

update

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HardSoft Telecoms - Now approved Cisco and BT reseller

VoIP and IP technology is now here and it makes financial sense to lease your Voice AND IT through HardSoft. A partnership with Datasharp means that HardSoft is now an Approved Cisco Telecoms Reseller; allowing HardSoft to offer both a voice AND data solution on a flexible lease arrangement; with all of its many advantages.



The hyping of IP Telephony first began in the late 1990's but voice quality, network reliability and feature availability, took time to resolve. With these hurdles now overcome, IP Telephony has come of age and has proven capable of delivering cost savings.

A survey amongst more than 100 UK businesses has revealed that the take up of VoIP amongst small businesses is predicted to gather pace in the coming year. A survey found 41% have already deployed VoIP technology citing lower total cost of ownership, simpler administration and improved features.

Whether replacing an existing telephone system, moving offices or setting up a new start company; HardSoft are a single provider that

Specialising in the Cisco Unified Communications 320 Telephone System. A Five User package installed at just £18 per week plus VAT.

The Cisco UC320 Five User Solution includes:

- 1 X Cisco unified communication 320 system.
- 5 X Cisco 501G telephone handsets.
- 1 X Draytek broadband router + 8 port gigabit 'POE' switch.
- Full installation (excludes cabling).
- Full user training.
- 3 year warranty.



will install your Computers (Apple Macs or PC's), broadband and telephone system – an all-in-one network solution.

NEWS IN BRIEF

JVC Professional's Tour hits HardSoft HQ

JVC Professional's Creation Tour Van visited HardSoft last month, it was a great opportunity for HardSoft staff and visitors to familiarise themselves with the latest JVC Cameras and Monitors. It proved to be a very interesting day, as JVC specialists demonstrated the new JVC HMZ1U camcorder, 3d camera with a 3d LCD viewfinder and no need for special glasses!



CAD on a Mac

CAD on an Apple Mac is now a viable solution and many CAD users are turning to Apple Macs for speed and reliability. Autocad & TurboCad are available on a Mac as is the traditional Vectorworks. HardSoft can lease software only, or with a new Apple Mac, and if you are looking for the total studio solution, larger format printers from Epson, HP and Canon, are also available to lease through HardSoft.

 Authorised Reseller

Case studies - HardSoft creative thinking!

Windows 7 on an iMac. An unusual partnership, but it works!

HardSoft have again thought outside the box and created a solution to long-term clutter and the need for speed for BK Tooling. In business for some twenty-five years and a customer of HardSoft for nearly fifteen years; BK Tooling specialises in the design and manufacture of plastic injection mould tools and products, and they have been looking for a solution to their clutter problem; busy workshops, busy PCs.

BK Tooling uses Vero software; a power hungry CAD/CAM systems. Business owner Bob Tunks explained "The problem is CAD and CAM fight for screen space; they can be very complicated". PCs cannot offer the speed and graphics performance of the 27" Apple iMac with an i7 CPU.

HardSoft installed Windows 7 on the iMac. It definitely looks good and has plenty of screen space on its 27" screen, but does it do the job? Vero software, it was believed at the time, had not been tried and tested on an iMac, so to go from PCs to an Apple was a risk. Mr Tunks aired his

concerns "To go this route could be a costly mistake, especially without the backing of Vero." HardSoft suggested a loan iMac to see if the two work well together.

BK Tooling has been using Windows 7 on the iMac for a few months now; not only has the iMac contributed to the overall tidiness of the workshops it is, as Bob Tunk says, "One screen that happily deals with all its tasks with pin-prick accuracy".

Visual FX Professional gets the right Mac, within the budget.

Hasraf Dulull, Visual Effects Supervisor at Prime Focus and Director/VFX Supervisor at HaZ- VFX, has worked on films such as the Dark Knight, Hell Boy 2 and Prince of Persia. He has just finished directing and producing his first short film "FUBAR" using the Apple Mac Pro-8-Core Server and the Apple MacBook Pro. So how have these Apple Macs, leased through HardSoft Computers, helped Hasraf in his work?

Hasraf uses the Apple MacBook Pro both in the studio and on location; it allows him to carry out anything from day to day activities to creating visual effects shots. Hasraf uses Apple's Shake for basic compositing of visual effects shots; Adobe Photoshop for design and mock-up/concept work (with a Wacom tablet); Dropbox for online server storage and sharing with clients and teams across the world; Final Cut Express for editing footage and animation together quickly.

Hasraf uses The Foundry's Nuke for compositing and visual effects, and Photoshop for image manipulation work. Nuke is used on all the major big blockbuster Hollywood films such as Avatar, Green Lantern, and Captain America etc.

"The Apple Macs fast processors and huge amount of RAM means they sufficiently support the software we need. The Apple Mac Pro-8-core machine was vital for rendering images" said Hasraf. Being able to lease was essential "I needed the equipment to come off the allocated budget for the project. The project was self-funded so it made sense to allocate a monthly cost through a HardSoft Apple Mac Lease rather than spending a huge lump sum, and I can now offset payments against my tax.

A key benefit to the HardSoft lease, which is vital to the running of my



business, is that if I need another system due to increases of rendering required to hit a deadline, I can get one almost immediately and add it to my lease", explained Hasraf.

There are plenty of IT suppliers but few specialise in leasing Apple Macs". HardSoft understood my needs and provided me with the right system within budget and no long credit check processes. I had a system in my studio within a week".

HardSoft - specialists in the Apple Mac market

Exclusive iMac for schools

In a bid to get more Macs into educational establishments, Apple has introduced a new 21.5-inch version of the popular iMac, available through HardSoft on a preferential lease rate.

The new 21.5-inch iMac features the 3.1 GHz Intel Core i3 dual-core processor and the AMD Radeon HD 6750-512MB discrete

graphics card. The exclusive educational model [only available to state funded schools] is configured with 2GB RAM and 250GB hard drive as standard and can be upgraded to 8GB RAM. Apple's new OS X Lion system is pre-installed, and also available are long wired keyboards and wired mice.



Twenty-four hour battery life, the Lenovo T520 ThinkPad Notebook



Equipped with the new second generation Intel Core i5 and i7 CPUs, this is a thin and light design with unbeatable performance, and up to twenty seconds faster boot-up.

What makes this product exciting is the option for a second battery boosting power to twenty-four hours of use, and a single swipe on the fingerprint reader powers on the laptop and authenticates. On a three year HardSoft flexible lease, the Lenovo ThinkPad T520 starts at £8.35 plus VAT per week. The Lenovo long life battery will add £1.45 per week plus VAT.

Multiple leasing opportunities

IT Leasing for corporate businesses – HardSoft Master Lease



Customers with an annual spend of over £25,000 are entitled to access a special type of lease with preferential interest rates.

The HardSoft Master Lease allows businesses to easily add equipment to a single contract without administration fees or further paperwork to sign. Once the Master Lease is set up it is as easy as a phone call to your account manager for next day delivery, however large or small, on Apple Macs, PC's Servers and Software. Your monthly direct debit is then adjusted to suit without the need for signing an additional direct debit mandate.

Don't forget the benefits of HardSoft's flexible lease

- Change, modify and expand your equipment at any time.
- Immediate use of the equipment without paying the full cost price, assisting cash flow.
- Fixed costs for the duration of the agreement, helps you budget.
- Lease payments against annual taxable profits.
- Tax relief.

If you do need to sell your Mac in the future – keep the box and packaging as it can add up to £100 to its resale value.



The New OS X Lion Server

Apples Mac's OS X Lion Server can be leased with Apple Mac Pro and Mac mini's.

Why is it so good?

- A lower price than its predecessor.
- Faster and leaner.
- Profile Manager (remotely manages computers as well as the iPad and iPhone, and file sharing).
- Full screen applications for the ADD Generations (Mission Control Feature).
- All new server applications.



Kerio Connect – Microsoft Exchange equivalent for Lion OS X Server

Kerio Connect is an alternative to Microsoft Exchange for an Apple Mac Server; with integrated Spam filter and Sophos Anti-virus for Mac, this product offers a great deal for a small outlay. (Eg. £3.80 per week plus VAT for a five-user licence on a three year lease).



HardSoft is an Authorised Partner for Kerio Software; offering Kerio Connect, Kerio Control, Kerio Operator and Kerio Workspace.



MAC OFFERS

APPLE iMAC

Available with 21.5" or 27" integrated screens, the new iMac is now with i3, i5 and i7 CPU's and features a wireless keyboard and the magic mouse.



21.5" starting from

£8.95

+VAT per week

APPLE MACBOOK PRO

With a choice of three screen sizes this is a fast durable 'I want one of those' laptops.



13" starting from

£8.80

+VAT per week

And finally...



Thunderbolt External Storage from Promise Technology

Apple's new Thunderbolt I/O technology can deliver two channels of 10Gb/sec data throughput; technically faster than the drives being mounted inside a Mac – an unprecedented leap in performance.

Promise are the first to make available external storage arrays. HardSoft also

offer storage options from Western Digital, LaCie, Sonnet, and Drobo. Leasing examples:

Pegasus R4 (four bay unit, with 4 X 1TB drives)
£6.60 per week plus VAT

Pegasus R6 (6 X 2TB hard drives)
£10.95 per week plus VAT

Be cautious of 0% lease finance offers

They are probably not really zero as there may be conditions of a fee, equivalent to Fair Market Value, to take ownership at the end of the lease contract. **Apple Macs** do have the best residual value over any other IT equipment, so in some respects you have the benefits now of cheap finance, albeit a higher cost to own at the end of term.

A **PC system** offered on a lease with zero per cent interest is almost the opposite, more expensive pro-rata monthly rentals but usually not a lot to pay at the end – PC's are not worth a lot!



A new £2000 **Apple Mac Pro** purchased today (on a two year zero percent business lease) the rentals will typically be: £83 per month plus at the end of period (fair market price) £750, overall cost of £2750 (comparative to a 12.5 percent interest rate!). Zero percent interest is great if you want to rent an asset that retains its value.



PC AND SERVER OFFERS

TOSHIBA C660 LAPTOP

With Intel i3 CPU this is a robust laptop with 4 hours battery life - Includes Microsoft Office 2010 Home & Business.



Starting from

£3.90 +VAT per week

HP PRO 3300 MINI TOWER PC & 20" DISPLAY

Mid spec PC for the business user with Windows 7 Professional and includes Microsoft Office 2010 Home & Business.



Windows 7

£5.90 +VAT per week

HP ML330 TOWER SERVER

A new Xeon Server brings not only speed benefits but extra productivity with Microsoft Small Business Server 2011.



With back-up solution & installation from

£18.00 +VAT per week



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HardSoft are authorised resellers for Sony, Fujitsu, Lenovo, Samsung, HP, Apple and Toshiba.



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 email: sales@hardsoft.co.uk,
 or visit hardsoft.co.uk for more details