

# TIEVA

TIEVA Guide

## RAMmageddon: Taking Back Control of IT Spend in an Unpredictable Market

A practical guide to reducing exposure to rising prices, tightening availability and longer lead times.





# You're Not Imagining It

The way you've always bought IT doesn't work like it used to.

## What Changed?

The price has changed. The stock has gone. The lead time has doubled.

**You get a quote.**  
**You take it to finance.**  
**You wait for approval.**  
**You place the order.**

Except now: the price has changed, the stock has gone, and the lead time has doubled. And you're left explaining delays that weren't in your plan.

This isn't a supplier issue. It's market disruption.

AI demand, component shortages, and vendor pressure are changing how technology is priced, built, and delivered. Some are calling it [RAMmageddon](#) a shift driven by memory manufacturers prioritising high-performance components for AI over standard enterprise supply.

That's pushing up costs, tightening availability, and extending lead times across everything from laptops to servers and networking.

And it's not settling down any time soon.

# Where This Starts to Hurt

You're still expected to deliver. Projects don't stop because hardware is delayed. Budgets don't flex because pricing moved. New starters don't wait because laptops are out of stock.

So the pressure shows up in familiar ways:

- 01 Projects slipping without clear answers
- 02 Budgets becoming harder to defend
- 03 Teams spending more time reacting than improving
- 04 Ageing devices carrying more risk than they should

You're being asked to create certainty in a market that isn't behaving predictably.





# What We're Seeing Work in Practice

Across the organisations we work with, the clients navigating RAMmageddon best don't necessarily have deeper pockets than the rest of us. Instead, they're approaching decisions differently.

A few patterns are starting to stand out:

**01**

## Moving Earlier

Not because everything is urgent, but because waiting creates more risk than it used to.

**02**

## Keeping Options Open

Not locked into a single supplier, a single specification, or a single way of delivering outcomes.

**03**

## Using What They Have

Extending asset life where it makes sense, and recovering value where it doesn't.

# 4 Practical Ways to Stay Ahead

You don't need to overhaul everything.

But focusing on the right areas changes how much control you have over cost, timing, and risk. Across the organisations we work with, four levers consistently make the difference.



# 01

## Take Control of Procurement

When pricing and availability are unpredictable, timing matters as much as cost. That means moving earlier, keeping options open, and building flexibility into how you buy.

In practice, this looks like:

- Securing stock ahead of demand where it matters most
- Using flexible finance or pre-approved spend to act quickly
- Sourcing beyond a single vendor or supply chain

### Example

After seeing prices change during multiple approval cycles, a client agreed a pre-approved spend threshold with finance. When stock became available, they moved immediately rather than restarting the process.

#### What changes for you:

You reduce exposure to price increases and supply delays.



## 02

# Get More from What You Already Have

Not every problem needs a new device. Extending the life of your current estate, safely and deliberately, removes pressure from both budget and supply.

### In practice, this looks like:

- Supporting ageing devices with proactive maintenance
- Optimising performance across existing infrastructure
- Using multi-vendor support to bridge gaps

### Example

A planned laptop refresh was delayed by supply issues. Instead of forcing a purchase, the client extended device life with enhanced support, maintaining performance without paying inflated prices.

### What changes for you:

You avoid unnecessary spend and reduce reliance on constrained supply.



# 03

## Use Cloud to Reduce Hardware Dependency

In practice, this looks like:

- Moving resource-heavy workloads into cloud environments
- Using virtual desktops to extend device life
- Blending on-prem and cloud to stay flexible

### Example

Faced with delays in sourcing high-spec laptops, a client moved workloads into Azure-based virtual machines. Existing devices were used to access them, avoiding delays while maintaining performance.

#### What changes for you:

You reduce dependency on hardware availability.



# 04

## Manage Your Device Lifecycle Proactively

The biggest risks often come from timing. Waiting until devices fail or projects demand new hardware limits your options.

### In practice, this looks like:

- Planning refresh cycles earlier than before
- Recovering value from unused or retired assets
- Using refurbished options where appropriate

### Example

Following an office consolidation, a client identified unused devices and recovered value through a structured buy-back. That budget was reinvested into priority areas without increasing overall spend.

### What changes for you:

You improve timing, unlock budget, and reduce last-minute decisions.



### Strategic Procurement

- Forward Buying & Price Positioning
- Flexible Commercial Models
- Alternative Sourcing
- Procurement Timing & Flexibility



### Maintenance, Optimisation & Support

- Extending Asset Life
- Performance Optimisation
- Multi-Vendor Support
- Pre-Staging & Configuration



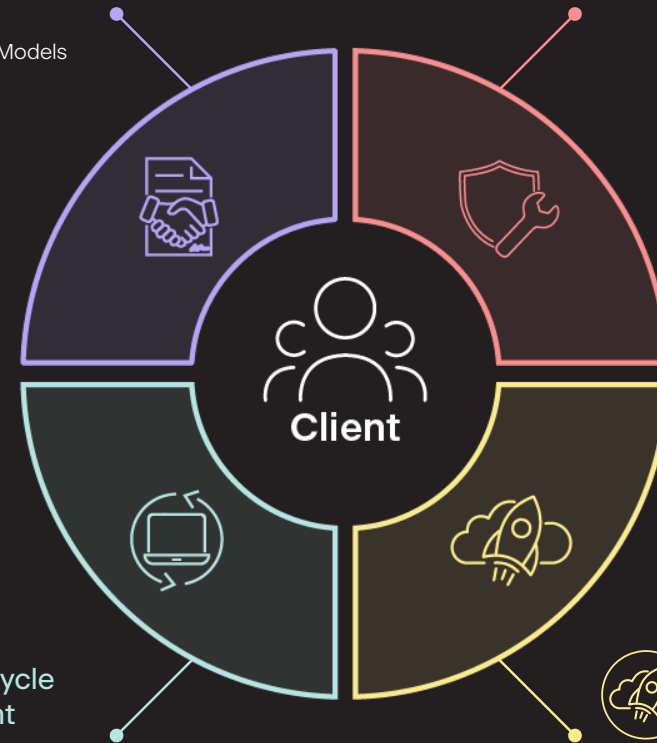
### Device Lifecycle Management

- Lifecycle Planning
- Asset Recovery & Buy-Back
- Secure Disposal
- Sustainable Device Strategy



### Integrated Cloud Acceleration

- Workload Offloading
- Virtual Desktop & Compute
- Cloud as a Procurement Lever
- Hybrid Environment Design



# Beyond “RAMmageddon”: Staying in Control

You’re not removing the pressure completely. But you are reducing how much control it has over your decisions.

With the right approach:

- You see pricing and supply shifts before they impact you
- You extend asset life without increasing risk
- You recover value from what you no longer need
- You plan lifecycle decisions instead of reacting to them
- You build resilience with hybrid infrastructure

**You move from firefighting to control.**



## Where to Start

You don't need a full transformation to make progress.

Start with:

- A clear view of your current estate and its risks
- An outline of likely purchases over the next 6-12 months
- Identification of where delays would cause the most disruption
- Opportunities to recover value from unused assets

**That alone creates clarity.**



# The Bottom Line



This doesn't appear to be a short-term pricing fluctuation, and there isn't a way to avoid its impact entirely.

That's the environment you're operating in. What you can control is how exposed you are to it.

With the right approach:

- You reduce volatility
- You avoid reactive spend
- You make better-timed decisions
- You give your team space to focus on what matters

You won't remove the pressure completely. But you can stop it dictating every decision.

# How TIEVA Supports You Through RAMmageddon

You don't need more quotes. You need better visibility, earlier decisions, and more flexibility in how you respond. That's where we support you.

We work with you to look ahead, not just react. So you can see what's coming, understand where the pressure will hit, and make decisions before they become urgent.

Extending infrastructure life with the right support

Recovering value from assets you're no longer using

Alternative ways to deliver without waiting on single supply paths

The focus stays the same throughout:

- Keeping your environment reliable and secure
- Helping you make better-timed decisions
- Reducing the impact of price and supply pressure

So you're not constantly reacting to the market. You're working ahead of it.



# TIEVA

## About TIEVA

TIEVA is a managed IT partner for mid-market organisations, combining enterprise-grade capability with the proactive, personal partnership that makes complex technology feel effortless.

From modern workplace and cloud to networking, cyber security, data and AI, we manage and optimise technology environments end to end. More importantly, we take the time to understand what matters most to your business, anticipate challenges before they arise, and provide the guidance and expertise needed to keep you moving forward.

By acting as an extension of your team, we help simplify complexity, improve performance, strengthen resilience, and unlock new opportunities for growth.

**Where technology meets what matters.  
That's where we work.**

Learn more at [tieva.co.uk](https://www.tieva.co.uk)

## Contact Us

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