

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 8th Edition of the Quarterly PC Systems Guide

Plenty of life in the PC market

Whatever analysts might have said about the demise of the PC (and Gartner recently projected that sales will remain quite healthy for some years at least - see below), it is not going away. In fact, the PC remains – in all its forms – the staple client device for the vast majority of users.

In the enterprise and in SMBs, in education and right across the public sector, and in the home too, laptops and desktops still dominate and with the rise of the tablet (still essentially a personal computer), vendor R&D teams are coming up with ever more creative designs that are both inspiring and practical – and ensure that PC systems continue to appeal to the broad spectrum of users across the business and consumer markets.

This is why PC sales remain a core part of your business – and why Tech Data's PC Systems team continues to do everything it can to support and energise your efforts to meet the needs of your customers and enable you to provide them with the very best choices and options.

PC sales staying strong

Worldwide combined shipments of devices (PCs, tablets, ultramobiles and mobile phones) are expected to reach 2.4 billion units in 2014, a 4.2% rise on 2013, according to Gartner. The positive effect will be especially noticeable in Western Europe and the good news for B2B resellers is that Gartner anticipates nearly 60 million professional PC replacements will take place in mature markets this year.

It's high time for education sales

The summer is the peak time for education upgrades, so this is the perfect time for you to target local schools and colleges. Our specialist public sector team can help you do that by providing you with special pricing and bid support, and ensuring you have everything you need to meet the needs of education customers.

The summer holidays are the only extended opportunity schools get to upgrade and with the end support for Windows XP now behind us, and the need to bring IT into the classroom greater than ever, just about every school will be looking to add new systems this summer.

As summer draws to a close, students will also be looking to upgrade their laptops and home PCs, to ensure they have the power they need to continue with their studies when the new term begins in September. That's also going to create plenty of opportunities.

Make sure you do not miss out – contact the Tech Data Public Sector team to get the latest up-to-date pricing and details of special offers and promotions available. Email publicsector@techdata.co.uk.



Editor: Larisa Lucaciu,
PC Systems Marketing
Development Manager





Lenovo and Tech Data Working as One

Lenovo are one of the largest PC manufacturers in the world, with a strong focus on product innovation and reliability. Tech Data are proud to be in partnership with Lenovo, with dedicated staff, there are always people available to help. Tech Data hold over ten million pounds of stock to ensure there is no shortage for you and your customers.

Lenovo Bid Portal

As a Lenovo business partner you are eligible to participate in exclusive Special bid orders for faster delivery. You can experience instant quoting from Lenovo TopSeller stock from distribution for next day fulfilment. All the tools you need are now in one place so you can offer your customers easy access to Lenovo's latest technology. The Portal allows opportunities up to 500 users.

Find out more at LBP.lenovo.com

Technology access programme

Lenovo are extremely excited with the latest Microsoft partnership, focusing on their Shape the Future programme. The aim of this programme is to enable young students to have a proactive effect on society through education when putting the right technology in their hands. The vision of the Technology Access programme is to bring anytime, anywhere learning for all. The best way to achieve the programme's goal is through cost effective Lenovo devices. This programme aims to improve the access to technology for UK educational establishments.

Lenovo Thinkpad T440

For the latest Ultrabook features, including 4th generation Intel Core processors, with the durability and reliability that have defined ThinkPad through decades past, choose the ThinkPad T440 laptop.



- Intel™ Core® i5 4200U
- Windows 7 Pro 64-bit/8 Pro 64-bit
- 4GB RAM
- 500GB HDD
- 14" LED Backlit Screen

Part Code: 2894764

Lenovo Thinkpad X240

The 12.5" ThinkPad X240 Ultrabook is thin, light, built to last, and ready for business. Power Bridge technology lets you go ten or more hours without plugging in, vPro gives you the ultimate in manageability, and plenty of other features let you take your business on the road.



- Intel™ Core® i3 (4th Gen) 4010U
- Windows 7 Pro 64-bit/8 Pro 64-bit
- 4GB RAM
- 500GB HDD
- 12.5" LED Backlit Screen

Part Code: 2894786



Did you know?

Lenovo Partner Programme offers

- Free sales and marketing tools
- Skill building courses
- Support to help create opportunities
- Enables the growth of your business



Latest ASUS Trade-in Programme

ASUS are a top provider of notebooks and Ultrabooks as well as creating worldwide recognised award winning motherboards. Asus creates products in all areas of information technology; these include PC components, peripherals, tablets, servers and smartphones.

Trade in your old Laptop for cash when you purchase a qualifying Asus Laptop

Purchase a qualifying ASUS laptop within the promotional period

You must purchase one of the qualifying products during the promotional period to participate in this promotion, the conditions and dates may vary by product.

Step 1 - Complete the online claim form within 14 days of your purchase

You will need to provide the following things:

- Proof of purchase clearly showing the qualifying product, price, purchase date and retailer
- The serial number of your new product
- Your bank details (IBAN and BIC/SWIFT Code)

Step 2 - When your claim has been approved by email, Asus will send you an email with instructions on how to send them your old laptop.

- You must send your old laptop according to the instructions within 30 days of your purchase date

Step 3 - Once Asus has received and tested your old laptop, they will notify you via email.

- Due to postage and processing times this could take up to 30 days
- Once your claim is validated, Asus will pay you via bank transfer according to the Terms & Conditions of this promotion

Trade in any of your old devices

Consider Asus Pro Series Notebook



ASUS PRO ESSENTIAL PU550CA XO013G

- Windows 7 Pro 64-bit/8 Pro 64-bit
- 4 GB RAM - 500 GB HDD
- Intel Core i5 (3rd Gen)
- 15.6" LED backlit screen
- Improved privacy with fingerprint scanning

Part code: 3100892

* Different models available through 3095887, 3100893

Visit the **ASUS reseller portal today to expand your business across the Small Business, Public Sector and Retail markets, asus.techdata.co.uk**



Did you know?

The new ASUS Advantage portal is designed for our partners; it will inform you of the latest technology and ASUS products as well as interact with others. Find out more at asus.techdata.co.uk

- Over 15,000 SKUs stocked
- Huge range of stock availability
- Customised solutions for corporate, SMB, Public Sector market



10 ways that Acer Classroom Manager can help teachers!

The global education system is undergoing an enormous transformation. As students discover new ways to communicate and interact, the school environment must adapt to keep pace.

Acer Classroom Manager is FREE to all educational customers – call your Account Manager

Acer's goal is to foster a new kind of interaction between teachers and students through the introduction and use of technology, to help students gain all the skills they will need to compete in an increasingly digital global marketplace. And this starts in the classroom with Acer Classroom Manager, which combines advanced classroom PC monitoring and management with multimedia teaching and learning. Specifically designed to help teachers forget any concern about how to use the software and focus on teaching, Acer Classroom Manager comes with an intuitive and easy to use interface. It allows for the creation of more engaging lesson content whilst helping you easily manage your classroom PCs to keep students on task.

1. Power On and Log On Computers

From the teacher's computer, with one click simultaneously switch on all the computers in the classroom and log them in to save valuable time at the beginning of the lesson. At the end of the day, log out and power off all of the computers in the classroom.

2. Keep students on task and avoid distractions

Stop students from being distracted while teaching them and keeping them on task by restricting access to certain websites and applications. If necessary, stop students from using their computers altogether by using the Lock Mouse and Keyboard feature.

3. Launch applications and websites for students

Save time by launching applications or websites simultaneously on all student desktops. You can also provide students with shortcuts to all of the documents, folders, applications and web content they may require during the lesson using the Student Information Bar.

4. Monitor in real-time all student activity - visually and audibly

See and listen to what students are doing using intuitive thumbnail views of each student computer. Screenshots of a student's desktop can be captured to record their progress or highlight something that they should not be doing.

5. Show students your desktop, a video or an application

Demonstrate to students by showing them your screen, multimedia, or highlight another student's work by showing their screen to the rest of the class.

6. Easily share content with students

Simply drag and drop files or folders to the student's desktop or document libraries. Alternatively, hand out and collect student work with each student's completed work being organised in their own individual folder.

7. Drive down costs by managing and controlling printer access

Save money and free up printing resources by controlling and monitoring printer usage, set thresholds and prevent students from sending duplicate output to the printer.

8. Effectively communicate with students

Send students a message, chat with them discreetly or collaborate as a group. Students can also request help from the teacher without alerting the rest of the class.

9. Plan lessons and provide effective end of lesson review

Plan lesson activities and provide students with a personalised Student Journal summarising subject matter for future reference.

10. Question and assess students

Test students' comprehension and understanding using a range of audio, visual and text-based questions. Tests are auto marked and the results can be displayed to students. Alternatively, use student surveys for instant feedback.



Did you know?

Public Sector

Tech Data offers a public sector discount that helps you to:

- Increase your advantage
- Maintain a strong margin
- Trade better

Public sector offers available at:

www.techdata.co.uk/publicsector/foeguide



Get Connected to HP Attach

Boosting your revenues and profits has never been so easy. Attach-selling with HP allows you to increase your margins with every sale of HP servers, PC's, laptops and tablets.

HP has been a market leading brand since 1939, establishing relationships with customers and suppliers has transformed HP into a well trusted organisation. A vast number of PCs, HP servers, laptops and tablets are sold on a day to day basis, bringing millions of pounds of revenue into reseller and retail businesses every day. Attach-sell with HP gives you the opportunity to take advantage of the HP brand even further by attach-selling more products and services. Whatever solution you are providing for your customer there are always multiple services and other products that can be attached to the sale.

Easy Attachment

If you are supplying PC's, laptops or tablets to the education sector then attach-selling with HP is perfect for you. By simply adding HP branded keyboards, headsets and many more hardware accessories you can increase your revenue stream while upholding the prestigious HP brand.

For business and consumer targets, security devices, carrying cases and other protection products are available, as well as HP Care Packs, warranty packages and on-site maintenance cover. Tech Data have all the tools you need to attach-sell with HP. When searching for products in InTouch all the related accessories will be listed along with the price and selling frequency connected with that system.

Quoting Tools

HP iQuote is a useful tool which allows you to create sales quotations for HP products in the most effective, accurate way, meaning you will no longer have to consult different systems or refer to spreadsheets in order to provide a correct, competitive quote.

With full coverage of pricing, inventory and current promotions Attach-selling gives you maximum opportunity to optimise quotes. In addition, you can make use of our HP Top Configure tool to construct HP systems with full validation of the components. With this increased opportunities will arise to attach add-on products and services which will contribute to your improved HP revenues. It might be a customer buying servers or students purchasing PC's or tablets, either way we can assist in maximising all opportunities that come your way – find out more by contacting your account manager.

HP 350 G1 Notebook PC

Give your customers the opportunity to complete tasks and get connected on the affordable HP 350, with a durable design that keeps up with the demands of mobile use. Built with durability in mind – inside and out – to meet the needs of professionals on the move.

Loaded with Intel® Core™ technology, multimedia tools, and Windows 8.1, this notebook helps your customers to get the job done.



- Intel® Core™ i3 dual-core processors
- Windows 8.1 64-bit
- 15.6" display
- 4GB RAM, 500GB HDD

Part Code: 3148924

HP Officejet Pro 8620 e-All-in-One

Print eye-catching colour marketing materials for up to 50% lower cost per page than lasers. Take advantage of fast print and scan speeds and touchscreen. Help keep business moving with easy mobile printing and NFC touch-to-print technology.



- Fax/copier/printer/scanner
- 21 PPM
- 4.3" Display
- USB PC connection
- 1 Year Warranty

Part Code: 3032186



Did you know?

Why Office 365? - Work Anywhere

- The new Office is optimised to give you the best experience across all devices
- One Office 365 subscription allows up to 5 installations
- Office applications can be streamed for a rich Office experience
- Always access the latest version of your documents from anywhere with SkyDrive Pro



Intel – ITP programme

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 Programme, a global programme created especially for partners like you.

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

Gain Access – Get invitations to exclusive events, specialised 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.



Innovation with Style

At MSI, we believe that superior digital technology can improve life. We are passionate about exploring the potential world by developing cutting edge tools to easily and quickly utilise information and enable users to freely express their own styles. Creating fantastic user experiences is the drive behind MSI's constant innovation.

Driven by “innovation with style”, MSI has established the brand core value: “Innovation & Style”. To achieve the best user experience, every component is essential.

The Perfect Partnership

PC Gaming is booming and MSI are working in Partnership with Techdata 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 demand the ultimate in gaming power at their fingertips. 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 TechData 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?

Credit Elevator

- Accelerate your credit limit from £5k-£300k in just 18 months
- Increase your working capital
- Empower you to develop your credit line
- Allow you to plan and manage growth strategy



Become a Fujitsu Partner

The Fujitsu partner Team is proving to be better than ever after picking up two awards at the CRN Sales and Marketing awards in July.

The first award for “Best Partner Website” was awarded to Fujitsu for their intuitive Partner Programmes Portal, which is packed with a fantastic set of programmes and the latest information for you.

For the second year running Fujitsu were also voted the “Best Partner Support Team” showing they are consistently No.1 for Partner Support across the industry.

Fujitsu also received tremendous results when voted one of the highest-ranked systems vendors in the recently published CRN Vendor Report. Ranking eighth overall with particularly positive responses for their product and technical support.

Highlights from the report include:

- ‘Resellers found Fujitsu account people easy to reach, competent, fast-moving and singularly helpful.
- Fujitsu’s training and accreditation programme was considered well structured, with sound content and alluring incentives.
- Respondents found Fujitsu equipment well priced, soundly constructed and dependable.
- Respondents loved Fujitsu’s attractive offers, achievable targets and simple, partner-friendly rebate system.
- Notebooks and tablets, servers and storage – Fujitsu has an increasingly capable and competitive range of products, with the account management and support infrastructure to back them up.’

It’s for all of these reasons that resellers are working more closely with Fujitsu than ever before and having more success than ever before.

This is a great time to be a Fujitsu partner – if you’d like to find out more, please get in touch. Call the Fujitsu Partner Centre on **0845 313 1290** or email **fujitsusales@partnersupport.co.uk**

Work easy. Play hard.  Windows

Providing the latest in security technology, Windows 8.1 Pro is over 6 times more secure than Windows XP.

Fujitsu LIFEBOOK T904



- Windows 8.1
- 8GB RAM
- 256GB SSD
- Intel® Core™ i7 (4th Gen)
- 13.3” LED Backlit Screen

Part code: 3048527

Fujitsu LIFEBOOK S904



- Windows 8.1
- 12GB RAM
- 256GB SSD
- Intel® Core™ i7 (4th Gen)
- 13.3” LED Backlit Screen

Part code: 3188627

These products run with Intel® Core™ Processors.

 Windows 8.1



Office 365 Home Premium

The next generation of Office. A powerful service that keeps your customers connected whether at home or on the go.

- Anywhere access to your documents
- Office optimised for touch
- Get better insights from your data
- An extra 20 GB of online storage in SkyDrive



Working with Toshiba

Toshiba have been producing laptops for over 27 years and build high quality mobile devices, Toshiba recently won the award of 'Mobility Specialists' by CRN due to their excellent devices and channel strategy. Their portfolio expands across many sectors with dedicated solutions for Education, SMB and Corporate. With such a long-standing recognised brand your customers will know that Toshiba means quality and great support, Toshiba's attributes will complement your business at the same time offering you good margins.

Toshiba's partnership with Tech Data means that there is always support on hand, Tech Data have a dedicated Toshiba specialist always on hand who will be available to help resellers. Tech Data has a devoted configuration department who offer memory upgrades, imaging, software installation and asset tagging.

Toshiba Portégé Z30t-A-112

With an ultra-thin, premium design the Toshiba Portégé Z30-A Ultrabook™* was made to keep business moving. A long-lasting battery and 4th-generation Intel® Core™ processor will help End Users power through the working day - while the ultra-light form and full-size ports give you all the flexibility you need on the go. The Z30-A's durable magnesium chassis has been rigorously drop- and spill-tested and also comes with high-level security and manageability technologies.



- Choose between **Windows 8.1 Pro** and **Windows 7 Professional**
- **256GB SSD** Hard Drive Technology
- **Intel Core i7** Technology with 8GB of RAM
- **13.3"HD LED** Backlit screen with FHD Touch Screen capability

Part code: **3171770**



Toshiba Tecra Z40-A-18Q

The Toshiba Tecra Z40 is one of the thinnest, lightest business laptops on the market. The robust but lightweight chassis of the Tecra Z40 allows business consumers to use the notebook on the move. The long-lasting battery life and the high level security manageability allows the Tecra Z40 to be taken anywhere. With the high performance processor inside the Tecra Z40 it delivers faster speeds and increased responsiveness, so there's no compromise while running all your business applications. The Z series was built especially for SMB's and with the competitive price tag and sleek design, the Tecra Z40 will both increase your businesses productivity and maintain a professional image.



- Choose between **Windows 8.1 Pro** and **Windows 7 Professional**
- **A Full HD 14" Non Reflective Display**
Easier to view the detail even in a bright office
- **9 hours battery life and a low 1.47kg weight**
This device is designed to be used on the move
- **LED Backlit Keyboard**
Work in low light areas (e.g. on planes and in the home)
- **128GB SSD Hard Drive Technology**
Faster and less likely to fail than mechanical spindle drives
- **Intel Core i5 Technology and 4GB Memory**

Part code: **3171771**

SMB Resellers – Strengthen your proposition by offering a Free 3 Year Onsite Warranty or Docking Station worth £109.00 with www.toshiba.co.uk/channelrewards



Toshiba - 5 Things You Need to Know!

- Quality notebooks for your clients from a brand they know and trust
- Demo Units available on request, let your customers touch and feel products you are selling!
- Free 3 year warranties and docking stations with www.toshiba.co.uk/channelrewards
- Exclusive quantity break pricing for SMB Resellers
- UK Account Management on hand for SMB resellers



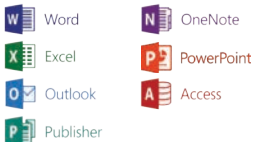
Office 365

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.

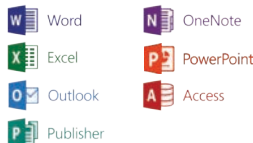


Additional 20GB of
OneDrive storage per user.
Rest easy knowing you'll
never be without your
documents across all your
devices.

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.

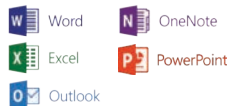


Additional 20GB of
OneDrive storage. Rest
easy knowing you'll
never be without your documents
across all your devices.

Don't want a subscription?

Recommend Office Home & Business or Home & Student

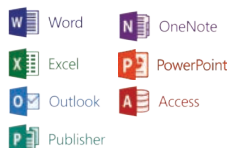
Office Home & Business for 1 PC



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



Office 365 Home Premium

The next generation of Office. A powerful service that keeps your customers connected whether at home or on the go.

- Anywhere access to your documents
- Office optimised for touch
- Get better insights from your data
- An extra 20 GB of online storage in SkyDrive



Your opportunity to be even more productive

To make it really easy to see when special pricing is available for public sector customers, we attach a special PS icon to items that are available at a discount for schools and other organisations when you search for them on InTouch. Just click the icon to see the special pricing and terms.

Take advantage of Microsoft tap with Tech Data

Tech Data has been working with PC systems vendors to make the Microsoft technology access programme (tap) easily accessible to you and your education customers. Essentially, this provides Windows at a reduced cost that makes the price of the whole system much lower. There's a great range of systems available under tap, and they offer a great discount for schools and colleges looking to upgrade their systems. We can help you with all the details of the schemes being run by leading vendors. For more information please email publicsector@techdata.co.uk

Give your customers more choice

Giving your customers choice of options is part of the value you deliver to them – we make it easy for you to deliver that value.

Tech Data stocks the widest range of systems from the widest range of vendors. That means you can offer your customers the very best choice – and always find systems that will meet their needs exactly.

We can offer you plenty of options – Intel or AMD-based platforms, systems with extended memory and disk capacity, all-in-ones and small-footprint desktops that slot onto the back of displays (perfect for schools) and ultra-portable laptops and convertibles with small but brilliant displays, to supercharged mobile PCs with large screens that are perfect for entertainment and gaming.

For professional users, we also offer a superb range of workstations – so you can offer solutions for everyone.

Using our online tools, you can search for key specifications and compare similar systems easily. You can build all the options into a professional-looking quote, ready to put in front of your customers too. If you need help in using our InTouch tools, please contact your account manager.

Email pcsystems@techdata.co.uk.





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 techdata.co.uk/linkedin

