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CASE STUDY:
MEDHURST

An education IT reseller
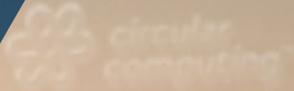
Medhurst

Education IT specialist Medhurst is an education reseller for Circular Computing™ in the UK.

As well as supplying schools with laptops and computer hardware, Medhurst specialises in providing expert IT support and services. This includes advising on how best to use technology, supporting teachers to reduce their workload and administrative burden while creating exciting and innovative learning environments for students.

Medhurst is an Aruba Gold Partner and HPE Silver Partner, delivering total IT infrastructure from leading global manufacturers.

Currently, more than 500 schools and colleges across the UK benefit from the fast and secure IT services supplied by Medhurst, enabling thousands of staff to meet the ever-changing and demanding challenges within education and to respond to the explosion of digital and online expectations of students.

medhurst
making IT work

Executive Summary

The education sector is subject to public accountability; school network managers and decisionmakers rely on Medhurst's expertise to help them overcome their daily IT challenges, plan for the future and make the most of their IT budgets.

Since launching its partnership with Circular Computing™, Medhurst has been able to supply schools with high-performance enterprise-grade laptops that meet the challenge of budgetary constrictions while achieving sustainability goals at the same time.

"Education IT, more than any other sector, has to operate efficiently and continually for a succession of users across different age groups and with different skillsets"

Tom Drew, Medhurst's Education Sales Specialist

Challenges

Tom Drew, Medhurst's Education Sales Specialist, says, "IT decision makers within schools face a number of difficult challenges right now and need to work with trusted IT partners to ensure that they make the best decisions with their IT procurement plans. The growing costs of scarce raw materials, needed for the production of new IT devices and systems, places both moral and financial burdens on their shoulders.

Added to these responsibilities are the performance requirements. Regular Ofsted inspections prioritise checks on whether the reliable highperforming IT needed for continual use in the classroom is in place and operating well across the school.

Education IT, more than any other sector, has to operate efficiently and continually for a succession of users across different age groups and with different skillsets, so the systems are traditionally put through more wear and tear than in most other environments.

Under such scrutiny, and as the pressure grows on education IT budgets, school and college network managers must look at ways of doing things differently, to improve cost efficiencies whilst still ensuring hardware robustness and performance.

We are often asked for refurbished laptops, but it's not an option we would advise. You can't guarantee how long they will last – it could be one month or one year before there are issues. Often refurbished devices don't perform as well as new devices and they certainly don't look like new – all of which is reflected in their typically short-term warranties.

"So when we discovered that Circular Computing™ provided enterprise-grade laptops, that not only perform like new, but also look like new, at an affordable cost and in the large numbers required for schools, the only challenge left was to help network managers understand the difference between refurbished and remanufactured."

Solutions

In 2017, we launched our remanufactured laptop campaign, sending demonstration Circular Computing™ laptops to bursars, headteachers and network managers, telling them that if they liked them, they could keep them. We also showcased the Circular Computing™ laptops at IT and Education trade shows and delivered email campaigns to our UK database of education clients outlining the significant benefits of the remanufactured solution.

The benefits of the laptops were easy to explain: a combination of entirely carbon-neutral and enterprise-grade units but substantial cost savings than the equivalent top brand model. For example, a Circular Computing™

HP 8-Series laptop costs the same as buying a new entry-level budget 2 series. Another big advantage for users was that, unlike refurbished computers, the remanufactured laptops arrived with a brand-new battery.

Once clients understood the remanufacturing concept, the initial response from many was: 'I love the idea, but how will it perform in two years?'. So the fact that every laptop comes with a 3-year warranty was met with an overwhelmingly positive reaction.

Results

If a laptop works well within the school environment, it will work anywhere. When you consider that each class will typically require 30 laptops, with all classes operating them throughout the day, there could not be a more exacting testing ground for robust reliability and performance. We have been a trusted IT supplier to schools for over 30 years and our clients know that not only are all the

laptops we provide tried and tested by our expert technicians but that we are also always available for guidance and to assist with any issues.

The education sector is also more than ever conscious of its environmental stance, so the 'green' message pledged by Circular Computing™ is of huge value to decision-makers.

Getting in contact

It would be a pleasure to speak with you about your IT requirements, why not get in touch today?

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Carbon Neutral Organisation

WeForest

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