

An Old Cliche: You Get What You Pay For

Most of us have been in a situation where we must weigh the cost of two, or more, similar items. We consider different characteristics before making the final decision to purchase. The two largest factors we often consider are quality and price. Thus the process begins; we ask friends and colleagues, neighbors and family members for their opinion. We research the manufacturer online to determine how long we expect our purchase to last and the type of experience others have had owning the same product. Once we feel we have gathered enough information about the quality of the product then the pricing game begins. If you're like most other people, you begin to rationalize the difference(s) of quality compared to price - in other words, you begin to look at the value. No matter whether you're a student, a home user, small (or large) business owner, price effects what we buy.

Consider this, a recent study done by HP, published by INC.com stated, "nearly every small business surveyed (93 percent) admitted they tried to save money instead of buying what they really wanted. Of those, 89 percent reported at least some problems as a result of penny-pinching." These problems included, " low-performing hardware (46 percent), out-of-date hardware (37 percent), and unreliable hardware (23 percent) The most needed upgrade: Faster processors, cited by over a third (35 percent) of businesses. A distant second, with 19 percent, was more reliable components."

This should be no surprise. We all have to play the value game - trying to get the best bang for our buck we can; Kraft versus Spartan, Coach versus Kohl's, new car versus used car. Admittedly, in some cases the underdog product turns out to be just as good, if not better, as the well-known and more expensive version. But when it comes to IT equipment, the odds are against us. When it comes to computers we need to consider more than price, we need to consider the quality of the components inside as well. A "good deal" can become a poor choice if the machine is made from poor quality parts that breakdown every couple months.

We believe there are better quality products. Yes, sometimes, these may initially cost more, but these products will also serve your needs better and last longer - costing less in the long run.

Along with finding better quality products, planning is key. According to the same survey published by Inc.com, "two in five IT managers think planning company IT strategy is the best use of their time, compared to 11 percent who think their time is best spent on hardware support."

Planning is an integral part to having an effective and efficient system.

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Business Hours

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Holiday Schedule

Big Blue Water will be closed the following dates:

- September 5 for Labor Day
- November 24 & 25 for Thanksgiving
- December 26 for Christmas

Geek Speak

bricked-Usually the result of tampering with the insides and doing irreversible damage. Which is to render any piece of technology, as useful as a brick. Therefore if some piece of technology is 'bricked' it is as useful as a brick, ie. it does nothing.

Everyone Loves TRIVIA

In 1982 Apple Computer was the first personal computer manufacturer to hit the \$1 billion mark for annual sales.

Taking the time to do a little research, collaborating with and speaking to knowledgeable people will save money, time and energy in the long run.

For those who have worked with Big Blue Water you know we will work with whatever brand/type of technology you're currently using. But remember, the next time you're in the market to replace your computer or any other component; there are major benefits to choosing a better quality product and having a well developed plan:

- less downtime waiting for the "issue" to be resolved
- less frustration due to better machine performance
- less money wasted on replacing/fixing broken components barely out of warranty

We've been in the IT business for quite some time and have gained valuable experience working with many different systems. Because of our experience we can also make recommendations before you make your next purchase. We don't just setup, diagnose and fix computer equipment. We can give consultation on what works and what doesn't.

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