

## Choosing The Right Computer

Many "Superstores" will advertise a computer at a very attractive price. Is the cheapest PC really the best deal? Not if the company uses inferior parts. For the best buy on a new PC, do your homework and try to go with a company that uses high-quality components. Do not buy a so-called "name-brand" or "major-brand" if upgrading may be on your mind a couple of years down the road. These brands are specifically designed to hook you on buying only their highly priced components to maximize their 40-60% profit margin. Most "clone" makers, like DrGigabytes.com, are operating only with a 5-25% margin. Go figure where you could save money. Besides, most major PC makers are not really "manufacturers." They are just "box-makers" -putting components together- like every body else.

When deciding if you are going to purchase that computer in the sale flyer, answer these questions for yourself.

1. What kind of computer user group do you fall into?
2. Are you planning to upgrade your system within the next two years?
3. What is your budget for purchasing a new system?

The type of computer user you are is the most important question. There really are only about four different categories in the mainstream computer market. Let me break them down for you by type.

### **Type A: The home-business, Internet-surfer type.**

Includes those who might play some games, but would mostly use their computer for home business, online investment and finance, or email and family Internet communication. Moms, dads, soon-to-be grads and light users fall into this category.

This type of user could purchase a "sales flyer" computer and be relatively happy with the performance.

### **Type B: The intense gamer type.**

The person who wants a cutting edge, overclockable monster machine for home multimedia entertainment. The latest audio and video. A ready to rock-and-roll machine for online/LAN multiplayer gaming.

This type of user would probably not purchase a "sales flyer" computer unless it was a high-end and high-priced machine. Be careful when choosing this type of machine. Usually the PC Games on the market today require a video card with power and a PC to match that power. Sometimes there are pitfalls when trying to upgrade these systems to the latest and greatest technology on the market and it is possible that the upgrade will be incompatible with the system.

Your best bet would be to have the system built to your specifications or purchase a system from a company that specializes in gaming machines.

### **Type C: The high-end business server type.**

Wants to create the awesome business muscle machine that can handle today's current hardware needs. Running your business and having multi-platform multi-user interfacing. Network-ready Web servers, mail servers and game servers all fall into this category.

This type of user would probably not purchase a "sales flyer" computer. Business servers are usually set up with a special operating system and also contain extra hard drives and hardware to help with the backing up of files.

This type of user would be better off seeking a company that builds these specialty machines and can customize them to meet your exact requirements.

## **Type D: The business workstation type.**

A simple, network-ready machine for those poor underpaid people who spend their days working with software programs. Must be network reliable. Sales, data entry, marketing, inventory and accounting workstations all fall into this category.

This type of user would probably be able to purchase a "sales flyer" machine. Unless the applications require intense graphics, a store-bought machine will probably serve your needs.

If you plan on upgrading your machine in the near future, choose your brand wisely. From our experiences here at DrGigabytes.com, we have seen many computers come into our shop with hopes of upgrades. Their owners were disappointed to find that the upgrades required "exclusive" parts from the manufacturer or the upgrades were not compatible with the machine. In the end, the customer had us build a machine that would suit their needs.

Lastly, try to find a machine that will stay within your budget and that will also be the best machine for the price. If you are able to buy a Pentium 4 for around the same prices as a Celeron, then go with the Pentium 4. It is a more powerful processor and will perform better over time.

Do your homework. Subscribe to Consumer Reports or check websites like PC Magazine to see how the "brand-names" are rated.

## **"Clones" are PC's Too!**

Many companies like DrGigabytes.com manufacture "clone" machines. These machines may not be the cheapest price but they usually are built with quality, "generic" components. The advantage of having a clone built is that they are easily upgraded and repair parts are generally less expensive than having to buy the "exclusive" parts from some of the brand-name manufacturers.

At DrGigabytes.com, we take the time to learn your computer habits and tailor a system around your needs. We sell you a quality system that will do what you want now and sell you what you need now. We build our systems so that they are not "throw away" and we make them flexible for future expansion. Our knowledgeable sales staff is also the people who build your systems, so when you have a problem, you can talk directly to the person who knows your machine and knows you as a valued customer.

Before you buy a computer from a sales flyer, talk to us. We'd be happy to quote you a price on one of our quality systems and we'll give you our professional opinion on the system you are looking at in a sales flyer.

We'd like to be your technology superstore.