

Make things happen

with PC Systems



- > Increase margin
- > Scale your business
- > Utilise time
- > Maximise opportunities
- > Utilise your resources
- > Reach your target audience
- > Improve your logistics intelligence with us
- > Broad expertise



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Welcome to the 7th Edition of the Quarterly PC Systems Guide

Forty years of partnership

The world today without personal computers is unthinkable. That certainly wasn't the case 40 years ago when Tech Data was founded, but we'd like to think we have played a small role in helping to make the PC an essential tool for just about every business and every individual over that time – as have all of our customers and partners.

Over the past decades we have successfully partnered with all the major systems vendors in the market and with thousands of resellers, retailers, systems integrators and webstores. Throughout that time, Tech Data has provided consistency and high standards of service, giving you access to the PC systems and solutions you need to meet the needs of customers.

The ubiquitous PC

It is now impossible to imagine a world without PCs, laptops, tablets or workstations that enable people to access, manipulate and interpret information, and to explore and create new ideas and concepts. At work, on the move, in the home – they are everywhere and come in an increasingly vast and varied array of inventive and practical designs.

The personal computing device has become an absolutely essential tool in both our business and our personal lives – and one that goes on adapting and changing to the needs of customers, as it has constantly over the past 40 years.

This constant change has sustained the desire and demand for new PC systems and continued to create new opportunities as new technologies – such as mobility and the cloud – open up new possibilities.

Even more you can offer

Today, the choice you can offer to business customers and consumers is richer than ever. A PC today can be anything from a small mobile device that fits into your pocket, yet allows you to access unlimited resources, to an ultra-powerful, finely-tuned engine for manipulating high-resolution video and graphics.

What this means is that you can find exactly the right device for every customer – however simplistic or however complex their requirements might be.

Delivering great value and service

You can rely on Tech Data to give you access to the very latest technologies from all the leading PC systems brands in the market today – as you have been able to rely on us ever since the PC became popular. You can also rely on us to provide you with the product availability, efficient overnight delivery and support that enable you to provide great value and services to your customers.

This latest edition of our PC Systems Guide provides you with an overview of the tremendous choice that's available to you from Tech Data and the range of services that we offer to ensure you can make the most of the enduring success and popularity of the personal computer.

For more information, please contact your account manager, or email pcsystems@techdata.co.uk.



ASUS and Tech Data Reseller Portal

Grow your business with ASUS and Tech Data

ASUS and Tech Data have come together to offer this fantastic resource for resellers just like you that are looking for solutions for Public Sector, Retail and the SMB market.

ASUS, one of the world's top three consumer notebook vendors and the maker of the world's bestselling and most award winning motherboards, is a leading enterprise in the new digital era. ASUS designs and manufactures products that perfectly meet the needs of today's industries, from education, government, healthcare, retail and SMB. ASUS has a solution for all.

With a broad portfolio that includes desktops, all-in-one PCs, notebooks, netbooks, tablet devices, wireless solutions and more, you can be sure that ASUS has everything your customers need. Driven by innovation and committed to quality, ASUS has the ultimate solutions for Public Sector, Retail and the SMB market.

Visit the ASUS Reseller Portal today to find out how to nurture your business potential, asus.techdata.co.uk

One-Stop Shop

As a reseller you need to ensure that you are delivering a quality product that will suit your customer's needs and budget to perfection. Peruse this portal to see selections for each of your customers that are recommended from ASUS themselves. Whether you are selling to a school looking to roll out teachers laptops on a budget or a start-up business you will find the tools you need to succeed on this portal.

The Best Marketing Materials

Go one step further than others with the ASUS Marketing Materials section. This area is filled with emails



Asus recommends Microsoft® software

and graphics that you can use to rebrand and send out marketing to your existing and potential customers to market your business as a successful reseller selling a quality ASUS product.

Start Flourishing Today

There's no need to wait, the ASUS portal is streamlined so that you can immediately select products and add them to your InTouch basket without having to go back to TechData.co.uk.

Get everybody working together with Asus touchscreen products, whether on the go, or in the office, there is something suitable for everyone.



ASUS Transformer Book T100TA DK002H

- Windows 8.1 32-bit Edition
- 10.1" HD Touch
- 2GB RAM, 32GB SSD
- Microsoft Office Home & Student 2013
- Detachable Keyboard Dock included

Part code: 2836252



All-in-one ET2321IUTH-B011K

- 23" LED All-in-one PC
- Windows 8 64-bit Edition
- Intel Core i5 (4th Gen) 4200U
- 6 GB (installed) / 16 GB (max)
- 1 TB – SATA

Part code: 2988237



Did you know?

Tech Data has PC Systems stock-holdings of up to £35 million at any one point and also provides:

- 99.99% overnight shipment success
- 15,000 SKUs stocked
- 90%+ stock availability
- Over 20 dedicated PC heads with combined PC channel experience of over 100 years

Intel – ITP program

Your solutions. Intel technology. Smarter together.

As always, Intel is working tirelessly to provide the latest and greatest in processing power, and they want you to be a part of their team. Are you part of the global network bringing Intel®-based solutions to market? If you are, then don't go it alone; get more out of your partnership with the Intel® Technology Provider Program, a global program created especially for partners like you.

Don't hesitate, become an Intel® Technology Provider to:

- Gain Access** – Get invitations to exclusive events, specialized training and special product promotions
- Get the Edge** – Become a trusted IT expert to your customers with product support, comparisons and specifications.
- Earn Rewards** – Earn points through Intel product purchases and training activities to spend on business and personal goods and services.

Join today – <http://www.intel.co.uk/content/www/uk/en/resellers/technology-provider-program-overview.html>

Membership Levels and Benefits

Technology Provider Status

Gain free access to partners-only content on the Intel® Technology Provider website, channel e-newsletters, and online training.



Gold Partner Status

As you grow your business and meet key membership criteria, you can take advantage of the Gold partner status with access to enhanced support, training, channel events, sales tools, rewards, and other membership assets.



Platinum Partner Status

Members who demonstrate the ability to develop innovative customer solutions based on Intel® technologies are eligible for Platinum partner status. They receive Intel's top benefits, including, advanced support, marketing resources, exclusive invitations, expertise recognition, and other membership assets.



MSI recommends Microsoft® software

The Perfect Team

PC Gaming is booming and MSI are working in Partnership with Tech Data to deliver the very best in mobile PC gaming to you the reseller. Our range of Gaming Notebooks are designed to meet the demands of the tech savvy consumer who demands the ultimate in gaming power at their fingertips. MSI offer a range of 15.6" and 17.3" notebooks with the latest Nvidia and AMD Graphics on board. It does not stop there. We work in partnership with some of the most exciting brands in the gaming industry such as SteelSeries, Dynaudio, Creative, Killer LAN and Xsplit to deliver a fantastic end user experience. For example our 15.6" GS60 Ghost is the thinnest, lightest gaming notebook available and has more than enough power to run the majority of the latest games on the go. The GE70 2PE 052UK Apache Pro offers the very best mix of Price, Performance and Power.

MSI also works in partnership with you the reseller. We have a wide range of rich marketing content and sales tools to help you get online with our products. We offer an unrivalled range of products through Tech Data that will offer a fantastic revenue and margin opportunity. Our UK based team can partner with you at your events to help promote MSI Notebooks and capture the sale. We also work with a number of gaming societies and events such as iSeries and Epic LAN, which all helps drive demand back to you the reseller.



Did you know?

Our client customised routes to market include: Corporate

- **Bid and Tender support**
Fast-response and hands-on bid assistance
- **Configuration services**
Enabling resellers to meet exact customer needs
- **Specialist knowledge**
In-depth expertise in products and vendor programmes



The right partnership has its advantages

Already the number 1 PC Company and a leader in personal technology, Lenovo strives to be one of the world's most respected and admired companies. With customers in more than 160 countries, Lenovo is a global powerhouse and Tech Data are proud to be in partnership to bring you the best products.

Join the team and get the lead

Partner with Lenovo® and set new records in sales, profits and customer satisfaction. The Lenovo Business Partner programme for resellers offers free sales and marketing tools, skill-building courses and support to help create opportunities to grow your business and drive increased profit.

Lenovo Partner Network (LPN) consists of three membership levels – Member, Premium and Gold Partner. By attaining Premium or Gold status, you receive enhanced benefits.

Special Bid Orders

As a Lenovo Business Partner, you are eligible to participate in exclusive Special Bid Orders for faster delivery. Our TopSeller™ models are now available for you to specially bid on, offering your customers easy access to the latest technology. You can qualify for Special Bid Orders either while registering for LPN or you can sign up by logging on to www.lenovo.com/partners.

Marketing Support

End to end marketing collateral, only on the Lenovo Partner network Portal, www.lenovo.com/partners.

As a Lenovo Business Partner, you've got the full weight of Lenovo marketing power right behind you. Whatever Lenovo products you want to market and sell, the information is right there in Lenovo Partner Network – a one-stop sales access and marketing tool to help you increase profits and grow your business. Easy to navigate, it has all the tools and downloads you need to help you create successful marketing tactics.



Get the perfect partners

BIG BRAIN, TINY FOOTPRINT

The Lenovo® ThinkCentre® M93p SFF is designed to deliver outstanding performance and manageability displaying true innovation and significant advancements in compact PC technology, the Tiny Form Factor is loaded with incredible features, it offers the latest Intel® Core i7 processors, and Intel® vPro™ but consumes 50% less power. The all-new Small Form Factor is compact but delivers all the expandability and performance of a Tower.

Lenovo® ThinkCentre® M93p SFF Desktop



- Intel Core i5 (4th Gen) 4570
- 4 GB (installed) / 32 GB (max)
- 500 GB - SATA 6Gb/s
- Microsoft Windows 7 Professional 64-bit Edition
- Intel HD Graphics 4600

Part Code: 2894513

Lenovo Thinkvision 22" Display



- 1680 x 1050 at 75 Hz Resolution
- Widescreen - 16:10 Aspect Ratio
- LED-backlit LCD
- DVI-D, VGA, DisplayPort Inputs
- 3 Year Warranty

Part Code: 2670022



Did you know?

Our client customised routes to market include: SMB

Credit Elevator

- Enabling SMB resellers to fund growth. Credit from £5k rising to £300k in as little as 18 months

Broadest range

- Giving resellers more choice

Online Tools

- Helping to drive attach sales



Team up with HP and be rewarded

Since 1939, Hewlett-Packard has been a leader in technology and corporate culture, inspiring innovators and entrepreneurs around the world. Become part of the global success and join the HP Accelerate Programme to earn exclusive rewards whilst growing your business.

Register today and start earning

Individual sales people within registered HP resellers can claim for reward points based on the sale of targeted SKUs.

Simply login to HP Accelerate via HP Smart Portal or HP Business Partner Portal and register for a Reward Card.

Download the monthly targeted product list to see what you could be earning reward points on.

HP Accelerate rewards HP resellers for sales of key targeted products through sales incentives and reward card points. Register for HP Accelerate today and start being paid for your HP sales.



HP recommends Microsoft® software

1. Sell...

Sell targeted HP products

Each targeted product = points

2. Claim...

Register your sales by claiming online

Claims are processed monthly

3. Spend...

Points are paid as £GBP onto your HP Reward Card

Spend it where you like (Accepted worldwide, wherever you see the MasterCard® sign)*

If that's not incentive enough to partner with HP Prize Draw register for your HP Accelerate Reward Card now and you will be entered into our monthly prize draw, exclusively open to new HP Reward Card participants**

To find out more visit www.hp-accelerate.co.uk/info.aspx

*Terms and conditions apply

** Please visit the site to see the full terms and conditions



Did you know?

You can maximise your sale by using our world class online tool. Our InTouch service is available 24 hours.

- 35,000 products available online
- Up-to-date product information, images and technical specification
- Real time stock availability
- Recommended products
- Sales tools including: License Online and Configurators
- 25% discount on standard freight charges
- Take advantage of our industry leading service today, all day



Working together, what's stopping you?

With 29 years of making laptop computers, Toshiba have sold over 10 million laptops worldwide and are global mobile computing specialists, and work closely with Tech Data to give resellers what they really want. So, why should you choose to team up and become a Toshiba and Tech Data reseller?

Why Toshiba is good for you

Toshiba have 137 years of innovation under their belts. With such a long-standing recognised brand, your customers will know that Toshiba means quality. With high end user satisfaction and exceptional customer service, Toshiba are the perfect company to team up with and really grow your business, and with Tech Data by your side, your business will flourish.

Number 1 in Education and Government

Voted CRN's Mobility Vendor of the Year and Number 1 in the Education and Government sector, Toshiba have a full complement of End User account managers ready to assist you with either telephone support or face to face time and with full reseller account management coverage, you can take comfort in knowing that you can speak to somebody human anytime.



Toshiba recommends Microsoft® software

Superfast Bid System

Toshiba have a quick and easy bid system, we also have tactical funding available to assist Silver and SMB customers. Demo units are also available upon request, meaning that Toshiba are supporting you further by getting products into End User hands.

Toshiba and Tech Data

Toshiba's special partnership with Tech Data means that there is a dedicated Toshiba Business Manager on hand, who is available to help resellers and knows Toshiba as well as Toshiba does! Tech Data also has a dedicated configuration department, offering memory upgrades, imaging, software installation and asset tagging.

Get more out of your partnership

If that isn't reason enough, then strengthen your proposition further with Toshiba Channel Rewards. Get more for your end user by simply signing up to channel rewards to get fantastic freebies such as the Dynadock™, warranties and credit with your next Toshiba order.

Visit www.toshiba.co.uk/channelrewards for more information.



Did you know?

Office 365 team

- Pre & Post-Sales Support
- Field technical questions
- Give advice on the best Office 365 product for your customer
- Provide quotations
- Offer sales & training



Office 365

Working together to deliver the best.

Why customers will love Office 365 Home



5 PCs / Macs and 5 tablets.¹
Change devices at anytime, as
your household grows.



All the office applications.²



Always up to date with the
latest features and benefits,
like new device support and
new applications.



Additional 20GB of OneDrive
storage per user. Rest easy
knowing you'll never be
without your documents
across all your devices.

Why customers will love Office 365 Personal



1 PC / Mac and 1 tablet.¹ For
an individual.



All the office applications.²



Always up to date with the
latest features and benefits,
like new device support and
new applications.



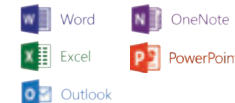
Additional 20GB of OneDrive
storage. Rest easy knowing
you'll never be without your
documents across all your
devices.



Tech Data recommends Microsoft® software

Don't want a subscription? Recommend Office Home & Business or Home & Student

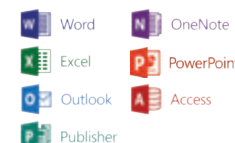
Office Home & Business for 1 PC



Office Home & Student for 1 PC



Office Professional for 1 PC



Purchase any Office 2013 or Office 365
product via electronic software download
through [td activate-here](#) and benefit
from – delivery within one hour, no freight
charge, 100% availability.

¹ Non-commercial use. Office currently supports PCs running Windows 7 or higher, and Macs with Mac OS X 10.5.8 or higher. Office Mobile supports Windows Phone devices running Windows Phone OS 7.5 and higher. Additional devices will be added in the future. Internet connection required. Internet and mobile telephone usage charges may apply.

² Application availability and features vary by platform and device.
Publisher, Access and OneNote available on PC only.

Speak to the Software team to understand the benefits of selling Microsoft
Office 2013 to your customers – email software@techdata.co.uk

Microsoft
AUTHORIZED
Distributor

Did you know?

Why Office 365? Work Anywhere

- The new Office is optimised to give you the best experience across devices
- One Office 365 subscription allows up to 5 installations of Office to support users (or households) with multiple devices
- Office applications can be streamed for a rich Office experience on any Windows 7 or Windows 8 PC
- Always access the latest version of your documents from anywhere with SkyDrive Pro, that syncs your SharePoint content to your device

Do you want to earn more rebates in 2014? Together we can make that happen.

Fujitsu have been leading innovation for over 70 years, and in this time they have 20 years' experience in developing tablet PCs, Fujitsu touches the lives of millions of people every day. You too can be part of Fujitsu's vision; to harness the power of technology to create a more prosperous society. The Partner Programmes Portal is your one-stop online resource for all Fujitsu Partner Programmes. Register or log in today to find everything you need to know about the programmes, promotions and training that Fujitsu can offer you. Visit today at **www.fujitsu-partners.co.uk**

Here are just a few of the amazing programmes that you can be part of:

Pay4Performance

The Fujitsu Pay4Performance Programme enables you to earn rebates for sales of all Enterprise solutions and selected Client Solutions.

- Enterprise rebate value: up to 8%
- Client rebate value: up to 4%

How it works

At the beginning of each quarter, business analysts will advise you of your unique target. The programme has a number of gates with a different target at each level and upon arrival at the first gate you will qualify for a greater percentage rebate reward.

Rebates will be assessed and paid at the end of the relevant sales period. The more qualifying Fujitsu sales you make, the greater the reward!



Fujitsu recommends Microsoft® software

SELECT Partner

Did you know that as part of Fujitsu's SELECT Partner programme you can start to earn rebates of up to 8%? You will also receive exclusive invitations to training and events, sales tools and marketing support to help drive your Fujitsu business.

How it works

Sign up via the Channel Partner Portal and take the courses for Client (web-based only) and Enterprise (web-based and face-to-face) to increase your knowledge and expertise of Fujitsu solutions. You will then go on to gain the qualifications and increase your rebate level.

How to join

Visit the portal and you will see the relevant programmes that are open to you. Click the register button and submit your details to start increasing your rebate level. For more information visit www.fujitsu-partners.co.uk.

Why you should join

Fujitsu are more than focused on innovation, and continue to develop award-winning, benchmark breaking products for you to take to market.

The award winning Partner Centre

Join the Fujitsu Partner Programme and you will receive:

- Dedicated support of a Fujitsu Account Manager who will provide guidance and support to close deals and maximise opportunities.
- Maximise your rebates – get up to 8% rebate on servers and storage products.



Did you know?

Why Office 365? Worry-free IT:

- Free-up IT resources by moving your email and collaboration systems to the cloud
- Reduce hardware costs
- Minimise time spent managing your infrastructure
- Stay safe with built-in anti-virus and anti-spam technology
- Count on 99.9% uptime; Office 365 provides archiving, multi-site backup and disaster recovery included within the service to ensure your data is always available



Acer have you covered

Acer makes high quality products, so in the unlikely event that something goes wrong in the first year, Acer will replace your customer's PC or repair it and refund them for any inconvenience. In choosing Acer they are safe in the knowledge that they are buying a product with great reliability and a first class service, and you don't have to worry about replacing their product.

- Fault in the first year? Acer promise to fix it free of charge and refund 50% of the price paid*
- If the PC fails within the first 31 days, Acer will replace it the next working day*
- Your customers can trade in their old PC for a new Acer PC and receive cash back too*

Acer Performance Promise

Acer DOA offers complete peace of mind when you purchase a new device

In addition to the free warranty you receive with your Acer device, Acer are now offering a market leading instant replacement cover on all qualifying Acer TravelMate 4, 6 and X series and Veriton 4 and 6 series devices. If your qualifying Acer device suffers a hardware failure within the first 31 days of purchase, the staff in Acer's UK call centres will diagnose the problem and arrange the delivery of a new one on the next business day.**

*Terms and conditions apply

**1 to 3 business days best endeavours

Learn more at <https://acerpromise.com/uk/en/>



Acer recommends Microsoft® software

The Perfect Partners

Essential computing for efficiency

The Veriton 2 series is intended to fit various office spaces and business demands. The desktop delivers excellent multitasking performance to optimise productivity.

- Vital manageability and security
- Green compliance



Acer Veriton M2631G

- Intel Core i3 (4th Gen) 4130
- 4 GB (installed) / 16 GB (max)
- 500 GB - SATA 6Gb/s
- Windows 7 Professional 64-bit Edition

Part Code: 2993995

Fully featured. Light budget

The eco-friendly K2 Series value line is a cost effective display solution for everyday PC use, offering ease-of-use without compromising image quality.

- Smart design
- Stunning colours and performance
- Environmentally friendly



Acer K222HQL bd

- LED-backlit LCD monitor
- 21.5"
- Full HD 1920 x 1080
- Designed to adapt

Part Code: 2975740



Did you know?

Public Sector

Tech Data offers Public Sector discounts meaning that your cost of sale is covered for Public Sector; per revenue, per order, enabling you to compete in this competitive and thriving area whilst maintaining a strong margin.

View the Public Sector guide for the latest Education offers at: www.techdata.co.uk/publicsector/foeguide

Contact our Public Sector team today on: publicsector@techdata.co.uk





What's next?

PC systems, in all their variant forms, are the essential platform, through which all IT systems, applications and data are utilised – in the office, in schools and colleges, in the public sector and in the home.

Who knows what the next 40 years will bring in the PC business? For the foreseeable future, we can be certain that the rapid development of mobile computing and the cloud will keep driving demand for new and ever-more-versatile devices. In the workplace, the virtualised desktop and new generation of small-footprint, all-in-one PCs keep on growing opening up new possibilities and potential for customers.

Tech Data and its vendor partners are here to help you make the most of all the opportunities the constantly developing and changing PC market brings to your business.



Editor: Larisa Lucaciu,
PC Systems Marketing
Development Manager

The rise of the PC over 40 years

- 1972 – Intel unveils its original 8008 microprocessor
- 1974 – Tech Data founded
- 1975 – Foundation of Microsoft
- 1976 – Apple founded
- 1981 – IBM PC is launched
- 1985 – Microsoft unveils Windows 1.0
- 1986 – Tech Data Corporation makes first IPO
- 1998 – Computer 2000 acquired by Tech Data Corporation
- 2008 – Number of PCs in use worldwide hits 1 billion
- 2013 – Computer 2000 becomes Tech Data in the UK
- 2014 – Number of PCs in use worldwide expected to reach 2 billion





The Difference in Distribution™

Get in touch

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



@techdata.co.uk



techdata.co.uk/linkedin

