



Authorised Reseller

# FOR YOUR PEOPLE AND THE PLANET:



**Build a sustainable, secure and efficient Workspace with Softcat Apple Authorised Reseller**



In modern business, sustainable practices are a 'must have' not a 'nice to have'. As a new generation of customers and employees consider a brand's purpose and eco credentials in their decisions, having a sustainable business model is pivotal to staying ahead.

Creating a future-ready Workspace relies on building a sustainability strategy into its core. One that reduces the environmental impact of IT infrastructure and is both socially responsible and operationally efficient. Doing so does more than elevate a brand's environmental credibility – it also increases productivity, improves the employee experience, and provides greater business opportunities.

But striking the balance can be complex. You must find and implement sustainable and secure technologies, consider their financial impact, and ensure day-to-day performance isn't compromised.

# SOFTCAT – GUIDING THE ENVIRONMENTALLY-CONSCIOUS WORKSPACE

Create an efficient Workspace by rethinking short-term cost savings and delivering sustainable initiatives for the long term. Softcat has committed to a 45% reduction in greenhouse gas emissions by 2030. We prioritise working with vendors that match up to our own high sustainability standards.

At Softcat, we embed sustainability, flexible purchasing options (including Pay as you Grow), and responsible device lifecycle management in our business, so you can embed them in yours. And as an Apple Authorised Reseller, we can help you make the best choices for your organisation.

**In building your Workspace, we consider your processes and how to optimise productivity long term. We:**



**Assess your existing services and solutions**

to fully understand your current environment, before recommending appropriate devices



**Review financial, procurement and logistics solutions**

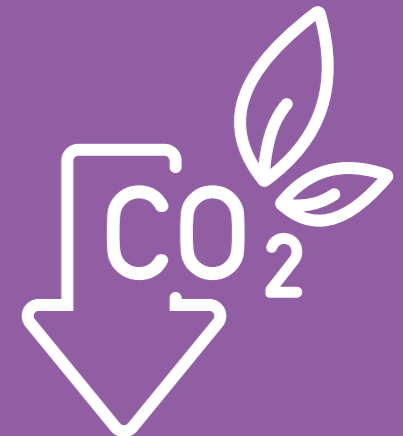
to ensure ease of deployment



**Help manage the retirement or migration**

of technology you no longer need

Softcat has committed to a 45% reduction in greenhouse gas emissions by 2030



# DRIVE LONG-TERM VALUE WITH A SUSTAINABLE WORKSPACE

We facilitate the buyback of all your legacy tech – regardless of vendor – and work to refurbish or reissue it. This makes switching to Mac with Softcat simple, cost effective and an easy way to support the circular economy. And as Macs retain their value longer than other hardware options, when you next refresh your IT estate you'll be able to leverage this residual value to lower the perceived cost of your new units.



# THERE'S NEVER BEEN A BETTER TIME FOR YOUR BUSINESS TO SWITCH TO MAC

Experience the incredible performance of Mac. The game-changing power of Apple silicon, superfast SSD storage and stunning displays mean productivity just got a big boost.

1 Apps are available on the App Store.

2 Battery life for Apple TV app movie playback. Battery life varies by use and configuration. See [apple.com/uk/batteries](https://apple.com/uk/batteries) for more information.

**MacBook Pro.**  
The ultimate pro laptop for business.

## PERFECT FOR PRO APPS

All your pro apps run lightning fast, including Adobe Creative Cloud, Apple Xcode, Microsoft 365, SAP, Solidworks, and many of your favourite iPhone and iPad apps.<sup>1</sup> And with macOS, work and play on your Mac are even more powerful. Elevate your presence on video calls. Access information in all-new ways. And discover even more ways to personalise your Mac.

## ROBUST SECURITY

Every Mac comes with encryption, built-in protection against malware and viruses, and a powerful firewall system. And automatic security updates help keep your Mac protected.

## UP TO 18 HOURS OF BATTERY LIFE<sup>2</sup>

Power through work all day thanks to the energy-efficient design of Apple silicon. MacBook Pro delivers the same exceptional performance whether it's running on battery or plugged in.





**Mac Studio.**  
**Extensive connectivity. Flexibility for business.**

**Mac Studio** – Embraced by businesses and pro studios everywhere – delivers extraordinary power with the M2 Max chip or the remarkable M2 Ultra chip. It packs amazing performance into an unbelievably compact form with extensive connectivity – for a massive jolt to productivity.

Up to 96GB of unified memory to run multiple demanding pro apps.

Supports up to five external displays.

<sup>3</sup> Requires iCloud and internet connection.

<sup>4</sup> MacBook Air 15-inch M3 Chip – Battery life varies by use and configuration.  
See [apple.com/uk/batteries](https://apple.com/uk/batteries) for more information.



**MacBook Air 15".**  
**Lean. Mean. Business machine.**

**WORKS WITH ALL YOUR APPLE DEVICES** – You can do amazing things when you use your Apple devices together. Copy something on iPhone and paste it on MacBook Air. Use your MacBook Air to answer FaceTime calls or send texts with Messages.<sup>3</sup> And that's just the beginning.


**BUILT TO LAST** – The all-aluminium unibody enclosure is exceptionally durable and comes in four stellar colours. Free software updates keep things running smoothly for years to come.


**UP TO 18 HOURS OF BATTERY LIFE<sup>4</sup>** – Amazing, all-day battery life so you can leave the power adapter at home.




# RIGHT DEVICE, RIGHT HANDS, RIGHT TIME

As part of our commitment to provide you and your teams with the tools to succeed, our Managed Device Lifecycle (MDL) Service streamlines the lifecycle management of hardware, from end to end. We enable you to:

 **Configure and manage** devices seamlessly for joiners, leavers and movers, including the delivery of tailored 'New Start Packs' and streamlined logistics for collecting tech

 **Free up IT teams** to improve efficiency and strategic focus, with clear management and analytics tools available on an intuitive dashboard management and analytics tools available on an intuitive dashboard

 **Reuse, recycle, or buyback** legacy equipment to help reduce costs and waste – maximising device lifecycle with a zero landfill guarantee

# SPREAD THE COST OF TECHNOLOGY INVESTMENT

With an ever-changing economy, preserving cash within your business is more important than ever – and a key factor in an organisation’s fiscal health and resilience. It’s vital to choose the right financial solution. We’re here to help you find the funding you need, so you can deliver your projects sooner:



**Flexible payment terms**



**Competitive finance provider cost comparison**



**Transparent and predictable low-rate lending**



**Consumption or subscription-based Pay-As-You-Grow options**

We support you to identify how you can overcome budget constraints, move away from outdated hardware and align your purchasing with your circular economy goals.



**When you lease a device you get a powerful financial and environmental advantage.**

Your monthly payments are typically lower than the price of outright purchase, helping to drive down total cost of ownership. While the flexibility this model offers allows for regular upgrades to be made to your tech before it becomes obsolete or too costly to maintain – helping to reduce electronic waste. There’s even the chance to reuse, repurpose or recycle tech at the end of your lease – providing an effortless way to support your sustainability objectives.



# TAKE YOUR WORKSPACE INTO A GREENER, MORE EFFICIENT FUTURE WITH SOFTCAT AUTHORISED APPLE RESELLER

**CONTACT YOUR SOFTCAT ACCOUNT MANAGER TO FIND OUT MORE.**

**Softcat**



Authorised Reseller