

# 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 buy continual replacements. Extending the life of PC hardware creates an 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

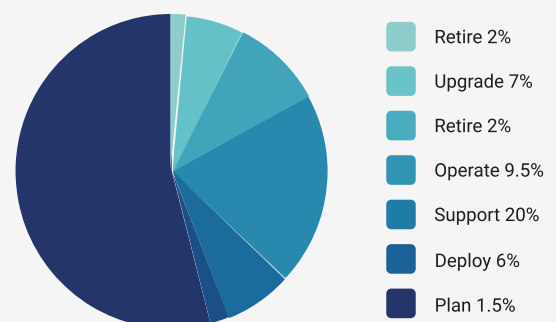
Extending the life of existing desktops and laptops to reduce IT costs and save money for other parts of an organization is critical in today's economic climate, since companies are asking their IT departments to do more with less. Typically, laptops and desktops slow down as they age. Users are then more likely to contact help desk staff and request upgrades or new PCs. Common complaints include reduced speed, crashes, 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 biggest cost 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." However, a company stands to save up to \$4,300 per PC user if they extend the life of the organization's PCs by two years with a tool like **CCleaner Cloud**. According to Gartner, Inc, "A well-managed desktop can save money – a 42% savings for a well-managed desktop compared with an unmanaged one."

In the last ten years, it was considered best practice to replace laptops every three years and desktop PCs every four years. Often, this four-year lifespan was dictated by operating system updates and software requirements. Now application environments and hardware capabilities have changed, this old approach is no longer necessary. Adopting a browser-based PC optimization platform that checks every computer in an organization can extend how long the hardware on these computers lasts. It also helps system administrators to save valuable business time when providing the optimization to these machines, and CCleaner is known to extend a PC's working life by up to two years.

PC Lifecycle Costs by Phase



# SOLUTION

CCleaner Cloud cleans and optimizes PCs to help prevent common performance issues with employee computers that can impact a whole organization if left unchecked. It frees up valuable hard disk space, increases speed, boosts security, and ensures that Windows runs efficiently. By optimizing every PC across an entire organization, CCleaner Cloud guards against avoidable helpdesk tickets, expensive hardware upgrades, and security breaches.

## 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.

## 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.

## Optimization of the Windows Registry

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

CCleaner Cloud is the browser-based version of the hugely popular and award-winning CCleaner for Windows app. It's also easy to install. 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.

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 an internal company structure. Single PCs, workgroups, or an 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 web browser.

## 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)

