

**Existing Customer Upgrade Recommendation Letter/Email**  
**(For replacing older or out-of-warranty units)**

Subject:

Upgrading Old AWE Workstations

Hi [Name],

I recommend that we move forward with replacing our older AWE Learning workstations to ensure continued reliability, performance, and value for our youth services for years to come. Our units are now out of warranty, so they are no longer supported.

AWE Learning is already used by over 49% of public libraries nationwide, including ours. As units age, many libraries choose to upgrade to Platinum Version 4 to maintain a safe, dependable learning experience while benefiting from improved technology and updated content—without increasing staff workload or operational complexity. The only thing we need to do when we get the new units is simply plug them in.

Version 4 builds on what has already worked well for us, while adding meaningful improvements that support early learning and youth engagement across ages 2–12. They have refreshed the award-winning content and titles. It continues to align with library priorities such as early literacy, language development, and STREAM learning, while offering predictable costs and long-term value for afterschool and summer programming.

Key reasons libraries upgrade to Version 4 include:

- Faster, more responsive technology with an updated interface on Windows 11
- Child-safe, closed system (no internet access, no ads, no data collection)
- Plug-and-play setup with no logins, accounts, or daily management required
- 250+ award-winning educational games aligned to early literacy and STREAM standards
- Supports multiple age/ability groups (2–12) on a single workstation to meet kids where they are at developmentally
- No subscription required; content remains usable year over year
- Predictable lifespan with long-term partner support

- Usage metrics that can be used for grants and measuring outcomes

From a budget and compliance perspective, this upgrade is a defensible investment. It minimizes operational risk, avoids subscription, reduces staff burden, and comes from a stable vendor with over 30 years of library partnership experience. Most importantly, it allows us to continue offering high-quality learning opportunities without disruption, downtime, or added maintenance demands.

I'm happy to share additional details, peer library examples, or coordinate a brief demo with the AWE team. I've also attached a one-page justification document for reference.

Best,  
[Name]