D-Link®
Building Networks for People

Connect to More Productivity

Small-Med Business

Successful small and mid-market businesses are emerging from years of economic turmoil with their business strategy and technology in tighter alignment. While keeping a sharp eye on the balance sheet, businesses are investing in technologies that will enable growth, efficiencies, innovation and ultimately delivery of more value to the customer. Central to this successful approach? A reliable, scalable, Unified Network infrastructure.

D-Link Builds Networks for Small and Medium Sized Businesses that:

- **Improve overall operational efficiency** and enable competitive advantages that translate into increased profitability

- **Preserve working capital** by offering solutions with lower upfront investment, longer useful product lifecycles and no annual maintenance agreements

- **Support the demands Business Technology (BT) applications** put on the network to provide faster, more reliable access to data

- **Reduce risks associated with data loss** and data security breaches with Unified Network storage and Unified Threat Management devices

- **Lower insurance premiums** due to slip and fall and other litigation and reduce retail shrinkage with end-to-end IP Surveillance solutions

Navigating the Economic Storm

In these economic times, businesses don't have the time or budget to waste. More than ever you need to reduce capital expense while enabling a workforce that is more nimble, more efficient and more connected. D-Link has been delivering networking solutions for businesses worldwide for over 25 years through economic storms and prosperity. Yet through it all, we have remained true to our core philosophy of delivering superior value, flexibility and ease that connects people to more – more prospects, more wins, more opportunities.

More Value

A relationship with a vendor that builds high quality, highly reliable products combined with essential service included is what you should demand. Standard life-time warranties on switching and storage, free lifetime firmware upgrades and technical support, and innovative engineering that reduces your energy bill, lowers storage costs per terabyte and keeps mobile workers connected are just a few examples of the value you can expect from D-Link.

Leverage Your Purchasing Power

Single vendor networks are becoming a thing of the past as more and more businesses realise that by adding a second vendor you can achieve competitive leverage and avoid vendor lock-in. What's more, leading IT industry analyst firm Gartner estimates a reduction in capital expenditures (capex) of at least 30% by incorporating a second vendor
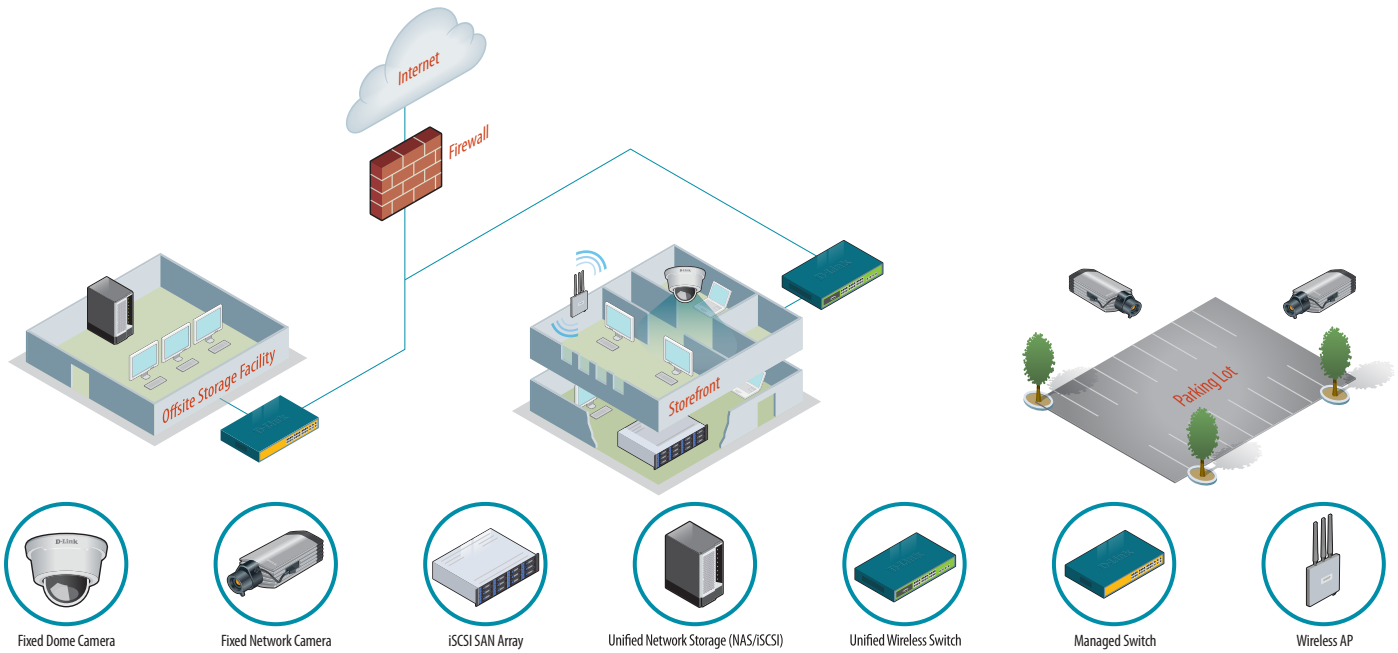
strategy[1]. D-Link reduces complexity and costs associated with single vendor networks by designing products that interoperate seamlessly based on widely deployed open standards.

Flexibility to Choose

What's 'best practice' for some businesses doesn't always translate to best fit for you. D-Link gives you a broad portfolio of products to choose from and a team of trusted local partners that will make sure your business gets just the right solution with scalability to grow over time. Whether you're looking at a network infrastructure upgrade, a way to secure your property with surveillance or to consolidate storage, D-Link's Networking, Wireless, Storage, IP Surveillance and Security products offer the flexibility and ease of integration to get your business booming.

---

1 *Debunking the Myth of the Single-Vendor Network,* | *Gartner RAS Core Research Note by Mark Fabbi and Debra Curtis, Nov. 2010*

Connect to more opportunities, more sales and a better-looking balance sheet

Internet

Firewall

Offsite Storage Facility

Storefront

Parking Lot

Fixed Dome Camera	Fixed Network Camera	iSCSI SAN Array	Unified Network Storage (NAS/iSCSI)	Unified Wireless Switch	Managed Switch	Wireless AP

IP Surveillance
More Peace of Mind

Secure your business by utilising IP surveillance throughout your facility. Scalable for any size business, D-Link Cameras, Switches, Storage and Management software can be combined for a complete end-to-end solution that integrates easily into your local area network while D-Link Professional Services eliminates 3rd party project management costs and complexity.

Network Storage
More Digital Content

Keep data storage costs in check . Reduce data disasters risks by connecting employees and relevant stakeholders to data in the cloud, on local drives or on virtual servers. D-Link's flexible, scalable iSCSI SAN storage arrays and unified storage solutions help drive down costs and increase efficiency in a virtual desktop infrastructure (VDI) environment while D-Link's ShareCenter Pro unified network storage provides dual file and block-based storage for superior functionality with unbeatable value.

Wireless
More Productivity

Drive productivity in or out of the office with dynamic reliable wireless networking. Reap the productivity benefits of mobility with D-Link wireless APs, unified wireless controllers and cloud managed APs to help you cover more area and boost performance for every wireless device on your network all while bringing wireless under better control and lowering the real cost of ownership.

Security
More Confidence

Protect confidential data and reduce downtime due to security breaches by establishing security policies and consolidating security functionality across all your network components. D-Link's Routers, Access Points (APs) and switches easily integrate with your own network security policy to prevent disruption and downtime from internal and external threats.

Network Switches
More Dynamic

Improve operations and support demanding business software by creating a fast, reliable networking infrastructure. Whether you're looking for a managed or unmanaged switch, D-Link has one of the broadest business switch portfolios in the industry covering almost every type of business need. Our value focus means lower upfront investment, more connections and more bandwidth for any given spend.

Services
More Help

Multiply your IT resources by choosing a manufacturer that stands in front of and behind their products. D-Link can assist in all aspects of your project from site survey through installation for everything from access points to IP Surveillance. And D-Link warranties are some of the most competitive in the industry with free web support or optional extended warranties.

Visit the web address below for more information on the complete line of business products:

www.dlink.com

D-Link®
Building Networks for People