

Tiny but Mighty: **A Compact Computer Makes a Big Impact**

For companies across multiple industries, MSI's Cubi mini-PCs have proven to be a solid product, driving innovation forward.



MSI's latest Cubi NUC PC is a small yet powerful computing solution that is able to meet the needs of various business environments. Image source: MSI



Texas-based information technology and electronics retailer Altex Computers & Electronics has seen increased profits since switching to MSI's Cubi NUC PCs. Image source: MSI

Mini personal computers (PCs), or Next Unit of Computing (NUC) PCs, are in demand worldwide. Diminutive versions of traditional desktop computers, mini-PCs are compact and versatile, but still able to handle functions from everyday processing work to higher-demand display needs.

According to analysis from the business consulting firm KBV Research, the global market size for mini-PCs is expected to reach \$29.4 billion by 2031, rising at a 4.3 percent compound annual growth rate during the period 2024-31. Data obtained by KBV, which has offices in the United States and India, also showed that last year market volume reached 424 million units — a growth of 11.2 percent since 2020.

Against this backdrop, the Taiwanese multinational Micro-Star International (MSI) has focused on delivering innovative mini-PCs that empower businesses to optimize their operations, enhance productivity and hone their edge.

MSI says its latest iteration, the Cubi NUC, is intended as a compact yet powerful computing solution that not only meets the needs of diverse business environments but also reflects a commitment to sustainability and thoughtful design. Constructed with 42.9 percent postconsumer recycled plastic in a process powered 92 percent by renewable energy, the Cubi NUC received a design award from Red Dot, an international competition for product design, communication design and design concepts. "Within a compact 0.826-liter casing," noted the Red Dot jury, "the Cubi NUC series offers an astounding range of performance."

Besides significant performance enhancements in both hardware and software, the Cubi NUC offers a powerful Intel Core 7 processor 150U with extensive connectivity options, including two Thunderbolt 4 ports and support for up to four displays as well as a dual LAN feature to boost networking security. MSI also has selected models of Intel's 13th-generation Core i7 processor, featuring the vPro Enterprise platform, to address increasing security concerns and meet remote manageability demands for larger businesses.

Unsurprisingly, the Cubi series — with its three-year warranty with advance replacement, unique to the product line within MSI — has found favor among organizations across a range of industries, MSI says. **From health care providers to tech innovators, here are their stories:**

ALTEX COMPUTERS & ELECTRONICS, UNITED STATES

"We want our customers to have confidence in our product when they purchase one of our business systems."

Andrew Briggs
Purchasing agent, Altex
Computers & Electronics

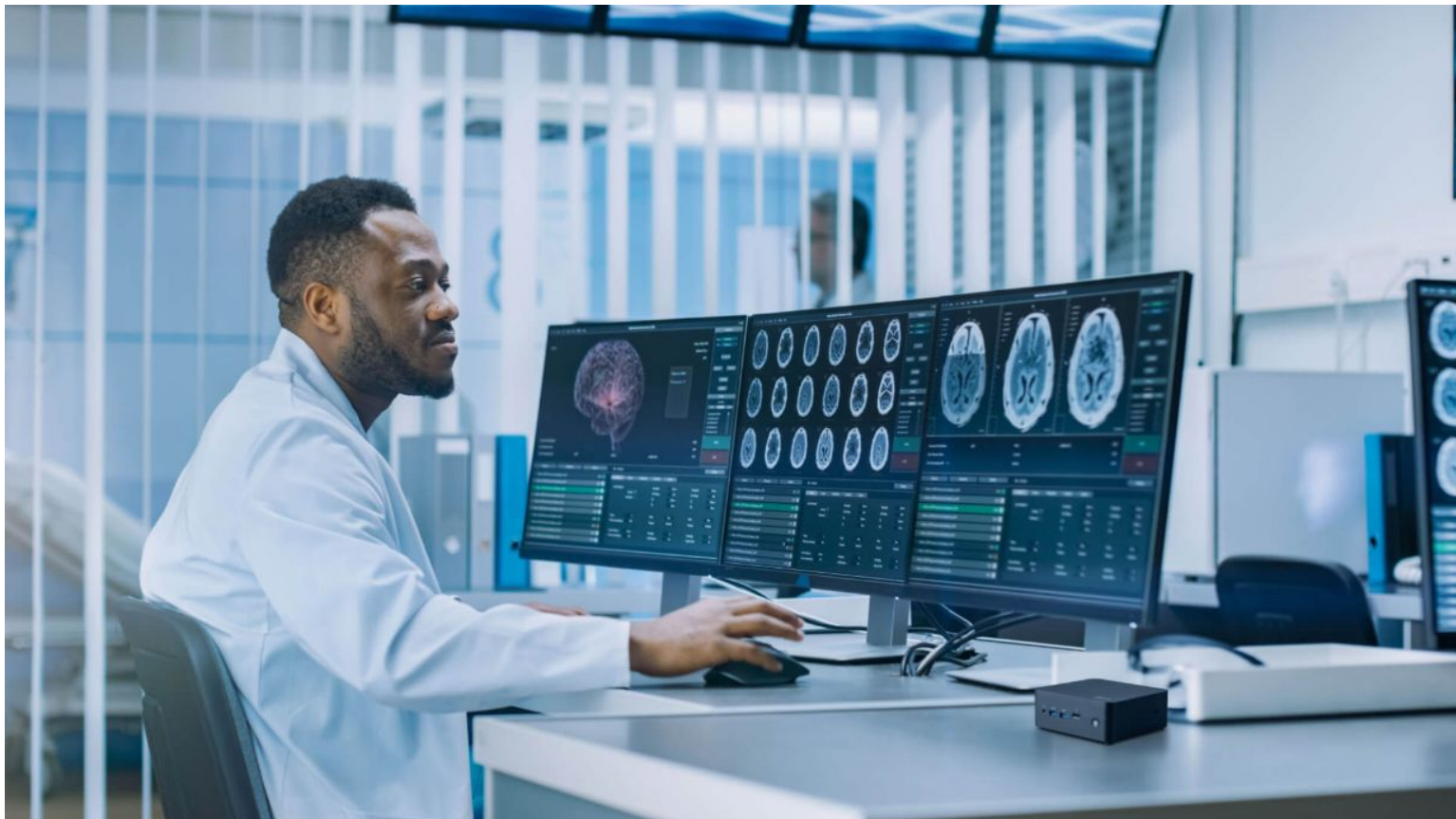
When the Texas-based information technology and electronics retailer Altex Computers & Electronics' previous supplier discontinued its NUC systems, the company needed a quick solution to continue offering mini-form computers to business customers, primarily educational, industrial, commercial and government entities.

Altex, however, faced two major challenges: maintaining its high standards and ensuring supply-chain reliability. "We don't have the lowest prices, but we do offer and promise quality," says Andrew Briggs, a purchasing agent at Altex. "We want our customers to have confidence in our product when they purchase one of our business systems."

Altex turned to a familiar partner, MSI. In particular, the company chose MSI's Cubi 5 12M-086BUS(i3), Cubi 5 12M-015BUS(i5) and Cubi 5 12M-016BU(i7) for its needs. These closely mirrored the specifications of Intel's discontinued NUC systems, Briggs explains. After rigorous testing, Altex switched suppliers.

With a long-term partnership built on mutual trust, Altex was confident that there would be sustainable supply of the Cubi series. "There is nothing worse for a computer manufacturer to release a model, or new line, only to run into supply-chain issues shortly after," Briggs says. "Leveraging our solid relationship with MSI, we were able to trust them in conversations related to forecasting. We also knew that if there were any supply issues, we could call them and we would get a solution."

Since the switch, Briggs notes, Altex has seen increased profits and improved cash flow while continuing to deliver top-tier systems. "Performance has been great," says Briggs. "Our customers have been very happy with our new models since we switched to MSI as our supplier."



Efficient and cost-effective, MSI's Cubi NUC PCs have allowed the Mohawk Valley Health System, located in Central New York, to incur more savings. Image source: MSI

MOHAWK VALLEY HEALTH SYSTEM, UNITED STATES

Located in Central New York, the Mohawk Valley Health System (MVHS) plays a vital role in providing health care services to its community. As a nonprofit organization, MVHS says it faces significant budgetary constraints while needing to deliver high-quality care, presenting the ongoing challenge of maintaining efficient operations within these constraints.

Driven by value-based decisions, MVHS integrated the Cubi 5 12M and PRO MP243XW monitor into the workflow at one of its hospitals at savings of approximately \$300 per unit compared with other providers.

The smart design of the mini-PC, with its wireless connections and VESA mount capability, allows it to be physically hidden behind the monitor. This offers a clean, no-fuss look overall, which meant easier installation and more savings for MVHS.

The immediate availability and long product life cycle of the Cubi PC also marked it as the most suitable choice for a health care provider that demands reliability and efficiency, enabling staff to focus on patient care rather than technical hurdles, according to MVHS. "We needed something fast, cost-effective, with ready inventory availability. We loaded them up in days and it just worked. It was a great find," its spokesperson adds.

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Mohawk Valley Health System



MSI is committed to innovation, ensuring ongoing research and development continue to drive its products' design evolution. Image source: MSI

As businesses continue to embrace digital transformation, the ongoing research and development that fuels the evolution of the Cubi NUC series reflects MSI's commitment to innovation. The guiding principles of MSI design — performance, sustainability and user-centric innovation — look to remain at the forefront of future iterations of the Cubi series.



EXPLORE THE COMPACT COMPUTING CAPABILITIES OF THE MSI CUBI NUC MINI-PCS.

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