

## IT Total Cost of Ownership in Business

Every business have certain level of IT to maintain business operation, Total Cost of Ownership (TCO) is a model for explaining the costs of purchasing and maintaining a computing environment. IT includes the purchase cost, installation, maintenance, updating, down time recovering, powers, man power and time spent on keep the system running smoothly to support various business functions.

Revision: 1.0 (14 Nov 2005)  
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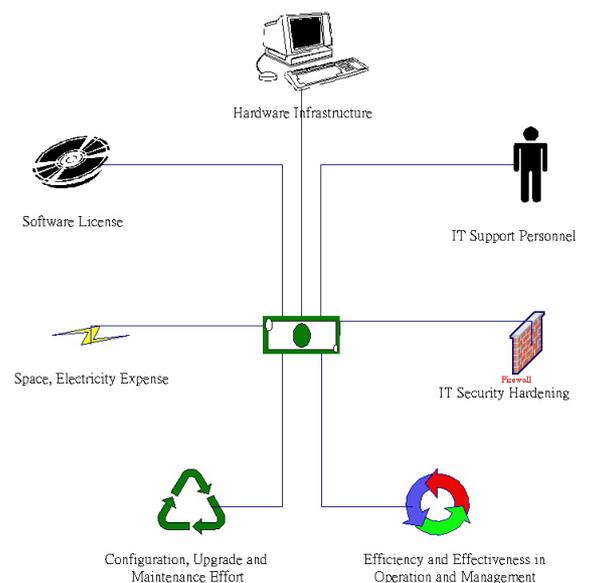
<http://www.targahk.com/OfficeStation/>

Business target on continuous making profit and is strike for increasing the profitability. Business Growth, Improving Productivity and Cutting Costs are the top most important business issues<sup>1</sup>; and Achieving business value from IT and tightening security and privacy safeguard is the most important IT-related issues<sup>2</sup>. Maximizing the IT utilization can improve productivity, cutting cost and contribute to the business growth; in the mean time, IT consolidation process can tighten the security and privacy safeguard too.

To increase business profitability, there is generally two way, either increase the ability to making profit or decrease the level of business expenses. Information Technology can increase the ability to making profit by many ways such as improve the business decision process, shorten the market information collection and collaboration, improve the whole business process efficiency ...etc; at the mean time, to keep the IT system up and run continuously without error and down time is important to keep a business running day after day. However, the expenses and works associated with the IT system is indeed quite a lot. Many corporate aware of the purchase cost of the IT system but overlook the cost associated with keeping the purchased IT system up and running, which includes training, support, troubleshooting, upgrades, maintenance, and replacement ...etc.

Gartner Group, KPMG and Forrester Research all report that the initial purchase price of PC hardware and software is only a small percentage of the true cost of possessing and using the equipment, over the lifetime, the cost in excess can raise up to 5 times the initial cost!

In general, TCO of IT infrastructure can be divided into Hardware Infrastructure; Software License; IT Support Personnel; Space and Electricity Expense; IT Security Hardening; Configuration, Upgrade and Maintenance Effort; Efficiency and Effectiveness in Operation and Management. Through the process of IT Consolidation, business can save money and resources in the IT infrastructure that can help business to earn more profit with less IT investments, and free up more human resources to focus on business issue rather than IT technical issues.



<sup>1</sup> "1Q04 IT Decision Monitor: Vertical Markets' Outlook on the Economy and Their Business Prospects Shaping IT Solution Investments", International Data Corp., April 2004

<sup>2</sup> GartnerG2 and Forbes.com, January 2004.



### IT Consolidation through Server-Based Computing and Thin Clients

Reducing the IT infrastructure not only reduces the amount of physical spaces needed for hardware and improves efficiency but also enables investment in key business initiatives. Server-Based Computing and Thin Clients can reduce complexity and costs by reducing redundancy, provide centralized security and information management, and lower the initial cost, lower cost of ownership, lower running cost and have longer service life. As the care-intensive PC is minimized and thus the cost, effort, resources required for setup, running, maintain, upgrade, management effort is greatly reduced. Deploying thin client, cutting down the support demands, power consumption and end user training requirements can significantly reduce the TCO by as much as 80%.

- Thin Client is far less expensive than the care-intensive PC
- As the software installation domain is minimized in the Thin Client environment, the cost associated with deployment, upgrade, maintenance is decreased.
- The care-intensive PC domain is minimized and thin client provide remote support possibility, thus the effort of the IT support personnel in user support, setup, upgrade, maintenance and training is greatly reduced.
- The much small footprint and power consumption on the Thin Client devices save up the corporate physical space and electricity expenses.
- Thin Client provides higher level of centralized security and lowers the risk of internal hacking through the security-oriented Thin Clients.
- As the Thin Client resides on the Server-Computing and need no upgrade in the Thin Client hardware itself, provides a longer lifetime, and thus can stay in service in the routine IT infrastructure upgrade, save effort in configuration, upgrade and maintenance.
- Thin Client provides centralized management benefits, which improve the effectiveness and efficiency in the IT operation and management, such as faster new PC user add-on, faster system upgrade time, faster fail recovery time ...and so on.

### Targa OfficeStation NetStar

Targa OfficeStation is the world's first CPU-less Windows 2000/XP desktop terminal device for multi-user access. It has a small sleek design to unleash the full powers of the Windows PC with ease of use and set up in mind. The Targa OfficeStation delivers web surfing, Internet game, Internet applications such as ASP, instant messenger, e-mail and any Windows applications like Office suites as well as semi-multimedia without the complexity of an expensive standard PC.

With the OfficeStation's multi-user Windows terminal solution, you will be able to maximize the power of your existing computer by sharing it among up to 10 client terminals. (or 30 client terminals with Windows 2000 Server/2003 Server)

#### Cost Saving on the OfficeStation™

1. Hardware Cost
2. Software Cost
3. Installation and Setup Cost
4. IT Support and Maintenance Cost
5. Space and Electricity Expenses
6. Backup and Recovery Cost
7. Anti-virus Cost
8. Firewall Cost
9. Fail Recovery Down Time Opportunity Cost
10. Transportation Cost on Remote Support
11. Security Tightening Cost
12. PC Infrastructure Upgrade Cost

#### Benefits of the OfficeStation™

1. Cost effective
2. No hardware maintenance required
3. Great compatibility
4. Simultaneous Windows operation
5. Sleek and compact design
6. Noiseless output and low power consumption (5W)
7. Supports a high resolution monitor display
8. Remote control
9. Enhanced security
10. Simple and easy to install and use
11. Field application usage
12. Supports Windows 2000 / XP / 2000 Server / 2003 Server/ Linux (Q4 2005)

