



COVENCO GUIDE

The executive guide to renting enterprise IT equipment.

When to rent enterprise IT equipment

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A man with a beard, wearing a light blue button-down shirt, is focused on working on a server rack. He is using a small, dark-colored tool to adjust or install a component within the server. The server rack is filled with various electronic components, and several blue indicator lights are visible, suggesting the system is powered on. The background is slightly blurred, emphasizing the man and his work.

"While purchasing equipment offers ownership benefits, renting can unlock a surprising range of advantages, optimising costs, boosting flexibility, and streamlining operations. "

Introduction

As all business owners know, navigating the ever-changing technology landscape requires resourcefulness and strategic decision-making.

One often overlooked yet valuable option is the short-term rental of mid-range and enterprise IT equipment.

While purchasing equipment offers ownership benefits, renting can unlock a surprising range of advantages, optimising costs, boosting flexibility, and streamlining operations.

This guide explores key scenarios where renting delivers real-world benefits, allowing business owners to make informed decisions from actionable insights.

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A woman with blonde hair tied back, wearing a white button-down shirt and dark trousers, is smiling and looking at a tablet computer. She is standing in a server room, with rows of server racks visible in the background. The lighting is dramatic, with strong highlights and shadows. A dark blue text box is overlaid in the top right corner.

"Covenco offers rapid deployment solutions, including pre-configured systems and guaranteed configuration times, enabling you to get up and running quickly and minimise project delays."

Your top business reasons to rent IT equipment

1 Optimise your tech strategy with IT equipment rental

Traditional IT ownership models, with their hefty upfront costs and inflexible infrastructure, can hinder your ability to adapt and scale.

This guide explores the advantages of IT equipment rental, a strategic solution that empowers UK businesses to unlock value and navigate changing market conditions.

2 Unleash financial flexibility

Instead of tying up capital in depreciating assets, rental unlocks immediate access to top-tier technology without large upfront investments. This approach frees up precious financial resources to fuel core business initiatives such as research and development, or strategic acquisitions.

Renting computer systems allows you to embrace a pay-as-you-go model, aligning your IT expenditure with actual equipment usage for predictable budgeting and avoiding unexpected depreciation costs.

Additionally, it eliminates the burden and expense of securely disposing of outdated equipment at the end of its life-cycle.

Rental providers like Covenco handle responsible and environmentally sound disposal, allowing you to focus on your core competencies.

3 Scale with confidence

Respond seamlessly to demand fluctuations with the inherent flexibility of rental solutions.

Whether you face seasonal peaks, project deadlines, or unexpected growth, easily scale your IT infrastructure up or down. This agility eliminates the risk of over-investing in underutilised equipment and ensures you have the resources needed to capitalise on any opportunity.

Furthermore, access specialised technology precisely when you need it. Rental providers can create tailored solutions, building specific servers, storage, or network equipment to your unique project requirements without the commitment of permanent investment.

Empower your workforce with secure remote access to resources, fostering a flexible and productive work environment that attracts and retains top talent.

4 Maximise operational efficiency

Offload the burden of equipment maintenance and updates to your rental provider. This frees up your valuable IT team's time and expertise for strategic tasks driving innovation and competitive advantage.

Leverage the provider's technical expertise to ensure your equipment receives timely updates, patches, and security measures, minimising downtime and potential vulnerabilities.

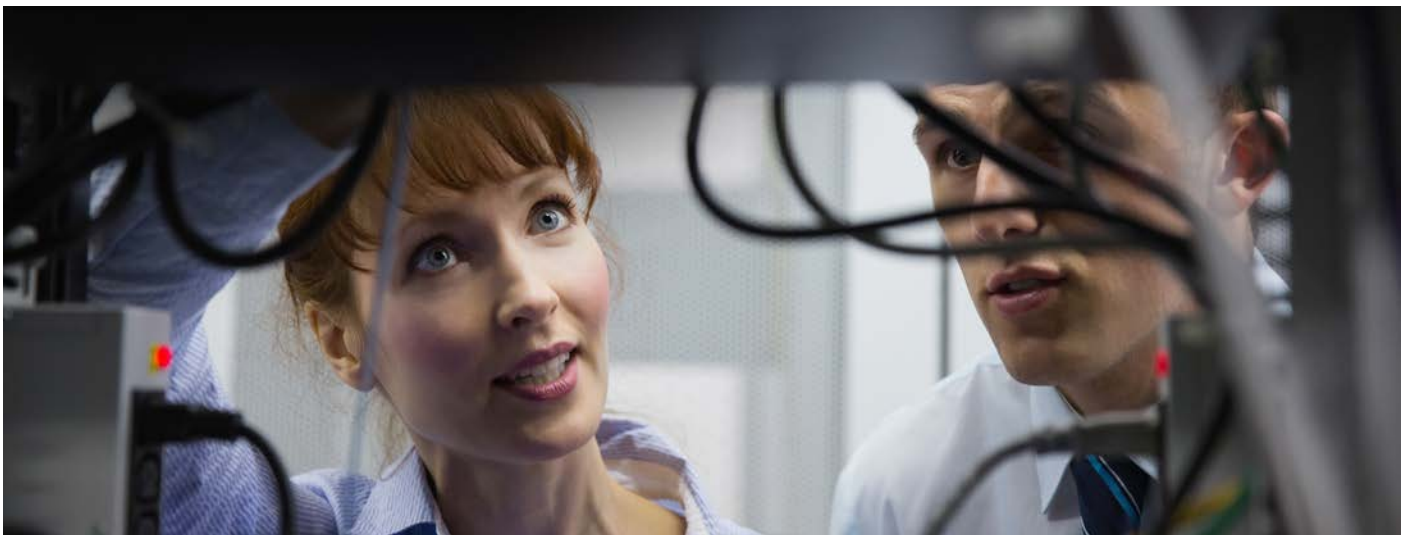
Covenco offers rapid deployment solutions, including pre-configured systems and guaranteed configuration times, enabling you to get up and running quickly and minimise project delays.

Covenco can reduce downtime even further with exchange rental solutions that guarantee hardware replacements in case of failure, ensuring business continuity and uninterrupted operations.

➤ Our key takeaways:

By exploring IT equipment rental, businesses gain access to cutting-edge technology, financial flexibility, and operational efficiency – key ingredients for success in today's competitive IT landscape.

Covenco provides a trusted rental provider partnership that unlocks the full potential of this strategic solution, helping organisations of all shapes and sizes move forward without financial and technical bottlenecks.



"Data centre migrations necessitate careful planning and temporary hardware solutions. Renting bridges equipment gaps with minimal downtime..."

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Targeted use cases for renting IT hardware

For IT professionals and heads of finance within leading organisations across the UK, navigating the evolving landscape of technology presents both opportunities and challenges.

Striking the balance between cutting-edge solutions, operational efficiency, and fiscal responsibility is paramount.

Renting IT equipment from renowned providers like Covenco can be a strategic solution, unlocking flexibility and cost-effectiveness for various business scenarios.

Here are a few examples of use-cases where businesses might choose to rent IT equipment from Covenco, rather than buying or leasing.

1 Responding swiftly to cybersecurity threats:

The most common scenario in today's rental market is in response to a cyber-attack, which requires immediate action. Renting sanitised equipment allows you to maintain business continuity by using clean rental hardware while disinfecting compromised equipment, minimising downtime and disruption.

This solution also offers enhanced security by granting access to a fresh clean environment that can minimise the chances of reinfection.

Scalability ensures you can rent the precise equipment needed for your incident response and recovery efforts.

“Covenco Recovery customers can also take advantage of having their secure backup data loaded to our rental equipment prior to being deployed on-site – saving days or even weeks in recovery downtime and guaranteeing a sanitised environment for business continuity.”

Finally, with Covenco handling your secure equipment deployment and post-incident removal, you can focus on remediation and recovery with peace of mind.

2 Handling spikes in seasonal data demand:

Imagine a Black Friday sale sending traffic quadrupling on your e-commerce platform. At the same time, your business protocols demand that all data remains within your hybrid cloud or in-premises. What do you do?

Purchasing new servers solely for this temporary surge would be challenging and pointless. Rental systems can empower you to scale seamlessly with additional servers storage and networking, ensuring responsiveness and preventing downtime.

This cost-efficient approach allows you to pay only for the equipment used during the campaign, avoiding hefty upfront investments. Additionally, you can choose configurations optimised explicitly for e-commerce workloads, maximising performance with high-performance CPUs and all-flash storage systems.

Finally, with server setup, maintenance, and post-campaign removal handled by Covenco, you can focus on campaign success with complete peace of mind.

3 New product launches - unlocking insights from data deluge:

Launching a new product often involves storing vast amounts of data, marketing materials, and customer feedback.

Similarly, big data analysis projects demand substantial storage capacity. Renting offers rapid access to scale storage needs based on project demands, eliminating lengthy procurement delays.

This cost-effective solution ensures you pay only for the storage space used during the project duration. Moreover, with Covenco's robust ISO:27001 accreditation and security measures, your data is guaranteed to be stored securely.

Choose from a variety of options, including IBM, NetApp, HP, Dell, and others, with configurations tailored to your project's specific access patterns and data types.

Additionally, Covenco can provide short-term backup and recovery solutions, offering secure and immutable options for your entire data bank or just the data on your rental hardware.

4 Connecting seamlessly at temporary events:

Hosting a large conference or event can strain your existing network, with hundreds of attendees requiring high bandwidth and connectivity. Renting network equipment from Covenco allows you to deliver an enhanced user experience with reliable and high-speed internet access for all participants.

Covenco's extensive stock of access points and network switches from leading vendors like Cisco ensures smooth connectivity. Scalability becomes effortless, allowing you to adapt network capacity to accommodate the surge in users and devices, preventing bottlenecks.

Reduced costs are a significant benefit, enabling you to avoid expensive permanent upgrades and focus resources on delivering a successful conference.

Moreover, you gain the advantage of Covenco's expert support in setting up and managing temporary networks, ensuring seamless integration with your existing systems and ongoing assistance throughout the event.

5 Navigating data centre moves efficiently:

Data centre migrations necessitate careful planning and temporary hardware solutions. Renting bridges equipment gaps with minimal downtime, ensuring critical operations continue uninterrupted by having necessary equipment readily available at the new location.

Flexibility is paramount, as you can rent the exact equipment you need from Covenco, matching your existing systems, including servers, storage, and network switches from leading vendors. All configurations are tailored to your precise specifications, encompassing capacity, CPU, and bandwidth.

Covenco's experienced site-moves team will help you optimise IT expenses during your move by avoiding unnecessary purchases for short-term needs.

Furthermore, Covenco's flexible solutions allow returning similar equipment with different serial numbers, enabling

clients to plan moves with only one data cut-over, drastically reducing risk and time.

Covenco's expert support also leverages over 30 years of experience in data centre migrations, ensuring seamless equipment setup and configuration during your transition.

6 Start-ups and POC's: Piloting innovation with confidence:

Before committing to expensive new technologies, renting equipment from Covenco allows for reduced risk by experimenting with cutting-edge solutions without large upfront investments, mitigating potential failure costs.

By renting equipment during your POC provides a platform for real-world testing, allowing you to evaluate performance and suitability in your specific IT environment before full-scale adoption.

Flexibility is key, as you can choose different configurations and vendors to compare solutions and identify the best fit for your needs.

Ultimately, this approach accelerates your technology adoption cycle by facilitating swift testing and deployment of new solutions.



"Covenco's experienced site-moves team will help you optimise IT expenses during your move by avoiding unnecessary purchases for short-term needs..."

Why Covenco for IT Equipment Rental?

The benefits of renting IT equipment from Covenco extend far beyond the initial value proposition of flexibility and cost optimisation. These benefits include:

1 Unwavering commitment to compliance and security:

For any IT Director, or Head of Finance or Business Owner, navigating the complexities of compliance regulations and safeguarding sensitive information is paramount. With Covenco, you gain peace of mind knowing your rented equipment adheres to rigorous industry compliance standards and security protocols.

The Covenco team stays abreast of evolving regulations, ensuring your infrastructure meets the necessary requirements, from data privacy laws like GDPR to industry-specific regulations. Additionally, our team implements robust security measures to protect your data, applying advanced encryption technologies and access controls to minimise vulnerabilities and mitigate potential security risks.

2 Embracing sustainability for a greener future:

Environmental responsibility is a core value at Covenco, and our commitment to sustainable practices resonates with businesses seeking to reduce their environmental impact.

“ By opting for rented equipment, you reduce your carbon footprint, avoiding unnecessary hardware purchases and associated manufacturing emissions. ”

Moreover, Covenco prioritises responsible equipment life-cycle management through refurbishment and reuse, significantly reducing electronic waste. This eco-conscious approach allows you to embrace cutting-edge technology while contributing to a greener future.

3 Expert support at every step:

Managing a complex IT infrastructure can be challenging, but with Covenco, you're never alone. Our team of highly skilled and experienced professionals provide invaluable support throughout the entire rental process.

From initial equipment selection and configuration to ongoing maintenance and troubleshooting, their expertise ensures your rented equipment operates seamlessly and efficiently.

This readily available support empowers you to focus on your core business activities with the confidence that your IT infrastructure is in capable hands.

➤ Going beyond the basics:

While the aforementioned benefits are key differentiators, Covenco goes the extra mile to ensure your complete satisfaction:

➤ Total cost of Ownership (TCO) analysis:

Before committing to a plan, Covenco helps you evaluate the TCO for both renting and owning, providing a comprehensive cost comparison that factors in depreciation, maintenance, and other hidden expenses. This transparent approach empowers you to make informed decisions based on your specific needs and budget.

➤ Project-Specific Solutions:

Recognising that every project is unique, Covenco offers flexible solutions that align with your organization's needs and IT environment. They consider factors like project time-lines, equipment availability, and service reputation when recommending rental or purchase options.

This tailored approach ensures you have the right equipment at the right time, without unnecessary expenditures.

➤ Proven Expertise and Scalability:

With extensive experience in designing, configuring, testing, and deploying enterprise systems for businesses of all sizes,

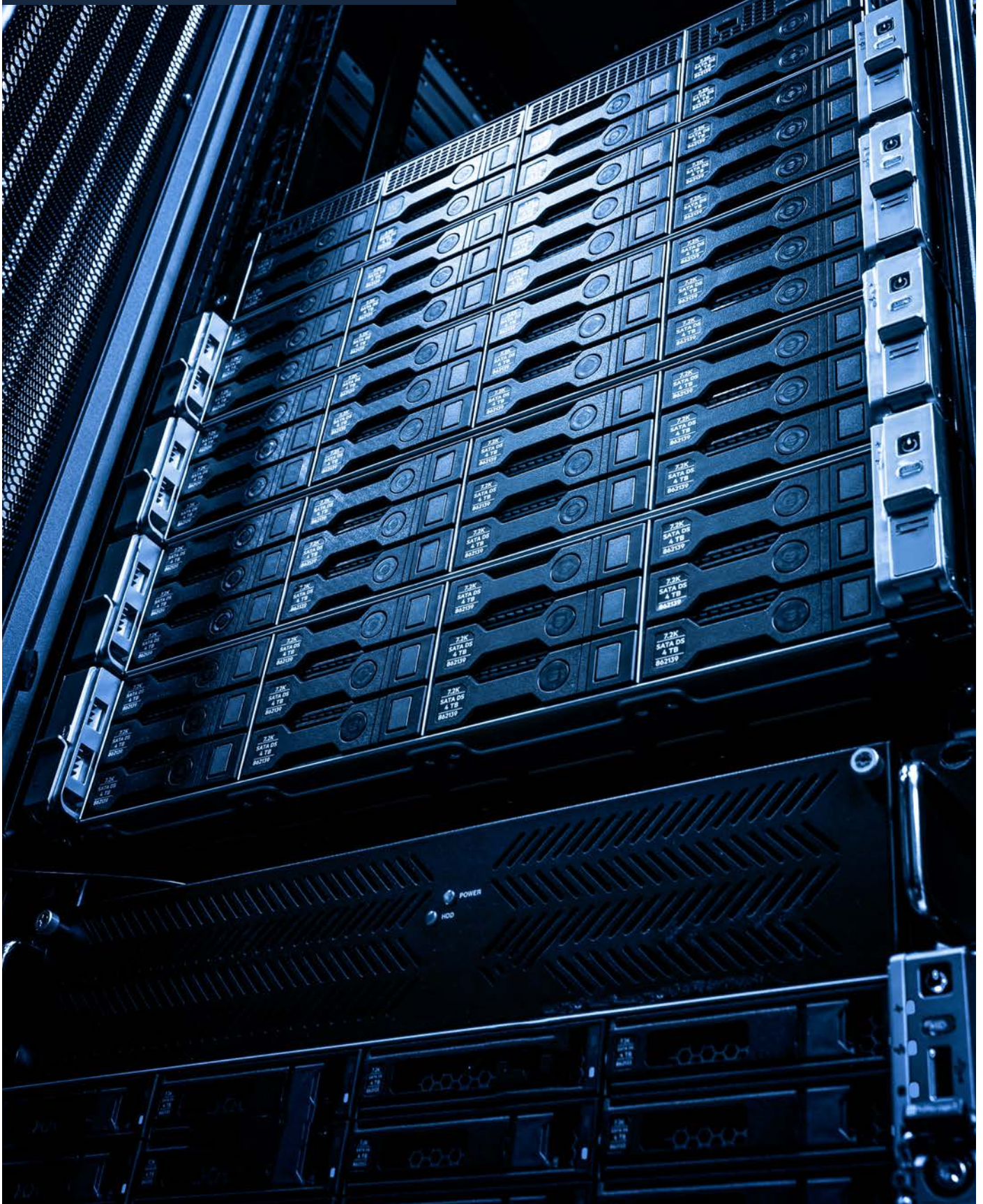
Covenco boasts a proven track record of success. We possess the expertise to handle complex projects and the scalability to adapt to your evolving needs, ensuring you have a reliable partner for your digital journey.

Choosing Covenco for your enterprise IT equipment rental needs extends beyond acquiring temporary hardware. It's about partnering with a trusted advisor who understands your unique challenges and offers a comprehensive solution that fosters agility, cost-efficiency, security, and sustainability.

By leaning on our expertise, you can unlock the full potential of your IT infrastructure and achieve your business goals with confidence.

“ Covenco prioritises responsible equipment life-cycle management through refurbishment and reuse, significantly reducing electronic waste. ”

"We present various configurations, ranging from your ideal system to the most budget-friendly options, ensuring you have a clear understanding of the trade-offs involved..."



Navigating the rental process:

A step-by-step guide to IT hardware rental

Navigating the complex landscape of IT equipment acquisition can be daunting.

At Covenco, we understand that choosing the right solution involves more than just selecting hardware. That's why we go beyond simply providing equipment – we take a collaborative approach to sizing and pricing, ensuring you achieve optimal value while aligning with your financial goals.

1 Comprehensive needs assessment:

Our experienced team engages in a detailed discussion to understand your unique requirements, project scope, and budget constraints. We delve into factors like:

➤ Peak usage periods:

Do you require temporary spikes in processing power?

➤ Specific software demands:

Does your project necessitate specialised hardware configurations?

➤ Future scalability needs:

Anticipate growth and ensure the solution adapts seamlessly.

2 Cost-benefit analysis:

We don't just offer equipment rentals – we present a comprehensive picture. Our detailed proposals include:

➤ Comparative analysis:

We compare the total cost of ownership (TCO) for renting with purchasing new or used equipment, leasing options, and other alternatives.

➤ Variable considerations:

We present various configurations, ranging from your ideal system to the most budget-friendly options, ensuring you have a clear understanding of the trade-offs involved.

➤ Financial transparency:

We break down costs clearly, making it easy for you and your finance team to grasp the value proposition of renting versus other options.

3 Collaborative decision-making:

We believe in open communication and shared decision-making. We work closely with you to:

➤ Address any questions or concerns:

We provide clear explanations and thoroughly address your needs.

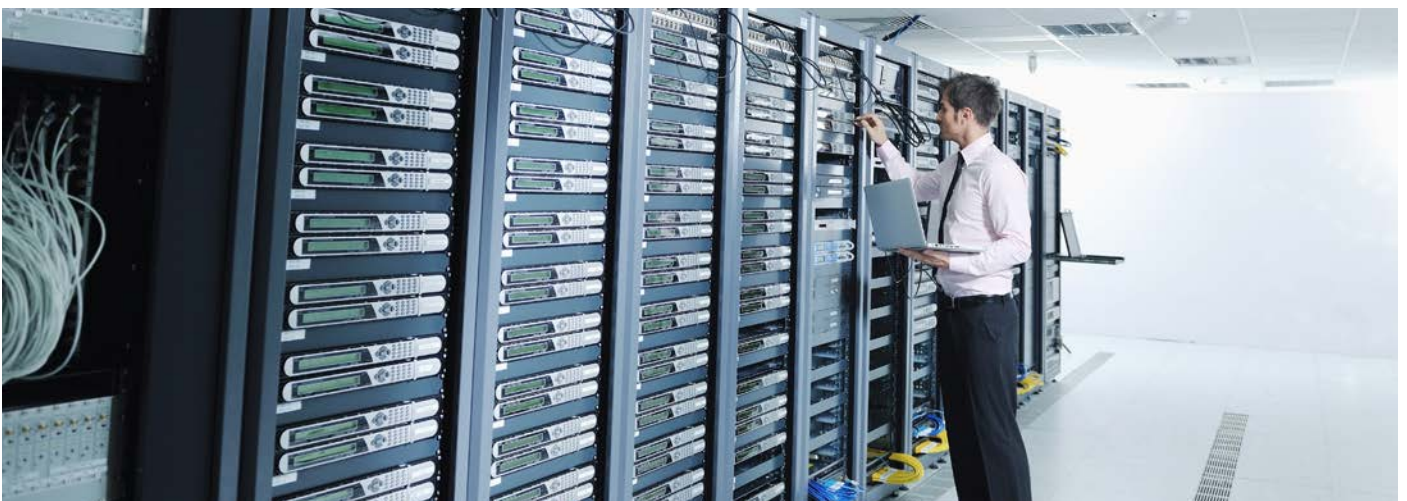
➤ Select the optimal solution:

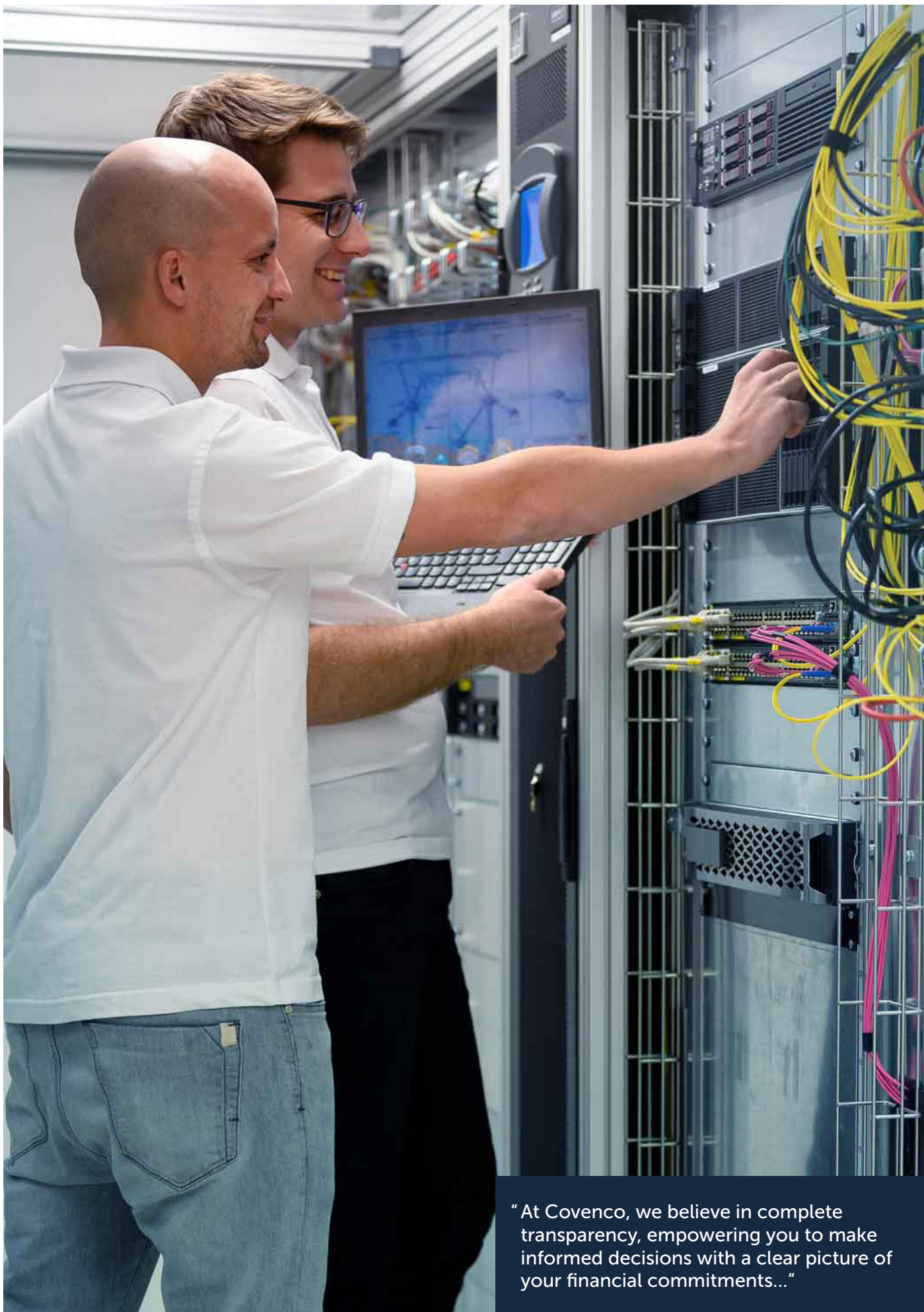
We guide you in choosing the equipment that best aligns with your project requirements and budget.

➤ Ensure peace of mind:

We offer ongoing support and guidance throughout the rental process, ensuring a smooth and successful experience.

“By partnering with Covenco, you gain more than just equipment – you gain a trusted advisor who understands your unique needs and works collaboratively to deliver the optimal solution that empowers you to achieve your business goals.”





"At Covenco, we believe in complete transparency, empowering you to make informed decisions with a clear picture of your financial commitments..."

Understanding the total cost of renting enterprise IT equipment

At Covenco, we believe in complete transparency, empowering you to make informed decisions with a clear picture of your financial commitments.

Here's a breakdown of the key factors that contribute to your total rental cost:

1 Equipment Base Price:

The base rental price forms the foundation of your rental proposal, quoted as the price per unit for a specific duration (e.g., per day, month, or year). We understand the importance of flexibility, so we offer various rental periods to accommodate your project time-lines and budget constraints.

2 Commissioning and Configuration:

Our team ensures your rented equipment is seamlessly integrated into your existing infrastructure. This includes fees for:

➤ Setup:

Our experienced engineers meticulously configure the equipment to your exact specifications, ensuring optimal performance and compatibility.

➤ Initial configuration:

We tailor the software environment to your specific needs, including operating systems, application installations, and security settings.

➤ Software installation:

We can install any necessary software licenses you have acquired or guide you through acquiring the appropriate licenses.

3 Optional Features:

While our core offerings provide exceptional value, we also offer a range of optional features to further enhance your experience:

➤ Extended warranties:

Ensure peace of mind with extended coverage beyond the standard warranty period.

➤ Data backup solutions:

Protect your critical data with secure and reliable backup solutions tailored to your specific needs.

4 Support and Maintenance:

Throughout the rental period, you can leverage our comprehensive support services:

➤ Support contracts:

Choose from various support packages designed to provide the level of assistance your project requires, from basic troubleshooting to proactive monitoring and maintenance.

➤ Preventative maintenance:

Minimise downtime and ensure optimal performance with our scheduled maintenance services performed by our qualified technicians.

5 Licenses and Software Subscriptions:

Certain equipment may require additional software licenses or subscriptions to function optimally.

We provide comprehensive information on these requirements and can assist you in securing the necessary licenses at competitive rates.

6 Decommissioning:

At the end of your rental period, we handle the decommissioning process with meticulous care:

➤ Equipment removal:

Our team safely removes the equipment from your premises.

➤ Data sanitisation / wiping:

We apply industry-standard data wiping techniques to ensure complete data erasure, protecting your sensitive information.

➤ Secure disposal:

We adhere to rigorous environmental regulations and responsible disposal practices, ensuring the equipment is recycled or disposed of ethically.

"Choosing the optimal acquisition strategy for your enterprise IT equipment requires careful consideration of your project needs, budget constraints, and desired level of flexibility..."



Navigating the right path: A comparative analysis of rental vs. leasing

Choosing the optimal acquisition strategy for your enterprise IT equipment requires careful consideration of your project needs, budget constraints, and desired level of flexibility.

Comparing renting and leasing options can often feel like navigating a complex decision matrix. Let's delve deeper into the key advantages and disadvantages of each approach:

Rental: Embracing Agility and Short-Term Needs

Advantages:

➤ Short-term flexibility:

Renting shines in scenarios requiring temporary spikes in capacity, seasonal demand fluctuations, or pilot projects. You can access the necessary equipment for a defined period without long-term commitments.

➤ Reduced upfront costs:

Avoids large capital outlays, freeing up working capital for other strategic investments.

➤ Simplified scalability:

Easily scale your IT infrastructure up or down as your needs evolve, ensuring you only pay for the resources you employ.

➤ Minimal residual value risk:

Mitigates the risk associated with the potential depreciation of owned equipment at the end of its useful life.

Disadvantages:

➤ Potentially higher per-unit cost over the longer term:

Compared to long-term leasing, rental costs can be slightly higher per-unit for extended durations.

➤ No ownership transfer:

You do not acquire ownership of the equipment at the end of the rental period, although this can be negotiated.

Leasing: Optimising Long-Term Value

Advantages:

➤ Lower monthly payments:

Compared to renting for extended periods, leasing often offers lower monthly payments due to the longer commitment and potential ownership transfer at the end.

➤ Predictable budgeting:

Fixed monthly payments provide stable budgeting and forecasting for long-term projects.

➤ Potential ownership transfer:

Depending on the lease agreement, you may acquire ownership of the equipment at the end of the lease term, offering a potential asset acquisition benefit.

Disadvantages:

➤ Less flexibility:

Scaling up or down during the lease term can be difficult and incur additional fees. You are essentially committed to the leased equipment even if your needs change.

➤ Ongoing payments:

Even during periods of underutilisation, you are obligated to make monthly lease payments, potentially leading to wasted expenses.

➤ Ownership limitations:

Ownership rights during the lease term are restricted, and modifications may require lessor approval.

➤ The Informed Choice:

The optimal solution hinges on your unique requirements. Short-term projects, seasonal peaks, or pilot projects; renting offers unparalleled flexibility and avoids long-term commitments.

Leasing can optimise costs and provide a path to ownership, offering long-term, predictable needs and potential ownership value.

Ask Covenco to run the numbers with you. Covenco can help you make the right decision for your needs.

Beyond the Basics:

When considering leasing equipment vs rental, it's crucial to consider additional factors:

➤ Project time-lines:

Match the acquisition strategy to your project duration for cost efficiency.

➤ Equipment availability:

Renting guarantees immediate access, while leasing may involve lead times.

➤ Maintenance and support:

Compare included maintenance and support options in both leasing and rental agreements.

➤ Total cost of ownership (TCO):

Covenco will help you analyse monthly payments and potential upgrade costs, maintenance fees, and residual value risks in both scenarios.

A collaborative approach to leasing vs renting in the short to medium term:

At Covenco, we don't believe in a one-size-fits-all solution. Our experienced team works collaboratively with you to understand your specific needs and project objectives.

We offer a comprehensive range of both rental and leasing options, helping you choose the strategy that optimises your budget, maximises flexibility, and aligns seamlessly with your overall IT roadmap.

By following this guide carefully and considering your unique needs, you can make informed decisions when renting enterprise IT hardware. Remember to compare rental with other options like leasing and purchase – all while applying TCO calculations from Covenco for comprehensive cost analysis.

With careful planning and collaboration with a reliable rental partner, you can leverage the benefits of renting to optimise your IT infrastructure and achieve your business goals.

Transparency is our commitment:

We understand that budgeting for IT infrastructure can be complex. By providing a detailed breakdown of all cost components, we empower you to make informed decisions and avoid unexpected expenses.

Additionally, we offer flexible payment options to align with your financial requirements.

“ By understanding the benefits of renting enterprise IT equipment, business owners can reliably make decisions to support business goals, optimise resource allocation, and navigate the dynamic technology landscape with increased agility and cost-effectiveness.”

By partnering with Covenco, you gain a trusted advisor who understands your unique financial constraints and technological requirements.

While cost transparency is crucial, we focus on delivering value beyond the price tag. Our commitment extends to:

➤ Exceptional service:

We provide proactive support and ongoing guidance throughout your rental journey.

➤ Expertise and experience:

Our team possesses deep technical knowledge and industry expertise to advise you on optimal solutions.

➤ Agility and scalability:

Our flexible rental options allow you to seamlessly adapt to changing needs and scale your IT infrastructure.

We work collaboratively to deliver a transparent, cost-effective, and value-driven rental solution that empowers you to achieve your business goals with confidence.

Renting from Covenco. The **Smart** Choice.

About Covenco

Covenco connects data management services with IT hardware supply and support. With over 34 years of experience in the IT industry, our team offers a reliable source of expertise for data centre administrators.

Covenco supports businesses with world-class data protection, backup, and disaster recovery services.

Our UK data centres have over two Petabytes of customer data under management at any time, and we are fully ISO27001 accredited for data security.

Contact Covenco

Covenco UK Ltd Head Office
Unit 3, MXL Centre, Lombard Way,
Banbury, Oxfordshire. OX16 4TJ
United Kingdom

Telephone: 01753 732000
Email: sales@covenco.com

<https://covenco.com>

covenco
DATA MANAGEMENT & INFRASTRUCTURE 365

