

Seamless end-to-end IT solutioning that drives partner success

Customer profile



“Dell PC as a Service is working really well with customers who are looking to save money and to utilise that money on bigger projects.”

Blaine Castle

PCaaS Specialist at CCS Media

Business needs

- Tailor hardware, services and financing to specific end user requirements
- Streamline support, repairs and asset recovery through one port of call
- Enable customers to predictively budget via an OpEx model
- Support environmental sustainability goals

Business results

- All-in-one solution enables customers to focus on other business priorities
- Predictable price per PC provides cash flow benefits and ease of budgeting
- Minimal downtime for end users with maintenance built into service
- Up to 95% of returned assets are refurbished and resold by Dell, with the remaining 5% responsibly recycled

Solutions at a glance

- [Dell PC as a Service \(PCaaS\)](#)

Providing people-centric solutions to IT departments

For IT departments, managing the budgets and lifecycle of end user systems can be hugely time consuming. This ranges from initial procurement, through ongoing software and security updates, to disposal – and that's before any unexpected (and potentially expensive) issues arise. Whether accidental damage or part failure, IT departments must resolve issues in a cost-effective and timely manner without impacting end user efficiency. This in turn can limit their ability to innovate or focus on growth opportunities.

CCS Media understands these challenges well. A UK-based technology and supplies reseller operating from 15 sites with 480 staff, the company focuses on its 'people-centric IT' approach. By getting to know customers and taking the time to understand their needs around hardware and associated services, it can offer tailored solutions that solve unique business challenges. With 14,000 customers across the UK and beyond, CCS Media needed a complete solution that would uphold its commitment to excellent customer service, while also handling a significant volume of logistical and financial queries.

Streamlining the deployment process for end users

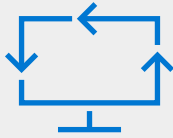
CCS Media utilises Dell Technologies' PC as a Service (PCaaS) solution to provide client hardware, software and services in a seamless package without upfront investment. IT departments that may have previously relied upon multiple suppliers to meet the needs of their organisation can now contact CCS Media to order a complete end-to-end Dell solution – one that enables CCS to deliver the personal service its customers expect.



“Customers love the fact that they can buy hardware, they can buy all the tools to make their life easier, and it's for one fixed monthly price.”

Blaine Castle

PCaaS Specialist at CCS Media



Streamlined PC lifecycle management and IT operations

The process begins when a member of the CCS Media sales team uncovers a potential customer's needs over an introductory call. They build a bespoke specification to fulfil the needs of specific end user roles – for example, including a laptop, monitor and appropriate accessories. They then consider the customer's system deployment needs, the level of support required, and what should be done with them at the end of the contract period.

Within Dell's TechDirect online portal, CCS Media team members have a variety of deployment options available based upon their customer or end user's situation. ProDeploy Client suite offers modern provisioning or a variety of more traditional imaging solutions along with data migration. Users can seamlessly transition from old to new equipment, with 24/7 onsite or remote installation. Thanks to the range of deployment options, CCS Media customers can eliminate manual configuration and be productive once their new setup has arrived.

Giving organisations the support and stability they need to thrive

If a CCS Media customer needs help with a technical issue, they can rely on the same dedicated level of assistance from Dell. Dell ProSupport Suite for PCs provides 24/7 assistance and repair for hardware or software issues, along with AI-driven insights that enable Dell staff to proactively begin working on solutions to problems – all before customers need to make a phone call. With an onsite engineer also available, CCS Media customers face minimal downtime if a problem does occur.

For customers increasingly concerned about the environment, the asset recovery layer in PCaaS puts up to 95% of PCs back into the market through refurbishment, with the remaining circa 5% recycled according to regulatory guidelines. This removes any frustration about what to do with old systems.

For IT departments, cashflow is always a consideration – placing significant CapEx orders can in turn inhibit other projects. For CCS Media customers using Dell PCaaS, those concerns are a thing of the past. With pricing per PC and predictive budgeting provided by Dell Financial Services, all hardware, software and service costs are included within a single, predictable monthly price. By moving to an OpEx approach, organisations not only have a greater control of their monthly outgoings, but they can focus on crucial projects that generate value elsewhere.



“Because maintenance is built into that cost, there's no downtime or raising tickets... it frees up time to concentrate on building a better business.”

Blaine Castle

PCaaS Specialist at CCS Media



“We have a fantastic relationship with Dell Financial Services, which makes it stand out massively from the competition.”

Blaine Castle

PCaaS Specialist at CCS Media

A Titanium Partnership that reaps the benefits for customers

In an industry where IT solutions can make the crucial difference for the employee experience, CCS Media and Dell Technologies are enabling businesses to tailor the best products and services through its PCaaS solution. Crucially, its seamless end-to-end service enables IT departments to focus on innovation within their business, while also increasing reliability and productivity for end users.

A Titanium Partner to Dell Technologies, CCS Media selected Dell's offering due to how easy Dell's account managers and processes were to deal with. The partnership is also leveraged to enable competitive quotes for customers. Combined with automating and simplifying the time-consuming, expensive aspects of the client IT experience, Dell leaves CCS Media to focus on what it does best: providing its 14,000 customers with a first-class experience.

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