



How Purpose-Built Servers Provide More Value in the Long Run

Companies are increasingly buying custom servers instead of off-the-shelf systems from big brand manufacturers. This trend is influenced by purchasers' need to:

- Meet specific application and user requirements
- Maximize budget
- Accommodate future server performance and scalability

Although the custom server market is growing, many IT professionals still assume that custom servers are more expensive—which isn't necessarily the case.

Determining what kind of server is best for your company's precise functionality and performance needs is not only a matter of short-term cost/benefit analysis—it's about your future needs and costs as well. After weighing all of these factors, many companies discover that custom servers provide the best return on their investment.



Spend Only on What's Important to You

Building a server to your specifications allows you to attain the maximum performance possible within your budget. By specifying all the server's components and functionality, you ensure that you're not paying for things you don't need or won't appreciate.

Suppose you need more memory than you can find in an off-the-shelf mid-range server that otherwise meets all your requirements. Buying a different model off-the-shelf system with as much memory as you need might force you into buying a high-end server with an overkill level of other unneeded features and a premium price beyond your budget—when all you really need is more memory.

If you have a server built to your specifications, you avoid the cost of unnecessary components and allocate most of your spend to the things that will best help you accomplish the mission for the server and delight its users.

Buying a purpose-built server is often the only way to maximize the overall performance of your system. Buyers of purpose-built systems are often surprised by the affordability and short lead times offered by experienced custom server suppliers. It's not uncommon for purpose-built servers to be less expensive and delivered more quickly than default configurations from big-brand producers.



Maximize Your IT Budget

Custom server solutions do not necessarily cost more than their off-the-shelf counterparts. In fact, you may actually be able to save money by only buying the configuration that you need.

A collateral benefit of customization is consolidation. When you can purchase a single custom server (or a small number of them) that fits your needs exactly, you may be able to save on space, maintenance, and power. These benefits add up significantly over the lifetime of the server.

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Scalability for the Future

If buying an off-the-shelf server meets your needs today, but becomes insufficient to meet those needs in a few years, then you may actually lose money on your investment.

A custom-built server affords you the flexibility to accommodate future growth plans or changing needs, whether planned or unplanned. For instance, you might configure a system with more drive bays than you need right now, predicting that you'll need them in two years. This flexibility protects and extends the investments you make today.

Custom solutions allow you to specify unusual configurations that no off-the-shelf vendor offers. Big brand manufacturers typically offer the equipment that most buyers would be happy with—but you're not necessarily like most buyers.



The Bottom Line

Custom does not mean extravagant. You get the highest return by investing in server infrastructure that meets your company's needs now and is scalable into the future.

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