Make Things Happen

with PC Systems



Making a difference

PC Systems



In this edition

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PC Systems Insights	6
Strong Partnerships	8
Tech Data Partner Support	10
Vendor Reseller Support	12
Public Sector	14
PC Heroes	16
Intel® 5 th Generation	18
ASUS Chrome - Strong Together	20
AV Solutions from Maverick	21
Windows 10 Upgrade	22

Putting the customer first and helping you to sell more PC systems

PC systems – whether they are convertibles, tablets, clamshell-style laptops, desktops or workstations, even thin client devices or Chromebooks – remain an essential part of any IT system service.

For the individual business user or consumer, they are the main productivity device through which they access their applications, services and data – from on-premise resources or via the cloud – on a daily basis.

At Tech Data, we put the customer first; for us that means helping you – our reseller, retailer, solutions services providers and integrators – to meet the needs of your customers in any and every way that we can.

We offer you the widest choice of market-leading PC brands in the industry, backed by first-class online tools, stock availability and delivery. We can help you to find the right solutions for your customers, grow your sales and extend your profit potential with add-ons and accessories.

We make it easy for you to do business and to sell more, increase your margins, drive cost efficiency and deliver great levels of service to your customers.

Focused and flexible

The PC market is in a constant state of flux and being able to adapt to the changing desires and demands of customers is vital. This is why it pays to make Tech Data your first choice for PC systems every time – we will provide you with the products and services most suited to your needs and those of your customers.

We have a focused approach to the market with specific approaches to the corporate, SMB and public sector markets. We can provide you with bid support on all leading brands in these sectors. We can help you complete and win business.

For retailers, we now have a distinct business unit that focuses on your needs – we can support you in the way you need to be supported, at the point of sale, on back-office processes and procedures as well.

If you need us, get in touch. We are here to help you grow your business – and we will put your needs first.







Extended choice

You'd imagine the PC market would get easier to define and to track as it matures. But that's far from the case. The new tablet and two-in-one form factors have complicated the picture and given customers more options.

PC vendors have come up with more innovative notebooks that are lighter and thinner, have fantastic displays and extended battery life. They have produced laptops that are more rugged and resilient, and elegant desktop designs, that provide all-in-one functionality and all the power users need in a very small footprint.

The new generation of Google Chromebooks and Chrome-based desktop systems are expanding the options even further.

This means that there is more choice than ever for customers – and more of a need than ever for someone to give them friendly and informed guidance on the choices they make, which gives you plenty of scope to deliver value for them.

With Tech Data's support you can offer customers a comprehensive range of options that will meet the needs of every organisation and individual user.

Why Buy From Tech Data?

The difference in distribution.

Tech Data is one of the leading distributors of digital technology, communications and consumer electronics products and services in the UK and Ireland. With over 150 leading manufacturers available for next-day delivery and over 30,000 stock items, customers can be sure they have the best range of quality products right at their fingertips when buying from Tech Data. Our great partnerships are underpinned by exceptional specialist support from our staff, enabling us to provide all the sales and technical support required to meet every need and requirement.









PC Systems Insights

PC vendors looking to the long term

If you ask PC vendors about Q1 of this year, they will most likely tell you that it was tough. Preliminary figures from Gartner indicated that PC shipments in EMEA totalled 21.7 million units in the first quarter of 2015, a 4.4% decline on the first three months of 2014. IDC meanwhile estimated that PC unit shipments in EMEA were 20.2 million in Q1 2015 – a 7.7% decrease year-on-year.

But it was not all bad news for vendors, strong hybrid notebook sales fuelled that of consumer mobile PCs. Sales are being driven by an underlying replacement cycle with users migrating to thinner and lighter two-in-one notebooks, according to Mikako Kitagawa, who also states "this decline is not necessarily a sign of sluggish overall PC sales long term. Mobile PCs, including notebooks, hybrid and Windows tablets, grew compared with a year ago. The first quarter results support our projection of a moderate decline of PC shipments in 2015, which will lead to a slow, consistent growth stage for the next five years."

Gartner now expects prices of PCs to rise by up to 10% in the Eurozone during 2015 as vendors alter prices to account for currency rate changes. As a result, it thinks that through 2016, 30% of PC Consumers will buy down the price curve and many feature-driven buyers in both commercial and consumer markets will delay purchases.

Leading vendors maintain their market shares

According to Garter, Lenovo and HP both experienced an increase in their worldwide PC shipments in Q1 (see Table 1). Lenovo experienced its strongest growth in EMEA and the US and has become one of the top providers of hybrid notebooks, its Yoga line doing especially well in mature markets. HP kept its top position in the US and EMEA.

Preliminary Worldwide PC Vendor Unit Shipment Estimates for 1Q15 (Thousands of units)

Company	1Q15 Shipments	1Q15 Market Share	1Q14 Shipments	1Q14 Market Share	1Q14-1Q15 Growth
Lenovo	13,584	18.9%	12,846	17%	5.7%
HP	12,442	17.3%	12,143	16.0%	2.5%
Dell	9,038	12.6%	9,527	12.6%	-5.1%
ASUS	5,306	7.4%	5,462	7.2%	-2.9%
Acer	5,183	7.2%	5,562	7.3%	-6.8%
Others	26,179	36.5%	31,153	39.8%	-13.2%
Total	71,733	100.0%	75,694	100.0%	5.2%

Notes: Data includes desktop-based PCs, notebook PCs and premium ultramobiles. It excludes Chromebooks, Windows-based tablets with smaller than a 10-inch display, and other non-Windows-based tablets. All data is estimated based on a preliminary study. Final estimates will be subject to change.

Source: Gartner (April 2015)



Changing dynamics for tablets and two-in-ones

Worldwide shipments of tablets and two-in-one devices are forecast to reach 221.8 million units in 2015, a decline of -3.8% from 2014, according to the latest IDC Worldwide Quarterly Tablet Tracker. This is no surprise as it follows on from two consecutive quarters of declining sales, as tablet sales rebound from their peak.

The transition on display sizes has also begun to take its course, with the share of small-screen tablets expected to drop from 64% of the market in 2014 to 58% in 2015, and declining to just under 50% by 2019. Ryan Reith, Program Director, Worldwide Mobile Device Trackers at IDC stated: "This illustrates the direct impact phablets are having on the market, as users with larger screen smartphones have tended to have less need for a tablet with a screen size comparable to their smartphone. This also has some impact on overall average selling prices (ASPs) as larger screen devices tend to cost more."

Worldwide Tablet plus two-in-one Market Share, by Connectivity, 2014, 2015, 2019

Connectivity	2014 Market Share	2015 Market Share*	2019 Market Share*
Cellular Connected	31%	33%	40%
Wi-Fi Only	69%	67%	60%
Total	100%	100%	100%

Source: IDC Worldwide Quarterly Tablet Tracker, May 28, 2015

Chromebook sales to reach 7.3 million this year

Worldwide sales of Chromebooks are expected to reach 7.3 million units in 2015, a 27% increase from 2014, according to Gartner.

More than 72% of sales in the EMEA region were to education, with almost 27% selling to consumers. In the US, 40% of sales were to consumers. Despite interest from SMBs and vertical industries, sales to business remain low, but Gartner notes that Google is increasingly targeting the business segment with its Chromebook for Work suite and has continuously improved access and functions by making more applications and services available offline.

"Chromebook is a device that can be considered by SMBs or new start-up companies that do not have the resources to invest too much in IT infrastructure," said Isabelle Durand, principal analyst at Gartner. "Chromebooks will become a valid device choice for employees as enterprises seek to provide simple, secure, low-cost and easy-to-manage access to new web applications and legacy systems, unless a specific application forces a Windows decision."

In total, Gartner expects just over 82% of Chromebooks to be sold in North America in 2015, with EMEA generating just under 12% of sales – a slight increase on last year



^{*} Forecast figures.

Here at Tech Data we have a dedicated team of specialists for each and every PC vendor, who are able to offer customers exceptional support in key areas of the market and for your products. Our team aim is to deliver the products, knowledge and sales to meet customer requirements.

Working closely with neighbouring divisions within the company such as AV, PC Components, Print and Supplies and Software, we are able to offer a range of benefits such as 24 hour turnaround delivery times. Our team are honed in on upselling your products, and have full knowledge of the available stock to accessorise, attach and connect your items for increased margin.



Chris Bates Sales Specialist Chris.Bates@techdata.co.uk 08718 803304



Sam Trinder Sales Specialist Samuel.Trinder@techdata.co.uk 01256 788145





Christian Cox Sales Specialist Christian.Cox@techdata.co.uk 01256 864341







TOSHIBA Leading Innovation >>>

Craig Flockton Sales Specialist Craig.Flockton@techdata.co.uk 01256 864138



FUJITSU

Joshua Hensman Sales Specialist Joshua.Hensman@techdata.co.uk 01256 864507



Lenovo

Wesley Joyce Sales Specialist Wesley.Joyce@techdata.co.uk 01256 864229



Panasonic TOUGHBOOK

Lynne McDonnell Sales Specialist Lynne.Mcdonnell@azlan.com 08451 557766



Did you know?

Tech Data's business units are specialists of their vendors; our staff are frequently trained to be able to support our clients at every step of the way. A product specialist is available for you to answer all your product questions and offer advice in how to maximise business profitability by placing your business through Tech Data.



Tech Data supply over 125,000 resellers in more than 100 countries, have over 20,000 orders fulfilled each day and with exceptional product breadth, we are here to help you grow your business from first contact to delivery. Our collection of specialisms work together to effectively connect, attach and ultimately upsell:

- PC Systems specialist
- Audio Visual specialist (Maverick)
- Autodesk UK distribution partner
- Smartphone and mobile specialist
- Consumer electronics specialist
- Enterprise networking and storage technology specialist

An Award-Winning Team

A fully tailored system: from our thoroughly trained customer support team to our after sales support, our staff are here to answer any questions you have regarding placing and tracking orders, product queries, sales processes and any other business concern you may have. Our website features an online after sales management tool (ASM) with features including order tracking, modification and customer services for you to explore and manage your orders effectively. Our site is fully automated, available 24/7 and linked directly to your account.

- CRN Distributor of the Year 2005-2008, 2010, 2012
- CRN PC Systems Distributor of the Year 2005, 2007, 2009, 2011







With over 150 leading manufacturers available for next day delivery, you can be sure you have access to all major PC Systems brands. We even have specialist timing delivery options to fit around your day, from pre-9am and pre-noon, to special delivery and secure bulk deliveries. Our labelling system is fully customisable, with personalised, plain or blank upon request.

Our specialist vendor sales teams are experts on their products, and can advise you on sales and technical queries to deliver the products you need to meet your customer's requirements. With regular training sessions, our team are always up to date and keep up with the market.

Grow Your Credit with Tech Data

Our Credit Elevator programme gives you extra credit when you spend with us, giving you assurance and flexibility. We want to enable your business to grow; the programme allows you to accelerate your credit from £5k to £300k in just 18 months. With Tech Data's help, you can develop your credit line, increase working capital and manage your growth strategy.

To apply for the credit elevator programme, contact limitreviews@techdata.co.uk or your account manager.

Did you know?

Most of our PC Systems products are fully configurable to order.

Our PC systems specialists will be happy to help you order just the right spec for your business needs.





We offer our resellers a range of support networks to help them sell and market effectively.

We provide marketing portals for each individual vendor, allowing you access to assets that are perfect for the web and social media, as well as brand guidelines on how to utilise the assets correctly. Support like this allows you to maximise the potential of each and every product you sell.

Specialist pricing such as public sector discounts and bid pricing is available on selected vendors across our entire stock. To help you sell and upsell effectively, as well as standard warranties offer on the majority of our PC Systems products, to help enhance your end users' experiences.

Our vendor partner programmes span across the entire PC systems range, allowing you a number of great benefits such as: sales incentives, complimentary demo kits, dedicated internal and external account management, access to special bids, eligibility for co-marketing budgets, partner rewards and online training just to name a few!



Partner Programme: Yes

Rebates available: Sign up with HP to earn quarterly rebates where applicable.

The best from us: HP offers a range of benefits including up to 3 years of on-site warranty throughout the Elite range. Marketing collateral is also available to you through a dedicated portal, offering account management plus sales incentives.



Partner programme: Yes

Rebates available: N/A

The best from us: Full product customisation and standard and available warranties; Panasonic Toughbook and Toughpad units all have a standard three years warranty, which can be extended to a maximum of five years. Repairs on faulty unit will typically be performed within two working days from receipt in a Panasonic service centre.



Partner programme: PartnerAdvantage Programme enables you to earn advantage points for all sales. There are hundreds of great rewards available in an online catalogue.

Rebates available: Yes

The best from us: Dell is the partner that offers an end-to-end solution. Tech Data are the partner to offer you full support.









Partner Programme: Yes

Rebates available: SELECT up to 8% and P4P up to 4% (not mutually exclusive)

The best from us: TAP pricing, others available seasonally or upon request to bid desk.



Partner programme: Full UK based account management; telephone or face to face assistance to help close deals, free demo units available.

Rebates available: On application

The best from us: Marketing resources are available in the form of carry cases or credits available from www.toshiba.co.uk/channelrewards



Partner programme: Yes

Rebates available: Once up to Premium.

The best from us: Public Sector via bid portal, TAP pricing and public sector end user bid time. Others available seasonally or upon request to bid desk.



Partner Programme: Yes

Rebates available: We can look at rebates but are dependent on the size of the market available to ASUS, and ASUS setting and agreeing certain targets.

The best from us: All products come with a standard one year global warranty and extensions up to three years, locally available on most products.



Partner programme: Acer Synergy Programme benefits include: realistic and achievable criteria to reward partners; value-added marketing documentation and technical training; access to Acer's Solution Competence Centre.

Rebates available: Yes – dependent on value and partner status.

The best from us: Acer makes high quality products, so in the unlikely event that something goes wrong in the first year, we will replace your PC or repair it and refund you 100% of the purchase price for any inconvenience. In choosing Acer you are safe in the knowledge that you are buying a product with great reliability and a first class service.

- Trade Up Promise
- Reliability Promise
- Performance Promise







Our aim is to be the distributor of choice for resellers selling to the Public Sector. As this sector becomes increasingly open and accessible Tech Data supports you with resources and pricing to grow in this £18bn ICT marketplace.

Tech Data lets you stand out from your competitors by participating in partner programmes with some great PC systems vendors. How can this benefit resellers? Access to exclusive pricing, loyalty schemes and marketing investment can set your stock apart from the rest, while improved credibility in the tendering process can enhance your brand image.









Acer Academy

The SELECT Partner Programme

HP PartmerOne Programme

Lenovo Business Partner Programme

Virtual Environments brings you the best technology solutions for every setting from the virtual classroom to the collaboration space, ward or office. Showcase stock and upsell to customers by viewing a product's accompanying accessories; it's a great way to open up a conversation about the general needs across the Public Sector – and to show how the technology can work together and drive greater efficiency.





Hospital



Office

Classroom

Visit the Public Sector Microsite

www.techdata.co.uk/publicsector

Tech Data's microsite has been designed with our resellers in mind. Here you have access to Public Sector discounts across a huge range of vendors, bid pricing and the right resources to help you understand the scale and nature of opportunities within the Public Sector. We help you address the potential of this growing market.

Events and Information

Tech Data hosts events and tendering workshops to enable you to uncover opportunities and develop your business.

- Discover how Public Sector bodies evaluate responses
- Find out where you can find tenders and contracts
- Learn about the policies you will need for Public Sector procurement and how to attain them

Find out about:

Education



Government



Did you know?

We offer Public Sector discounts across thousands of products, all of which are marked clearly on InTouch. Next time when you log in spot the logo in the product description, and rest assured competitive prices will be available for your order. For more information contact your account manager and ask for special education pricing.



PC Systems

Panasonic TOUGHBOOK

Panasonic FZ-G1 Mk3. The fully rugged Toughpad FZ-G1 tablet with Windows 8.1 Pro sets the new benchmark for outdoor viewable tablets making it ideal for field workforces in outdoor scenarios.

- 128GB SSD
- 10.1"
- Intel[®] Core i5 Processor
- Optional configuration port





ASUS Transformer Book. More flexibility, more imagination.

- Intel® Atom Z3775 Processor
- 500GB HDD
- 2GB RAM
- 2MP Front + 5MP Rear Facing Camera
- 1 Year Global Warranty



Lenovo

Lenovo ThinkPad X1 Carbon. Simply cutting edge.

- Intel® Core i7 Processor
- 256GB SSD
- 8GB RAM
- Windows 8.1 Pro 64-bit





Acer Aspire v Nitro provides the ultimate in immersive sensory experience.

- Intel[®] Core i7 Processor
- 28GB SSD + 1TB HDD
- Windows 8.1 Pro 64-bit



TOSHIBA

Leading Innovation >>>

TOSHIBA Z10t-A-13T - 11.6" FHD Touchscreen Ultrabook with detachable screen

- Intel® Core i5-4220Y Processor
- 4GB RAM
- 128GB SSD
- 3MP Front & 1MP Rear Facing Camera
- 1 Year Warranty with Reliability Guarantee





Fujitsu Celsius M740. The workstation designed to combat even the most challenging applications.

- Intel[®] vPro Technology
- 256GB SSD
- Windows 8.1 Pro









- 128GB SSD
- 13.3" Full HD Touchscreen
- Windows 8.1 Pro 64-bit



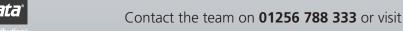


XPS – Ultra portable, ultra powerful, new class in business notebooks.

Now with 5th Gen Core i7 Intel® Processor

- 256GB SSD
- 13.3" QHD Touch
- Windows 8.1 Pro 64-bit







PC Systems

A Better Way to Work: 5th Generation Intel[®] Core[™] vPro[™] Processors

Inte[®]l is at the heart of everything we do in PC Systems, and almost every device available from us utilises the power of Intel[®] processors; from laptops, tablets to hybrid devices.

The latest 5th gen processors are now available and installed in each device ready to go, ready to make multitasking, working and playing all the more accomplishable.

The Intel® Core™ i3, Intel® Core™ i5, and Intel® Core™ i7 processors enable a new wave of innovation with features such as 3D scanning, gesture control and voice commands. For the enterprise, Intel® Core™ vPro™ processors are designed to meet the mobility and security needs of your business with the ability to display and dock wirelessly without cables, cords, or wires.

Explore how Intel® 5th Gen Processors can help your customers:



Get your work done quickly and explore a new hobby to turn ideas into reality. The 5th generation Intel[®] Core[™] processors give you the performance you need to create and think out of the box. Getting 3D images ready for 3D printing has never been quicker. Amazing things happen with Intel[®] Inside[™].



Take your gaming to the next level. With integrated Intel® HD Graphics combined with amazing processing performance, you can play your favourite games on an HD screen giving you smooth visuals. Powered by Intel®. Look Inside™



Watch multiple movies before needing to recharge.

Giving you up to 8.7 hours on a single charge in a thin and light PC you can carry with you all day. Fun lasts longer on a device you love, only with Intel® Inside™.

Intel® Anywhere

Explore the powers of the 5th Gen processors across a huge range of devices, all now available at Tech Data.



2 in 1s

Switch between laptop power and tablet fun with a single device



Laptops

Enjoy a new PC with Intel® level performance designed to transform the way you use your device.



All-in-One PCs

The traditional desktop has been totally streamlined and reimagined.



Ultrabook™ for Business

A full PC experience in a thin, stylish form factor.













ASUS Chrome - Strong Together

AV Solutions from Maverick

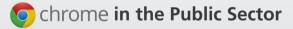
PC Systems

chrome Corporate Solutions

Asus Chromebooks represent one of the latest IT solutions for the corporate space. Virtualisation, easy access to shared data and cost effectiveness are just a few of the benefits of using Asus Chromebooks in the corporate space.

Built-in malware and virus protection (via TPM and an OS that updates every six weeks) provide multiple layers of security and verified boot helps keep you safe from viruses, malware and other computer nasties.

Keep your files safe with Google Drive built in, your files and photos are automatically backed up and you get 100 GB of storage for free. The Chromebook updates itself, for free, so you always have the latest and greatest version. There is no need for manual downloads and upgrades and Chromebook is a device which gets faster, not slower over time.



The powerful ASUS Chromebox is the perfect solution for businesses, schools or the public sector, especially those already looking at reducing costs via free Education Cloud storage on Google Drive and free Google Apps for Education (with 1.3m UK education users already!) With easy out-of-the-box setup, integrated virus and malware protection and feature-enhancing updates, ASUS Chromebox always starts up in seconds to get you to your favourite websites and apps instantly.

Check out our latest Chrome shop to discover a new world. http://google.techdata.co.uk

ASUS Chromebook

The sophisticated and ultra-portable laptop, ASUS Chromebook is perfect for everyday ease-of-use. The C300 features a spacious touchpad which gives easy control over multi-touch gesture inputs. With many hours of battery life, you can use ASUS Chromebook all day.

- 13.3" LED display 1366 x 768
- Intel® Celeron N2830
- 32GB SSD/2GB RAM
- Chrome OS

Part code: 3116576



ASUS Chromebox

ASUS Chromebox is the world's smallest Chrome device, measuring just 124 x 124 x 42 mm. With its slim and compact design, it can fit anywhere in your home and will look just right. Incredible offers are now available for the Asus Chromebox range. Call your Tech Data account manager for











AV Specialist Division at Tech Data

Maverick is the specialist audio visual division of Tech Data. We support Tech Data customers with AV solutions to enhance their IT offerings within their customer base, to provide meeting and signage solutions.

Maverick's dedicated team of more than thirty people work with leading audio visual brands such as: SONY, EPSON, ACER, ASUS, BENQ, INFOCUS for Projection, LG, SONY, ASUS and Philips for

- Commercial Displays
- Promethean interactive panels
- Ergotron charging solutions, ergonomic workstations, hospital carts and education desks
- Vision and C2G cabling solutions

Mayerick is the FIRST AV distributor to offer extended payment terms for resellers in education over the summer months.



Acer designs environmentally friendly products and with its vendors, has established a green supply chain. The brand's PC-centric product offering includes notebook and desktop PCs, servers and storage, LCD monitors, projectors, smartphones and tablets. Sub-brands include the consumerfocused Aspire series, and commercial sector TravelMate and Veriton series.

Acer professional monitors deliver best-in-class performance with solid, ergonomic designs that ensure a comfortable and efficient viewing in any environment over prolonged periods of time. Improved control utilities and diverse input options that easily connect with modern digital sources render the user experience flawless and smooth.

Acer professional projectors make presentations persuasive with exceptional brightness and contrast ratios which provide crystal clear colours for an unrivalled ultra wide experience. Convenient utilities make Acer's projectors easy to set up in both business and classroom venues, therefore perfect for the Public Sector too.



ASUS takes its name from Pegasus, the winged horse in Greek mythology that symbolizes wisdom and knowledge. Innovation is key for ASUS, providing solutions covering networking, PC systems, motherboards, displays and projectors.

Together with its exciting new range of Windows RT and Windows 8 tablets, ASUS has a dazzling array of innovative products that will surpass users' imaginations as the world enters a new era of cloud computing.

ASUS bring high-quality innovation and design to all, and has won 4,256 international awards and accolades for its products in 2013.







ASUS B1M





Acer S1383WHne

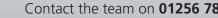
ASUS S1

more information!









Give your customers to a more dynamic experience with Windows 10

The launch of Windows 10 is a fantastic opportunity to tell your customers that it's time to upgrade their PC systems – or simply start afresh and get all their systems right up to date.

One experience and one platform

Windows 10 gives users an auto-adapting, multi-platform experience with improved integration and features that make a real impact for business. It's designed to be the most secure, flexible and cost–effective version of Windows yet.

Having a consistent interface across all devices – desktop, mobile, notebook and tablet – reduces complexity and cost for users and organisations. When in tablet mode, for example, Windows 10 is optimised for touch interaction; in laptop mode, familiar keyboard functions are readily available. This means the user always gets the very best experience, whatever device they are using and wherever they are using it – in the office, on the move, or in meetings and presentations.



Windows 10 makes the most of the tremendous variety of device forms available today and delivers a vibrant, dynamic, consistent experience for all users every time. That makes it a really great platform to sell. It gives you, and your customers, maximum choice. In demonstrations it is slick, smart and stunningly impressive, in short it serves as a brilliant opportunity to showcase the sheer range of capabilities that tablets, hybrids, ultrabooks and all-in-ones that systems vendors are now bringing to market.

You can make full use of the comprehensive choice of leading brands Tech Data offers to you and put the needs of the customer first.







Let us help you make the most of Windows 10

As Microsoft's largest distributor, Tech Data will be working closely with your company to make sure you can maximise your opportunities around the Windows 10 upgrade. If you'd like to find out more about the Windows 10 potential for your business, please get in touch with your sales contact on **01256 788 000**. For software-specific queries you can email microsoft@techdata.co.uk.

Tech Data will be offering you all the very latest PC systems, notebooks and tablets from leading brand-name vendors designed to optimise the new features of Windows 10. Keep a look out for new information, offers and promotions that will be available as soon as the new system is released.



Buy one, get '10' free

Microsoft is offering a free upgrade to Windows 10 for users who buy devices that run certain versions of Windows between now and the launch. The free upgrade will be available on qualified Windows 7, Windows 8.1, and Windows Phone 8.1 devices that are upgraded within one year of the release of Windows 10.

Please note that Windows 7 Enterprise, Windows 8, Windows 8.1 Enterprise, and Windows RT, Windows RT 8.1 are excluded from the offer.

Of course, many users will have already bought PCs or notebooks and still want to benefit from the features of Windows 10. These users present you with an opportunity as they will need to look at upgrading their PC to make the very best use of all the new features.

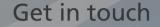












Sales

Tel: 01256 788 333

Public Sector

Tel: 01256 788 770

Customer Services

techdata.co.uk/ASM Tel: 01256 864 344

Credit Services Team

credit@techdata.co.uk Tel: 01256 880 4244

y

techdata.co.uk

Linked in techdata.co.uk/linkedin

Contact the team on **01256 788 333** or visit **www.techdata.co.uk**





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