

Upgrade & You

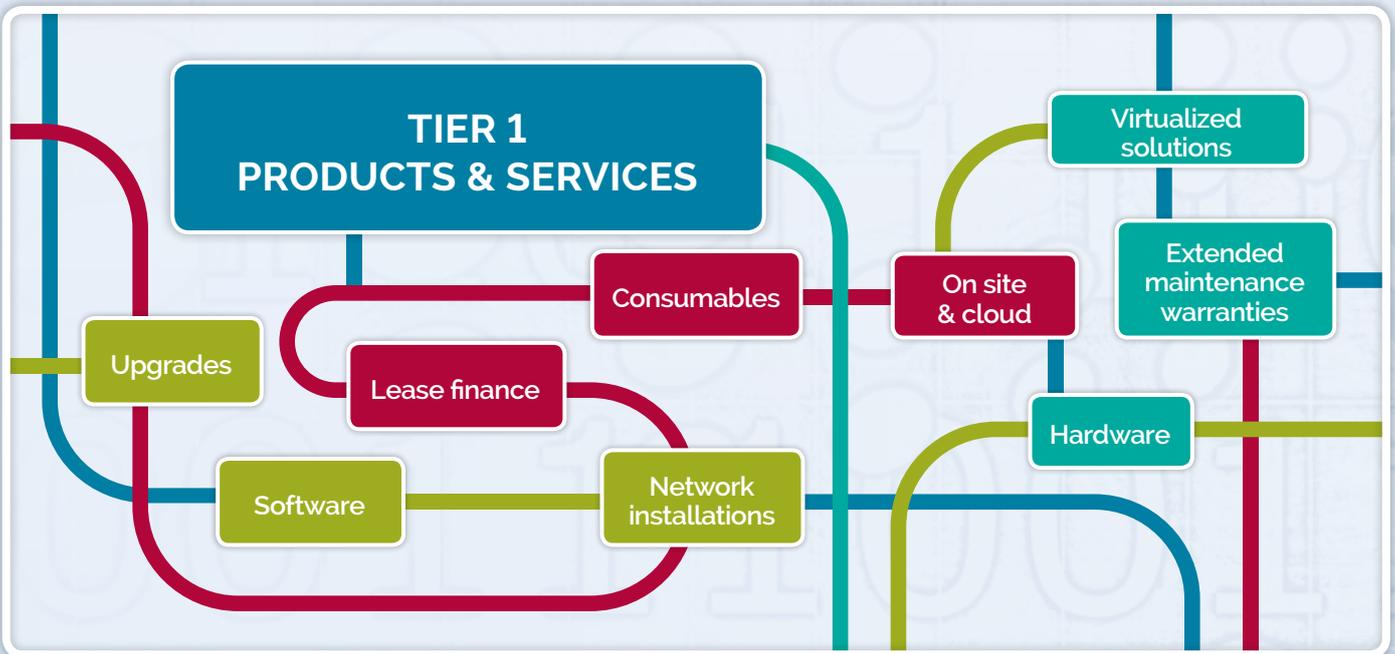
Substantial cost savings, Increased productivity

Upgrade is the UK based, national B2B IT reseller trusted for over 20 years by thousands in the private enterprise and public sector to provide outstanding solutions, services & sales.

With sales exceeding £130 million you can rely on our experience to optimise yours across the entire Internet of Things (IOT).

We put experienced and friendly 'can do' people directly at your disposal. Whatever the challenge, we utilise every opportunity to exceed your expectations and to deliver your IT Transformation.

Clients small, medium and large, in the UK and beyond save time, money, space and energy with our outstanding line of solutions, services and upgrades...and since we're official charity partners of the Royal British Legion, the more you spend with us, the more you give to them.



Trustability TRUSTability TrustABILITY TruSTABILITY
TRUSTABILITY



What we do...

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 by a knowledgeable team.

Corporate

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, all aiming to deliver ahead of expectation.

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

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 with equal effectiveness, if applicable, via their outsource partnerships.

Upgrade has been our primary infrastructure supplier for over five years. They understand and respond promptly to our requirements and are flexible in accommodating our changing needs. We get a far more personalised and consistent service from Upgrade than from any other supplier.

— BC, I.T. Manager, building materials manufacturer

What we offer...

Essential hardware & software:

Server, client, network & SAN infrastructure, by top vendors including DELL EMC, IBM, HP, Lenovo, Toshiba, Samsung, Microsoft, VMWare etc.

A comprehensive solutions portfolio:

Server and desktop virtualisation, converged and hyper-converged storage and back-up, software defined data center (SDDC), networking, software defined networking (SDN), mobile device management, software & licensing, security, cloud computing, Back-up as a Service (Baas) – Infrastructure as a Service (IaaS) and Software as a service (SaaS), hybrid cloud, spares, upgrades, refurbished equipment for legacy software networks, consumables and components (CPU's, drives, caddies, batteries, power supplies, memory, graphics cards, etc. new, refurbished and 3rd party).

Extended maintenance warranties:

Tailored to your needs, any vendor, original or 3rd party.

Outstanding services:

Installation, imaging and configuration, managed networks, security assessments, UPS capacity planning, site surveys & readiness assessments, leasing finance, asset management, licensing and compliance analysis, disaster recovery, WEEE / recycling / disposal, bespoke and international procurement.

Outstanding account management:

A personal contact backed by an experienced team, always aiming to exceed expectations and saving you time and money!

Anything DELL and now DELL EMC!

Dell Partner with over two decades experience covering the entire range of products & services AND legacy products, compatible products and refurbishments if required – If you have or want DELL or DELL EMC, you needn't go anywhere else.



Cert 4183QM8001
ISO 9001:2008

The best solutions, services and sales for your IT Transformation

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

solutions



- Server and desktop virtualisation
- Storage and back-up
- Networking
- Mobile device management
- Software and licensing
- Security
- Cloud – Back-up as a Service (Baas) – Infrastructure as a Service (IaaS) and Software as a service (SaaS)
- Energy savings
- Printer fleet management
- Consumables
- New upgrades, legacy components and spares; or refurbished and third party – every vendor

service

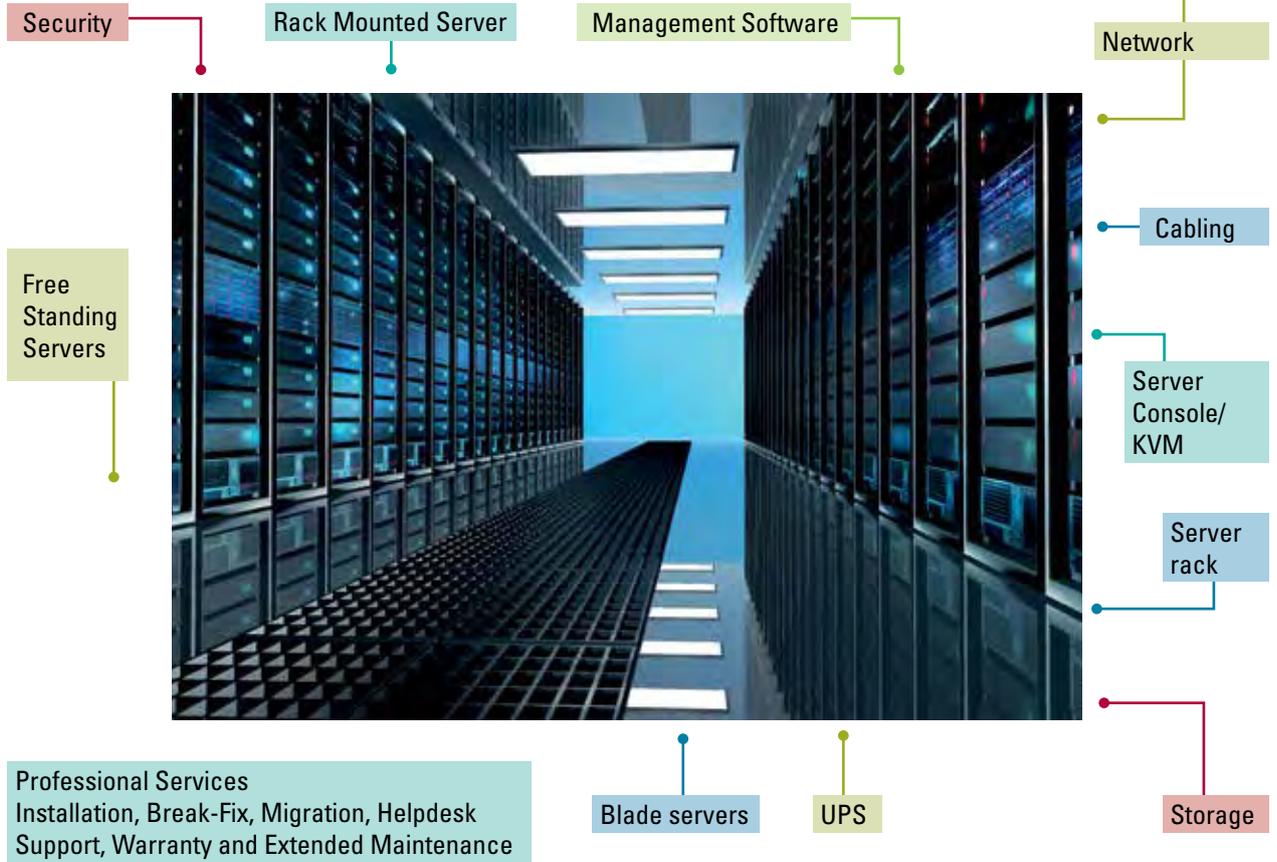


- Installation, imaging and configuration
- Virtualisation and readiness assessment
- Pre-sales technical support
- Managed networks and health check
- Site surveys
- Security assessments
- UPS capacity planning
- Asset management-licensing and compliance analysis
- Warranty cover and extended maintenance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

“ Having been a customer of Upgrade for over 6 years now, we have always found their service, support and pricing to be consistently ahead of our other suppliers. Our current account manager just makes my life easier by being proactively involved in working out the finer details of the solutions that I require, which are sometimes a little off the beaten track!

– TP. IT Technical Services Consultant, manufacturing & utilities solutions provider ”

Typical server ROOM SETUP



SECURITY

SOPHOS SONICWALL™

KASPERSKY®

symantec.

BARRACUDA NETWORKS

websense
ESSENTIAL INFORMATION PROTECTION™

NETWORKING

Allied Telesis

JUNIPER NETWORKS

NETGEAR
Advanced PowerShift™

BROCADE

aruba
a Hewlett Packard Enterprise company

DELLEMC

MANAGEMENT SOFTWARE

VEEAM IT JUST WORKS!™

CITRIX®

vmware PARTNER
ENTERPRISE SOLUTION PROVIDER

Microsoft®

Quest DELLEMC

symantec.

SERVERS

Lenovo

FUJITSU COMPUTERS
SIEMENS

hp

SUPERMICR

DELLEMC

STORAGE

QNAP

Synology®

Quantum.

HITACHI Inspire the Next
© HITACHI Data Systems

DELLEMC

NetApp

Lenovo

UPS

APC®

EATON
Powering Business Worldwide



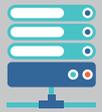
High availability with live migration & less downtime



Comprehensive and great value disaster recovery



Enhanced business continuity



Faster server provisioning and desktop deployment



Huge scalability



Reduced maintenance time and expense



Smaller server environment



Reduced energy costs



Less hardware required

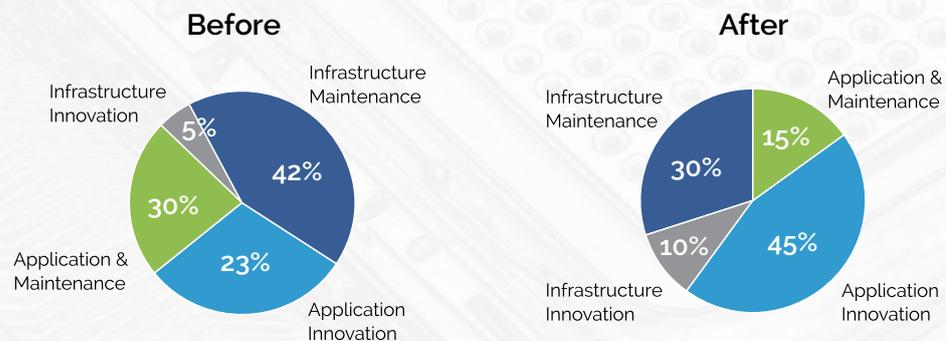
Boosting performance and productivity with trusted Enterprise solutions from Upgrade – real benefits in a virtual world

Virtualised servers, desktops and storage, converged and hyper-converged infrastructures explained...

Traditional server environments tend to employ a dizzying array of single function boxes. Our bespoke **Virtualised Server Environments** require less physical servers because they now exist in a software / virtual form (courtesy of a Hypervisor programme) and are partitioned from any other software servers that might exist in the same box (Server Host), across a number of hosts, the cloud or hybrid cloud.

The advantages are immediate, numerous and fundamental. Once virtualised, the server architecture requires less space, energy and maintenance, resulting in lower operating costs and both greater system and user productivity. Such an environment can offer mirrored functionality, simplified security, automatic restarts (High Availability – HA) and automated back-up, resulting in operational continuity and enhanced resiliency / disaster recovery. Hardware can be replaced 'live' – during a live migration the administrator can relocate virtual machines from one server host to another whilst repairs or upgrades are undertaken without any downtime.

An option to deploy diverse operating systems (co-existing but independent) paves the way for considerable scalability and when fast server provision is required it can be 'created' in minutes within the virtual realm. Virtual 'test' servers can be created and modified until go-live, dramatically reducing 'lab' testing and implementation time and cost.



Deploying desktop computers and keeping them updated is time consuming and prone to error. Our **Virtual Desktop Infrastructures (VDI)** allow organisations to enjoy a centrally operable end-user environment (typically 50+ users) offering:

- Increased desktop security and faster patch roll out.
- Reduced costs by deploying thin clients without the need for bespoke installation and configuration and by maintaining a single OS image.
- Time and money saved on maintenance.
- Scaled user access to company resources from any number of endpoint devices including BYOD over both LAN & WAN, enhancing user experience.
- Simplified and enhanced utilisation of video conferencing, cloud and SaaS.

Immediate & amazing benefits for your business!

Email, digital imaging, document management, CCTV and video are just a few causes of data growth creating a significant storage challenge for today's enterprise. Our capacity planning and workload assessments establish the optimal solutions for current demands and can ensure scalability for future possibilities within your business.

Together we will optimise your environment with various **Data Storage Options** from SAN (Storage Area Network) for increased resilience within your virtualised environment to NAS (Network Attached Storage) for file storage. To increase local storage for a server that has reached its capacity direct attached solutions can be deployed. Using all of these technologies and other offerings including those from our software partners such as SDDC (Software-Defined Data Center) and SDN (Software Defined Networking), we can address any business issues including backup, disaster-recovery and business continuity.



As the datacentre has progressed, variants have evolved to service specific market sectors. Whilst SAN storage remains the backbone of many businesses' virtual server and desktop environment, a converged or hyper-converged infrastructure is an increasingly common alternative depending on the business requirement.

Converged systems are effectively a 'virtualised network in a box' that are very dense incorporating server, networking and storage into a single hardware offering, requiring only a suitable Hypervisor to be installed. They are typically easy to manage with low energy use, making them popular where IT HR is thin on the ground.

In a **Hyper-converged** infrastructure a SAN may not necessarily be incorporated at all, instead, Software Defined Storage (SDS) utilises the existing internal local physical storage available across the various server hosts spreading data between them to deliver greatly enhanced scalability, resilience, functionality and performance.

Call 0871 231 1900 to book a FREE capacity planning and workload assessment.



I've had the pleasure of working with Upgrade at a number of companies and their pre-sales and account managers are top class, knowledgeable about the products and can help design and purchase the required systems. During implementation, the technical guys are excellent. Nothing is too much trouble and they are always willing to be flexible and provide support and guidance even through some testing times. I've always been 100% impressed with the purchasing, management and technical knowledge.
— SS, IT Manager, energy & utility consultancy



On network, live & isolated 'lab' testing



Simplified network security and patch updating



Greater access to the network for end-users



Increasing user experience with BYOD & video conferencing



Optimal centralised admin control over entire network



Integrated back-up with automated re-start



Added resiliency



Multiple OS options



Abundant & more flexible storage

Award winning motor retailer gears up to embrace the era of IT divergence



John Grose Group consolidate their IT estate to offer staff, customers and their vehicles the best in connectivity, security and accessibility.

John Grose Group Limited is a multi-franchise retail motor trader based in the East of England with national sales covering retail and business. John Grose Group offer their clients a full range of sales and after sales, including vehicle servicing. With turnover exceeding £170 million per annum John Grose Group is recognised in the Automotive Management Motor Industry top 100 dealers and have won the Ford Chairman's award for customer satisfaction 17 times.

The very latest technology and consultancy support provided by Upgrade has allowed us to keep pace with these new developments which are led by budgets of the global vehicle manufacturers.

— Richard Snelham,
Head of IT, John Grose
Group Ltd.

Customer profile:

JohnGrose

Company	John Grose Group Ltd
Industry	Retail motor trade
Country	United Kingdom
Employees	400+
Website	www.johngrose.co.uk

Business essentials & needs

Technology is a necessity for John Grose Group both for internal and external customers, supporting employees and their diverse customer base. Their system needs to sustain multiple levels of communication across many platforms, including multimedia marketing.

Solution overview

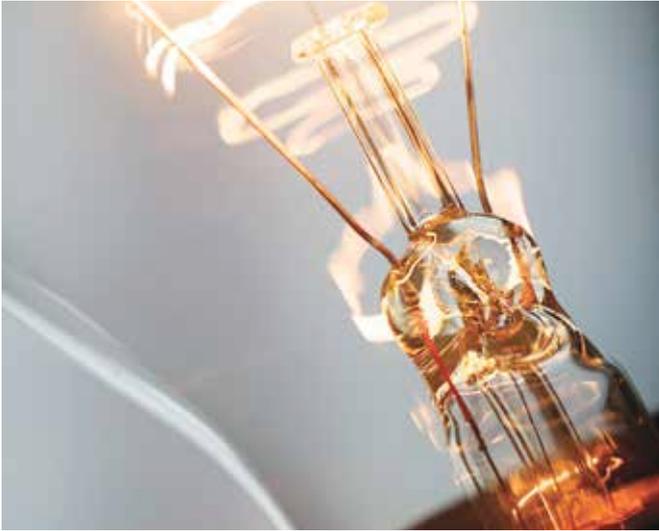
The end solution agreed between Upgrade and John Grose Group resulted in their existing server farm being fully virtualized. This delivered to their primary site a sizeable reduction in server footprint whilst increasing resilience when utilizing VMware's High Availability features and the Dell VRTX's integrated server and storage infrastructure. Once the primary site was completed John Grose Group were then able to use Veeam's backup and replication features and replicate their virtual machines to alternate sites which housed stand-alone Dell PowerEdge tower servers for disaster recovery as well as centralised their back-ups from multiple sites.

Technology at work

Hardware

- Dell PowerEdge VRTX Converged System
- Dell PowerEdge tower servers
- VMware vSphere
- Veeam backup & replication

Leading utility consultancy consolidates two sites and prepares for growth



BIU prepares for forecasted growth and saves on energy, maintenance costs and time with Dell EqualLogic solutions from Upgrade.

British Independent Utilities (BIU) is the UK's leading energy and utility consultancy. Their team of highly experienced energy and utility consultants use their 600+ years of expertise, combined with unrivalled software, to help some of the world's leading organisations drive down costs, streamline processes and improve energy efficiency.

Business need

BIU needed a robust, reliable & scalable disaster recovery solution whilst looking to implement an enhanced modern storage plan to enable business growth.

Solution

BIU's IT team worked with their Dell Partner, Upgrade to evaluate the available options for their needs. This evaluation included carrying out the analysis and sizing of the environment whilst also taking into consideration BIU's strategic goals and forecasted growth.

Customer profile:



Company	British Independent Utilities
Industry	Utility consultancy
Country	United Kingdom
Employees	80+
Website	www.biu.com

The solution designed together with Upgrade saw the consolidation, over two sites, of all of their local server storage, including BIU's HQ offices and their sister company. So each site would have a Dell EqualLogic storage array as their primary storage and then utilize EqualLogic's replication feature to replicate each other's data both ways.

75%
overall server hardware reduction enabled sizeable savings in running cost.

“ From design / analysis to implementation the response & knowledge was excellent. Throughout the storage and server consolidation project, the attention to detail from Upgrade helped deliver a great degree of confidence in the project for the Senior Management team. — Steve Simpson. IT Manager, BIU ”

The 'special relationship'



Upgrade sources products from most international vendors daily but DELL EMC 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 EMC, they know that they will be fully supported throughout the transaction and for as long as they require.

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

THE DELL EMC Partner, for your DELL EMC, your way

With over 20yrs collaborative working as a UK wide DELL EMC Partner, Upgrade continues to deliver outstanding service to private enterprise and public sector users.

- Together, we get things done – our expert Account Managers have direct high-level access to DELL EMCs management team for a quick and professional response, whatever the challenge
- Every product, every service, every solution, every software, every upgrade
- Enterprise, server, storage, networking, security, client, financial services, software, configuration – installation and maintenance services
- All the latest and greatest brand new DELL EMC kit
- DELL EMC Legacy kit supported – upgrades, maintenance warranties for systems 4, 5, 6, 7 yrs and beyond
- International component sourcing; brand new DELL EMC Original, 3rd party & refurbished – hard drives, caddies, batteries, power supplies, memory, CPUs, foreign language keyboards, screens, bezels, stands, docking stations, cables and everything else
- Access to every DELL EMC Service tag ever registered.

Thousands
of businesses
trust Upgrade
for DELL EMC!

Dell has been the most innovative and disruptive mainstream data centre networking vendor in the market over the past 12 months – Gartner Magic Quadrant, data centre networking

Servers managed through refresh leasing cost 32% less than servers that are purchased outright – IDC Total cost of ownership latest data

The key to your budget constraints



Incredible financing offer rates across all major products ranges DELL EMC and non-DELL EMC

Networking, Servers, Workstations, Client, Enterprise, Security & Services

Call us now for a quotation on

0871 231 1900

– indicative decisions usually available in minutes!!

Upgrades principal financial products partner is DELL Bank International, trading as DELL Financial Services (DFS)

Upgrade & Dell EMC Financial Services

Experts in IT financing solutions for growing businesses

- Flexibility – reduce and manage the total cost of ownership of your IT assets
- Empower your IT strategy, your business and your budget
- Leverage your existing assets through 'sales and leaseback'
- Funding for Hardware & software, both DELL EMC & non-DELL EMC
- Deliver the latest technology today (more energy efficient and capable, faster, high capacity, lower maintenance systems) and the freedom to deploy the right technology, right now
- Together we'll supply the product, the finance, the software, the services and the solution... all you have to do is use it.

FUJITSU

IBM

DELL EMC



ORACLE

...and many
more!

Original warranties due to expire?
Systems out of cover completely??
Facing complex and inflated renewals???

Don't worry, be happy...

...when your I.T. is covered by an extended maintenance warranty

Enjoy peace of mind with all your critical I.T. assets covered! Choose from original manufacturer packages or our outstanding service products with savings of up to 40%!

Protect your business, extend cover and save £££!

Extended maintenance warranty options matched to your needs. Choose...

- **Minimal downtime:** Premium SLA's up to 24 x 7 x 365 with a 4hr call to fix.
- **Simple asset management:** Unify all your systems under a single cover package, with a single renewal date and fee – almost every I.T. manufacturer supported through years 4, 5, 6, 7 and beyond. Cover from the date you choose, so no need to pay for what you haven't used!
- **Expect the best:** Fully qualified engineers with access to original parts
- **Responsive:** 24 x 7 service desk
- **On-hand:** Technical support team / self-repair support
- **Group cover:** Nationwide UK, Northern Ireland, Ireland, North America, Europe and International countries* are supported (*subject to location and technology type)
- **Data security:** Where data security policies are in place, we can apply disk retention to the maintenance agreements preventing data from leaving a site
- **Fair!** No reinstatement or arrangement fee – no backdating to end of the original contract – **Let's go!**

“ We have used Upgrade for around 8 years and their service has been outstanding. We use Upgrade rather than going direct to manufacturers as they are able to react and fulfill our requirements vastly quicker and often at reduced cost. It is great to deal with a UK based company that offers a fast, friendly and professional service. We would highly recommend them to be your number one IT supplier. CR – IT Director, hosting company ”

CHARITY

Upgrade is a proud Royal British Legion Centenary Partner



HELPING BEREAVED FAMILIES
LIVE ON



Thanks to YOU and our brilliant team here for continuing to raise thousands of £££££s!

So far we have

- › Run stalls at **village fetes**.
- › Held **mufti days**, (which tend to get rather out of hand).
- › Organised **sweepstakes** on the World Cup, The European cup, the Grand National, the RBS 6 Nations, The Rugby World cup and Wimbledon.
- › Plastered the **Poppy logo** over everything including our shirts and business brochures, posters, flyers and stationery.
- › **Decorated** the finishing posts at a horse race.
- › Organised ongoing **donations via eBay**.
- › Redirected all the **business printing via Royal British Legion Industries**.
- › Exclusively sponsored the '**Jump 4 Heroes**' skydive onto Guildford Cathedral.
- › Designed **Christmas cards** annually with proceeds going to the RBL.
- › **Sold poppies** annually in nearby Farnham Town centre.
- › Twice **abseiled** down Guildford Cathedral.
- › Completed a 300' **bungee** jump.
- › Marked the **Centenary** of the Gallipoli landings and the 70th Anniversaries of both VE Day and VJ Day.
- › Undertaken a sponsored **100km run**.
- › Commissioned RBL / Upgrade branded **ice-scrapers** with proceeds going to the RBL.
- › Completed the London West '**Tough-Mudder**', raising an awesome £2,325 from a very tired team of 10!
- › Engaged in a brilliant company **paintball** civil-war fought over many scenarios and producing bruises aplenty! Old scores were settled but all hostility was left on the battlefield after we retreated to various hostelrys to compare war wounds.
- › Run the **London Marathon** (our record – 4 hours 12 minutes & 56 seconds!).
- › AND as well as working hard for our current charity partner, over the years, Upgrade staff are proud to have raised and donated money and or gifts to a number of local and National charities including the **Phyllis Tuckwell Hospice, Great Ormond Street Hospital, Red Nose Day, The RNLI, Macmillan Cancer, Potters Gate Childrens Centre, The Forces Childrens Trust, Wiltshire Air Ambulance and The Sebastian's Action Trust**.

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 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

HQ & registered address:

Upgrade Options Ltd
Clocktower, Greenhills Rural Enterprise Centre
Greenhills Estate, Tilford, Surrey, GU10 2DZ

Delivery address:

Upgrade Options Ltd
Oak, Greenhills Rural Enterprise Centre
Greenhills Estate, Tilford, Surrey, GU10 2DZ

VAT Registration 884 2484 89
Company number 2873785

Email:

Sales – sales@upgrade.co.uk
General – information@upgrade.co.uk
Accounts – accounts@upgrade.co.uk
Purchasing – purchasing@upgrade.co.uk
Customer Services – customerservices@upgrade.co.uk

Telephone:

Main switchboard – 0871 231 1900
Main FAX – 0871 231 1921
Accounts team – 0871 231 1926
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.



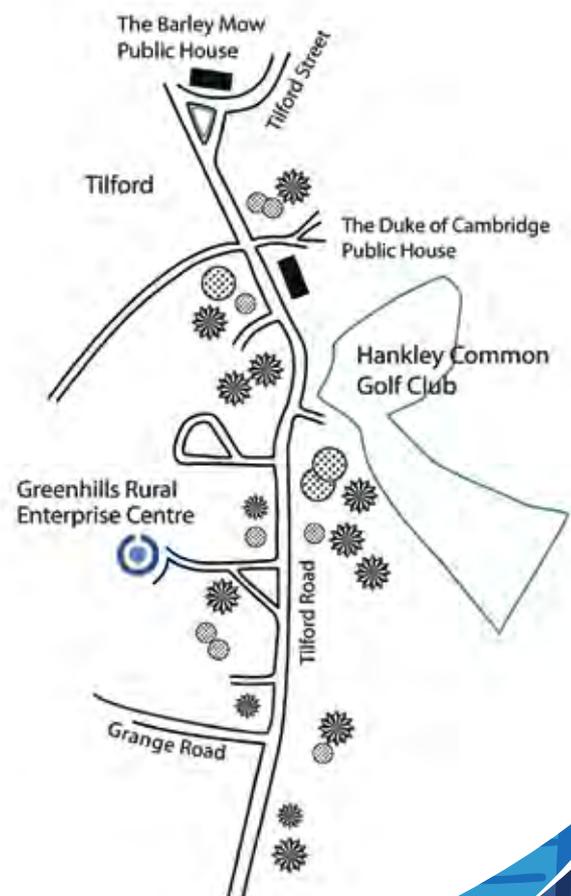
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UPG100





UPGRADE

IT expertise that saves you time and money

“ I have always appreciated the effort put into dealing with our requests from Upgrade. Sometimes we are quite specific in our requirements and always get the correct quotes and sometimes we are not sure of exact specifications and the help we receive to determine the correct hardware is excellent. I would highly recommend them to anyone. — SE. Control System Development Engineer, chemicals company ”

“ I have worked with Upgrade for about a year and over this time have enjoyed friendly, prompt, knowledgeable and highly competitive pricing. Upgrade quickly became and continues to be my 'go to' supplier. — RS. Infrastructure Manager, eCommerce development company ”

“ It's like having another valued member of the team. Our IT needs are always met efficiently with care. Other providers don't even come close. — PH. IT Manager, technology media company ”

“ Our account manager at Upgrade is a great asset to our company. We have a close working relationship which allows us to get fast, accurate, service and quotes. The sales team are very knowledgeable on the product lines we deal with, which overall means we can offer a better service to our customers. I would happily recommend my account manager and his team to other IT Professionals — SW. Financial Director at I.T. consultants ”

www.upgrade.co.uk

 @upgradeoptions

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 /company/upgrade-options-ltd

In support of:

