

# Benefits of a clean PC

Whitepaper

Reduce helpdesk tickets by up to 50%

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

– Gartner

PCs with hard drives cluttered with unused and temporary files run slower and are more prone to crashing, while cookies and internet history pose a risk to security and privacy. This document explains how **CCleaner Cloud** enables the centralized cleaning and optimization of all the PCs in your organization to boost speed, performance and security, and free up valuable disk space.

## CHALLENGES



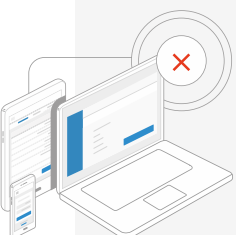
### Slow computers

End employees are increasingly dependent on web-based applications and are spending more and more time accessing information via browsers. But when browser activity, history, temporary files, and downloads accumulate, the result is slower performance. By optimizing PCs on a continual basis, a company can save IT costs. According to Gartner, “a 42% saving for a well-managed desktop compared with an unmanaged one”. Extending PC life by two years will **save up to \$4,300 per user**.



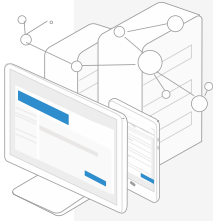
### Identity theft

While redundant information such as temporary files and browser history fills disk space, it also jeopardizes user privacy and company security. One software firm’s recent test indicates that at least 76% of internet users are vulnerable to history detection. With the increased use of browser-based and cloud-based applications, an employee’s internet history becomes even more vulnerable. This potentially threatens company and user passwords, as well as confidential and sensitive data. Seemingly deleted files and sensitive corporate and personal information buried on hard drives can be recovered easily by anyone possessing the right tools.



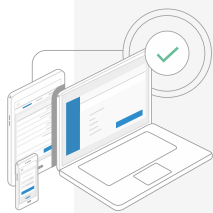
### Unstable systems

At the backbone of every Windows system is the Registry, and its maintenance is vital to avoiding operating and performance problems. The Windows Registry is prone to collecting redundant and corrupted entries. Signs of trouble include constant computer system crashes, stalls, and slower computer processes. In addition, spyware can leave behind keys in the Windows registry that may not be removed by all anti-spyware software.



## Corporate security

A company without a comprehensive IT security policy is exposing itself to risk, which can result in significant expense. Forensic costs of up to \$100,000 for a small breach can easily add up because accountants, attorneys, and computer technicians need to identify the exposure of confidential information and subsequently notify second and third parties. Costs of up to \$15 per record are required to notify all parties affected by a security breach. Most states also require that when an individual's readily identifiable information – such as social security number or birth date – is disclosed, he or she must be offered credit monitoring services for up to one year, costing as much as \$25 per record. Data breaches can harm a company's reputation, causing irreparable harm. Depending on the size of the company and depth of the breach, rebuilding brand confidence could cost millions. Deleted files and sensitive corporate and personal information buried on hard drives can be recovered easily by anyone possessing the right tools.



## IT maintenance

In the past, cleaning a company's entire fleet of PCs and laptops efficiently on a system-wide basis was not possible. In an attempt to overcome slow performance or slow startup times, individual users might try to optimize their PCs by themselves. Or they had the option of hand-delivering their machines to the company help desk for maintenance. In some cases, optimization and cleaning only occurred when IT staff reconfigured old PCs for new employees.

## 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.

**CCleaner Cloud** is the cloud-based version of the hugely popular and award-winning CCleaner for Windows app.

From a web browser, an IT administrator can clean and optimize all the computers across their organization wherever they are, as long as they have an internet connection. This means that they don't have to visit employees' desks to check every PC. By automating tasks in this way, both time and money are saved.

## Internet optimization

CCleaner Cloud cleans unwanted data from your organization's PCs; you can even set it to do this automatically at a scheduled time and date of your choice, resulting in dramatically faster web navigation, faster boot times, and faster applications. These improvements allow greater productivity for users as they enjoy 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 Windows registry errors for all machines across your organization reducing 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.

### WITHOUT CCLEANER



#### LOWER USER PRODUCTIVITY

Computer slows, generates errors



#### INCREASED SUPPORT COSTS

Technicians waste time attempting to fix PCs



#### HIGHER COMPANY COST

PCs have to be replaced



### WITH CCLEANER



#### HIGHER USER PRODUCTIVITY

All computers run at their best



#### REDUCED SUPPORT COSTS

PCs can be managed through the internet from anywhere



#### \$1000s SAVED

A PC's working life gets 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, reduces the need for hardware upgrades, 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 hard drives facilitating faster and more efficient use of web apps and tools
- ✓ Cleans PCs via an internet connection and removes Registry errors across entire networks, to improve Windows OS performance
- ✓ Helps prevent identity theft and fraud
- ✓ Delete confidential documents to a military-grade level, so they can never be recovered
- ✓ Get greater return on your company's hardware investment
- ✓ Use Defraggler to defrag hard drives and optimize SSDs using the TRIM function
- ✓ Use Speccy for detailed insights into hardware specifications and more
- ✓ Install and uninstall software and manage Windows updates remotely
- ✓ Get alerts about potential problems before they occur

## Benefits to administrators include:

- ✓ Group actions
- ✓ 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 supports Windows 7 and other versions.

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 clean and optimize all the PCs in your organization, email us at [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, and is used in 195 countries. CCleaner's award-winning product portfolio includes CCleaner Cloud, CCleaner Tech Edition (for break-fix companies) and CCleaner Business Edition which optimize PC performance, improve security, and extends the working life of PC hardware. CCleaner's commercial products are designed for SMBs, large enterprises, and public sector organizations. CCleaner's headquarters are located in Charlotte in the US and London and Prague in Europe.

More information is available at [www.ccleaner.com/business/ccleaner-cloud](http://www.ccleaner.com/business/ccleaner-cloud)

