

Zones sustains IT refresh strategy with Apple leasing

Staying on trend with the latest technology is an essential strategic initiative for a digital-centric company such as an award-winning advertising agency. With its revenue invested in all areas of expansion, the agency didn't want cash flow tied up in frequent hardware purchases. The agency was looking for a plan to maintain technology leadership in their field, while still financing its rapid growth.

Apple expertise brings ad agency to Zones

The advertising agency is a dual-platform environment, relying on Apple's high-end workstations to deliver innovative advertising materials for an impressive lineup of clients. As an Apple certified partner for 25 years, Zones is well-positioned in the industry to act as a Mac solutions provider.

Zones' close ties to Apple, specialized services, and competitive prices brought the agency to Zones. The agency asked for a cost-effective

proposal that coincided with its financial plan and established a long-term technology refresh strategy. Zones met with the agency's IT manager and answered all his questions and assured him of a complete and cost-effective solution. The agency's dedicated account executive explained that Zones' highly certified Apple specialists are accustomed to developing multi-faceted solutions as well as maintaining individualized IT systems over the long term.

After identifying and considering the agency's requirements, Zones demonstrated how an affordable two-year lease through Apple Financial Services would ensure the agency always had

the latest Mac systems. Zones also substantiated how the simple addition of AppleCare meant operating system upgrades and system repairs would be covered for three full years. AppleCare also gave the agency's IT department direct access to the best possible tech support for its Mac systems from Apple experts. Zones services included procurement and deployment of Apple desktops and notebooks.

Continued on page 2



Authorized Reseller



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Client:

Award-winning advertising agency specializing in integrated branding, and e-business solutions.

IT Project:

Affordably sustain frequent hardware upgrades to meet rapid growth

Zones Solution:

Apple systems deployment:

- Apple Mac Pro
- Apple MacBook Pro notebooks
- Apple iMac systems

Apple Financial Services
AppleCare Protection Plan

Results:

Flexible, predictable software and hardware refresh and upgrade program

The Zones negotiated two-year lease means the advertising agency will always have the latest Mac systems, keeping them competitive and helping attract new employees to their ever-expanding team. With the AppleCare Protection Plan, the agency has technical support from Apple to help keep its products in ideal condition for the duration of the lease period. Zones continues to help the agency manage its Apple lease to maintain a technology advantage.

Apple Financial Services

Customizable, flexible, and easy-to-use lease options for businesses. Leasing helps create predictable payment schedules and allows for more frequent upgrades.

Results

Zones is well-positioned inside the industry to help companies remain technologically current while keeping a reign on the costs naturally associated with IT upgrades. The Mac platform specialists at Zones collaborated with Apple to provide solutions and services that enables the advertising agency to continue being as successful as possible.

Some of the results the agency is seeing include:

- Use of the best tool for the job by running Windows and Mac applications on Apple systems
- IT is focused on new ways to grow the agency by deploying easy-to-manage Mac systems
- Cost-effective lease strategy conserves cash and established a predictable budget.
- Access to Apple technical support to keep products in ideal condition
- High caliber job candidates attracted to the agency for staying on trend with the latest technology

AppleCare

Protect your investment beyond the standard one-year limited Apple warranty. AppleCare covers your hardware, software and provides support from Apple experts.

Zones brings Mac to business

Zones will duplicate the success of this Apple Financial Services solution for any size business that can benefit from predictable, flexible Apple software and hardware lifecycle management.

Zones services delivery process follows IT industry best practices methodology. Zones works collaboratively with clients to apply business insights to complex business challenges and develop innovative, cost-effective solutions. A dedicated Zones account executive is every businesses gateway to Apple in-house specialists, Mac technical resources, and Apple certified IT services.

Trust Zones for IT solutions that sustain a flexible, efficient, and connected business.

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