

Critical solutions for today's businesses



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What's Hot in 2025: Top Tech Trends Shaping Business

by Gary Andrews, Head of Commercial & Public Sector, Academia



As 2025 unfolds, businesses are pressing ahead with digital transformation efforts. Technology has shifted from being a luxury to a fundamental requirement for delivering exceptional user experiences. Among the many pressing challenges organisations face today are cybersecurity, device lifecycle management, and the growing demand to make software, hardware, and infrastructure more cost-effective.

Here are some of the key trends we believe are shaping the year:

Effortless Device Management Across All Platforms

Managing thousands of devices across Windows, Apple, and Android platforms—including smartphones, tablets, PCs, laptops, and VR headsets—in today's hybrid work environments is becoming increasingly more complex. While tools like zero-touch deployment and automation have improved efficiency, internal IT teams are still facing growing pressure, especially when managing diverse platforms alongside broader strategic initiatives.

To address this, we continue to invest in our own facility, providing further ability to streamline and simplify the entire device management and deployment journey. From staging and configuration, deployment and ongoing support to end-of-life IT Asset Disposal, our facility enables us to deliver seamless, scalable solutions tailored to your needs. It's a key reason why device management and managed services have become one of our fastest-growing areas—offering flexible “supported” or “fully managed” solutions that reduce operational strain, increase efficiency, and allow your IT teams to stay focused on what matters most.

Strengthening Cyber Strategy with SOC and SIEM Solutions

A notable shift towards the need for a more robust Security Operations Centre (SOC) and a comprehensive Security Information and Event Management (SIEM) is clearly evident. Organisations are increasingly adopting the most advanced technologies combined with off-site expertise to enhance threat detection, response and remediation capabilities.

Balancing everything can be challenging, but that's where we come in. Whether you're tackling cybersecurity or striving to find efficiencies, come and speak with us!

I would love to hear from you and to discuss how you are tracking towards your goals for 2025!

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Mac Choice

When you give employees the power to choose the tools they love, they're inspired to do their best work. Offering Mac as an option helps businesses reduce overall costs and save IT support time — all with state-of-the-art features that make it simple to protect your data and devices.

Super-fast. Exceptional battery life.

Apple silicon integrates the CPU, GPU, Neural Engine and more onto a single, tiny chip — bringing game-changing power and speed to everything you do. Thanks to the efficiency of Apple silicon, Mac delivers exceptional battery life with incredible performance, whether you're plugged in or not.

Enhance productivity.

Provide the tools that your employees are familiar with, use at home and love. It will enable them to be more productive and work with devices that are best for them.

Secure talent and become a “Great Place to Work”.

Faulty and poor tech demotivates employees, which in turn generates poor productivity and damages staff retention. Provide a Mac Choice programme to help secure existing talent and encourage new people to join your company.

Make your investment count with Mac.

Mac holds significant value over time with its reduced IT support costs, durability and high residual value, making it an ideal device for businesses. And when it's time to upgrade, Mac can be traded in, allowing firms to recoup costs and reinvest in new devices.

Deploy at scale. Onboard at speed.

Zero-touch deployment and robust management features on Mac save costs and time, so IT teams can get staff up and running quickly.



Sweeping security. Built in.

Mac has security features built straight in — no add-ons or additional purchases needed. Mac comes with state-of-the-art features that make it simple to protect your data and devices. And built-in frameworks enable IT to manage security system-wide. Together, Apple hardware, software and services make advanced security seamless.

Compatibility.

Mac is compatible with most in-demand third-party software and tools used in businesses, including Microsoft 365, Adobe, Canvas, Zoom and many more.

Support and Training.

Your Mac devices are covered with AppleCare — a one-stop shop for service and support from Apple experts who know Mac best. Free macOS upgrades and 24/7 support bring operational efficiency to organisations. And Apple offers professional training for IT teams with foundational to advanced content for deploying and managing Apple devices at scale.

Contact our team to book a meeting to discuss adopting Mac as part of your Employee Choice Programme..

www.academia.co.uk/employee-choice

Managing Macs; it's simple with management, support and maintenance options

By partnering with Academia, you will have more choice to adopt Mac so it aligns with your IT goals. We provide bespoke and packaged options to support your Apple estate including a fully managed service that does everything for you – covering procurement to onboarding, user and IT support, repairs all the way through to recycling and refresh.

1

Done BY you

You manage your devices

- We will procure your MDM licences
- Set you up with our Quickstart MDM Training Session

2

Done WITH you

You manage your devices and we'll provide some MDM support for your IT Team

- We will procure your MDM licences
- Set you up with our Quickstart MDM Training Session
- Provide IT Team escalation support

3

Done FOR you

We manage all of your devices for you with our fully-managed service

- MDM Software Platform
- MDM Platform Management & Support
- ASM/ABM Support
- Unlimited Helpdesk – Proactive Support
- Patch Management & Version Control
- Application Packaging & Deployment

Explore the Future of Work with Meta

Step into the future with Meta's cutting-edge VR and MR technologies, designed to transform the way businesses operate. From immersive training environments to virtual collaboration spaces, Meta provides innovative solutions that enhance productivity, collaboration and learning across industries.

Why Choose Meta for Work?

Presence: Feel like you're there in person with your colleagues, even when you're miles apart.

Collaboration: Work together seamlessly with shared spaces built for spontaneous interactions and co-working.

Productivity: Optimise processes to eliminate bottlenecks and free up time for valuable work.

Connectivity: Bridge distances with tech that works across 2D and 3D surfaces, compatible with various devices.

 **Meta**
Work Partner

PREMIER

Improve Soft Skills with AI & VR

 **bodyswaps**

A solution for soft skills training

Soft skills are increasingly sought after, and while they can be challenging to master, the Bodyswaps training platform offers engaging, immersive experiences that empower learners to cultivate vital skills such as communication, collaboration and leadership.

How it's brought to life

Bodyswaps partners with renowned subject matter experts and leading institutions to develop world-class immersive experiences that organisations can deploy at scale while remaining cost-effective.

Where Online Learning Meets Hands-On Learning

 **VICTORYXR**

VictoryXR's goal is to introduce innovative ways to learn through virtual reality and AI.

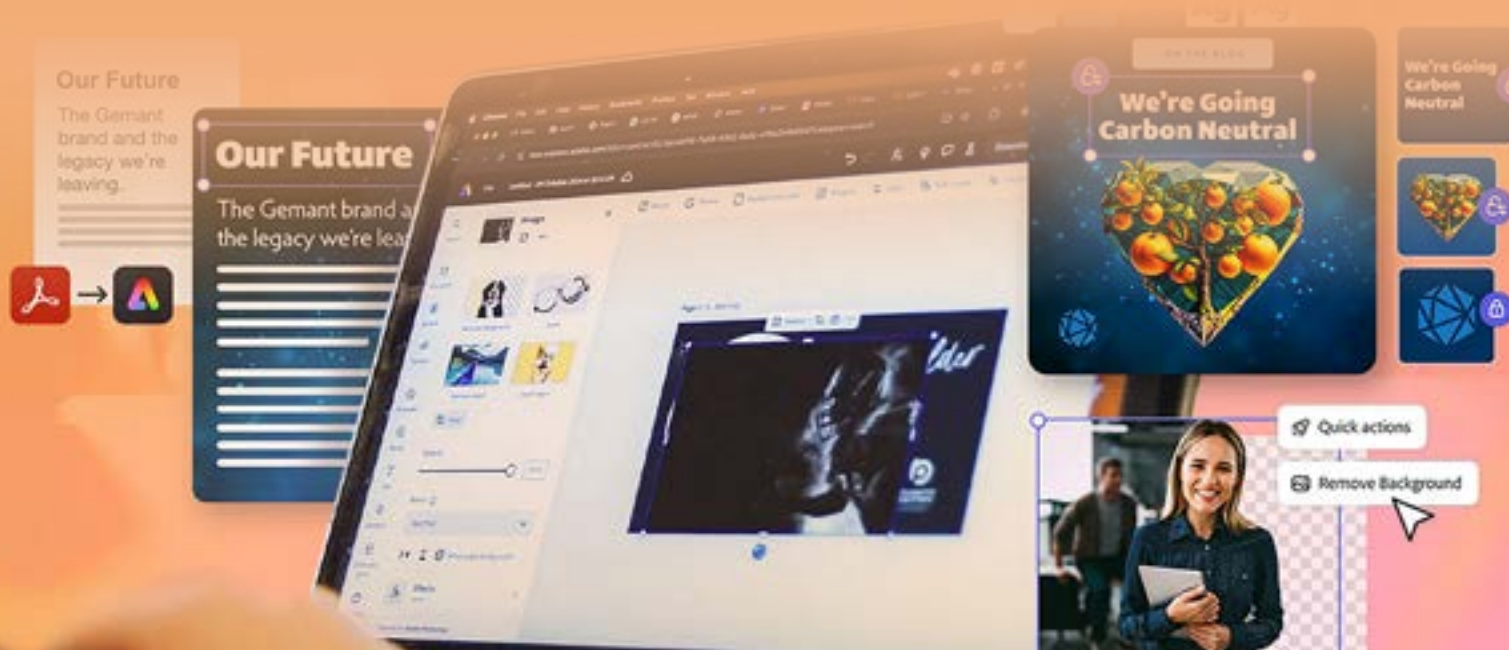
They offer immersive learning solutions through virtual reality and AI. Their cutting-edge VR learning experiences will push your business to new frontiers!

Empower your team with Adobe Express

Adobe Express empowers teams with streamlined creative workflows that boost productivity. With easy-to-use tools for non-design teams, creatives have the freedom to focus on impactful, high-level work.

“Our team love the extra power and abilities they’ve been provided with.”

See how Adobe Express can transform your team’s creative process by getting in touch with Academia



Software Sourcing Services: Simplifying Procurement

Did you know that **80–90% of an organisation’s software spend is focused on core systems and applications**, which account for only **10% of transactions**? These are typically well-managed through contracts and procurement frameworks.

However, the remaining **10–20% of software spend**, representing **90% of transactions**, often lacks oversight.

This “long-tail” spend includes 2nd and 3rd tier software vendors, where unmanaged spend leads to:

Higher costs per transaction due to inefficiencies.

Limited governance around cyber security, compliance and EULAs.

Significant audit and financial risks from underutilisation or over-purchasing.

Resource drain from the administrative burden of handling numerous vendors.

Rogue credit card spend as a result of user demand for instant fulfilment and unmanaged vendors.

One Strategic Partner, Multiple Benefits:

- › **Centralised Management:** Gain control of your unmanaged spend by consolidating procurement through a single trusted provider. Consolidated Quoting, Ordering and Billing.
- › **Cost and Risk Reduction:** Reduce the high transaction costs and mitigate audit risks associated with Tier 2 and 3 software vendors.
- › **Improved Governance:** Establish proper compliance measures and optimise licensing utilisation/ML spend.
- › **Enhanced Efficiency:** Save valuable resources by eliminating the administrative burden of managing long-tail vendors.
- › **Expert Guidance:** Leverage our team of specialists for strategic insights, deployment services and ongoing support tailored to your organisation’s needs.
- › **Compliance and Security:** We carry out due diligence whilst onboarding vendors to help you navigate the complexities of licensing and cybersecurity with confidence. Our robust frameworks ensure compliance, protect sensitive data and mitigate risks.
- › **Rank 1 on the SLRA:** As the market leader in higher education software procurement, we have built a robust software catalogue of regularly ordered applications.
- › **Proactive software Renewals:** We ensure your assets are managed and users are notified well in advance of the renewal date, minimising downtime.



Introducing AcademiaONE

The Complete Device Lifecycle & Circular IT Solution

Seamless Device Management from Start to Finish

AcademiaONE is a unique, end-to-end device lifecycle solution designed to ensure your university always has the right technology at the right time. From procurement to deployment, management to secure retirement, AcademiaONE streamlines the entire process, giving you full visibility and control over your devices while embracing the principles of Circular IT.

A Smarter, Sustainable Approach to IT

AcademiaONE is more than a service – it's a strategic partnership for businesses looking to optimise their IT infrastructure while supporting environmental responsibility. With flexible solutions, proactive planning and a focus on sustainability, we help you drive efficiency and innovation with confidence.

Why Organisations Rely on AcademiaONE

- ✓ **Always Up to Date** – Stay ahead with a continual refresh cycle to ensure your devices are modern, high-performing, and aligned with your needs.
- ✓ **Seamless Device Management** – Track every stage of your devices' lifecycle from onboarding to secure end-of-life disposal.
- ✓ **Flexible Procurement & Refresh Planning** – Plan refresh cycles up to six months in advance and ensure a consistent device and peripheral setup.
- ✓ **End-to-End Support** – From delivery, asset tracking, and onboarding to ongoing maintenance and certified repairs we've got you covered.
- ✓ **Sustainable & Secure Disposal** – Retire or repurpose devices responsibly in line with WEEE standards and a zero-landfill policy, supporting a circular economy approach to IT.

Platform agnostic



Business Partner



Device Management, your way. End-to-End Lifecycle Management

AcademiaONE ensures devices are seamlessly managed from acquisition to retirement:

Pre-Provisioning & Deployment

Devices arrive ready-to-use with pre-installed software asset tagging and ITAM enrolment.

Ongoing Maintenance & Repairs

Minimise downtime with hot-swap spares, accredited repairs, and service desk support.

Joiners, Movers & Leavers

Manage staff transitions effortlessly with device reallocation secure erasure, and redeployment.

Sustainable End-of-Life Handling

Securely erase repurpose, or retire devices in line with environmental commitments reducing e-waste and promoting Circular IT.



Tailor Your Service

AcademiaONE allows you to build a custom service that fits your organisation's needs.

- ✓ **Define Your Hardware & Peripherals** – Select devices, accessories and peripherals suited to your team.
- ✓ **Identify Your Use Cases & Personas** – Understand how different user groups interact with their technology.
- ✓ **Pick Your Services & Support** – Choose from managed, supported or implementation-only options.
- ✓ **Select Agreement Length & Payment Methods** – Flexible terms from 3 to 5 years to suit your financial strategy.
- ✓ **Finance Your Solution** – Choose from leasing, subscription models or outright purchase to align with your budget and cash flow needs.



Do you want a SOC or perhaps a SIEM instead?

As cybersecurity threats become more sophisticated, businesses are a prime target due to the vast amounts of sensitive data they handle. To combat these evolving threats companies are investing in advanced security measures like Security Operations Centres (SOCs) and Security Information and Event Management (SIEM) solutions. These solutions provide organisations with the ability to detect, analyse and respond to threats in real time, ensuring that cyberattacks are managed before they cause major disruptions.

SOC (Security Operations Centre):

A team of security professionals who monitor, detect and respond to threats in real-time. This provides a proactive approach to cybersecurity, ensuring immediate action against potential threats.

Key Benefits of a SOC:

- 24/7 threat monitoring and response
- Incident investigation and threat mitigation
- Continuous improvement of security posture
- Compliance with cybersecurity regulations

SIEM (Security Information and Event Management):

A software solution that collects and analyses security data from across an organisation's network. SIEM systems provide valuable insights and automated alerts, helping IT teams detect threats faster and

Key Benefits of SIEM:

- Centralised security data collection and analysis
- Automated threat detection and alerts
- Faster incident response and remediation
- Historical data analysis for identifying attack patterns
- Data Protection & Information Governance Audits

New from Academia. Data Protection and Information Governance Audits.

Our specialists interview key stakeholders, document findings and deliver an executive report with a compliance improvement roadmap.

- Executive Report
- Improvement Roadmap
- Stakeholder Q&A



Cyber Essentials Fast Track Programme.

Navigating cybersecurity can feel overwhelming but it doesn't have to be. Our Fast-Track Cyber Essentials Solution helps you achieve certification quickly and efficiently. We'll guide you every step of the way—starting with a comprehensive audit to assess your current setup, followed by a clear, tailored action plan to address any gaps.

proofpoint.

academia
technology group

AI-Powered Innovation. Human-Centric Security.

Protect people and defend data with the world's most advanced, effective and trusted cybersecurity partner. Visibility, insight and control to address the four areas of human risk: threat, impersonation, identity, and data loss.



Get our State of the Phish report to learn more.

proofpoint.com

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Lifecycle Services

Device Lifecycle expertise

If you're thinking about getting new devices, wanting to make IT tasks easier, or trying to find affordable ways for employees to choose their technology like they do as consumers, we can help. Plus, we offer inlife support too.

Sustainable ITAD

Our in-house Lifecycle division based in Reading has nailed securing, recycling and reusing IT assets. Our customers can be confident that their end of life equipment is retired in the most sustainable way possible.

Device Lifecycle Services

Devices play a crucial role in establishing a connected, collaborative and productive work environment. Academia can help if you're thinking about getting new devices, wanting to make IT tasks easier, or trying to find affordable ways for employees to choose their technology like they do as consumers.

How does ITAD work?

1

Assess

Assess re-usability and potential resale value

2

Transfer

Collect assets and transfer ownership

3

Data wipe

Test, data wipe and provide certifications

4

Recycle

Refurb, recycle & re-use in an eco-friendly way

5

Return

Return financial value

6

Reporting

CO2 impact report to show emissions savings

Subscription Services

You're In Full Control

Academia's subscription model offers distinct advantages over traditional IT procurement methods. With our flexible subscription agreement, you're in full control of how long you want to spread your payments – either 1, 2 or 3 years.

Not Just Hardware

Yes, we can provide subscription services for your hardware but we can also include services, software and accessories.

Why A Subscription Model?

Subscription allows you to take control of budget constraints and competing priorities with a more streamlined and smarter approach.



Significant savings compared to cash purchase



Operating expense not capital expense



Reduced total cost of ownership



No upfront cost



Predictable costs



Maintain credit lines



Scalability



Ability to pay over time



Flexibility during the term



Lifecycle management

Lease-based subscriptions

Leasing is a great way for businesses to spread the cost of their investment for technology by making quarterly or annual payments over a 1, 2, 3 or 4 year period. With leasing, the financial liability always remains with your university.

Up-to-date technology

At the end of the lease, you have the option to refresh your Apple technology and enter into a new agreement. This means that you can take advantage of the most up-to-date features, services and support.

Insurance

Insurance is normally required and Academia can discuss the option but please note that an insurance product cannot be added onto the lease.

Lease terms

You can lease your technology over 1, 2, 3 or 4 years by making payments quarterly or annually.

Framework Agreements



RM6147 Technology Online Purchasing Content

The Technology Online Purchasing Content framework enables Academia to provide customers with a range of commoditised technology hardware and software products.



Software Licence Resellers Agreement (SLRA)

Academia has been awarded on five lots of the Software License Resellers Agreement as the first ranked supplier for the supply of Adobe, VMware, Other Software and Software Services.



Technology Products & Associated Services 2 – RM6098 (TePAS 2)

We are delighted to announce that Academia has been named as a supplier on the Crown Commercial Service (CCS) TePAS 2 framework – RM6098. You can find us on:

- Lot 2 – Hardware
- Lot 3 – Software
- Lot 5 – Health and Social Care Technology
- Lot 6 – Education Technology
- Lot 7 – Sustainability and Circular IT
- Lot 8 – Technology Catalogue



TePAS 2 paves the way for public sector buyers, providing a better, more streamlined approach to procure technology that’s both flexible and compliant. As a leading provider of IT solutions, this framework will continue to strengthen our solutions and services and align people, systems and information in a secure, connected IT environment.

Streamlined and Compliant Mobile Telecoms

Every organisation has different mobile requirements and that’s why we ensure that we understand each customers ever-changing needs in order to build a cost-effective and efficient mobile solution.

Here are just some of the benefits of our mobile contracts:

Comparable pricing	Trade-in old devices for credit	Efficient billing
Consolidated billing	Customisable spend controls	Network flexibility
Coterminous agreements	Out of hours support	Proactive alerts
Online management portal		Recycling of old devices

Saved 30%
on mobile costs
Increased data
from 11TB to 5.5TB



Are you ready for Windows 11?

The countdown is on!

Support is ending for Windows 10 on October 14th 2025.

Those running on unsupported operating systems run the risk of increased security risks, financial loss and reputational damage.



The Windows we know and love...but better.

Windows 11 has been carefully designed for compatibility with your existing apps and hardware, making it easy to deliver a productivity upgrade to your employees. It's familiar technology, but elevated – providing better security and increased productivity to support the ever-evolving modern business landscape.

By upgrading to Windows 11 now, you will:

- Reduce vulnerability by adopting tighter security measures.
- Receive the latest innovations in AI, including Copilot in Windows.
- Access improved productivity, cost-efficient management, increased reliability and more.
- Allocate sufficient time to optimise the upgrade process and ensure a smooth transition.

How we can help you transition to Windows 11.

As a Microsoft Solutions Partner – Modern Work & Solutions Partner Azure Infrastructure, we have the deep technical expertise to help you achieve a seamlessly and cost-effective migration.

Microsoft 365?

Get in touch if you need support maximising the features, value and return on investment in Microsoft 365 thanks to our deep sector expertise, and close partnership with Microsoft's global Tech for Social Impact team.



"The migration to Office 365 worked beautifully and we couldn't be more delighted with the result. The project was managed so well, and the remote training sessions were exactly what we needed."

Dominic Edwardes, Trollope Society Chair

There is a cost to doing nothing.

42% Faster completion of demanding workloads on average.

58% Reported drop in security incidents.

50% Faster workflows on average.

80% Reduced number of helpdesk tickets.

Please note that not migrating will result in the automatic loss of support. However, support is still available from Microsoft for a fee.



Get in touch!

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