

How do we win with Zoostorm?

Zoostorm

£33 million of deals won with Zoostorm this financial year...

By answering the following questions:

- How do Zoostorm go about designing their systems?
- Who are Zoostorm?
- Quality?
- What deals can I Win With Zoostorm?
 - Desktop/ AIO/ Mobile/ Tablet

Designed with your task in mind

Here at Zoostorm we function around the idea that if we are spending money on something, then it needs to have a clear job to do. Its a concept that informs what we build as well as how we operate. To do this we have taken a long look at all the tasks our PCs need to complete; we are talking everything involved in buying and owning a PC until it's last task is done. Our new range brings you enhanced buying power in All-in-One, Mobile with touch, Ultra Small Form Factor and Workstation. This combines with features to support long and productive lives for our systems, and technologies to support our power users such as vPro and Quadro graphics. When your PCs time has come, we can provide a bespoke upgrade path and recycle your old systems leaving your organisation to concentrate on its tasks whilst ours seamlessly do theirs.

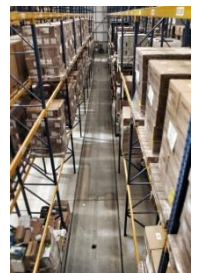
Who Are Zoostorm?

We are part of the £200,000,000 VIP Group, with 20 years servicing the UK IT Industry. In 2013 we broke through to be the 4th largest desktop PC manufacturer in the UK and the largest of local OEMS. There are only HP, Dell and Lenovo shipping more.

High Expectations

We have high expectations for our products, they need to perform a lot of tasks to please our professional users:

- Give maximum buying power for the budget
- Match how your users work
 - Desk/Resource Centre/Mobile/Power User
- Integrate with diverse systems
- Be easy and cheap to manage, and last a long time
- Fully enable their users, whenever they need it
- Inspire confidence in their use



Through to the last task

Our Business Support function is run from our UK manufacturing plant, enabling intelligent service and support when you need it. Our approach is "field fix first", which means we aim to get you up and running out in the field where you need your PC. The technical support team have many years of experience in helping our Zoostorm customers have the minimum amount of time without their system.

Once your PC's have done their last task we can offer a fully compliant recycling service for any computing devices. Whether you are adopting your first Zoostorm systems and need to give your old PCs an appropriate send off, or you are moving forward to brand new estate of the latest Zoostorms, our service will allow you to concentrate on your main tasks.



zoostorm **DELTA**
a clear and definable difference

Delta Range:

Our Delta systems always win on their clear differences. Each system is designed to go that step further in meeting the tasks you set for it.

Delta USFF (Ultra Small Form Factor)

The key idea behind this system is: "can we use design to drive down the cost of the additional features needed for PCs in high traffic / multi user environments?" Producing the following feature-set for the maximum buying power.

- **Small Footprint**
 - Lightweight and minimalist tubular stand with integrated screen mount
- **Cable Management/Security/Tamper Proof**
 - Control tampering and "cable kicking", whilst giving the most professional appearance
 - Lock it shut, lock it down
- **Durability and longevity**
 - Everything about this system is designed to be extra durable, right down to the "Storm Coat" extra tough paint we use.
- **Adapt to different users needs**
 - The screen mount comes with full height adjust, tilt and swivel
 - Options to configure Card Readers, ODD, PCI Slot expansion, front Audio/Microphone and USB 3.0...
 - Up to a Core i5 Processor

Delta SFF

When your Delta needs to pack a bit more punch in the graphics or Core i7 department then our Delta small form factor (SFF) has all of the footprint, cable management, security/tamper, adaptability and durability features. Delta after all does mean difference.





Mobile/Tablet

If the difference between one product and the next is usually hidden in numbers and jargon, then you can literally reach out and touch the difference in our 11.6" and 14" notebooks this season: Windows 8.1 Touch Screen notebooks that you can afford to give to all your users.

Built around the Intel Celeron 1017U Processor with around 70% better performance per dollar than a Core i3 3110M*, we have finely balanced battery life, performance and buying power. *CPUBoss

The 11.6" provides all the benefits of a netbook, but updated to complete in the world of tablets. Including an impressive 380 minute battery life, you can work or play all day.



In the 14" notebook, the real compromise killers are inclusion of a DVD/RW and still maintaining a 300 minute battery life. See more, do more, buy more.

Our 15.6" (Non-touch) notebook for this season brings superb visuals and graphics performance without the cost of a separate graphics card, built around 4th generation Intel (Haswell) Processors. Updated this year to a Ultrabook inspired design, this notebook looks the part inside and out.

You only need *Uno*

A tablet with real compute capability and computer with the tablet touch, all in a sensible package you can afford to roll out to all your users.

You need to:

- Use Microsoft Office
- Use legacy Windows programs
- Use Cloud services
- Manage the devices
- Support a power user who can control with code?
- Possibly lift restrictions when not on your network?
- Type, tap and travel
- Compute, Commute and Consume
- Have a solution that is not just for senior management



How many types of device do you need to deploy to do all this? - you only need *Uno*