

# 5 WAYS TO GET BUDGET APPROVAL FOR NEW SERVERS

If you're worried you won't get approval for a server upgrade in this budget cycle, we have a new strategy for you to try. Increase your odds by aligning your request with your company's stated business goals. After all, they've already gotten the green light!

Below are five ways to position your request plus a template to start the conversation. Review your company website, newsletter, or annual report to see which one might work best for you.

## 1

### Link to employee productivity goals

Whether your company needs to do more with fewer people or you're on a hiring spree, employees depend on company tools to do their jobs. And with an average annual performance decline of 14%, your server functions at just 40% of initial projections by year 5.

#### Company clues this strategy might work for you:

- Stated focus on improving metrics related to volume or speed of work
- Reduction in staff leaves fewer people to do more work
- Staff increase means more workstations to support

Check out the [Bytestock Configurator](#) to design a server to meet your company's needs. Swap out components until you get a configuration and price you like.

## 2

### Align to company growth plans

If your company plans to scale, they're trying to increase revenue faster than costs. One way to achieve this is by streamlining processes. A new server can support more efficient tools so fewer people can manage more work.

#### Company clues this strategy might work for you:

- Leadership uses the word "scale" in internal communications
- Consultants arrive to evaluate and streamline processes
- Talk of new platforms and systems in the next quarter or year

Save up to [70% on servers from Bytestock](#). We have a huge inventory, and that means better prices for you.

## 3

### Support a sustainability pledge

If your company values good environmental practices, you need a sustainable server replacement plan. By maintaining a regular server upgrade schedule, your servers can be refurbished and resold—keeping them out of landfills.

#### Company clues this strategy might work for you:

- Eco-friendly options throughout the business
- Public statements on reducing carbon footprint or company waste
- Environmental or sustainable certifications

Bytestock provides complete IT life cycle management services, enabling businesses to unlock the value in their redundant IT hardware. [Get in touch with our purchasing team](#) today to see how much your unused hardware is worth! .

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## Avoid global supply chain delays

If your company's next quarter plans can't be put off, then neither can your server upgrade. Disruptions to the normal flow of supplies are increasing, not decreasing, and geopolitical decisions may make cheap and readily-available components a thing of the past.

### Company clues this strategy might work for you:

- Ambitious growth plans announced
- Tight timelines for new projects
- Public deadlines for new initiatives

Our website chat feature is staffed by experienced sales reps who can explain server generation differences or source hard-to-find parts. And [our delivery countdown timer](#) keeps you updated on your order.

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## Increase customer satisfaction

Reputation is everything, and losing consumer confidence affects revenue. Whether you want to release new solutions or update older ones, you'll want to ensure your customers can easily access the tools they need to patronize your business.

### Company clues this strategy might work for you:

- Lag time on apps or platforms impacts NPS score or reviews
- Negative comments on social media from outages or downtime
- New products scheduled for release

As a Preferred Partner, we're the first European company to be able to offer a [5-year warranty directly from Dell](#). (And for non-Dell products, we provide a Bytestock 5-year warranty.)

Once you decide on a strategy, use this template below to start the conversation:

### Subject:

Potential risk + solution to discuss

Given our company focus on [chosen strategy you're aligning to], especially with the [name recent event or plan that supports this company goal or focus], would it make sense to upgrade our server now? Looking at the numbers, we'll risk falling short of supporting this initiative if we don't. [Optional: add details of why that is true.]

If you agree this is a situation at least worth exploring (we definitely don't want to get caught out on this), I can run a few scenarios through the Bytestock Configurator. We can meet next week to look at the options to best support this company initiative.

Does that sound reasonable to you?

Now all you have left to do is visit the Bytestock Configurator and choose your options!



Visit now!