

## Tame the Beast to get more from ICT

*D-Link, Logitech, Proline and Symantec to participate in the nationwide Tame the Beast Road show to share with resellers how they can master ICT, who is by many, perceived as a beast.*

**Johannesburg 6 November 2008** - As essential as it may be for every small to medium enterprise, information and communications technology is nevertheless perceived by many as a beast. The hassles and niggles of choosing, buying setting up and configuring almost outweighs the benefits for busy small business owners. Directly addressing this key concern for the SME owner, D-Link is again organizing the nationwide Beast Road show, in which it and partners will share with resellers how they can master the beast to deliver quality and easy to use ICT solutions.

The participating vendors include D-Link, Logitech, Proline and Symantec. Each offers a range of products which forms an essential element in the matrix of solutions which comprise an effectively functioning, secure and trouble-free office.

Karien Wood, D-Link marketing manager, says the road show is setting out to help resellers improve their ability to meet the needs of the SME. "With our partners, we want to inform and educate solution providers on what products are available and how these can ease ICT purchase and use for the busy SME owner. In today's fast-paced world, business owners want convenience and response, not hassles and problems," she says.

In establishing such an office, the first step is to source reliable hardware, which might include desktop PCs, notebooks and servers. Proline will showcase its product range, with a special focus on servers; in addition to its PCs and notebooks, its commitment to affordable quality puts a server solution well within the reach of most offices.

Hardware is, of course, very limited in its ability to perform unless it is networked. Networking is also one of the facets of the small office which many business owners find the most confounding. D-Link has focused its efforts on producing routers which not only provide high-speed, reliable connectivity, but a much-improved user experience. That means connecting all the office equipment easily over a wired or wireless network, as well as getting on to the Internet with a secure ADSL connection.

Meanwhile, Logitech offers premium peripherals which are designed to ensure a better experience with the digital world. In effect, Logitech provides a better way to tame the beast at the point of interface – the keyboard and the mouse – while also providing a range of accessories such as speakers and joysticks to increase the appeal of computing.

Unfortunately, connectivity to the World Wide Web also comes with exposure and risk. Nothing can be more beastly than computers which don't work as they should because they are infected with a virus. Or worse, computers that are compromised and which allow hackers to access sensitive information such as banking passwords and PINs. That's where Symantec comes in. It is the vendor of choice to provide security in the connected world; its range of software solutions protects infrastructure, information and interactions. The road show will afford special focus to Symantec's Endpoint Protection, Backup Exec System Recovery and Backup Exec.

"ICT need not be a bugbear for the SME; rather, it should deliver a smooth and trouble-free experience as it supports workers in the achievement of their goals. The Beast Road show provides resellers with all they need to know to deliver this experience to their customers," Wood concludes.

Interested parties can go to [www.pluspoints.co.za/beast](http://www.pluspoints.co.za/beast) to register.

Road show details are as follows:

**East London Wednesday** 28 January 2009, 08:30 to 13:00 at Nu Metro Hemingways Casino

**Port Elizabeth Friday** 30 January 2009, 08:30 to 13:00 at Nu-Metro Walmer Park

**Nelspruit Wednesday** 11 February 2009, 08:30 to 13:00 at Nu-Metro Riverside Mall

**Cape Town Wednesday** 18 February 2009, 08:30 to 13:00 at Nu-Metro Canal Walk

**Windhoek Friday** 20 February 2009, 08:30 to 13:00 at Protea Hotel Furstenhoff

**Durban Wednesday** 25 February 2009, 08:30 to 13:00 at IMAX Gateway

**Johannesburg Wednesday** 4 March 2009, 08:30 to 13:00 at Nu Metro Monte Casino

**Bloemfontein Wednesday** 11 March, 08:30 to 13:00 at Nu-Metro Loch Logan

***For further information, please contact:***

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## **About D-Link**

The company continues to strive for excellence as an award winning designer, developer, and manufacturer of networking, broadband, digital electronics, voice and data communications solutions for the digital home, Small to Medium Business (SMB), and Workgroup to Enterprise environments. With millions of networking and connectivity products manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the networking and communications market. D-Link is on the Web at: <http://www.d-link.co.za>

## **About Logitech**

Logitech is a world leader in personal peripherals, driving innovation in PC navigation, Internet communications, digital music, home-entertainment control, gaming and wireless devices. Founded in 1981, Logitech International is a Swiss public company traded on the SWX Swiss Exchange (LOGN) and on the Nasdaq Global Select Market (LOGI).

## **About Proline**

Part of Pinnacle Micro's core business is the design, manufacture and distribution of its home grown range of Proline solutions. With the ability to build these units locally and on demand- Pinnacle can configure the ideal solution for your working environment requirements within Proline's notebook, desktop, monitor and server range of products.

## **About Symantec**

Symantec is a global leader in providing security, storage and systems management solutions to help businesses and consumers secure and manage their information. Headquartered in Cupertino, Calif., Symantec has operations in more than 40 countries. More information is available at [www.symantec.com](http://www.symantec.com).