

# Chipmaker targets SMBs for servers

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Its broad base of small and medium businesses (SMBs) has made the Philippines one of the target markets of chipmaker Intel Microelectronics for its worldwide server integration push.

The government estimates that SMBs comprise 80% of the domestic business sector.

Intel Microelectronics Philippines, Inc. country manager Ricardo F. Banaag said in a press briefing yesterday in Makati City that the SMBs present a growth opportunity for server sales in the country.

Servers are computer programs that provide server programs to other computers in a networked setup.

Primarily, he noted that there are as yet few small businesses, specially in emerging markets, that actually use servers to support their operations.

"Most of them just use personal computers loaded with server software. But these PCS are not designed to handle the networking load usually supported by servers. We plan to drive up preference for servers among SMBs," he added.

He further explained that the company will tap its channel partners to attack the said market segment.

Specifically, Mr. Banaag said the company has been providing integration training to support the campaign.

The training initiative aims to build server assembly, software installation, and product validation capability among its partner software integrators. In addition, he said, Intel provides the basic parts, specifically central processing unit, server board and server chassis to its channel partners. "We also see server integration as a value added service that our channel partners can build on to shift their clients from the server and desktop solutions to the mobile platform," he added.

There are currently around five firms in the country that provide Intel server integration services. Most of the company's partners, he said are still involved in desktop PC assembly.

Rack and pedestal servers that use Intel's Xeon processors are available through the said campaign.

Aside from the Philippines, Intel also identified emerging computer markets such as China, India, Brazil, Mexico and Russia as prime targets for the said campaign. --