

Why Should You Choose a Custom Built Computer Instead of a Brand Name Computer?

Sometimes people are a little confused about the difference between a custom built computer from a local technician or a brand name computer from a large distributor.

And sometimes people aren't aware of the most obvious advantages and go purely based on price, which can sometimes lead to disaster. Here you will see why a custom build computer is better than a brand computer.

Standard components

The situation of using standard components is a simple one to grasp. If your PC uses standard components, that means they are cheap to get, will be quickly found because they're so common and practically all computer consultants will be able to sell you one straight away as they will have plenty in stock. Using proprietary components means it's a component that has been made by a large company, will not be as common, will therefore be expensive, will be equally hard to get from local consultants in case it ever dies as they most likely won't have it and its quality, intended lifespan and price are all subject to the manufacturer's mood at that time. Standard components remain competitive and will continue to give you great value for money.

Local Support

Imagine this, your computer dies, crashes, freezes or just decides to stop working for some reason, you reach for the phone to call support. If it was a local computer shop you bought the machine from, chances are you will end up speaking directly to the owner or, the technician who built in the machine in the first place and will know all there is to know about what went into your computer when it was built and you won't need to spend time explaining what's in it, you will just have to explain what happened and they can immediately begin assisting you. If you bought a brand name computer from a large manufacturer, you will have to call into their support call centre and tell the support technician who you are, what is in your computer and what happened. That is, if you can understand each other and your call wasn't picked up by someone with a strong foreign accent.

Your needs are more realistically met

When you order from a large distributor, the person taking your call only wants to add more to the order to increase their commission, they don't necessarily care about your needs, even if you tell them the computer is only for office needs, or playing games. Compare that with a local technician who knows what hardware is better for what person, will have done or can easily do the research to find out which components best fit and are more suitable to your needs, won't add anything you don't need but will also add a little more for future elbow room and growth, which is definitely not a bad thing. The local consultant knows the hardware, knows your needs, and can therefore tailor a solution to what you need, then to what you want, without any extra unneeded fluff. After all, that's what you wanted in the first place, isn't it?

Gamers

Touching on the last paragraph, many gamers will attempt to purchase a computer from a large distributor, spending quite a lot of money and expecting the latest and greatest of the newly released games to work. How disappointed they will be when the game refused to even install. But why? Surely the computer will run it because it's brand new and cost a lot of money? No, not really. Just because it's "new" doesn't mean a thing. Chances are, the computer's memory will be shared with a built in video adapter. What's the problem with that? Well, heavy duty games require a dedicated graphics adapter (e.g.: AGP or the new PCI-Express), not a shared one. With the shared memory, your system's memory has a certain amount allocated to the video card and the rest to your machine. These basic new brand name machines only come with an equally basic amount of memory. So when you allocate even more to your game, that takes away from the memory that other programs can use, which in turn, will slow down your computer to a dramatic crawl. Be warned.

They are more reliable

How does this factor in? Well, most machines from large distributors are mass produced to keep costs down and get lots of them out into the market for extra profit. However, your computer technician will build your machine, then they will proceed to test every testable part individually to ensure reliability and that there are no faults. If there are any faults discovered, they send it back and won't put it into your machine. If there are no faults, only then will they load your needed operating software, then load the drivers which will "activate" your special hardware components and then thoroughly test them to make sure they are performing to the expected standard that the manufacturer promises. If not, it comes straight back out and the process is repeated. If it is given the all clear, you are contacted and you can now find your brand new reliably built, custom solution computer ready and waiting to give you many years of use.

Support local businesses

Purchasing your computers and computing gear from local shops ensures a thriving local community. It may cost more, but if you don't purchase from them, they will lose your valued business and will be out of business. No one likes to see empty shops. What you want is a thriving, active, friendly community of local vendors and shop owners who want to do business with you and want to serve you to the best of their ability. Sure, ordering online and from the larger nationwide distributors may be cheaper in the long term, but it means greater financial and business loss in the long term. You may know people who are interested in pursuing computers as a career and who would be looking for a job. If you support local businesses, the shop owners will still be there and more than likely will need the extra help from business and work that they've been getting. If you don't support local businesses, chances are they won't be there next time you look out for them and all job opportunities could be lost. Is it really something you want to risk?

I hope I have shown you the real difference between a custom built computer from a local technician and one mass produced by a large nationwide or worldwide manufacturer. Support your local businesses and as you have read, the advantages are there for all to see.