



Your Journey to a Modern Desktop and Beyond

How businesses can evolve their security, productivity and connectivity with modern IT.



Call us on **01246 200 200**, visit us at ccsmedia.com or email us at LetsTalk@ccsmedia.com



Our Company

CCS Media is a Technology Reseller with over 30 years of experience delivering first-class IT solutions and services to organisations of every kind across the UK and beyond. Our network of 16 Offices and 2 Advanced Technology Centres, secures unrivalled nationwide scale for supply and service, matched with the comfort of local presence. In 2018, we achieved revenues in excess of £229m and are recognised in the Sunday Times FastTrack 250 as one of the UK's fastest growing companies.

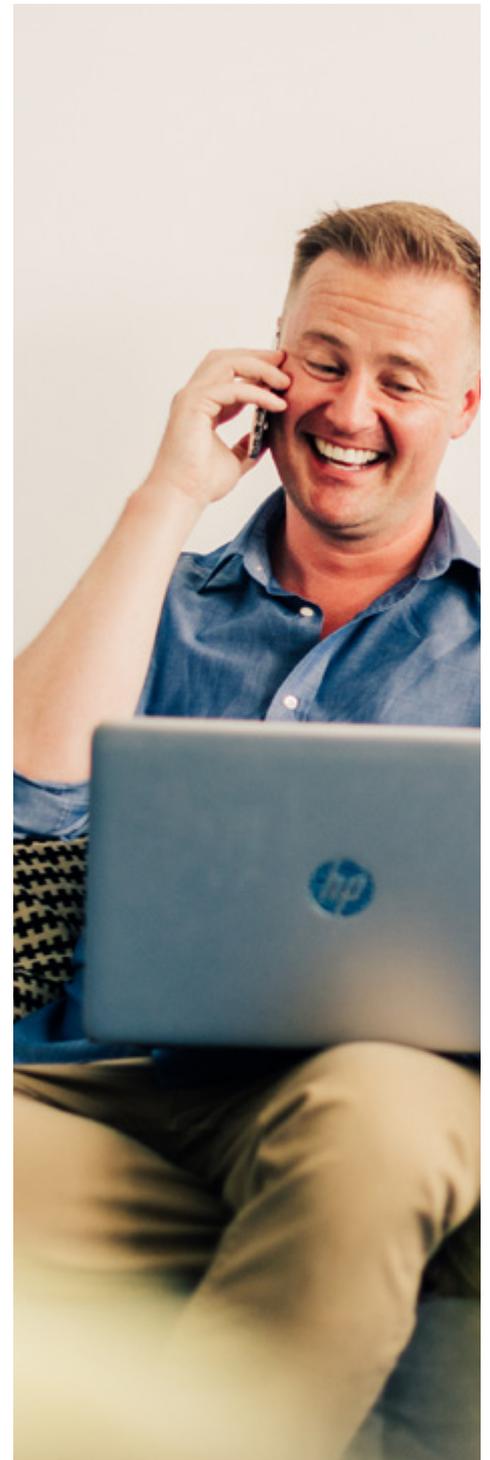
Our People

Our 500-strong team of experts are what makes our company a success. Encouraged to work in whatever way is most beneficial to our customers, our people are tasked with taking the raw materials at their disposal – our operational capability, finance, technology knowledge and customer context to shape the best possible outcome from every project.

With a deep strategic partnership with Microsoft, we are the most highly trained and certified partner in Europe, enabling us to deliver solutions and advice across the whole Microsoft Portfolio.

As an Authorised Reseller we have access to range of programs that makes sure our customers invest in the right storage solution at the most cost effective price.

- Trade-In and Buy Back Schemes
- Special Bids
- Financial Services
- Evaluation and Demonstration Products



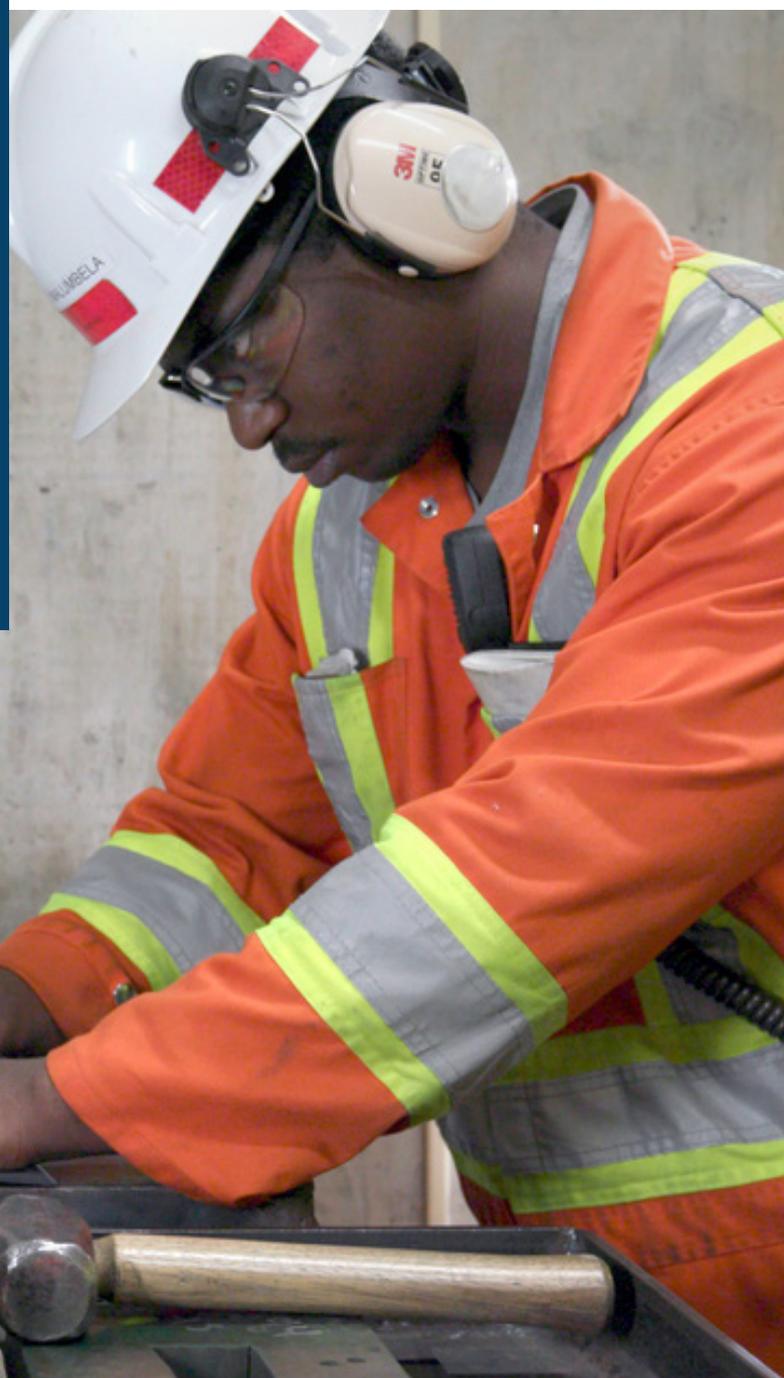
Let's Talk

To find out more about Microsoft Solutions, speak to one of our Specialists: Call **01246 200 200** or Email **LetsTalk@ccsmedia.com**



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The Cloud, IT Management and your Windows of Opportunity

This eBook looks to demystify these areas, explaining why and how small to medium-sized businesses (SMBs) should make the shift to a modern desktop. Not only to overcome Windows 7 End of Support (EOS), but to gain all the benefits of the cloud without the hassle of a migration.

According to NetMarketShare¹, Windows 7 remains a hair's width ahead of Windows 10 as the most-used operating system by version (38.89% vs 38.14%, respectively).

Despite being released almost 10 years ago, it's understandable that Windows 7 remains such a prominent operating system. Windows 7 remains more than capable of running business operations smoothly. Meanwhile, small to medium-sized businesses (SMBs) have other pressing financial needs they must consider like staff costs, insurance, invoicing and payment delays. These distractions leave the matter of upgrading IT far down the list of priorities, especially if SMBs still have preconceptions around the time, cost, and security implications of a cloud migration.

However, Windows 7 will soon be superseded by Windows 10 as the most popular operating system by user count. In fact, it's likely to occur around the same time as Windows 7 reaches end of support (EOS) on January 14th, 2020. It's at this point where Microsoft will discontinue support for Windows 7 and SMBs still running the operating system must consider how they can upgrade their IT and, more importantly, shift their business to the modern desktop: a unification of the latest productivity, security and connectivity features on a single device.

The vision for your future workplace may, at present, seem hazy - obscured by the matters of migrating your files and users to the cloud, finding new hardware, and ensuring data security.



What Windows 7 End of Life means for your business

Change is never easy.

Many entrepreneurs will have built their business on what is now considered outdated hardware and software. It's hard to part with IT that may have made your business what it is today.

But at the centre of any long-term success – in business and the wider world – is the ability and willingness to change.

Microsoft are committed to the benefits of digital transformation. Windows 10 offers truly transformative benefits to help businesses swiftly and smoothly move on after Windows 7 EOS.



The deadline for
Windows 7 End of Support is
January 14th, 2020.

What Does Windows 7 End of Support Mean?



“Microsoft made a commitment to provide 10 years of product support for Windows 7 when it was released on October 22, 2009. When this 10-year period ends, Microsoft will discontinue Windows 7 support so that we can focus our investment on supporting newer technologies and great new experiences.

The specific end of support day for Windows 7 will be January 14, 2020. After that, technical assistance and automatic updates that help protect your PC will no longer be available.²

Microsoft, 2018



Windows 7 EOS and the consequent upgrade of your IT is not a foregone conclusion. You can still run Windows 7 past January 14th 2020, but you will do so without the latest security updates or technical support from Microsoft.

So, while Windows 7 EOS will not render your current IT unusable, it should serve as the motivation you need to upgrade your IT and evolve how your business gets its work done. Whether you're on Windows 7 or an alternative operating system, upgrading to a modern OS like Windows 10 can act as your springboard to cloud computing.

Windows 10 makes it simpler than ever to move your business to the cloud, granting employees the latest in collaboration and communications while providing the latest security updates to keep your data secure.



What is a Modern Desktop?

Microsoft 365

Office 365

Windows 10

Enterprise Mobility
+ Security (EMS)

+

Surface Device

Modern Desktop?

From the offset, workers have everything they need to get work done.

Using Microsoft 365 on Microsoft Surface devices provides the software and hardware for a modern desktop, simplifying the digital transformation journey. A modern desktop package that includes Office 365, EMS and Windows 10 pre-installed, Surface devices bypass the need to integrate new hardware and software when moving to the cloud.

If digital transformation is your aim, you should not stop at Windows 10. Shifting to a modern desktop with Microsoft 365 – which combines Office 365, Windows 10, and Enterprise Mobility + Security (EMS) - and Surface can turn the Windows 7 EOS challenge into an opportunity to modernise and Surface device future-proof your organisation.



The Benefits of a Modern Desktop

You've taken many steps to get your business where it is today; Microsoft 365 can help you take it further.

Microsoft 365 - bringing together Windows 10, Office 365 and Enterprise Mobility + Security - offers the most productive, secure and cost-effective upgrade to legacy IT. It is a complete integrated solution designed to help you securely run and grow your business, bringing together

the best-in-class productivity of Office 365 and sophisticated security and device management tools of EMS, all running on Windows 10.

Microsoft 365 is not just an alternative to legacy software but, when combined with a modern desktop, is the platform that will transform your organisation into a truly modern workplace.

The Benefits of Microsoft 365 on Surface Devices:



Improved productivity

You and your employees can be more productive and work better together with Office 365 apps—from email in Outlook to document management in SharePoint and a centralised hub for teamwork in Microsoft Teams. Use Office 365 on Surface devices to take that productivity with you wherever you are: in the office, working on site, working at home, or on the move.

Reduced costs

Microsoft 365 operates on a single monthly rolling cost that is individual to the user, so your costs can naturally scale alongside the growth of your business. As users join and leave the company, so too do their subscriptions meaning you only ever pay for what you need. The pace of technology change can leave businesses wary of committing to an IT upgrade—especially if they have to repeat the process in a few years' time. Microsoft 365 on a modern desktop solves this problem: combining evergreen software with state-of-the-art hardware so your businesses can achieve more every day, starting today.

Improved security

Built-in EMS tools help you manage data access, keep sensitive data safe, and keep your business compliant and protected against threats. Utilise the pre-configured capabilities of EMS on Surface devices to easily set up and manage your devices and data.

The pace of technology change can leave businesses wary of committing to an IT upgrade—especially if they have to repeat the process in a few years' time. Microsoft 365 on a modern desktop solves this problem. Combining evergreen software with state-of-the-art hardware so your businesses can achieve more every day, starting today.

A high-angle photograph of a white Microsoft Surface laptop on a white desk. The laptop screen displays a lock screen with a kiwi bird and the time 6:18 on Sunday, June 18. To the left of the laptop is a white and brown water bottle and a silver pen. To the right is a white mouse. The desk has a white grid pattern.

Beneath the Surface of the Modern Desktop

Microsoft 365 is the best way to experience Windows 10 and Office 365 — the software built for the modern workplace. Surface devices are the machines built for such a workplace, pre-installed with Microsoft 365 to combine enterprise-focused functionality with consumer-focused style, specs, and ease-of-use.

Your decision criteria for a new device will naturally revolve around its speed, performance, and your personal experience with it. That's why Microsoft has designed four different Surface devices, each suited to different industries and job roles:

Choosing the right Surface device will depend on several factors: how much time you spend in and outside the office, how much processing power you need, how often you need access to documents, etc. Whichever device you choose...

...by teaming up with us you can ensure your Surface device comes complete with Microsoft 365 to transport workers to the modern workplace instantly.



Surface Go

Perfect for remote workers that spend a lot of their time on the move.

Portable and powerful, the lightest and most compact Surface device combines laptop performance with tablet portability⁴. Use the sophisticated touchscreen and add the Signature Type Cover for a detachable, mechanical keyboard.





Surface Laptop 2

Perfect for decision-makers that need rapid access to their documents and information wherever their job takes them.

Sleek and stylish, with over 14 hours of battery life⁵ and a touchscreen display, the Surface Laptop offers the functionality of a traditional laptop with an added touch of mobility.



Surface Pro 6

Perfect for those that need savvy presentation skills to pitch to clients and customers in person.

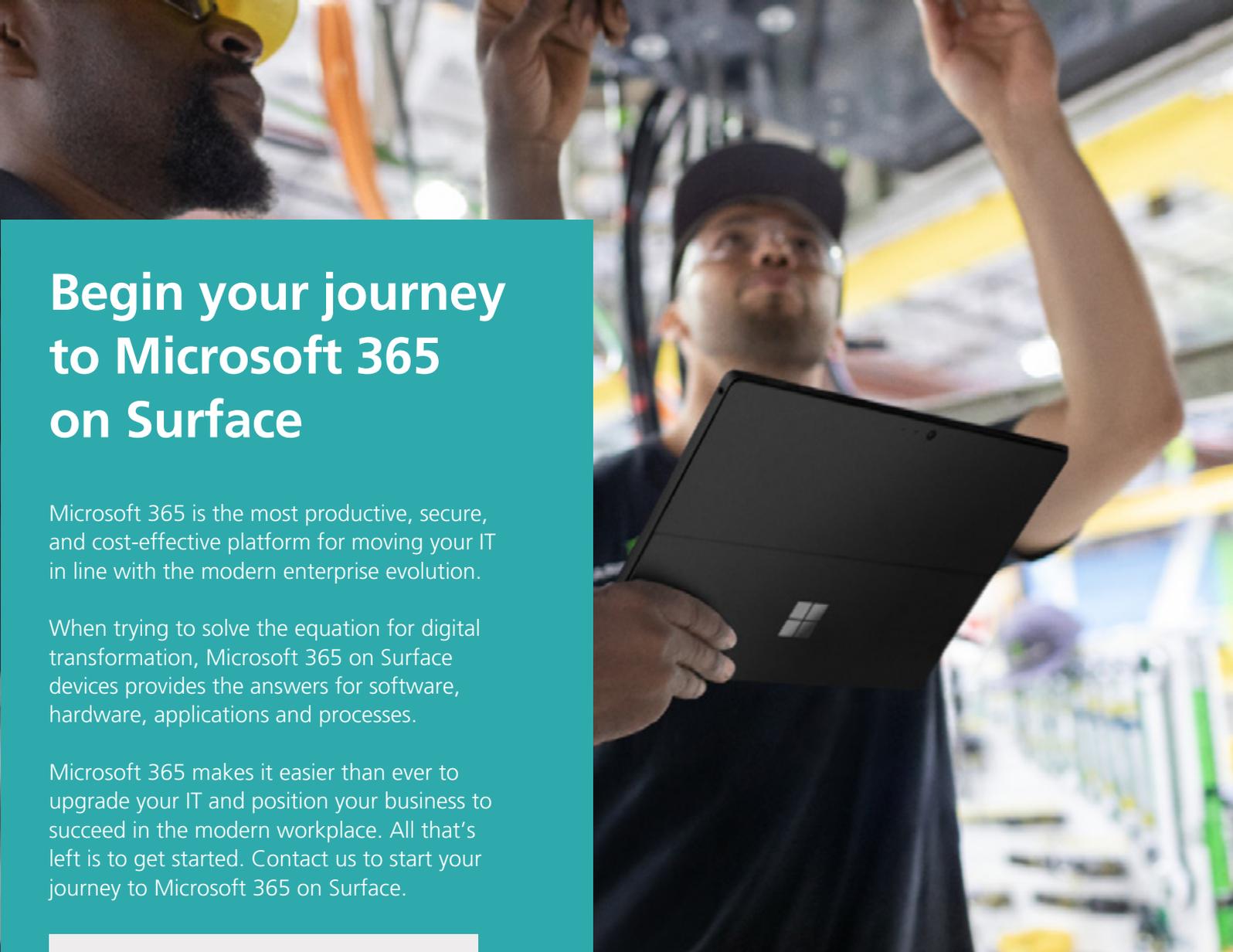
A laptop and tablet rolled into one. The latest Intel Core processor⁶ helps workers on the go who need more power, like graphic designers. The built-in kickstand lets you smoothly transition from laptop to tablet.



Surface Book 2

Perfect for back-office workers that need added processing power to keep up with their workload.

Quad-core Intel processors and NVIDIA GeForce GPUS7 make Surface Book 2 the most powerful Surface device. Using feature-rich accessories like the Surface Pen, multi-task with ease, whether it's presenting, note-taking, designing or uploading files.



Begin your journey to Microsoft 365 on Surface

Microsoft 365 is the most productive, secure, and cost-effective platform for moving your IT in line with the modern enterprise evolution.

When trying to solve the equation for digital transformation, Microsoft 365 on Surface devices provides the answers for software, hardware, applications and processes.

Microsoft 365 makes it easier than ever to upgrade your IT and position your business to succeed in the modern workplace. All that's left is to get started. Contact us to start your journey to Microsoft 365 on Surface.

Let's Talk

To find out more about how shifting to Microsoft 365 and a modern desktop can help your business achieve more, speak to one of our Specialists: Call **01246 200 200** or Email **LetsTalk@ccsmedia.com**

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