

Sustainability in an it business

[Education](#), [Sustainability](#)



Introduction

Technological advancement, especially in the information technology and computer industry, has seen increased innovation and production of newer models. This is due to the demand for improved user experience. Therefore, the organization producing electronic devices such as personal computers tend to upgrade to new models that are more improved in order to meet additional user specifications. While it is good to provide the latest models, the questions lie about where the old products are taken. This increases the electronic wastes that do not only pose risks to the environment, but they are also health hazards. While developed countries have the technical know-how, and can therefore, meet the increased demand for new products, unfortunately, the old products find a way into the developing world and end up being electronic wastes. If the rate at which these products are disposed of is not contained, there is the likelihood of chronic problems that will arise and will not be easy to contain.

This report, therefore, looks into one of the computer models that have seen increased production of new models at high rates. The focus, in this case, will be on a line of desktop computers from Dell that have seen increased upgrades from one model to another, aimed at giving users the best performance with each model upgrade. This sustainability report will analyze the product in the I-P-A-S-S aspect;

Identification.

Dell computers produce a series of different computer models frequently, however, in this case the focus will be on the Dell OptiPlex Series Desktop

PCs. The desktop models have been in production for over 25 years. They were specifically designed for business purposes and are consumer focused. OptiPlex models are most commonly used in industries, retail, education, government, and other uses. There are three major families of the OptiPlex models including the OptiPlex 3020, OptiPlex 7020 and the OptiPlex 9020. The OptiPlex 3020 is the oldest series to be released while the other two are the latest releases which are more effective. This means that while the latest series are used more and more, the oldest model of 3020 has ceased production, and therefore they are disposed and there are no further upgrades for this model (dell. com, n. d.).

Purpose

OptiPlex series has been the most preferred desktop model by many companies. They are preferred because they are small in size, hence saving office space and easy to mount, hence they are easy to adapt to most workspaces. They are also favored due to high performances especially the OptiPlex 7020 and 9020 series. They are of a sleek design and have HD display characteristics, therefore, provides sharper and detailed visuals.

Organizations also prefer these Dell models as they are some of the most secure desktops, providing high-end encryption, and are reliable in malware prevention. They are also good in end-user data security, through the Dell Data Security Solutions. These desktops can also withstand tough conditions such as the problems caused by dust and other problems that occur especially in industrial businesses (aventissystems. com, 2017). They also serve customers best and therefore are preferred in sales businesses. Dell is not only cheaper than similar models by other brands that are in the market, <https://assignbuster.com/sustainability-in-an-it-business/>

but they also have excellent customer service which ensures issues are resolved promptly and efficiently. All these benefits make the OptiPlex desktop computers ideal for carrying out daily activities in almost all organizations.

Assimilation

While, there are many products on the market with the aim of improving business performances and customer experiences, Dell computers have been in production for a long time and are becoming one of the most preferred business computers. However, with the increased production and innovation of better computers from other companies such as HP, the competition has been heightened. Dell itself have other models that are doing well than the OptiPlex series such as the Inspiron PCs. Due to this, the Dell OptiPlex models were changed in quick successions, whereby from the first release of the series, there was a new release of the model every 12 to 18 months. This means that the moment The OptiPlex 3070 entered the market, customers stopped buying the 3020 models (purdue. edu, 2012). The older models are dispatched to the developing countries as second-hand machines that are sold at cheaper prices.

The older models of OptiPlex especially those produced between 2003 and 2004 experienced problems with capacitors, leading to frequent failures just after few months or years of use. This did not stop dealers from shipping them to developing countries as they could be sold at throwaway prices but still at high profits. Dell realized it could not recall all those devices, and therefore, stopped producing them altogether and went for higher models including OptiPlex 3070 and 3090 respectively.

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Sustainability

The OptiPlex series are high-quality products. Despite failures of some of the models, it did not mean that the company would stop producing the series altogether. The products are still in production through the improvement of the models and they are more efficient and can be used for long periods of time without becoming obsolete. This is done to minimize cases of decommissioning the devices after a short time. For instance, after the OptiPlex 3020 models ceased production, the 7020 and the 9020 series have continued the production line, that is more efficient and effective, and provide better services with a higher performance in terms of specifications. The older models are now being recycled in order to minimize disposing of the electronic gadgets. This is aimed at reducing the environmental pollution and also reduces adverse health impacts to both animals and human beings.

Suitability

Dell is aimed at reducing low-performance computers as much as possible as a result of the increase in competition from other companies in the production of high-performance computers. At the same time, customers demand better performing computers. Therefore, the company must ensure it responds to these external forces efficiently for it to make any profits. An advantage for this business cycle is that it increases innovativeness as they must manufacture products and technology that are in demand. Also, new models ensure that user needs are incorporated to improve their experiences.

These are some of the factors that ensure the sustainability of the company as producing new products with improved performance guarantees growth of

the company. However, on the other hand, frequent upgrades of these devices leads to wastage of resources (aventissystems. com, 2017). This is because a new model of computer means that the former will no longer be required hence leading to wastage of the hardware. Another disadvantage of the business cycle is that the older models are disposed to the developing countries whereby they are used for shorter time and then they malfunction, and more disposals continue to come in as new models are released. This is a risk to the environment as a result of e-waste (Lovett, 2010).

Conclusion and recommendations.

The use of Dell's OptiPlex is just an expression of how e-waste continues to increase especially in the developing countries as this is where they are disposed. Computer producing companies are mostly found in developed countries and this increases competition in trying to produce more efficient devices. As a result, the older products are disposed to countries that do not produce, where they end up becoming e-waste. These waste products are a major concern to the environment and therefore they should embark on recycling instead of completely producing a new product. There are many parts of the desktops which can be reused, especially if they are in good condition. This will not only save the production costs but also reduce the increasing menace of electronic wastes.