Accounting for New Computers

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**Prepared for:**

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**Assistant Professor of Business Administration / Dept. Chair, Business Administration**

**Prepared by:**

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Dr.Sara Hitch

Assistant Professor of Business Administration / Dept. Chair, Business Administration

Dear Mrs. Hitch:

Here is an in-depth analysis of three possible choices of computers for the startup accounting firm, Accurate Accounting Inc.

We came to the consensus of researching computers from Dell, Apple, and HP based on PCmag’s article for the top business computers in 2017. The computers all have the same specs, which have been categorized into a baseline performance metric. This metric uses a CPU with a clock speed of 3.5 Gigahertz, 1 terabyte of internal storage, and 16 gigabytes of internal RAM. This report describes each computer from the factors of cost, ratings by consumers, and depth of tech support provided for each device.

Based on this research, the report details the most optimal computer that Accurate Accounting should purchase for their office.

If there are any questions about the research, or if anything seemed vague, please do not hesitate to contact me and I will respond in a promptly manner.

Sincerely,

Cale Curry

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Executive Summary

**Selecting New Computers**

Accurate Accounting Inc. has been in the process of launching a startup for the past two weeks and is now in the stage of purchasing new computers for its office. Based on research conducted by employees in the company, the choices have been narrowed down to three potential candidates for computers: Dell, HP, and Apple. These companies were recommended based on PCMag.com’s choices for the top business computers of 2017.

When comparing computers for Accurate Accounting Inc., the performance for the devices is very similar if not the same across all computers being considered. The specs for each one are as follows: CPU clock speed at 3.5 Gigahertz, 1 terabyte of internal storage, and 16 Gigabytes of RAM for internal memory. Each of the computers chosen for Accurate Accounting will have this baseline performance metric included in the purchasing decision for these new devices.

**Comparison Factors**

The three factors used to compare these devices will be the cost based on the performance metric, reviews given by consumers who have used these computers, and the depth of tech support that is provided by each manufacturer.

**A Brief History of Dell**

In 1984, Michael Dell began working on an idea that would change the experience between home computers and their consumers. At his off-campus dorm room in Austin, Texas, he invented the company PC’s Limited, now known as Dell. Dell’s approach to computers was to sell them directly to customers in order to gain a better understanding of their needs. According to TheBalance, Dell’s mission statement is to: “... be the most successful computer company in the world at delivering the best customer experience in markets we serve.” To this day, Dell continues to sell products not only to home users, but to businesses of all sizes, and has stayed true to it’s original commitment to customer satisfaction with the highest quality products (**Learn the Mission and History of Dell Computers**).

**Dell’s Precision 5720 All-In-One**

Dell’s Precision 5720 is a powerful all-purpose machine created for handling very intensive workloads, and has proven to be a reliable option for businesses.

**Precision 5720 Cost**

The price of the Precision 5720 after matching the performance metric specs is $1,764.85. This cost does include a keyboard and mouse with the order, and provides an AMD graphics card for any graphically demanding software.

**Precision 5720 Reviews**

The Precision 5720 has gained an incredible reputation among various outlets that review PC’s and PC software. Some of the outlets include PCMag, which rated it as, “...our top pick for business all-in-ones.”, Computer Shopper, which stated, “The Precision 5720 comes outfitted with a 4K display with Dell’s PremierColor technology as standard equipment.”, and CRN which was quoted saying, “The Dell Precision 5720 Is An iMac Pro For Windows Fans” (Awards and Reviews). In addition to reviews, the Precision 5720 has also been ISV certified, which guarantees smooth performance, as well as error-correcting code memory detects that help prevent system crashes (Reliability where it Matters Most).

**Precision 5720 Support Depth**

Dell provides a wide range of features and support for business workstations. Some of the business exclusive features are ProPlus Support, which provides priority support at any and all times

**A Brief History of Apple**

Apple’s background starts here.

**Apple iMac MNEA2LL/A 27 Inch**

**A Brief History of HP**

HP’s background starts here.

**HP Z2 Mini G3 Workstation**

Works Cited:

Dell All-In-One: [Here is Dell's All-in-One Selection](http://www.dell.com/en-us/work/shop/cty/pdp/spd/precision-5720-aio/xctop5720aious)

Dell History:

<https://www.thebalance.com/dell-computer-company-profile-2892813>

Apple iMAC: <https://www.amazon.com/Apple-MNDY2LL-3-0GHz-Intel-Silver/dp/B071JNN1YB?SubscriptionId=AKIAIOIL6HT4RMUFB3AA&tag=pcm_rounduptable-20&linkCode=xm2&camp=2025&creative=165953&creativeASIN=B071JNNVT7&ascsubtag=2edd2c8d-5ddf-4c0f-bfe7-99a606efcf4e&th=1>

Apple’s History:

<https://www.macworld.co.uk/feature/apple/history-of-apple-steve-jobs-mac-3606104/>

HP Workstation: <http://store.hp.com/us/en/ConfigureView?catalogId=10051&langId=-1&storeId=10151&urlLangId=&catEntryId=1543651&quantity=1>

HP’s History:

<http://www8.hp.com/us/en/hp-information/about-hp/history/hp-timeline/timeline.html>

Top Business Desktops of 2017:

<https://www.pcmag.com/article2/0,2817,2385217,00.asp>