Solutions

by ZONES

OPTIMISING
THE VALUE OF
YOUR IT

▶ *EXPLORE*
Digital Transformation in Retail

▶ *SIMPLIFY*
The Way You Consume Technology

▶ *STREAMLINE*
Your Data Center
With an "As a
Service" Approach

▶ *BOLSTER*
Data Security with
Zones Backup
as a Service

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Zones is a global services provider of end-to-end IT solutions with an unmatched supply chain. You can expect exceptional service and cost-effective, best-in-class solutions that improve efficiency, Optimise workflows, and enhance your return on investment.

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In this issue of Solutions Journal, learn how to optimise the value of your IT and future-proof your infrastructure in keeping with the latest best practices. You'll also learn all about emerging new technologies in retail, Modernising your IT infrastructure for hybrid work, and – most importantly – how Zones can deliver business value as a critical strategic partner, working with your organization through a services-led approach to digital transformation.

OPTIMISING THE VALUE OF YOUR IT

THE BUSINESS LANDSCAPE has changed dramatically in the last two years, especially from an IT perspective. Managing IT in the modern era requires overseeing remote users, hybrid users, and a wide range of devices and endpoints. This means that finding the right partners to Optimise the value of your IT is crucial.

Here, we'll look at how you can do just that – focusing on future-proofing your Organisation, driving digital transformation, and Modernising the employee experience.

FUTURE-PROOFING YOUR ORGANISATION

Businesses large and small can't afford to be short-sighted in a rapidly evolving landscape, so positioning your organisation for future success is crucial. This effort should include a focus on data center, network and, crucially, security.

Data center operations are no longer constrained to on-premises infrastructure – and in fact, on-site data centers are often not the best option for businesses that need to stay agile. Many data infrastructures today are dynamic combinations of multi-cloud environments and on-premises systems, with some companies moving entirely into the cloud, using Software as a Service (SaaS) and Platform as a Service (PaaS) solutions.

In addition, on-premises Infrastructure as a Service (IaaS) is slowly but surely gaining momentum. Consumption-based models for infrastructure will account for 70 percent of IT infrastructure spending by 2025, with at least half of enterprises shifting toward operating expenditure-based storage models, according to Gartner's Market Guide for Consumption-Pricing for Data Center Infrastructure. In short, companies must recognise the need to engage expert partners and stay flexible.

As data centers change, so does networking. Traditional switches and routers are giving way to software-defined networking architectures that leverage SD-WAN, edge computing, private 5G, and distributed antenna systems. These technologies offer advantages such as lower costs, greater flexibility, and easier access for remote users.

Remote access is especially crucial in the modern world, with distributed teams accessing networks from more devices and locations than ever before, and Internet of Things (IoT) devices becoming important in operations for many enterprises.

One issue with data and networking leaving the confines of isolated buildings is security. With breaches becoming more common and more costly and networks becoming more distributed, security is a primary focus for any IT department. To that end, "zero Trust" is rapidly becoming the gold standard in security.

Zero Trust methodology is just that – it's a security paradigm that trusts no user or device. What this really means is flexibility. Since building a secure perimeter around a network is nearly impossible in modern networking, zero Trust secures the point of transaction. This not only improves security, but it also makes security systems adaptable to the dynamic nature of modern networks.

AT ZONES, we help our clients to strategise, prepare, and deploy data and networking solutions that will modernise their IT infrastructure. First, Zones helps customers determine the best infrastructure for their situation, combining public cloud and on-premises cloud solutions.

Next, Zones shortens the prep time for new infrastructure by clearly defining specs and providing a team to perform the actual rack and stack work – cabling, firmware and software uploads, equipment configuration, and testing. Equipment then comes ready to plug and play.

Finally, Zones implementation teams arrive on site to install, integrate, and test new equipment. After that, Zones can help manage day-to-day operations, freeing you to focus on your business, not your IT.

DRIVING DIGITAL TRANSFORMATION

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E-commerce and brick-and-mortar don't necessarily compete as much as offer two distinct experiences. E-commerce is convenient and safe, but the in-store experience is a multi-sensory one that shoppers crave. Customers want to smell the flowers, feel the fabrics, try on the clothes, hear the speakers, and experience the social connection that shopping in stores brings.

This doesn't mean physical stores don't need to innovate. In fact, competition makes it necessary for brick-and-mortar stores to modernise. Meanwhile, online shopping needs to take advantage of e-commerce's strengths so that smart retailers can offer the best of both the physical and online shopping worlds.

Behind the scenes, physical and online sales need to integrate for inventory, accounting, and marketing purposes. This drives the need for digital transformation. New in-store technology should improve workflows and simultaneously improve the customer experience, and e-commerce solutions need to integrate seamlessly.

Technologies like digital signage, self-service kiosks, and mobile point of sale for skipping the line can also streamline the customer experience while increasing the number of ways companies can make sales. Not only do these cutting-edge technologies need proper handling, but systems need to be flexible and ready for future innovations.

One of the biggest challenges for retailers is deciding what solutions fit their needs and how to implement new innovations efficiently – and this is where Zones comes in. Zones takes the pressure off by being the partner you can count on to be responsible for all aspects of your IT project. This includes helping retailers design solutions that can scale, sourcing materials and equipment, managing installation and testing, providing tech support, and even offering lifecycle management services for IT assets. Over the last 35 years, we've invested heavily in developing our IT expertise, resources, tools, and our global supply chain so that you don't have to.

MODERISING THE EMPLOYEE EXPERIENCE

The pandemic brought about a new normal in the work environment, with many employees moving to remote or hybrid situations. This concept is not entirely new – distributed teams and remote work have been growing steadily for years – but COVID-19 sped up the process. Unless a job simply cannot be done offsite, companies today need to be prepared for it to be done elsewhere. And adapting to this new paradigm requires a savvy approach to technology.

The transition is always sure to present challenges. Employees demand a range of device choices, including bring your own device (BYOD). Remote users have no walk-up help desk, so IT problems could take longer to fix. Employees may need help setting up home or mobile offices. Shipping costs increase. And having devices in multiple locations can drive up inventory costs.

The biggest challenge, though, is security. Remote access increases threat surfaces exponentially, which is why new paradigms like Zero Trust are crucial. When you can't isolate an entire staff in one secure location, you must secure remote transactions.

At Zones, we can help you deliver a great employee experience with comprehensive digital experience management solutions that combine Zones Supply Chain as a Service (SCaaS) and NextGen Workplace Services to provide everything a modern work environment needs.

This includes supply chain solutions like storage, imaging, kitting, repairs, and direct-to-employee shipping with digital services like our 24/7 omni-channel Help Desk, preemptive healing technologies, device consolidation, and Zones Backup as a Service (ZBaaS).

At Zones, our goal is to be your First Choice for IT™. Our team can augment your existing IT team or take over modernising and future-proofing your business entirely, from strategy to supply chain to installation, testing, and ongoing management. If you're ready to focus on your business and not your technology, let Zones take up the burden for you.

Contact a Zones Account Manager today to get started.

EMBRACE FULL-STACK OBSERVABILITY
WITH CISCO AND ZONES

To manage your IT effectively, you need a clear view of who's accessing your workplace technology and what they're up to. That's why you need Cisco solutions for full-stack observability. Cisco will help you identify problems and take action quickly, across your entire stack.

With Cisco Secure Application in AppDynamics, you can protect business-critical applications no matter where they run.

With Cisco ThousandEyes, you can use active and passive monitoring techniques to give you deep insight into the user experience.

With Cisco Intersight Workload Optimiser, you'll enjoy full visibility into your entire application stack including hypervisors, containers, and databases.

When you have real-time visibility into the full stack of available data, across the entire digital experience, you can do it all – deliver exceptional experiences, optimise for cost and performance, and maximise business revenue.

It all starts with Cisco and Zones.

To learn more, connect with your Zones Account Manager today.

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CISCO
Partner
Premier Integrator

For more information about Cisco, visit **uk.zones.com/cisco**

Exploring Digital Transformation in Retail

Most people still love a good old-fashioned shopping trip – but they have very high expectations of the stores and restaurants they visit.

Shoppers want to avoid wasting time searching for items on shelves or waiting in long checkout lines. Diners want short wait times and easy payment options. And all consumers want access to straightforward, trustworthy information about their products.

FLORIDA BAG
229.-

ADD TO CART

Care +
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Fortunately, the right digital technology makes it easy to meet all of these expectations.

Let's look at some of the best new solutions that can help your business deliver a better customer experience and build lasting long-term relationships.

Digital signage

In the old days, store owners hung simple signs to advertise specials, let customers know about new products, and so on. But as the production cycle speeds up, retailers are discovering that old-fashioned signs cannot keep up.

Digital signage makes it easy to update prices, product availability, and other key information. Retailers can change multiple displays, even in multiple locations, with the touch of a button. They can also create different displays for each retail outlet, or introduce different signage in each aisle of a large store.

Today's consumers are constantly taking in information from a great variety of sources. They're seeing ads on their smartphones and getting news about new products on various social media platforms. Unfortunately, this means that consumers have started to "tune out" a lot of messages.

So what's the best way to recapture their attention? Studies have shown that dynamic, multimedia digital

signs attract people's eyes in a way that static signs cannot. Digital signage can hold consumers' attention and get your message across – even to the most distracted modern customer.

Self-service kiosks

Most customers are already prepared to make a purchase when they enter a store. But that buyer intent can fade if

customers don't find what they're looking for – and no retailer can afford to keep every single item in their catalog in stock all the time. That's where the self-service kiosk comes in.

Self-service kiosks create an "endless aisle," where customers can shop a retailer's entire catalog virtually. It's a great way to combine the in-store experience with the convenience of online shopping.

Mobile point of sale solutions

A mobile point of sale solution makes it easier for customers to check out quickly when they make purchases, without waiting in long lines.

Unlike the conventional stationary point of sale, the mobile point of sale is portable; the technology uses either a smartphone or a tablet to accept payment. Restaurants are already using mobile POS solutions to take payments right in the drive-through line, which means a faster checkout process for everyone in the line.

Stores use mobile POS to take payments on the floor, which means that customers can finalise their purchases quickly. This can also go a long way toward overcoming the last-minute hesitation that can come up when customers need to wait in a long line just to get to the cashier.

A mobile POS can't accept cash payments. But it can

> ## "A mobile point of sale solution makes it easier for customers to check out quickly."

do almost anything else that a conventional POS does, including keeping records of sales and customer data, so that retailers can build a stronger understanding of their consumers.

Mobile-supported curbside pickup

The COVID-19 pandemic accelerated the popularity of curbside pickup back in 2020, and the trend shows no sign of slowing down today. Curbside pickup allows customers to shop from the comfort of their own home, pick out exactly what they want, and complete their purchases in a quick and painless fashion.

The service provides the same benefits as online shopping, but with the added benefit of near-instant satisfaction for customers. Instead of waiting at home for a delivery, customers can arrange pickups on their own schedules.

Free Wi-Fi

The average American looks at their smartphone once every four minutes. Shoppers often use their phones to research purchases and check prices

Free and high-quality Wi-Fi service creates a smooth and pleasant customer experience for shoppers to research purchases, share photos, or leave reviews.

on similar items at other stores. Restaurant customers use their smartphones to share photos of their meals or to look up nutritional information about menu items – which can be particularly important for customers with allergies or dietary restrictions.

Spotty internet access will leave most customers frustrated and distracted. The last thing you want to see in your store is a customer frowning at their phone as they wait for a website to load. That's why

offering free and high-quality Wi-Fi service is a good idea. This simple action will go a long way toward creating a smooth and pleasant customer

experience. And that, in turn, will create loyal customers who help spread the word about your retail business.

Loyalty Programs

Loyalty programs have been shown to increase revenue and customer loyalty. They drive more recurring visits with incentive programs, VIP points, or digital rewards. By increasing brand engagement and loyalty, you'll be able to capture

insights, retain customers, and engage with shoppers in more productive ways.

Loyalty programs are tailor-made to seamlessly reward customers in ways that motivate repeat purchases, higher retention, and referrals. They give you the unique ability to customise offerings to specific groups, upsell or cross-sell products and services, and gather more insight into people's buying habits and preferences.

Loyalty program apps will allow you to gain more information about your customers, build customer trust, and increase communication. Your findings will also help inform how to provide better customer service, build better products, and inspire brand loyalty. Additionally, you can collect important customer data and learn more about consumer trends.

The results are in – loyalty programs work, as they allow you to stand out from your competitors and build a meaningful brand connection with your customers.

Other digital options

No two retail businesses are exactly the same. If you're running a furniture store, you'll probably want to consider augmented reality solutions that can help customers check whether new furniture "fits" in their homes. If you sell clothing, consider building a smart dressing room so that shoppers
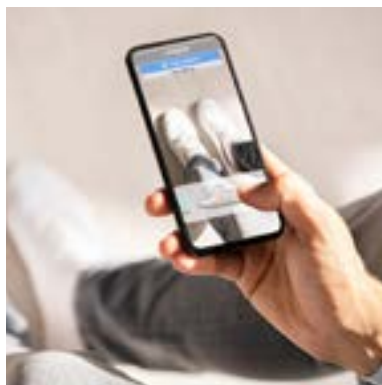
can see how an outfit would look in different lighting, or against a different backdrop.

Retailers may also want to build traffic heat maps, which track which areas of a store get the most foot traffic. It's a great way to see which items are sparking customer interest.

The bottom line is that digital solutions work best when they are woven into the fabric of a retail establishment. Technology can never replace the warmth of a human sales associate; it also can't replace the immersive experience of shopping in a real store.

But what modern technology can do is enhance the consumer experience at any retail store, making it smoother, easier, and more pleasant. And the experts at Zones can design a digital roadmap for you – putting you on the path to grow stronger, more lasting relationships with your customers.

Ready to accelerate your digital transformation? Then contact a Zones Account Manager today to get started.

SIMPLIFY THE WAY
YOU CONSUME
TECHNOLOGY

By Tim Bisping, Solution Architect, Data Center,
and Tony Rylands, Director, Cloud Strategy

Regardless of your industry, chances are the way your company operates has changed considerably over the last two-plus years. Between the rise of remote work and the never-ending complexities of our modern supply chain, many businesses have been forced to adapt and adjust their technology on the fly.

This has led many organisations to adopt complex IT solutions, such as sophisticated firewall software laid on top of the technology stack, that were put in place because they were the only available option.

While this approach to technology may work in the short term, it has significant drawbacks for businesses of all sizes and industries.

Technology that is too complex and/or too difficult to maintain or update causes significantly more time to be spent on even the simplest of daily tasks.

Simplifying your technology is a project that can benefit any organisation, but who has the time to take it on?

It all might seem daunting, but the good news is: A dedicated IT partner like Zones can help implement next-generation management tools to simplify your IT environment and make your life easier.

Why it's time to simplify your IT.

It can be difficult to figure out when your technology has become too complex. Here are a few signs that your organisation is being challenged or held back by complicated technology:

- Your current technology stack is not responsive to change, and any alterations or adjustments take much longer than anticipated to implement.

- IT personnel are busy dealing with the demands of your complex suite of tools and cannot take the time they need to perform regular maintenance or conduct any long-term planning.

- Your staff is forced to use a disparate network of tools and apps instead of having all their needs centralised in one location.

- Your technology cannot support the long-term needs of your business.

Simplify your IT with Zones.

Why should you simplify your IT?

There are lots of reasons why companies should simplify their technology. In addition to alleviating some of the pain points mentioned above, it can also help set your organisation up for success by providing a more stable foundation for future business growth.

Facilitating digital transformation.

It's much easier to adapt to future challenges when your technology stack is simple rather than complex. This helps your IT leaders understand the current capacity of your environment, giving them the information they need to make better decisions.

Encouraging productivity.

Switching between different apps, poring over convoluted storage systems to find files, and spending time communicating with customers and colleagues on different platforms can all take up time. When your staff is forced to manage this administrative burden in addition to their daily tasks, it impedes productivity. Simpler IT, therefore, is better.

Reducing IT costs.

Relying on a dense network of different devices and apps may help your business run today, but it's hugely cost-ineffective. When you simplify your IT environment, you can reduce your IT costs considerably.

Improving Security.

The more your employees and customers are forced into a user experience that is rigid and inflexible, the more they'll seek to circumvent your technology. This can lead to unprotected, dangerous workarounds that can compromise your cybersecurity. Simplifying the user experience can vastly improve your cybersecurity without you having to add any additional technology.

How can you simplify your IT?

There's a big difference between understanding that you need to simplify your technology and actually tackling the challenge head-on. **If you'd like to begin the process of simplifying your IT environment, Zones can help.**

We offer solutions that are tailor-made for organisations looking for a more practical and straightforward approach to their IT. Here are a few ways we can help you simplify your technology and make your stack more user-friendly, future-proof, and secure.

Quick provisioning.

Setting up your IT infrastructure is already challenging enough. Add in the ongoing supply chain challenges, and it makes it very difficult for businesses to provision IT on their own. Whether you're doing network, server, or service provisioning, we can help by assessing your current needs and designing technology that fulfills all your requirements.

Scaling on demand.

When your company is in a growth phase, the last thing you want to do is to slow down because your technology can't keep up. Our team can help you scale on demand by providing expert guidance on networking, data management, and Digital Workplace solutions that will fit the needs of your growing business.

Pay-as-you-go pricing.

When you're working with a variety of interconnected technologies and IT systems, it's easy to get surprised by your monthly bill. Overages, irregular charges, and extras can all add up to be truly headache-inducing.

Our pay-as-you-go model works across your whole multi-cloud, multi-edge, and multi-data center environment, allowing you to only pay for what you use, with no surprises.

Learn more from our experts

At Zones, we offer clients across many industries – including healthcare, retail, and public sector organisations – the opportunity to tap into unmatched IT solutions that will drive digital transformation.

Our next-generation IT tools are designed to make your life easier by simplifying your technology and making it more resilient, flexible, and dynamic.

We'll help you consume best-of-breed technologies that perfectly fit your business' needs, so you can unlock the flexibility you need to adapt and thrive.

To learn more about our approach to simplifying technology, connect with a Zones Account Manager today.

**Contact a Zones Account Manager
or call 0207 7608 7676 today.**

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Discover Zones'
Apple Managed Services.

Today's workforce includes millions of individuals who are still learning to navigate a largely remote and hybrid environment – and for many of them, Apple devices are the norm. For these workers, it's important to find strategies for optimal Apple use, which is a task that's easier said than done.

About Apple and Zones

Apple helps organisations worldwide to unlock an entirely new world of mobility. With Mac, iPad, iPhone, and more, employers can empower their users to find creative and compelling new ways to work.

Zones is proud to assist in this effort. We're a proud Apple partner, and we work every day to help our clients integrate Apple into the ways their people work.

And we're ready to work that magic for you. With our Apple Managed Services, we can help you drive productive, pain-free, secure work for every single one of your employees.

To learn more, connect with a Zones Account Manager today.

To learn more about Apple and Zones Apple services, visit **uk.zones.com/vendors/apple-afs/**

STREAMLINE YOUR DATA CENTER WITH AN "AS A SERVICE" APPROACH

Managing corporate data has never been more challenging. As remote work has become more prevalent, it has forced organisations to manage a vast network of locations where devices are in use and endpoints that can be very difficult to secure.

Corporate IT leaders are tasked with ensuring that employees can always access company networks and conduct their work effectively. If they cannot provide the same experience for both in-office and remote workers, employees will simply find workarounds like using their own devices. This can lead to reduced productivity and elevate a company's cybersecurity risk.

Corporate IT leaders are tasked with ensuring that employees can always access company networks and conduct their work effectively. If they cannot provide the same experience for both in-office and remote workers, employees will simply find workarounds like using their own devices. This can lead to reduced productivity and elevate a company's cybersecurity risk.

The need to balance productivity and accessibility in hybrid work settings can lead companies to rely on a network of disparate tools and technologies, all set up at different times and not designed to work as a cohesive unit. This complex network may work for a while, but ultimately, you will eventually need to prioritise simplicity in your data center. Doing so will help cut costs and save your IT team countless logistical headaches.

So, what's the best way to maximise efficiency while prioritising simplicity? Going with an "as a service" approach to data center management is a good start.

The "as a service" approach to managing the data center is a common model in today's IT landscape. Instead of the client building and hosting their own data center, a managed service provider hosts the infrastructure, storage, and networking resources and supplies them to their clients.

Using this model means that clients can access ready-to-use services that have already been set up and tested, and are designed to suit their needs. They do not have to go through the expense or stress of setting up their own data center, but instead can use resources from trained professionals, scaling up or down as their business grows or changes.

Let's highlight a few key reasons that many companies choose to switch to an "as a service" data management strategy.

FILLING GAPS IN YOUR IT

Building and managing a data center requires an intense time commitment for any corporate IT department. Add in all the routine tasks that an in-house IT team has to deal with, like keeping technology running smoothly and handling employee inquiries, and it makes for an overwhelming workload.

If your current team excels in other areas, you can let them keep their focus there while a team of dedicated experts manages your data center. This allows your in-house IT specialists to focus on strategic and long-term planning, supporting the ongoing growth of your business while a trusted partner handles your data center.

SCALING AS YOU GROW

It's not uncommon for organisations that design and build in-house data centers to find that they've outgrown them before the project is even complete. An "as a service" data model is much more flexible, allowing companies to scale up or down quickly depending on their needs.

PAYING ONLY FOR WHAT YOU USE

Instead of trying to predict what you'll need in the future, opting for an as-a-service plan means that your business only has to pay for what you use. Plus, bundling all the services associated with data center management and maintenance into one bill simplifies the payment process, making it easier to anticipate monthly fees.

SAFEGUARDING YOUR CONNECTIVITY

Losing power even for a second can trigger events that keep your network offline for minutes or even hours. The sophisticated backup systems embedded into most managed service providers' models prioritise connectivity at all times, even in the event of a natural disaster or power failure.

Managing your corporate data can feel overwhelming. But when you work with Zones, you can transition to a new approach to data management that's better supported and more secure. Our experts will be with you every step of the way to design your system, deploy it, and customise every detail to your specific needs.

If you're ready to start a conversation about improving your business' data management, then get in touch with a Zones Account Manager today.

Contact a Zones Account Manager or call 020 7608 7676 today.

ZONES
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Simplify your edge.

For businesses today, the challenge is to draw real-time insights from massive amounts of data, spread out across literally countless devices. And with the bulk of data you're dealing with, it's not cost-effective to be constantly moving it back and forth to a centralised cloud infrastructure.

Instead, it's time to live at the edge.

When you work with Dell Technologies and Zones, we can get you started with edge computing. An edge-based data architecture enables real-time insights and allows you to respond quickly and effectively to your IT needs, all in real time.

We'll help you set up a consistent, high-performing infrastructure that spans private clouds, public clouds, and the edge as well. As a result, you can unlock the value of your data and power all your applications, in all your environments.

Seize your opportunity. Simplify the edge with Dell Technologies.

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For more information about Dell Technologies, visit **uk.zones.com/dell**

Microsoft Windows 11

Microsoft

POWER YOUR FUTURE WITH WINDOWS 11.

Every business needs tools to empower their productivity and inspire creativity. But with everyday software constraints and innumerable security threats lurking, you need to make sure you have an IT infrastructure that covers every aspect of management, security, and support.

That's why Microsoft Windows 11 is the perfect operating system for the modern business. Windows 11 offers best-in-class integration, advanced security, and built-in modern device management.

When you have seamless control, proactive protection, and superior tech support, your employees will work smarter not harder – and benefit from a plethora of Microsoft collaboration apps.

Bolster Data Security with
Backup as a Service for M365

D ata is the backbone of any enterprise. Put simply, without your crucial data, you can't exist as an organisation. Not only that, but data retention requirements also mean that you can't eliminate outdated or seemingly unnecessary data – even if you want to. Meanwhile, security threats can potentially impede your users' access to their data, which may lead to issues with compliance or disruptions to business continuity.

For all of these reasons, backing up your business' critical data is a must. Unfortunately, 74% of software as a service (SaaS) users either rely on their cloud provider to provide backup and recovery or don't back up their data at all. You may assume your data is protected when you use services like Microsoft 365, but this isn't the case. M365's "unlimited archive" is simply data that's moved to cheaper long-term storage – it's not a copy made for backup and recovery purposes.

The same is true in general when operating on a SaaS model. Just because your services are in the cloud doesn't mean you don't need to back up your data. On the contrary: It's crucial that you implement a solid backup and recovery strategy. That's where Zones Backup as a Service (ZBaaS) comes in.

What is ZBaaS?

ZBaaS is a managed service offering, built on Microsoft Azure, that enables you to back your data up and restore it directly from your Microsoft 365 tenant, based on your company's policies and requirements. All it takes is one call or email to one of our data management experts – available 24/7/365 – and we'll help you restore all files, emails, mailboxes, and other M365 items instantly. ZBaaS is powerful but simple. It enables you to focus on your business – we'll handle the rest.

ZBaaS is driven by the industry's best technologies and built upon solid, long-term OEM relationships that we've built

over many years. Some of the features of ZBaaS include:

• **Scalability.** No matter how big or small your organisation is, ZBaaS can scale to fit your needs. If you're just starting out, you can build on a foundation of best-in-class data protection. If your business is growing, ZBaaS can grow with you.

• **Managed backup.** You can let Zones handle the heavy lifting and manage your data backup while you focus on running and growing your business. And if you need a restore, we're one call away.

• **Granular search**. Recover exactly the data you need, exactly when you need it, regardless of where it's stored or how old it may be.

• **Multi-factor authentication.**
Put your mind at ease with fortified security for M365 backup data.

• **Multi-site protection.**
Seamlessly protect your tenants wherever they are, no matter how far apart they're located.

• **Long-lasting data retention.**
Retain your data for as long as you need to, so you can stay in compliance with regulations and company policies. You'll never have to worry about losing long-term storage.

Let Zones keep your data secure

Protecting your data is crucial for your business' health and continuity, as well as necessary for regulatory compliance

reasons. Even if your operations are fully cloud-based, your data won't be protected unless you take steps to protect it. You need to be able to back up current data, archive old data, recover from data loss and downtime, and move data effectively when transitioning to new systems.

Staying secure yet agile is a full-time job, and you may not have the time or resources to do it right. Zones does. Managing IT is our entire business, and we've spent over 30 years building the partnerships and the expertise necessary to steward your data effectively.

Don't let data loss paralyse your business, and don't let data concerns keep you from doing

your job effectively – let Zones take the burden of archival, backup, and restoration off your hands so that you can concentrate on your business.

To learn more about ZBaaS, get in touch with a Zones Account Manager today.

Contact a Zones Account Manager or call 020 7608 7676 today.

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The New Microsoft Surface Pro 9

A BUSINESS LAPTOP BUILT FOR PROFESSIONALS.

Hybrid work has dramatically changed the business landscape. With remote working schedules, countless off-site meetings, and an unimaginable flow of data, you need modern tools to safeguard your business and drive productivity.

Understanding these challenges, Zones has partnered with Microsoft to bring you the ultimate device – the Surface Pro 9. It's a machine that combines the flexibility of a laptop, the power of a desktop, and the portability of a tablet. Plus, you'll enjoy the iconic Kickstand and larger 13" touchscreen.

The Surface Pro 9 lets you stay productive, consistent, and always secure. Whether you're finishing up a report on the go, delivering a presentation to the board, or having a contract signed, the Surface Pro 9 turns your work into a walk in the park.

And with the all-new Windows 11 already fully loaded, your business will stay protected from chip to client to cloud. Talk about peace of mind.

To learn more about the new Microsoft Surface Pro 9,

visit uk.zones.com/microsoft today.

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NEW ADVANCED

CYBER DEFENSE
TECHNOLOGIES

Discover how Zones Security Operations Center as a Service (SOCaaS) can proactively prevent, detect, and respond to security threats for you.

The pandemic turned into a windfall for cybercriminals. Remote and hybrid employees working outside the relative safety of the office network have unintentionally made your organisation more vulnerable to cyberattacks.

Ransomware attacks. Phishing attacks. Formjacking attacks. Those are just a few of the cyberattacks that have risen dramatically across the globe. And no organisation is immune.

Zones SOCaaS works around the clock using artificial and augmented intelligence, machine learning, and the latest threat feeds to monitor and protect your IT environment against cyberattacks.

Click here to learn more.

ZONES
First Choice for IT™