

IF YOU HAVE TO...



Dave Moore, EMEA Services Director

Dell Small & Medium Business

IT'S WHAT YOU DO THAT COUNTS

“The times when everyone is confused and stunned can present an enormous opportunity, because no one’s really doing anything.”

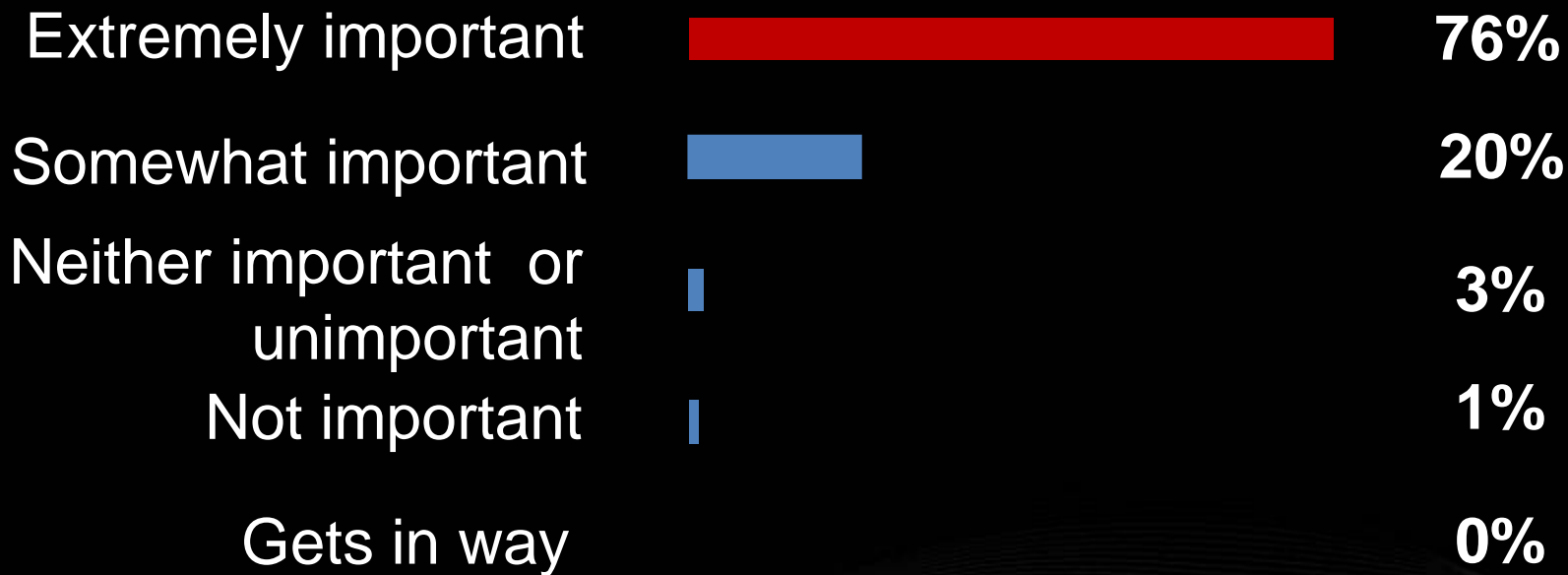


Michael Dell
Founder and CEO



YOU KNOW IT CAN HELP YOU GROW

Q: How important is IT to you in regards to its impact on small business growth?



INVEST IN TECHNOLOGY



YOU PROBABLY DON'T
WANT TO - BUT YOU
PROBABLY HAVE TO



CHOOSE THE ONE IN THE MIDDLE



Small



Medium



Large



DON'T COMPROMISE ON QUALITY



HAVE THE RIGHT SERVICES CONTRACT



A SERVER



STORAGE



LEASE IT



OPPORTUNITY EXISTS

Crowds find a trip to old Woollies is Wellworths it

By Miles Erwin

IT WAS if Woolies had never gone away. More than 500 eager shoppers queued down the street for the grand opening of Wellworths – reborn from the ashes of Woolworths.

Former shop manager Claire Robertson has re-employed all 22 staff who lost their jobs when the Woolies store went bust last November.

The 34-year-old had worked at the Dorchester branch in Dorset for 18 years and knew it was a money-spinning investment.

'I am thrilled with how busy we have been. I don't think it could have gone any better. The queues have been really, really long and I hope they stay that way,' said the mother of two. 'I have been overwhelmed by how much support there has been from the staff and the public.'

DJ Chris Evans officially opened the store – and picked up a screwdriver while he was there.

It has a familiar pick 'n' mix counter but has abandoned selling CDs, DVDs and children's clothing.

Ms Robertson secured private backing for the venture which is expected to rake in £2million a year.



Eager: Shoppers wait for Wellworths' doors to open



Centre of attention: Chris Evans opens the store Pictures: Getty



Crowd pleaser: The pick 'n' mix display



DELL IS COMMITTED TO SMALL BUSINESSES

- Dedicated team of more than 4,000 people
- Focused on your needs
- Customised IT solutions



DELL RESOURCES YOU CAN USE

www.dell.co.uk/SB360

The screenshot displays the Dell Small Business 360 website interface. At the top, there is a navigation bar with the Dell logo, 'SHOP', 'SUPPORT', and 'PARTICIPATE' links. On the right, there are links for 'Hello, James', 'Order Status', and 'Cart', along with a 'Keyword Search' field and radio buttons for 'Within this section' and 'All of Dell.com'. Below the navigation, the page title 'Dell Small Business 360' is shown, followed by logos for 'intel', 'Microsoft', and 'DELL'. A 'PRINT' and 'SHARE' icon is also present.

The main content area is divided into several sections:

- SB360**: A sidebar menu with links for Business Ownership, Experts, Your Industry, Marketing, Small Business Stories, and Technology.
- Search Within:** A section with checkboxes for Content Type (Articles, Videos, Events, Blogs).
- Explore By Tag:** A section with 'List' and 'Cloud' tabs, and a list of tags including business owner, regulatory approval, operating system, and wireless network.
- Recycling Computers?**: A featured article with a photo of a man, a brief description, and a 'View the article >' link.
- Business Ownership**: A section with a photo of a man, a title, a description, and a list of related articles: 'Inc. Guidebook, May 2008: How to Find and Hire Good People', 'Inc. Guidebook, September 2008: How to Buy the Right Business Insurance', and '8 Ways to Make a Budget Work'. A 'View More' link is also present.
- Experts**: A section with a photo of a man and the text 'Our experts are ready to answer your toughest business...'. Below this is a 'Learning Center' section with a search bar and a list of articles: 'How can I maximize my mobile computer's battery life?', 'How Server-Based Networks Boost Small Businesses', '5 Tips for Estimating Your Start-Up Costs', 'Grow Your Business Your Way', and 'The Benefits of Server-Based Computing'.
- Keeping Costs Down and Productivity Up**: A small article snippet with a 'Select >' link.
- Getting Expert Advice and Training**: A small article snippet with a 'Select >' link.
- Recycling Computers?**: A small article snippet with a 'Select >' link.



*“You never
want a
good crisis
to go to
waste”*



Rahm Emanuel
President Obama's Chief
Of Staff

