

# New Year, New Technology

Five reasons to upgrade your IT infrastructure now

For IT leaders worldwide, optimism for the new year has never been higher. In fact, businesses are more willing to invest in technology now than in the past two years, according to the “2022 State of IT” report from Spiceworks Ziff Davis.<sup>1</sup>

*Here are five great reasons why it's time to invest in your own IT infrastructure.*

1

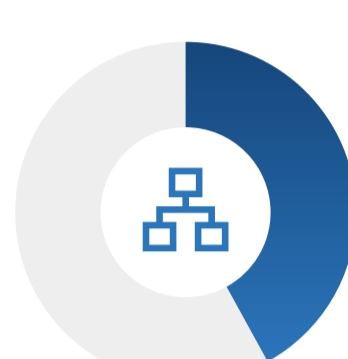
## Modernisation makes sense

Sure, your technology has made it so far. But can it scale to meet the performance demands of more users—and more business? Modern tech is engineered to last, while minimising your total cost of ownership (TCO).



**45%**

of small businesses (1-99 employees) plan to raise IT budgets for 2022.



**42%**

cite the need to upgrade IT infrastructure as the top driver for IT budget increases.

2

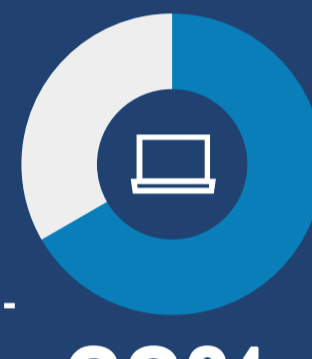
## Security matters

As you focus on growing your business, cybercriminals are focused on stealing it away. The latest servers have hardware-enforced security to help keep your sensitive data and applications safe.



**1/3**

of small businesses point to security concerns as the driver for increased IT budgets.



**68%**

of organisations use hardware-based authentication, or plan to use it within two years.

3

## Simplified operations

With intelligent automation, modern systems help you save time and eliminate human error. Your IT staff can spend fewer hours configuring, maintaining and troubleshooting.



4

## Trusted expertise

As your technology reaches its end of life, you'll no longer have the security patches, replacement parts, or tech support to go with it. An upgrade helps ensure you get your product questions answered as your needs change.

The top 3 IT purchase triggers for small business:



**59%**

"End of life" products



**54%**

Upgrade/refresh cycles



**52%**

Growth/additional need

5

## Ready for the future

Modern server, storage and networking solutions can adapt to traditional and modern workloads without compromise. A technology refresh fuels productivity and innovation.



**Future-proof IT** makes it easier to expand to cloud ecosystems, with intelligence, flexibility and speed.

## Brighten the new year with Dell Technologies

With the trusted, flexible, end-to-end IT solutions from Dell Technologies, you'll set up your business for success in the coming months. Talk to technical advisors about finding the right IT infrastructure to meet your needs — so you can confidently innovate and adapt to whatever comes your way.

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