

market brief



Connect to More Fiscal Freedom



D-Link Builds Networks for Government Agencies that:

- Improve overall operational efficiencies resulting in increased productivity and lower costs
- Help collect, store, secure and make accessible, information that people

 can use
- Expand and enhance the delivery of services to citizens
- Consolidate and unify voice and data across agencies and departments
- Provide fast, secure access to data via mobile devices
- Support Cloud Services strategies such as storage and management of network devices

Budget shortfalls continue to drive action in government agencies at every level. Embracing technology solutions such as consolidation of network infrastructures across agencies and departments is not only enabling acquisition of advanced technology but it is saving millions of euros. Consequently, now more than ever, government CIOs realise that a reliable, centralised network backbone is essential to their information and communication technology (ICT).

Governments in Action

Less gridlock more action – that's the challenge for today's government IT Director. Yet because of a history of independent departmental spending with limited vision for the possibilities of a unified, consolidated infrastructure, governments today are often more complex and fragmented than most large private sector organisations. But innovative D-Link networking solutions deliver the flexibility, ease and affordability government entities need to optimise everything from data centers to disaster recovery - across agencies, across departments – ultimately improving services and reducing operational costs.

Value to the People

At D-Link value is an equation, not just a lower price. Standard life-time warranties on switching and storage, free lifetime firmware upgrades and technical support, and innovative engineering that allows for better utilisation of storage capacity and drop-free wireless roaming are just a few examples of the value you can expect from D-Link. When you're served up value like this, you can better serve the taxpayer.





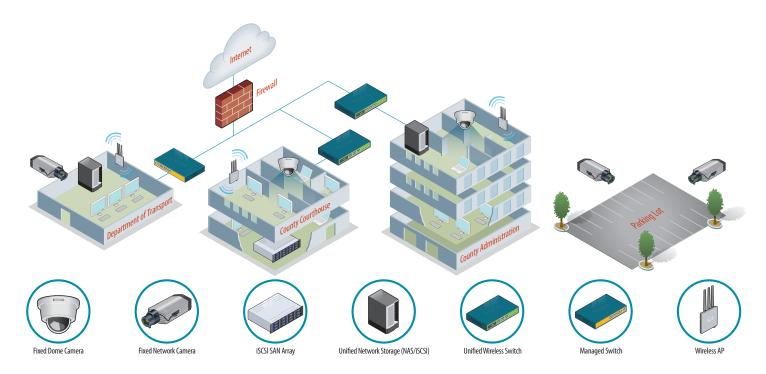
Freedom of Choice

Let's face it, when nearly every decision you make is public record, your job is hard enough. Your network infrastructure shouldn't add to that complexity. That's why D-Link components seamlessly integrate into your network as a dependable, reliable secondary vendor option or a mainstream solution. Set up, configuration and management are all simplified so you can easily upgrade your network and quickly begin to realise the benefits of next generation technology.

Flexibility to Choose

From national to municipal no two agencies are exactly alike. A broad portfolio of products and a team of trusted local partners will put your needs first to find the solution that best fits your department. Whether you're looking to consolidate, virtualise, or move into the cloud, D-Link's award winning array of Networking, Wireless, Storage and Security products offer the flexibility and ease of integration to get your government humming.

Connect to more services and better fiscal control





IP Surveillance More Secure

Create safer public places by deterring criminals and convicting offenders with IP surveillance. Public transportation, courthouses, and other public places are less vulnerable with visible surveillance. Combine D-Link Cameras, Switches, Storage and software for a smart indoor/outdoor, day/night end-to-end solution that integrates easily into existing IP networks. And D-Link can assist from doing a site survey through to installation.



Network Storage More Contained

Drive down costs and complexity of piecemeal storage systems by creating a unified storage environment. D-Link flexible, scalable iSCSI SAN storage arrays and unified storage solutions allow you to consolidate storage as well as monitor and manage it as a whole. You'll get best fit storage solutions and an even better value.



Wireless More Options

Provide untethered freedom to serve the public for emergency management operations, utilities, and transportation by deploying a unified wireless architecture. D-Link Unified or standalone Wireless solutions let you manage APs as a group, unify wired and wireless via controller in your network's wired infrastructure. D-Link wireless means more options and greater value.



Security More Confidence

Protect confidential data and reduce downtime due to security breaches by establishing security policies and consolidating security functionality across all your network components. Protect confidential data and reduce downtime due to security breaches by establishing security policies and consolidating security functionality across all your network components. D-Link's Routers, Access Points (APs) and Switches easily integrate with your own network security policy to prevent disruption and downtime from internal and external threats.



Network Switches

More Automated

Automate services and improve efficiency by creating a Unified Network across the hall or across the country. D-Link has a broad range of managed and unmanaged enterprise Switches proven in government agencies large and small. Whether you need an intelligent gigabit Switch with QoS or want to connect a series of Switches to a central location, D-Link can deliver.



Services More Responsible

Extend your IT resources by selecting a vendor with service and support. D-Link can assist agencies in all aspects of a project from site survey through installation for everything from access points to IP Surveillance. And D-Link warranties are some of the most competitive in the industry with free web support or optional extended warranties.

Visit the web address below for more information on the complete line of business products:

www.dlink.com

