

# Extend PC life by two years

WHITEPAPER



## BACKGROUND

As computers age, they slow down. Computer hardware is expensive and many companies don't have the resources to make continual replacements. Extending the life of hardware poses a key opportunity to cut costs. This document explains how CCleaner enables the extension of PC lifespan on an efficient, system-wide basis.

*"A well-managed desktop can save money – a 42% savings for a well-managed desktop compared with an unmanaged one."*

– Gartner

## CHALLENGES

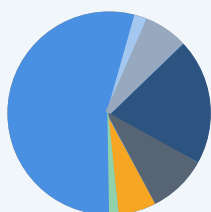
Extending the life of existing desktops and laptops to reduce capital expenditure and reduce budgets is critical in today's economic climate, since companies are asking their IT departments to do more with less. Typically as desktops and laptops age, their machines run slower. This leads users to make more frequent calls to help desk staff and request upgrades or even new PCs. Common complaints include reduced speed, lockups and freezes, data loss, and difficulty accessing the internet.

The lifecycle model established by Microsoft's own research identifies seven phases that contribute to the total cost of PC ownership over time: planning, buying, deployment, operation, support, upgrade and retirement. According to Microsoft, and as you would expect, "The 'Buy' phase represents the largest cost component across the lifecycle at 54% of the lifecycle cost. Within the 'Buy' phase, hardware purchases represent the largest portion at... 51% of the 'Buy' phase and 27% of the total PC cost."

The second largest cost component of the PC lifecycle according to Microsoft research is the "Support" phase. The calculations did not include user productivity impact; if they had, "the cost of support would be larger than the rest of the PC lifecycle combined". But by extending PC life two years, a company stands to **save up to \$4,300 per user**. According to Gartner, Inc, "A well-managed desktop can save money – a 42% savings for a well-managed desktop compared with an unmanaged one".

For the last decade, it was considered best practice to replace notebooks every three years and desktop PCs every four years. This lifespan was typically dictated by operating system updates and software requirements. But because application environments and hardware capabilities have changed, this old approach is no longer necessary. Two factors make longer PC life-spans possible. First, the migration of users to cloud-based and browser-based applications means a longer useful life for legacy PC hardware. Second, system administrators can now efficiently optimize performance to extend PC life by up to two years with CCleaner technology.

PC Lifecycle Costs by Phase



Plan	1.5%
Buy	54%
Deploy	6%
Operate	9.5%
Support	20%
Upgrade	7%
Retire	2%

Source: The Enterprise PC Lifecycle, Microsoft

# SOLUTION

**CCleaner Cloud** cleans and optimizes all computers throughout a business to solve and prevent common problems faced by end users. It frees up valuable hard disk space, increases speed, boosts security and ensures that Windows runs efficiently. By better maintaining the health of a company's machines, the solution effectively prevents costs associated with hardware upgrades, security breaches and avoidable helpdesk tickets.

## Internet optimization

CCleaner Cloud centrally and systematically cleans unwanted data, resulting in more efficient web browsing and better, more reliable access to web apps and internet-based tools.

## Optimization of the Windows Registry

Registry cleaning through CCleaner Cloud enables the remote removal of registry errors for all machines across your organization, to reduce the likelihood of crashes and other performance issues.

## Fraud prevention and security

CCleaner Cloud uses military-grade techniques to make sure confidential documents can never be recovered, bolstering security and reducing the risk of identity theft and fraud.

**CCleaner Cloud** is the centrally managed version of the hugely popular and award-winning CCleaner system optimization tool. It's easy to install; an IT administrator can remotely deploy the endpoint agent across their organization from their browser. Once on the PC, the admin can efficiently clean and optimize all computers in the organization from a single location, eliminating the need to visit each individual machine. By automating tasks in this way, both time and money are saved.

**CCleaner Cloud** delivers a host of features that allow the cleaning to be tailored to specific business needs. Computers can be easily organized into groups in accordance with internal company structure. Single machines, workgroups, or the entire organization's computers can be analyzed and optimized at once. Settings can be customized per computer or for a whole group, and all are easily managed from any browser.

## WITHOUT CCLEANER



### LOWER USER PRODUCTIVITY

Workstation slows, generates errors



### INCREASED SUPPORT COSTS

Technician wastes time attempting to fix



### HIGHER COMPANY COST

Workstation replaced

## WITH CCLEANER



### HIGHER USER PRODUCTIVITY

All workstations run optimally



### REDUCED SUPPORT COSTS

Endpoints managed centrally



### \$1000s SAVED

Workstation life extended by 2 years

# CCLEANER CLOUD BENEFITS

CCleaner Cloud makes computers cleaner, faster and safer, which results in increased productivity for the user, and increased security and lower costs for the company. A well-managed PC runs more efficiently for a longer period, extends the hardware upgrade cycle, and reduces the threat of expensive security breaches. **CCleaner Cloud customers report up to a 50% reduction in helpdesk tickets**, freeing up valuable time for the IT team to spend on more important projects.

- ✓ Cleans unwanted internet files from disk space, facilitating faster and more efficient use of web apps and tools
- ✓ Remote cleaning and removal of registry errors across entire networks, to improve Windows OS performance
- ✓ Increased prevention of identity theft and fraud
- ✓ Military-grade deletion of confidential documents, so they can never be recovered
- ✓ Increased return on your company's hardware investment
- ✓ Includes Defraggler, to defrag hard drives and optimize SSDs using TRIM function
- ✓ Includes Speccy, for detailed hardware specification insights
- ✓ Remote install/uninstall of software and delivery of Windows updates
- ✓ Alerts before potential problems occur

## Benefits to administrators include:

- ✓ Group actions and policy setting
- ✓ Auditing
- ✓ Reporting
- ✓ Scheduling



## Clean all areas of Windows plus third-party software

### Windows

Recycle bin, temporary files, recent document history, log files, clipboard, memory dumps, error reporting data, broken shortcuts

### Google Chrome

Temporary internet files, history, cookies, recent URLs, form history, autocomplete data

### Other browsers

Full support for all versions of Internet Explorer, Edge, Firefox, Opera, and Safari

### Browser plugins

Flash, Silverlight, Adobe Reader

### Other applications

Microsoft Office, Adobe Acrobat, and more than 200 other applications

## SYSTEM REQUIREMENTS:

The CCleaner Cloud application a.k.a "The Agent" supports Windows 7 and newer.

CCleaner Cloud requires a minimum of 1GB of RAM and one of the following Operating Systems:

**Windows 7**

**Windows 8 / 8.1**

**Windows 10**

**Windows Server 2008**

**Windows Server 2012 / R2**

**Windows Server 2016**


**Windows Server 2019**

## NEXT STEPS

To learn how CCleaner Cloud can quickly and efficiently clean and optimize all the PCs in your organization, contact CCleaner at 1-800-816-9004 or email [sales@ccleaner.com](mailto:sales@ccleaner.com)

## ABOUT CCLEANER

CCleaner is the leading global provider of software that makes PCs run clean, safe and fast. CCleaner's flagship product, CCleaner, has been downloaded over 2.5 billion times, is deployed in 195 countries and is available in more than 40 languages. CCleaner's award winning product portfolio includes CCleaner, CCleaner Business Edition, CCleaner Tech Edition, CCleaner Cloud, Defraggler, Speccy and Recuva, which optimize PC performance, improve security and extend PC hardware's useful life. CCleaner's commercial products are designed for SMBs, large enterprises and public sector organizations. CCleaner's headquarters are located in London with offices in New York and Europe.

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