

Pay as You Go Computing for SMEs

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The principle of low price hardware and monthly service charges established by mobile telephone companies has come to mobile computing. Companies will now be able to pay as little as £99 for an Internet and WAP enabled new laptop, complete with software, from the IT services company Adventi.

“The computers are the very latest available from Fujitsu Siemens and connectivity is provided via the Vodafone GPRS network,” explained Chris Duff, Technical Director at Adventi. “The scheme is specifically designed to make this technology affordable for SMEs. Research shows that more than half of small business owners understand the benefits of mobile working, but to date the expense and complexity have prevented them from taking advantage. By learning from the way people buy and use technology from the mobile phone industry, this scheme allows small businesses to look after their cashflow without being left behind by technology advances.”

More than 90% of UK businesses employ fewer than 50 staff and the capital outlay has been a barrier for companies of this size, but not anymore. “This is yet another initiative by Adventi for our target market of SMEs that is designed to give them the same IT standards enjoyed by much larger companies,” said Duff. “We see the greatest demand coming from those companies with mobile staff, such as a sales force, or those that regularly work outside the office, such as engineers, surveyors, service managers, etc.

With Intel Centrino mobile technology's integrated wireless LAN capabilities, customers will benefit from the ability to access public wireless hotspots, which can be found in ever increasing numbers in many areas such as hotels, airports and cafes. This means that users can continue sending emails, accessing company networks and the Internet either from a WiFi Hotspot5 or by switching to GPRS while away from the office, home or hotspot.

In addition, Microsoft Office applications are factory-installed on the laptop, so that users can simply turn it on and begin work. The LIFEBOOK tablet laptop package also includes Microsoft OneNote, which complements the Office suite with a range of pen-enabled and audio-enabled facilities.

Ends

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Notes:

The offer is a fully wireless-enabled Fujitsu Siemens Computers LIFEBOOK laptop or tablet PC with Intel® Centrino™ mobile technology for £99 (normal list price of between £1,139 and £1,478) 3

The monthly contract is for a minimum period of 24 months, starting from £89 per month. It includes:

- A range of all-inclusive GPRS access options4
- Wireless Hotspot (WiFi) access5
- Security measures

- 24/7 telephone and on-site support
- Product insurance service
- Full product warranty
- Microsoft Office applications pre-installed on the PC