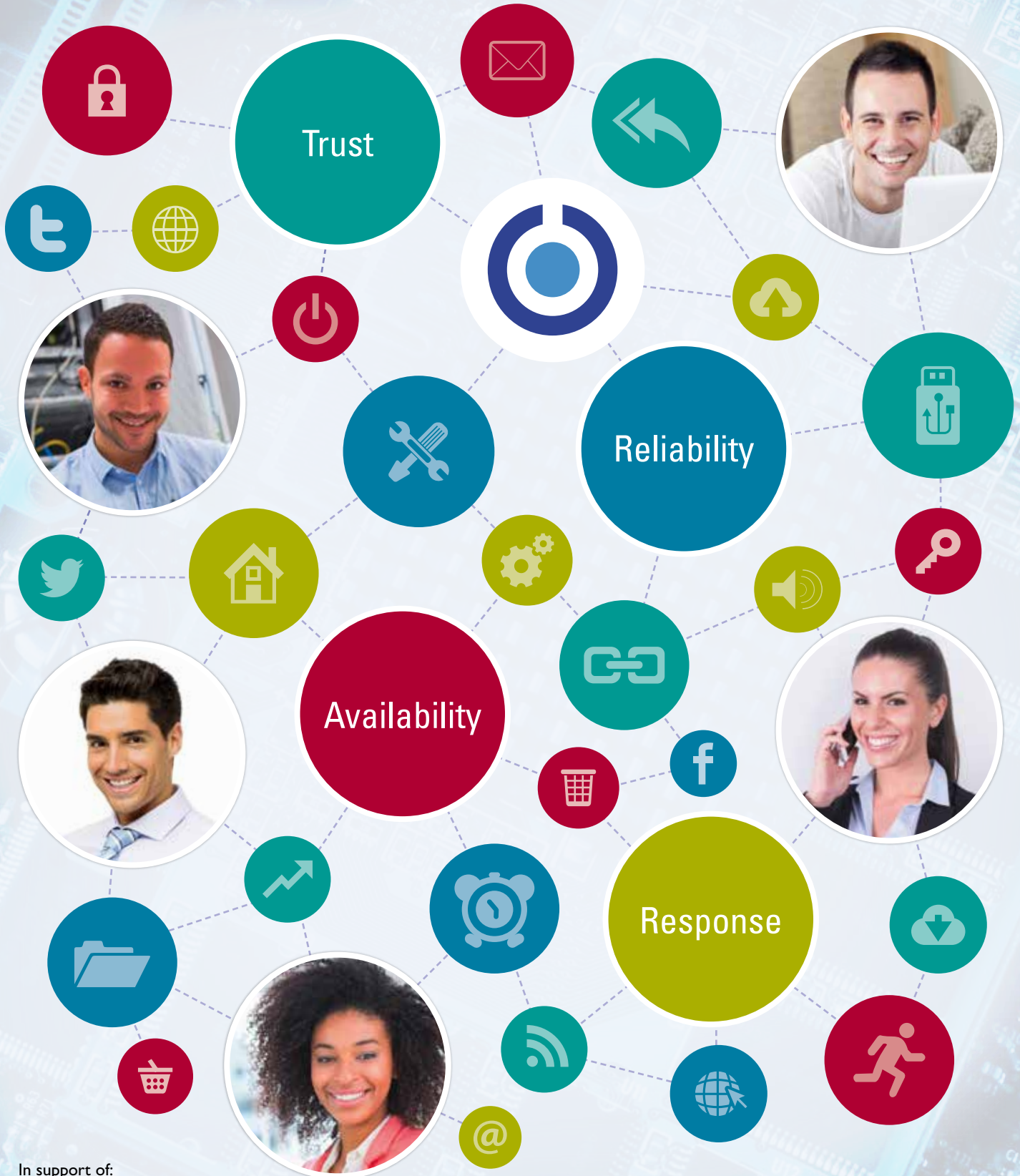


IT SALES, SOLUTIONS & SERVICES

for the Business and Public Sector



In support of:



UPGRADE OPTIONS
IT expertise that saves you time and money



WHO WE ARE...

We are an independent business to business IT reseller, trusted by thousands in the Enterprise and Public Sector to offer them the highest quality sales, solutions and services

Our high staffing levels put experienced, determined and friendly 'can do' people, directly at your disposal. Whatever the challenge, we welcome any and all opportunities to exceed your expectations.

Operating with complete vendor independence, we tailor our products and services to meet your needs, from the smallest part, through upgrading existing infrastructures to providing entirely new network infrastructures.

We save our clients time and money and usually space and energy bills too whilst positively driving their environmental objectives.

Established in 1996, the entirely UK based Company has built a trusted reputation for reliability, availability and response. Whilst most business is transacted within the UK and Ireland, parts are shipped daily to destinations across the globe.



Substantial cost savings and increased productivity!



Thames Valley Award Double Winners



Virgin Fast Track 100 Finalist



BDO Stoy Hayward
BDO Fastest Growing Company



WHAT WE DO FOR...

Private Enterprise

Our private enterprise customers typically comprise 250–1000 IT users, and utilise in-house network management resources. Since 1996 we have supplied hundreds of thousands of multi-vendor products and services to thousands of incredibly disparate businesses. Every client is assigned an account manager backed up by a knowledgeable team supporting any enquiry.

Corporate Client

Our corporate clients normally exceed 1000 IT users and include some of the largest national and international organisations operating in and from the UK today. In addition to an experienced account manager major clients enjoy dedicated sales support personnel with all aiming to deliver ahead of expectation.

Our consultative technical and post-sales support structures ensure that customers demands are met. Regularly visiting our clients builds trust and energises relationships. Call our sales team today and discover how we can save you time and money.

WHAT WE DO FOR...

The Public Sector

Central Government, Defence, Homeland Security, Health, Transport, Local Government, Nuclear and Scientific services have all been supported by our dedicated Public Sector account managers whom are acutely aware of the clients exacting priorities placed upon each transaction. Service, transparency, integrity and competitive pricing are our guides. We engage with the Public Sector directly and where applicable via their Outsource Partnerships with equal effectiveness.



Cert 4183QM8001
ISO 9001:2008

“ I have been working with Upgrade Options for over 10 years and regard them as my IT Partner. I have almost always found the service first rate. I purchase most of my PC hardware, including accessories, from Upgrade Options. I will be making use of their warranty service in the near future. Whenever there have been problems (inevitably, there are), my Account Manager will find ways of sorting them out first, then ask questions later. It is also nice to get a cheery voice on the phone and I always get recognised from just my voice. Upgrade Options occasionally arrange seminars which are useful and are a bonus. ”

– SS, IT Manager, forensic investigation company

“ The only place I go to for our Servers, Laptops and related products. One phone call or email and I know the order is in the hand of experts, who'll get the products I want to me as fast as possible. 100% satisfied, 100% certain they'll always come up with the goods. ”

– AW, IT Manager, manufacturing company

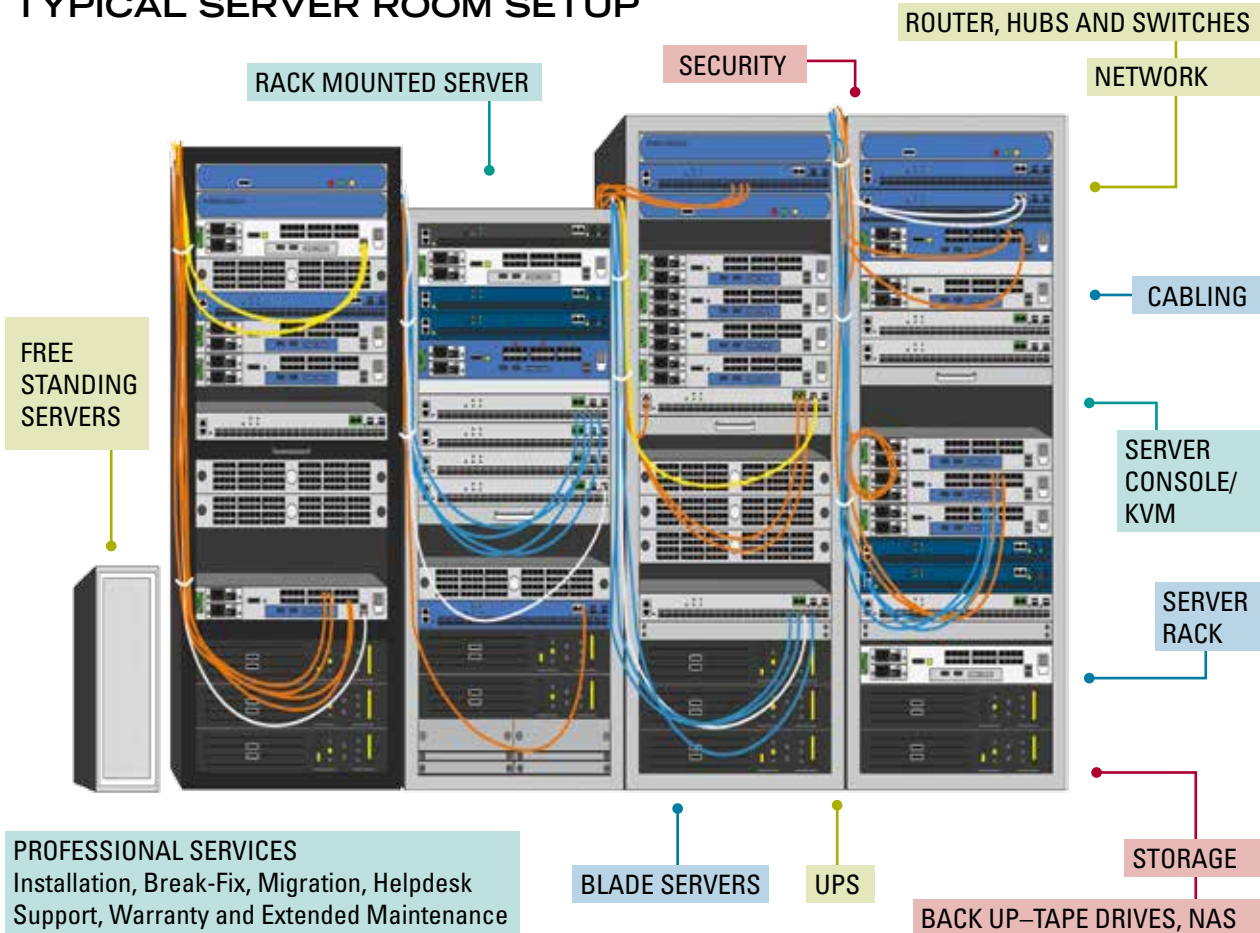
“ A key factor in the success of many IT Projects is the procurement phase and the Upgrade team repeatedly exceeded expectations with their proactivity in delivering timely, accurate and vital pre sales information which allowed us to make informed purchasing decisions which in turn led to a very successful project. We were also kept up to date with expected delivery times which helped us plan and kept the PM happy. ”

– GB, defence services company



THE BEST SALES, SERVICE AND SOLUTIONS FOR YOU

TYPICAL SERVER ROOM SETUP



SALES



- 'Can Do' service
- 175,000 products available from UK supply chain for next day delivery
- Personal account managers backed by an experienced support team
- Premium Bespoke – International procurement made easy (freight, tax, currency, customs, FCO clearance matters) – purchase orders, purchase portals, procurement cards, foreign exchange

NETWORK/SERVER



SOLUTIONS



- Server and desktop virtualisation
- Storage and back-up
- Networking
- Mobile device management
- Software and licensing
- Security
- Cloud Computing
- Energy savings
- Printer fleet management
- Consumables
- New upgrades, legacy components and spares; or refurbished and third party – every vendor

NETWORKING



BROCADE



STORAGE



PartnerDirect
Premier



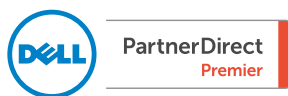
UPS



SECURITY



SERVERS



SERVICES



- Installation, imaging and configuration
- Virtualisation and readiness assessment
- Pre-sales technical support
- Managed networks and health check
- Site surveys
- Security assessments
- UPS capacity planning
- Asset management-licensing and compliance analysis
- Warranty cover and extended maintenance
- Disaster recovery
- Leasing
- WEEE / recycling



ENTERPRISE IT INFRASTRUCTURE

IT Server Solutions

Organisations require server hardware to be flexible, reliable and easy to manage. Whatever the applications or requirement driving your quest for new server hardware, we will recommend the best fit for your needs. From the Small Business to Enterprise tower and rack servers to extra dense high performance computing using blades.

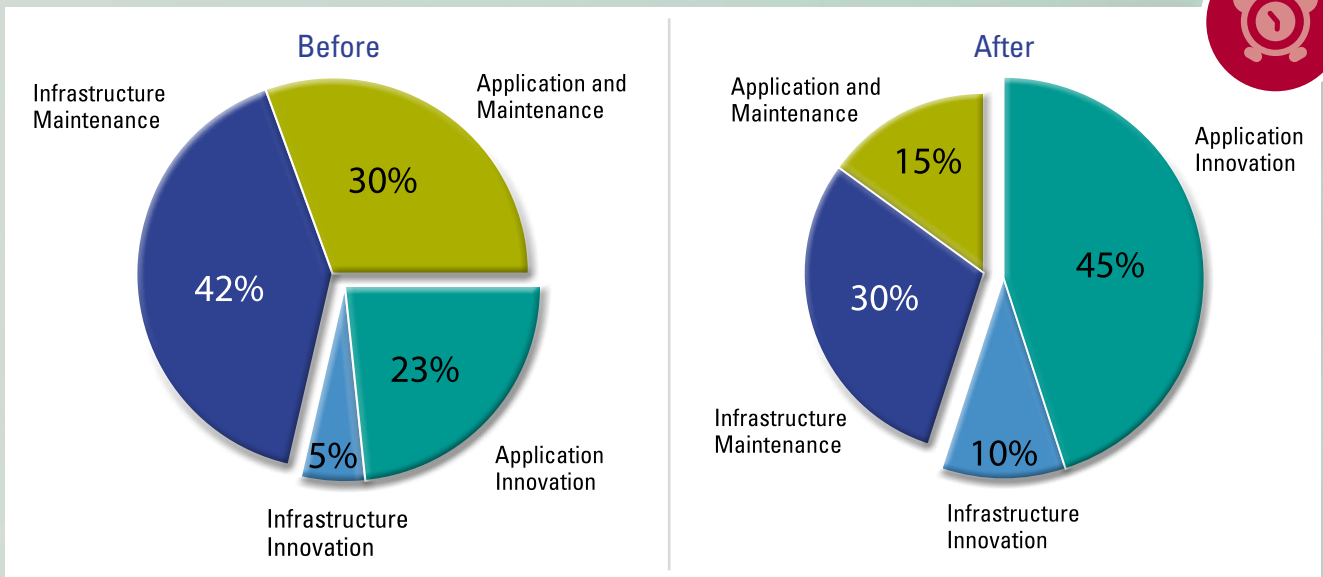
Server Virtualization

Server virtualization is a technology that many businesses are embracing and incorporating within their IT infrastructures. Upgrade Options are big promoters of the benefits that server virtualization offers to a business. To mention but a few...

- Ability to run multiple operating systems on a single hardware platform
- Reduced energy costs, carbon footprint and operational costs
- Faster provisioning of servers
- Simplified Back-Up and Disaster Recovery
- Improved business continuity and high availability



Whether you are already partially virtualized and looking at the next steps, or the move to server virtualization is on your list of priorities, or perhaps it is something you need to look into but don't know where to start... Upgrade Options can provide the capacity planning; highlighting workloads, current utilization and resource requirements which we can use in expanding your existing virtualized environment or in designing a new virtualized infrastructure.



Double the time for innovation

Data Storage

Organisations are experiencing challenging issues with demands for server computing power and exponential data growth with the proliferation of email, digital imaging, document management, video and more. Upgrade Options assists our customers by assessing their current storage demands and in forecasting future requirements, so that we recommend and deliver a storage platform that is affordable and offers enough scalability for your organisation's future needs.

The Upgrade Options team have the experience to help you deploy the right environment whatever your requirements:

- You have ageing storage hardware that needs updating
- You are looking to increase high availability as part of your server consolidation by implementing an iSCSI or fibre channel SAN
- You are considering your Disaster recovery or Back-Up strategies using leading storage and software technologies



Optimized Desktops

Deploying desktop computers can be time consuming and keeping up to date with software and constant patch releases for operating systems can be daunting. As server virtualization has evolved, the next step for a lot of organisations is Virtual Desktop Infrastructure (VDI). With virtual desktops, organisations can enjoy a centrally managed end user environment through having the users operating systems and applications hosted on a centralised server. Here are just a few benefits of going virtual...

- Increased desktop security – everything is managed by the administrator in the data centre
- Cost reduction through deployment of thin clients without the need for specific installation and configuration
- Considerable cost saving and ease of management by maintaining a single OS image
- Hardware costs can be easily managed – almost all hardware will reside in the data centre
- Increased employee productivity by enabling access to company resources from a number of different endpoint devices over the internet
- Most issues can be dealt with on just one system in the data centre
- Enhanced user experience

Desktop virtualization is now becoming more affordable and is being adopted by an increasing number of recognisably small to medium sized businesses. Some of the leading vendors have produced cost effective desktop virtualization solutions that are easy to deploy, manage and operate and are targeted at anything upwards of 50 users. We have experience sizing and designing these environments successfully, offering end to end solutions from the core infrastructure through to the user's endpoint devices.





THE 'SPECIAL RELATIONSHIP'



UPGRADE OPTIONS
IT expertise that saves you time and money



PartnerDirect
Premier

Upgrade Options sources products from most international vendors daily but DELL has over many years become a special partner. Forged through joint ventures and a long history of client collaborations, the relationship now represents one of the strongest in the IT industry. When our clients choose Dell, they know that they will be fully supported throughout the transaction and for as long as they require.

Upgrade Options are proud to recommend the full range of Dell Enterprise, server, storage, networking, security, and client solutions as well as their associated services and financial products.

Here's what a couple of clients had to say about the effectiveness of the relationship...

CASE STUDY

Customer profile:



Company	H+H UK Limited
Industry	Manufacturing
Country	United Kingdom
Employees	200
Website	www.hhcelcon.co.uk

Manufacturer drives growth with easier IT management

H+H UK increases business agility by deploying IT services in hours rather than weeks thanks to its flexible server and storage environment.

H+H UK is the UK's largest manufacturer of aircrete products – building materials used in walls and as infill to framed construction. The company delivers a range of aircrete products and services to every sector within the building industry.

“The Upgrade Options team invited us to a ‘lunch-and-learn’ session at its offices. One of its technical specialists ended up spending a whole afternoon with me, taking me through how a potential solution would work. We were really impressed with the Upgrade Options team’s Dell expertise, and we were also won over by the idea of a solution based entirely on Dell technology. It sounded like it would be easier to manage a Dell-based environment, and we knew that there wouldn’t be any hidden costs for extra software or additional licensing.”

Business reduces costs by 20 per cent, consolidating servers by 80 per cent.

The H+H team has made significant savings as a result of the move to virtualized servers and storage. By reducing its physical infrastructure by 80 per cent, it has seen costs fall. Brian Collins, H+H IT Manager says: “We’re already cutting costs with the Dell solutions. We know that we’re getting great value, and that there are no extra charges for the Dell EqualLogic storage. Thanks to Dell and VMware, we’re delivering savings of at least 20 per cent.”

For the full case studies please visit <http://www2.upgrade.co.uk/casestudies/>

CASE STUDY

Customer profile:



Company **Affiliate Window**
 Industry **Advertising & Marketing**
 Country **United Kingdom**
 Employees **180**
 Website **www.affiliatewindow.com**

Marketers connect better with customers

Growing affiliate marketing business uses innovative IT to drive development and new customer services with virtualization

Affiliate Window provides the technology to support a range of technical solutions and runs affiliate programmes for many leading global brands. For continued success, the business wanted to upgrade the IT supporting its affiliate services.

James Cohen, Technical Operations Director at Affiliate Window says: “We could see the advantages of virtualization. Deploying applications and servers would be quicker and it would be easier for development teams to enhance our service offerings for customers.”

The company worked with Dell Premier Partner Upgrade Options and built a virtualized infrastructure based on Dell™ PowerEdge™ blade servers. Dell PowerConnect™ switches and Dell Compellent storage arrays.

Company reduces costs with automated tiering

The company is getting increased value from its storage through features such as Dell Compellent Data Progression. It dynamically moves data between the three storage tiers that Affiliate Window has created. Data from the most active parts of its databases are held on its 15,000 rpm 6-gigabyte (GB) Serial Attached SCSI (SAS) disks. Less active data is automatically moved to slower 10,000 rpm 6GB SAS or to the third tier of 2TB near-line SAS drives. “The great thing about Dell Compellent Data Progression is that it automatically moves our data to the most cost-effective storage tier. We avoid the costs of physically moving the data and get the high performance we need,” says Cohen.

James Findley, Technical Operations Manager at Affiliate Window says: “We’ve always received a responsive service from Upgrade Options. It understands how important IT is to a business like ours and appreciates that we need to get it right.”



Clients attending an Upgrade Options & Dell ‘lunch and learn’ session held at Caterham F1.



A VALUED TEAM WITH GREAT VALUES


“The people here at Upgrade simply get better and better. A good age spread, a healthy blend of career longevity and a regular intake of fresh recruits ensures that the talent pool gets deeper and wider as the company continues to expand.”

“The momentum that the team carries is the pivotal driving force that has seen Upgrade Options go from strength to strength; it is the foundation on which we can deliver such a great service to our customers. Building a successful team isn’t just down to careful recruitment though; it’s as much about the non-work activity as anything else.”

Glenn Morrison MD

Over the years the team has raised money for numerous charities, small and large. There have been Red Nose events, sponsorship for individuals raising money for their dedicated cause, cake sales for cancer, tombolas and raffles, donations of presents for Great Ormond Street, donations to local Hospices and the annual Christmas card dash with the RNLI. In 2014 the company chose to partner with the Royal British Legion. The aim is to have all of its staff and suppliers engaged with the campaign for the duration of the WW1 Centenary.

So look out for press releases over the coming months as Upgrade Options partner with the Royal British Legion here, there and everywhere! For the very latest news, why not follow us on Twitter [@upgradeoptions](#)



Upgrade Options has joined with The Royal British Legion to raise money for their Poppy Appeal during the four year Centenary. The Company is the exclusive sponsor of the ‘Jump for Heroes’ event. Throughout the partnership the company will donate £1 for every invoice raised over £500+VAT to the charity as well as promoting direct donations from its website and through social media.

The Royal British Legion is a registered charity No. 219279 (England and Wales).





UPGRADE YOUR ENVIRONMENT

We recognise that practically every activity, movement and transaction, physical or virtual creates an impact to the environment. Through a programme of continuous improvement driven by savings and revenue we aim to balance our environmental impact whilst aspiring to be a net contributor to the betterment of our environment.

- We relocated our premises to a highly energy efficient building enhanced by the implementation of all new low energy networks.
- When not supplying new super-efficient infrastructures to our clients we work to extend the life of existing computer systems and networks and in doing so contribute greatly to reducing landfill and emissions of hazardous waste.
- Upgrade Options purchase little if any additional packaging materials; always preferring to recycle where at all possible. Internal documents are recycled securely. Used internal IT / telecoms equipment is disposed of through accredited firms. By subscribing to WEEE programmes in the UK and Eire our customers are encouraged to recycle used equipment in an environmentally friendly way.

CONTACT US

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 Purchasing – purchasing@upgrade.co.uk
 Customer Services – customerservices@upgrade.co.uk

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 Main FAX – 0871 231 1921
 Accounts team – 0871 231 1926
 Customer services – 0871 231 1914
 Sales – 0871 231 1924

For your convenience and should it be your preference, all personnel can be contacted via their direct dial numbers, personal emails and local FAX networks

Please note that calls to these numbers will cost 10p per minute from BT landlines, calls from other networks and mobiles may vary. Calls may be recorded for training and quality purposes.



WEEE Ireland
 Compliant



UK WEEE
 Registered

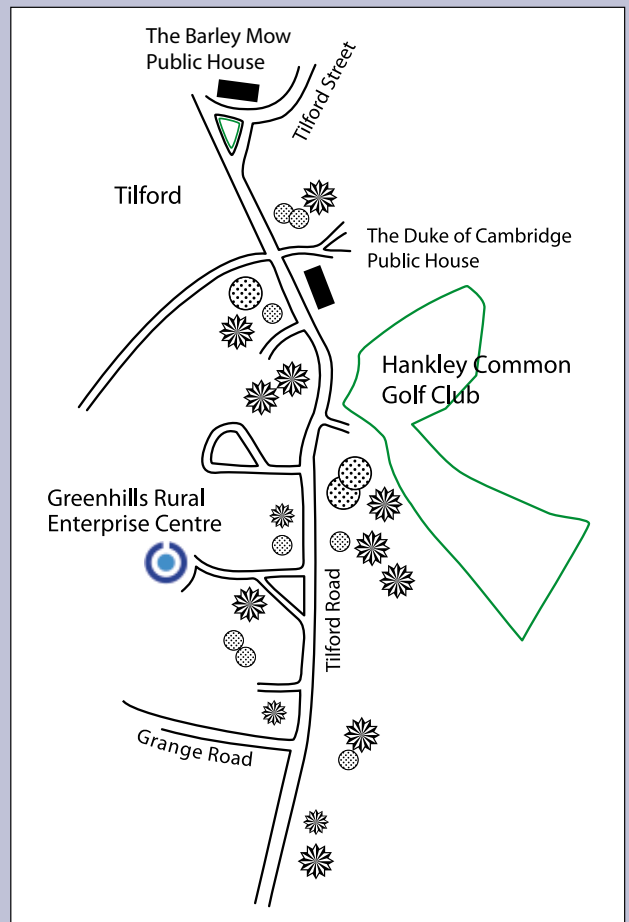


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OUR CLIENTS ALWAYS HAVE THE LAST WORD...



“I can say nothing but good things about Upgrade and their amazing staff. Be it fast quotes, hardware loans for testing or just product information and advice, having Upgrade as a preferred supplier is like having another amazing person on our IT team. Courteous, honest, discreet, reliable and very competitive with pricing, Upgrade are a dream to work with.”

– AE, IT Manager,
Specialist research company

“The service received from the Business Account Manager I deal with on a regular basis is exceptional... I can reach them by phone or by e-mail easily and always receive a very prompt and thorough response. I have had the fortune of having prices significantly beaten or at least matched... and we chose to go with Upgrade because of the great relationship we were beginning to build together.”

– AB, Assistant Design Engineer,
Safety systems company

“I've been working with Upgrade Options for the last five years. I have enjoyed consistently prompt attention from the account managers. Effort is always made to understand my business and to suggest technologies and services that may be appropriate as well as showing flexibility in accommodating our often shifting demands.”

– GI, ICT Operations Manager, Global
healthcare service company

