

# WILL A CHEAPER SERVER WIND UP COSTING YOU MORE?

A *CIO Insight* survey of IT execs revealed this startling news: 42% of the execs polled spent an average of 29 cents out of every IT dollar (!) "maintaining and managing excess complexity."<sup>1</sup> Instead, simplify. That's what the on demand world demands. You can do it with IBM eServer™ xSeries® systems powered by Intel® Xeon™ processors. Not only do they have built-in self-management features that can help improve server availability, they're also time-tested and reliable. For more information, download *Why X*, an in-depth guide to xSeries systems at [ibm.com/eserver/advantage](http://ibm.com/eserver/advantage)

5 reasons more and more businesses are turning to IBM eServer xSeries systems.

|   |                                  |                                      |                                  |   |
|---|----------------------------------|--------------------------------------|----------------------------------|---|
| Scale 1-16 way with select models. Pay as you grow. | IBM Director systems management. | Linux-ready through the entire line. | Mainframe-inspired technologies. | 24/7/365 optional onsite hardware support. <sup>2</sup> |
|---|----------------------------------|--------------------------------------|----------------------------------|---|



IBM eServer xSeries systems are powered by Intel Xeon processors. (And they may very well cost less than you think.)

<sup>1</sup>*CIO Insight*, a Ziff Davis Media publication, January 2003 survey of almost 500 IT executives. <sup>2</sup>Additional charges apply. Standard support includes next business day response in some countries. IBM, the e-business logo, eServer, the eServer logo and xSeries are trademarks or registered trademarks of International Business Machines Corporation in the United States and/or other countries. Intel, Intel Inside, the Intel Inside logo and Intel Xeon are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. Other company, product and service names may be trademarks or service marks of others. © 2004 IBM Corporation. All rights reserved.