time it can save you from spending even more for hardware additions and technology consultants to keep your current computer setup running and secure. It's designed to be easy to install and managed by in-house employees without advanced technical skills.

For instance, Windows Small Business Server 2003 uses automated "wizards" to do many of the installation and set up tasks. Wizards quickly configure security settings and firewall set

up, and help you manage employee access to the network. The enhanced stability of Small Business Server 2003 further reduces the need for outside technical assistance.

Reduce office space requirements: With a server-based office network, you have the option of shrinking your office space needs. You can enable both contract workers and fulltime employees to work from a home office or any offsite location using the "remote" connection capabilities of a server.

Reduced travel and delivery expenses: Adding a small business server to your business allows you to create intranet sites that help employees easily find information and collaborate on projects. You can also share these sites with select partners, customers and clients, extending your online collaboration capabilities.

Firewalls: Windows Small Business Server includes a powerful internal firewall that you easily configure using a built-in wizard. It also supports external firewalls.

File back-ups: Windows Small Business Server includes the Backup Configuration Wizard to guide you through creating and implementing a successful data backup strategy so that you can protect and recover your data.

Can a server save you money? The cost-cutting opportunities and disaster prevention capabilities alone would indicate so. And when you add in a server's ability to streamline operations and enable employees to focus on revenue-producing work, investing in a server looks like one of the strongest technology investments a small business can make.

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