

Press Release

J.Gold Associates releases report on Notebooks: The High Cost of Failure

Our analysis indicates that the average cost of a notebook failure is \$865.....the total cost to an enterprise is \$507,300 per year.

Northborough, MA, July 12, 2005: A report released today by J.Gold Associates analyses the cost of notebook failure in the enterprise, and the cost of buying notebook computers that exhibit higher than needed failure rates. It concludes that, despite an increasing dependence by large companies on mobile computing, few have any true understanding of what the cost of a notebook failure is. With expected penetration of 50% of PC sales to knowledge workers by 2008/09, understanding and managing failure rates will be critical. Some of the key findings of the report include:

- An average enterprise with 5000 notebook users will spend \$507,300 per year on notebook failures, at a failure rate of 10% per year.
- This adds \$101 to the yearly total cost of ownership for every notebook user in the company
- The cost of each failure is \$865
- The incremental cost for each 1% higher failure rate is \$50,730 per year

The report further concludes that many companies can implement strategies to mitigate the costs of notebook failure, but generally don't know how, or choose not to. According to Jack E. Gold, Principal and Founder of J.Gold Associates, "most companies fail to realize the high cost and amount of disruption notebook computer failures cause. Purchasing a model of notebook with even a modestly lower 1% failure rate will save a company over \$50,000 per year. Companies must implement the strategies we discuss in this report to decrease the overall cost of notebook deployments."

Further information can be obtained by contacting Jack Gold, J.Gold Associates, at 508-393-5294, or by email at jack.gold@jgoldassociates.com.

For Immediate Release