

NEW BUSINESS TRENDS

The Small And Mid-Sized Business Forecast

(NAPSA)—Small and mid-sized business (SMB) owners are optimistic about the future, and are taking proactive steps to help solidify their success. That's the word from experts, who expect many small and mid-sized businesses to implement technology this year, focusing on security and mobility. Here's a closer look:

Security Takes Center Stage

Small and mid-sized businesses are increasingly concerned about protecting their assets and making sure that their systems are up and running. It is estimated that 40 percent of small and mid-sized businesses do not currently use any anti-virus software; others often have outdated or expired versions of anti-virus software.

How will small and mid-sized businesses become secure? Since they tend to have a limited IT staff and often lack the internal resources to define their security requirements, many will turn to outside sources of expertise. Experts suggest talking with knowledgeable technology providers such as HP for guidance on which product or solution best fits your small to mid-sized office. The company offers a wide range of security services and solutions, including the Vulnerability Assessment Service that can help small and mid-sized businesses identify and fix areas in their networks that are not secure and vulnerable to attacks.

Small Businesses Go Mobile

Small to mid-sized business employees tend to be on the move and cannot be tethered to their desktop. As a result, many businesses have developed a keen understanding of how mobilizing



SMBs looking to upgrade or implement new products, services and solutions this year, are expected to focus on security and mobile technology.

their workforce boosts productivity, efficiency and revenue. In 2005, small and mid-sized businesses will increasingly demand simplicity, security and a seamless, integrated mobile experience that works for them.

However, SMBs will not adopt just any technology. In 2005, small businesses will go mobile with notebooks and PDAs/smartphones, while mid-sized businesses will likely take advantage of wireless networks or VPNs (virtual private networks), enabling employees to work from almost anywhere in a secure fashion.

The increased demand for mobile technology has caused technology companies to adapt; HP, for example, is answering demand by developing new wireless products that allow small and mid-sized businesses have a seamless and secure mobile technology experience.

For more information, visit www.hp.com.