

WAR FOR TALENT EMPLOYEE CHOICE

ECONOCOM SALES BOOTCAMP

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CONFIDENTIAL ECONOCOM

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hello



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agenda

Why?

What?

How?

The Apple question

Why Econocom?

Sales cycle & Call to action

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01

Why?

Why? - Market Trends

~55%

Current workforce born between **1980 and 2000**

Why? - Market Trends

49%

Organisations already offering **mobile device choice** to their employees

Choice between an Android device and the iPhone

Why? - Market Trends

>60%

Millennials¹ prefer **high-tech benefits**
Smartphone, laptop, tablet

¹ Millennials, also known as Generation Y or Gen Y, are the demographic cohort following Generation X and preceding Generation Z. Researchers and popular media use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years, with the generation typically being defined as people born from 1981 to 1996.

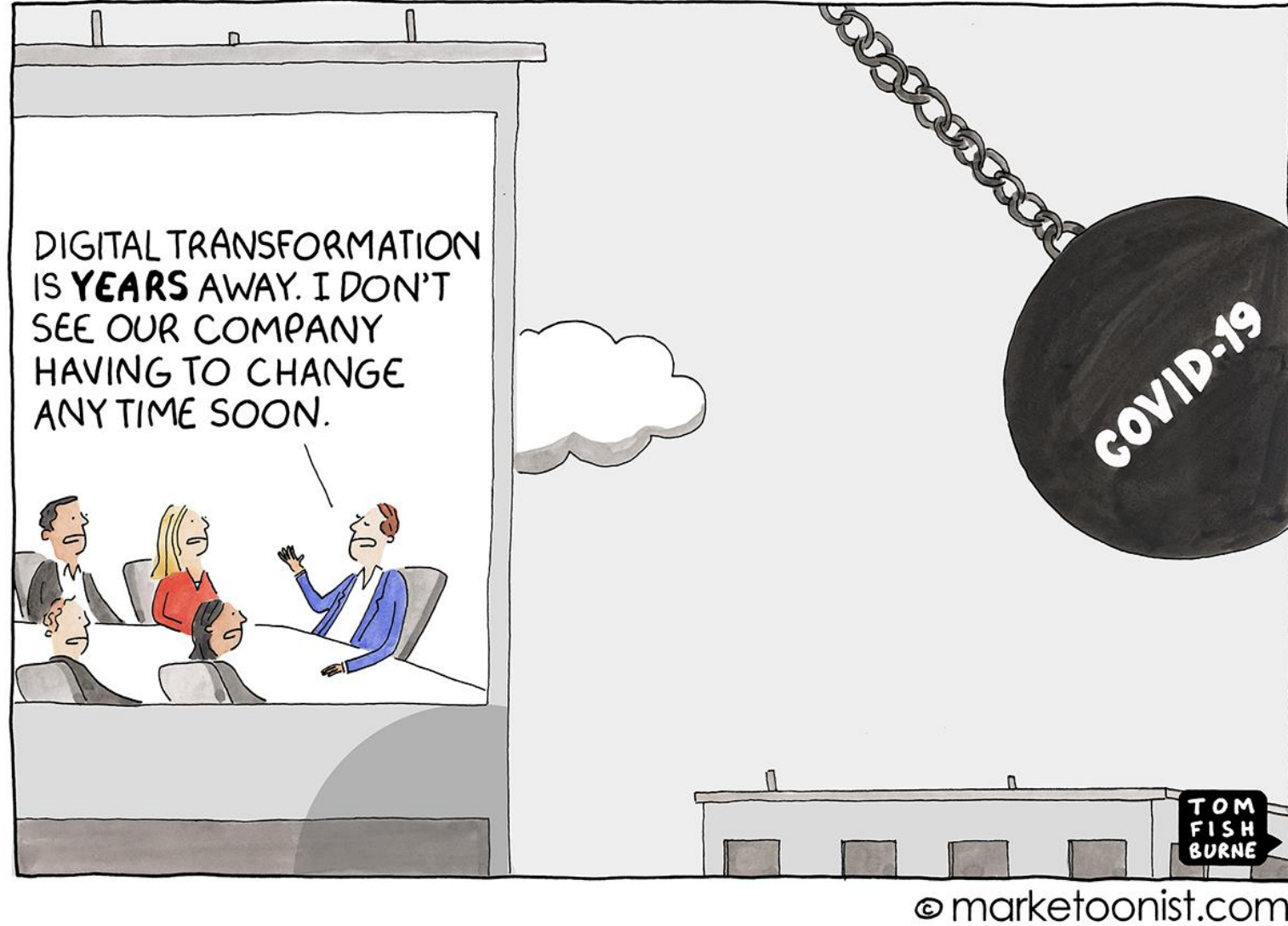
Why? - Market Trends

65%

of **Belgian employers** say they are **struggling to attract employees**
European average: 42%

SD Worx, study conducted between March and April of 2022
<https://zigzaghr.be/war-for-talent-interne-mobiliteit-onbenut-in-belgie/>

Why? - Market Trends



userisation

02

What?

A photograph of three business professionals in a meeting. In the foreground, a man with a beard and short brown hair, wearing a green corduroy jacket over a white t-shirt, is looking down at a tablet computer. He is holding a white pen in his right hand. Behind him, another man with a beard and dark hair, wearing a light blue button-down shirt, is pointing at the tablet with his right index finger. In the background, a woman with dark hair, wearing a light-colored blazer, is looking towards the tablet. They are all seated at a wooden table. A laptop is open on the table to the right. The text "Employee Choice" is overlaid in the center of the image in a large, white, sans-serif font.

Employee Choice

EMPLOYEE CHOICE

Enabling companies to attract and retain the best talent.

Companies with technology choice programs **provide employees the option to choose their computer hardware and/or mobile devices for work**, rather than forcing one type of brand or device across all users or determining their end users' technology comfort levels and needs.

What? - Our solution

Why?

- Positive effect on **employee wellbeing, recruitment and retention**¹
- **91%** of respondents **report benefits** from an employee choice program and with top reasons being: **productivity, positivity** and **feeling more valued**²
- 4th industrial revolution with focus on **experiences**³

¹² Jamf, Global Study: Employee Choice and its Impact on the Future of Work, 2021 (<https://www.jamf.com/resources/e-books/global-study-employee-choice-2021/>)

³ World Economic Forum, Fourth Industrial Revolution (<https://www.weforum.org/focus/fourth-industrial-revolution>)

“
To compete in today's market, enterprise organizations around the world are trying to find new and more efficient ways to retain and attract talent while ensuring company and customer data remains secure in an evolving mobile workforce.”

What? - Our solution

85%

of IT and LOB leaders agreed that improved employee experience and higher employee engagement translate to

- better customer experience
- higher customer satisfaction
- higher revenue for their organisation

What? - Our solution

How?

- **Persona profiling:** to decide who can *choose* which device
- **Scenario definition:** to adapt and optimise HR/IT processes (e.g., joiner, leaver, etc.)
- **Procurato**, our own online procurement portal
- **Professional Services** to help organisations integrate their new devices into their IT infrastructure (security, device management)
- **EcoCare and Insurance** to provide extra hardware services and coverage during the device lifecycle
- **End of life management** to create value at the end of the lifecycle of the devices (brokerage), Buy-back offering

03

How?

Some customers are just not so easy to convince...

“This will mean **chaos** for my IT department.”

“Letting people choose a device is just way **too expensive** for us.”

“Our people don’t want to choose their device. They’re **happy as it is now.**”

And that's exactly where we can make the difference

“A bespoke catalogue of supported devices is the base of a successful employee choice offering.”

“Financing and the total cost of ownership shows that even more expensive devices can have a lower financial impact at the end of their lifecycle.”

“In which way do you currently measure employee happiness within your company? Can we have a look at the Workplace NPS?”

04

The Apple question

Technology
that delivers a **consumer-like
experience at work**

The Apple question

Mac Employee Choice

Apple users have a strong affinity for Apple products for a variety of reasons, while non-Apple users are less loyal. As a result of such positive associations, **Apple users value employee choice programs**, many of which improve retention and recruitment.

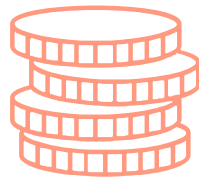
The Apple question

62%

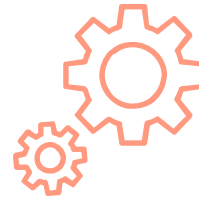
Would **choose an Apple offering** when provided the choice
MacBook vs PC laptop

The Apple question

But unfortunately, the Mac is still perceived as



Too expensive



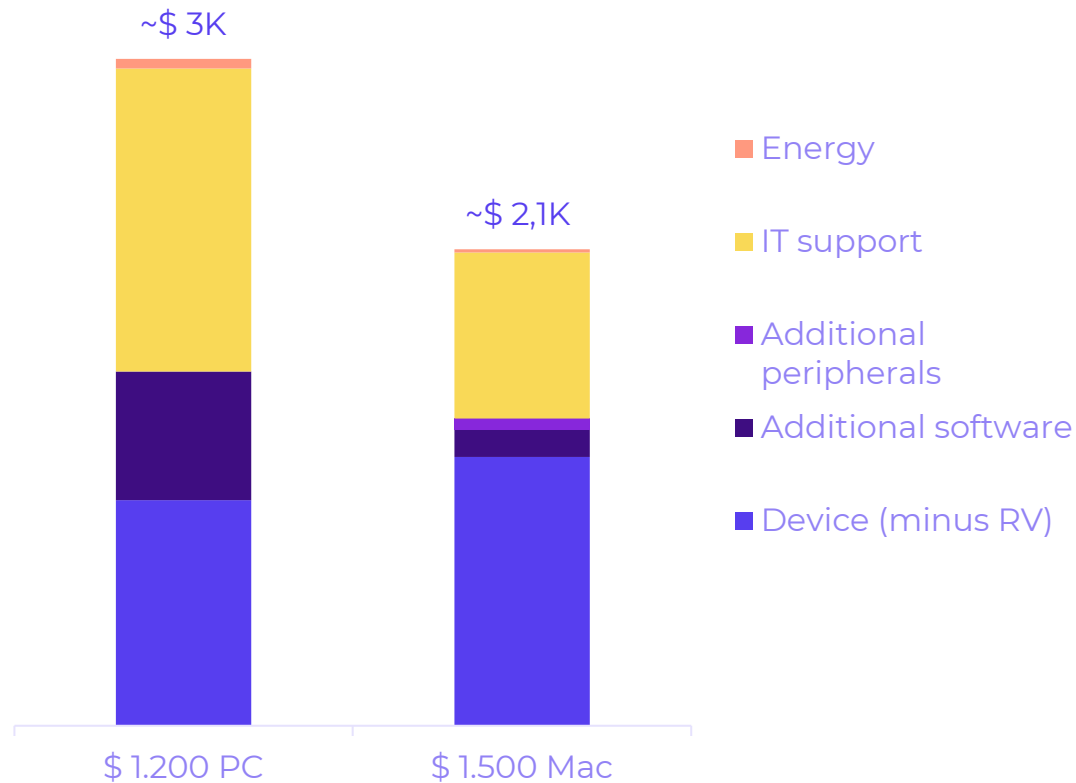
Not integratable



Not compatible

The Apple question

“Too expensive”



Savings of up to
\$ 843
 per Mac deployed over 3
 years compared to a PC

Based on data from companies interviewed for The Total Economic Impact™ (TEI) of Mac in Enterprise — July 2021, a commissioned study conducted by Forrester Consulting on behalf of Apple. Companies should use their own estimates within the framework provided in the Forrester study to understand their own cost savings.

The Apple question

“Not integratable”

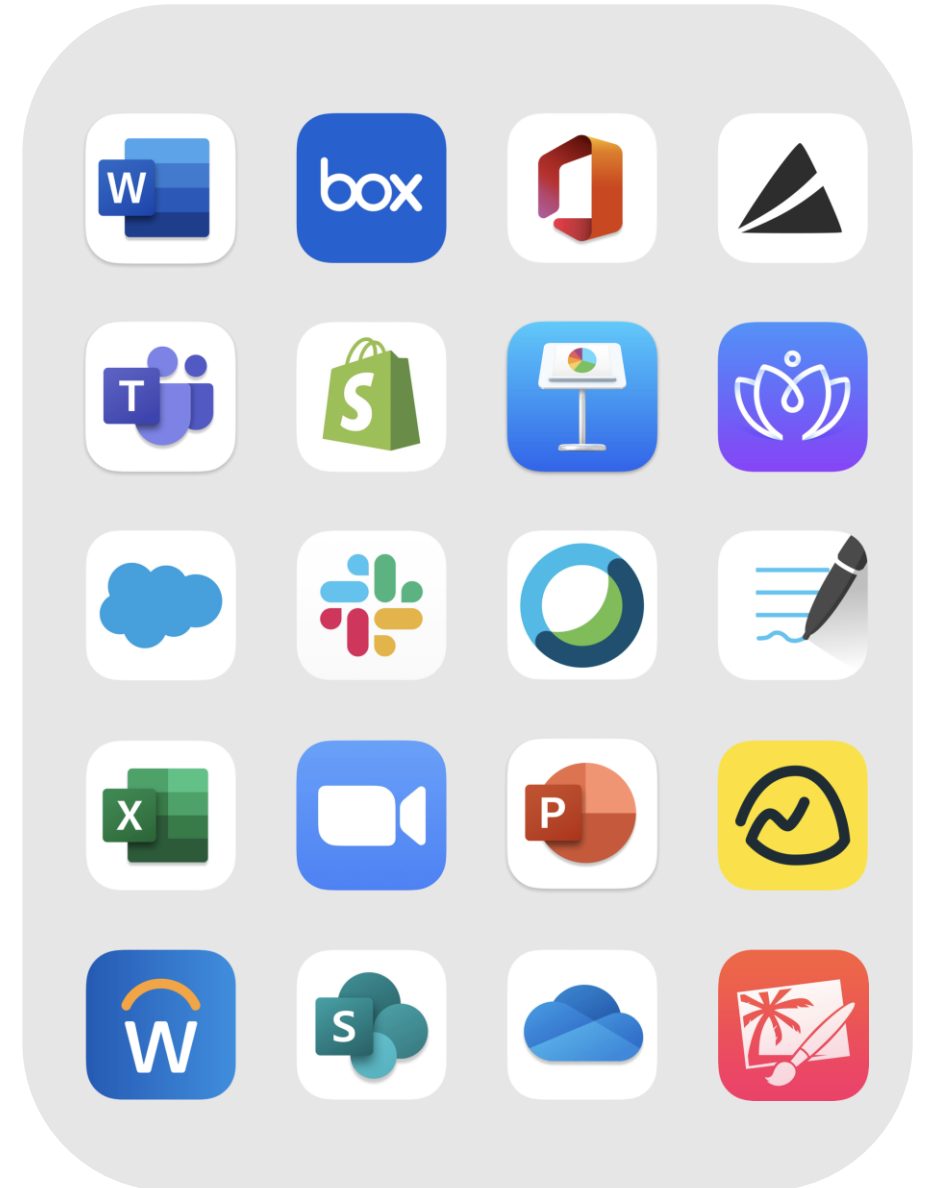




The Apple question

“Not compatible”

Create, innovate and collaborate with **built-in apps, App Store apps and custom packages.**





Authorised
Enterprise Reseller

The Apple question



05

**Why
Econocom?**

We are the leading global digital services company

The Econocom group **conceives, finances and facilitates the digital transformation of large firms and public organisations.**

A market-first answer to managing the complexity of digital projects and their sustainability.

360° support to build tailored solutions coordinated across the whole chain of digital business lines, for any scale of project.

Unique expertise in supporting the energy transitions of companies and public organisations.



One
DIGITAL
company

Why Econocom?

A strong Plan Cafet customer base



Construction



Industry



Finance



Telecommunications



Industry



Retail



Audi
Brussels

Automotive



Finance



Automotive



Finance



IT Services



Deutsche Bank

Finance



Industry



Social services



Finance



Insurance



Construction



Healthcare

Why Econocom?

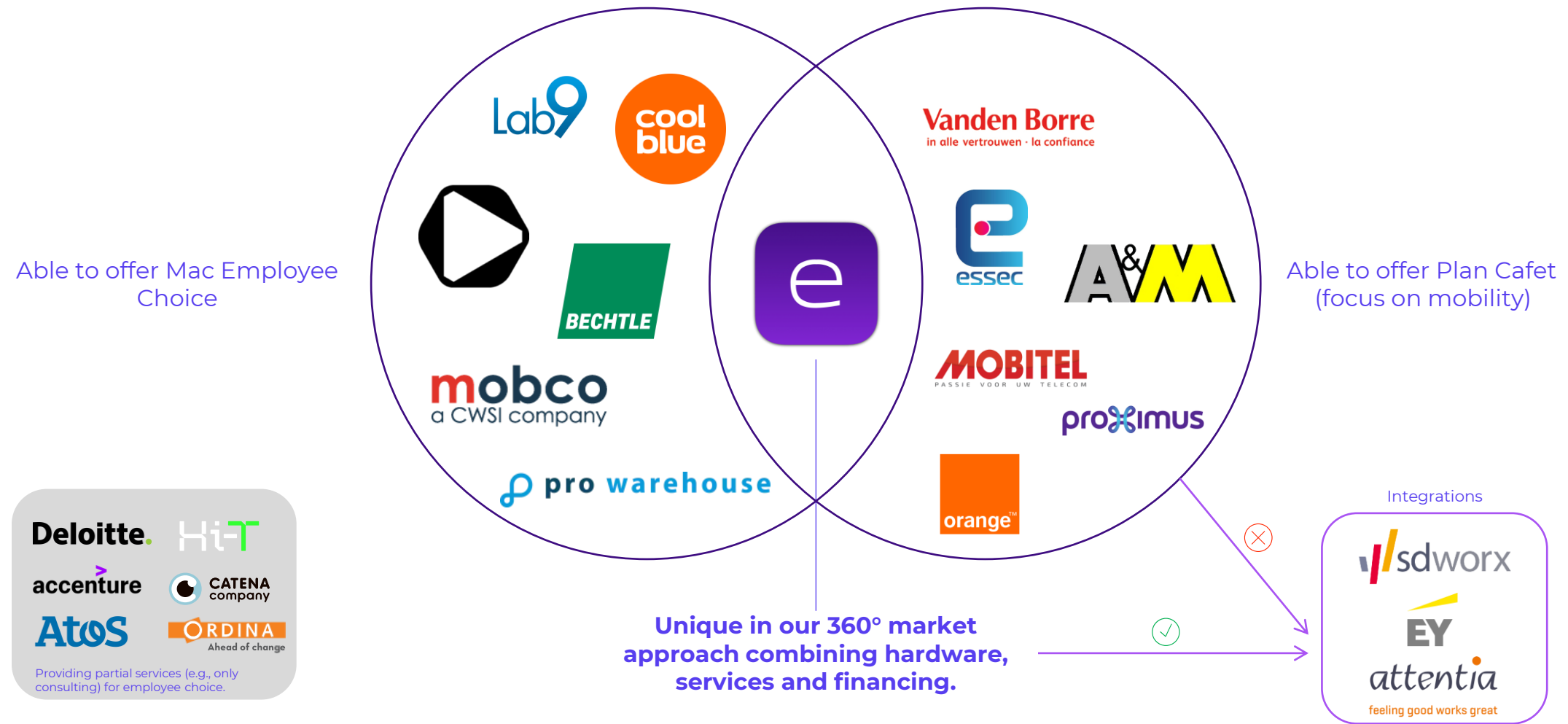
Why Plan Cafet?

The Employee Choice proposition can be offered in two ways:

1. As an **upgraded Plan Cafet** where the IT budget is *integrated* into the user's spendable Plan Cafet budget
2. As a **stand-alone offering** where the corporate devices are 100% financed with IT budget.

Why Econocom?

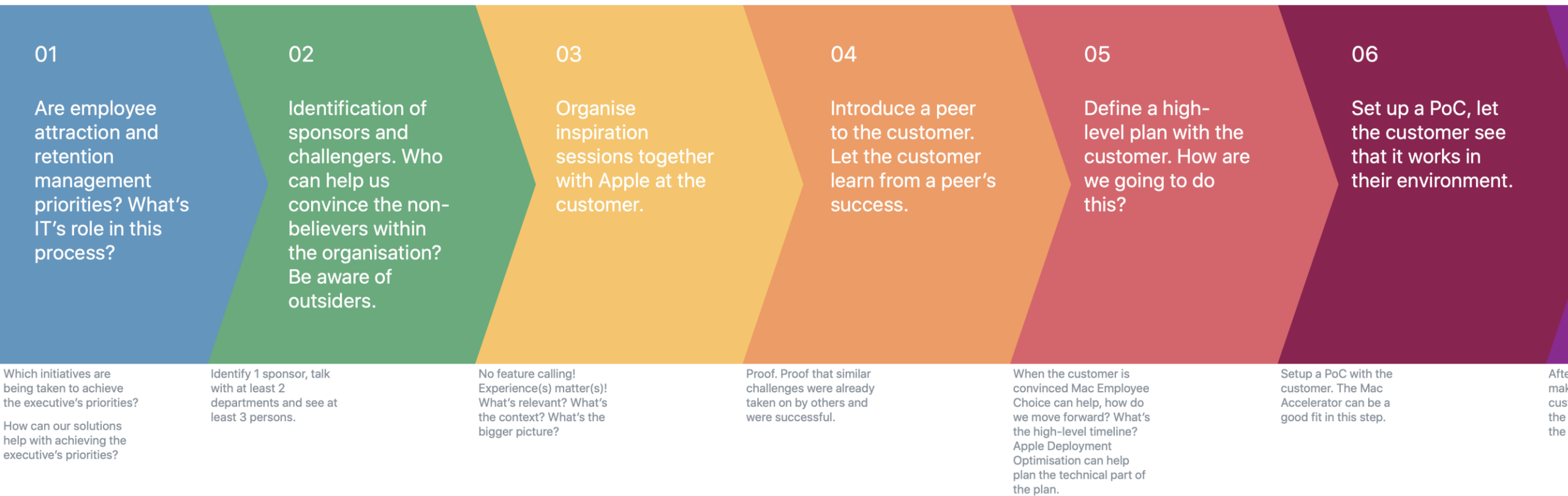
And our competition?



06

**Sales cycle &
Call to action**

Sales cycle & Call to action

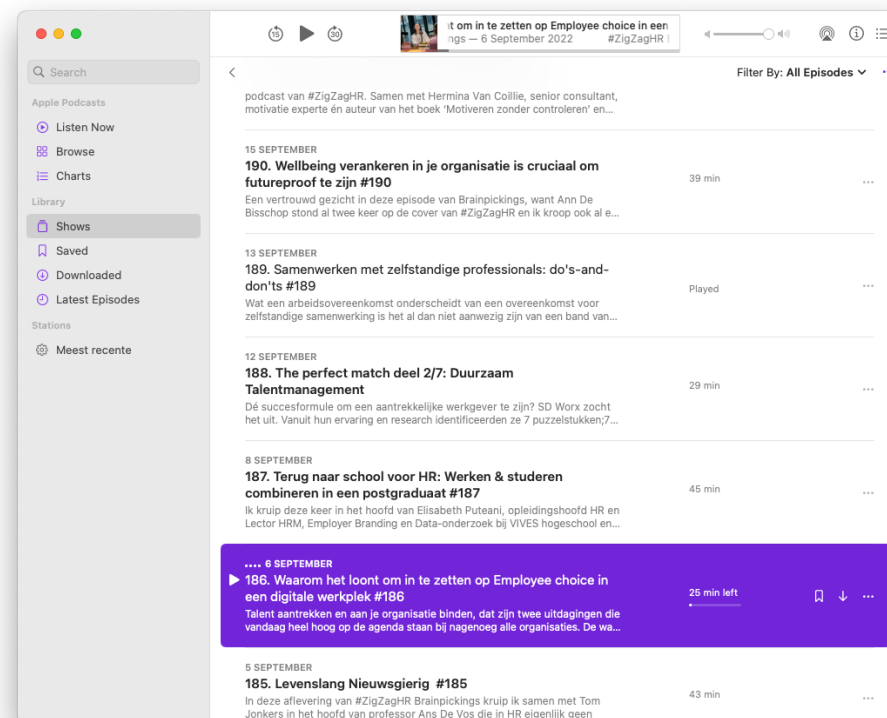


Sales cycle & Call to action

Helpful documentation

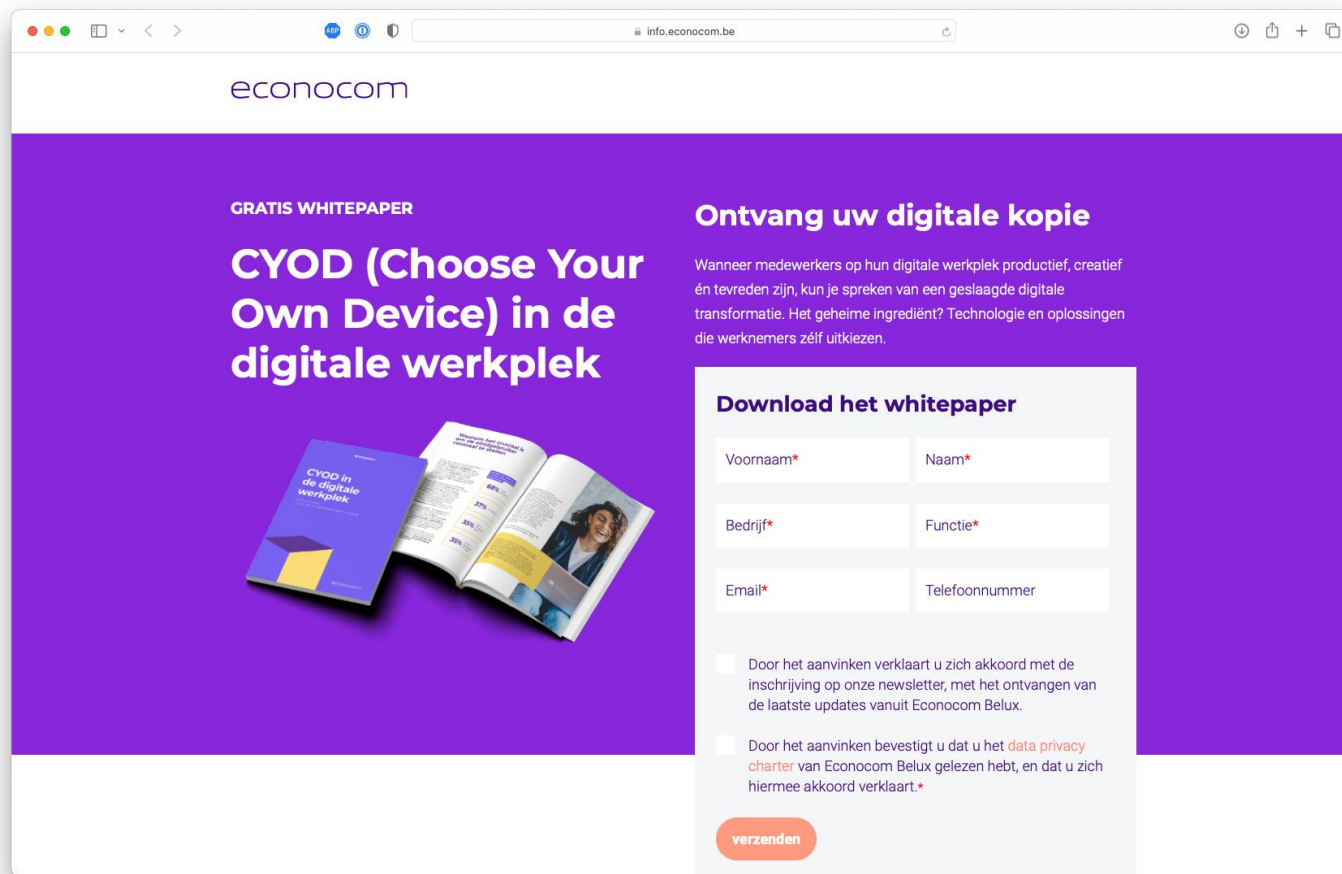


Econocom blog
NL/FR



Podcast
NL

Helpful documentation



The screenshot shows a web browser window with the URL `info.econocom.be`. The page has a purple header with the 'econocom' logo. Below the header, there's a section titled 'GRATIS WHITEPAPER' and 'CYOD (Choose Your Own Device) in de digitale werkplek'. To the left of the text is an image of the whitepaper cover and an open version showing charts. To the right, under the heading 'Ontvang uw digitale kopie', is a paragraph explaining the benefits of digital transformation. Below this is a form titled 'Download het whitepaper' with fields for 'Voornaam*', 'Naam*', 'Bedrijf*', 'Functie*', 'Email*', and 'Telefoonnummer'. At the bottom of the form are two checkboxes for newsletter consent and data privacy agreement, followed by a red 'verzenden' button.

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GRATIS WHITEPAPER

CYOD (Choose Your Own Device) in de digitale werkplek

Wanneer medewerkers op hun digitale werkplek productief, creatief én tevreden zijn, kun je spreken van een geslaagde digitale transformatie. Het geheime ingrediënt? Technologie en oplossingen die werknemers zelf uitkiezen.

Download het whitepaper

Voornaam* Naam*

Bedrijf* Functie*

Email* Telefoonnummer

☐ Door het aanvinken verklaart u zich akkoord met de inschrijving op onze newsletter, met het ontvangen van de laatste updates vanuit Econocom Belux.

☐ Door het aanvinken bevestigt u dat u het [data privacy charter](#) van Econocom Belux gelezen hebt, en dat u zich hiermee akkoord verklaart.*

verzenden

Econocom CYOD whitepaper
NL/FR

Helpful documentation

Jamf Global Study
English



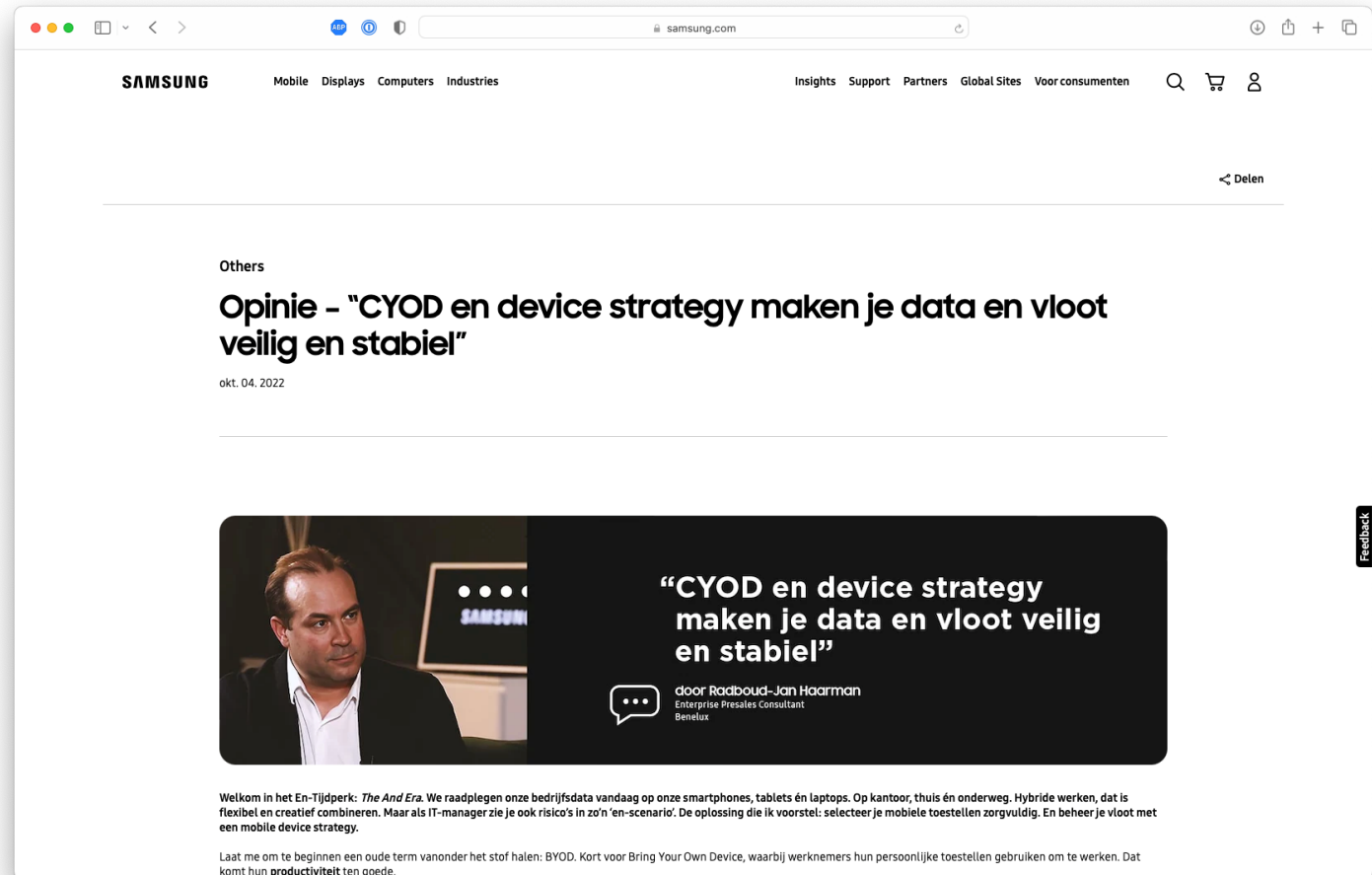
Forrester TCO Study¹
EN/NL/FR

¹ Available on-demand via Apple Sales Web or Presales

Sales cycle & Call to action

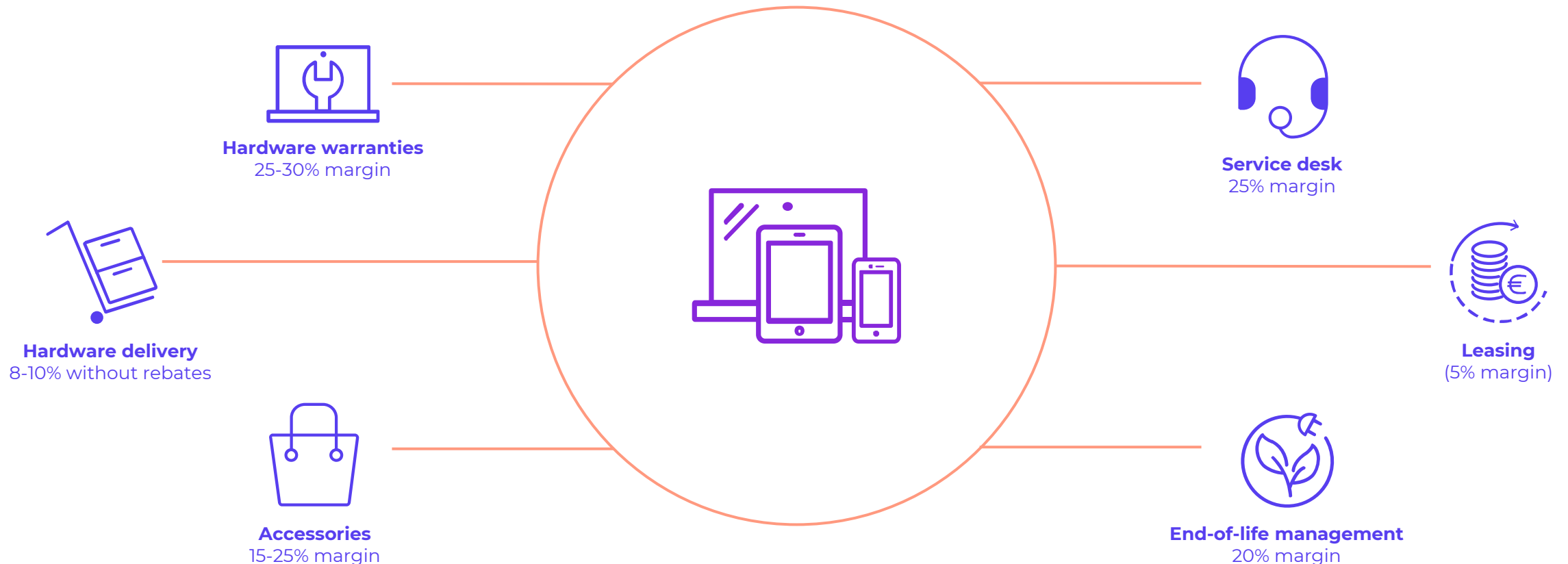
Helpful documentation

Blogposts from
partners



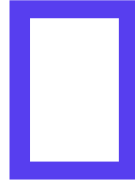
What's in it for you?

Distinguishing ourselves as a **value-adding distributor**, whilst **generating margin**



Sales cycle & Call to action

Call to action



And now we need **you**

Call to action



Connect with your customers

Ask them about their recruitment and retention challenges

Call to action



Convince your customers to have a meeting together with Presales
Inspire them to think about IT to help them attract and retain talent

Call to action



Enable customers by offering Professional Services

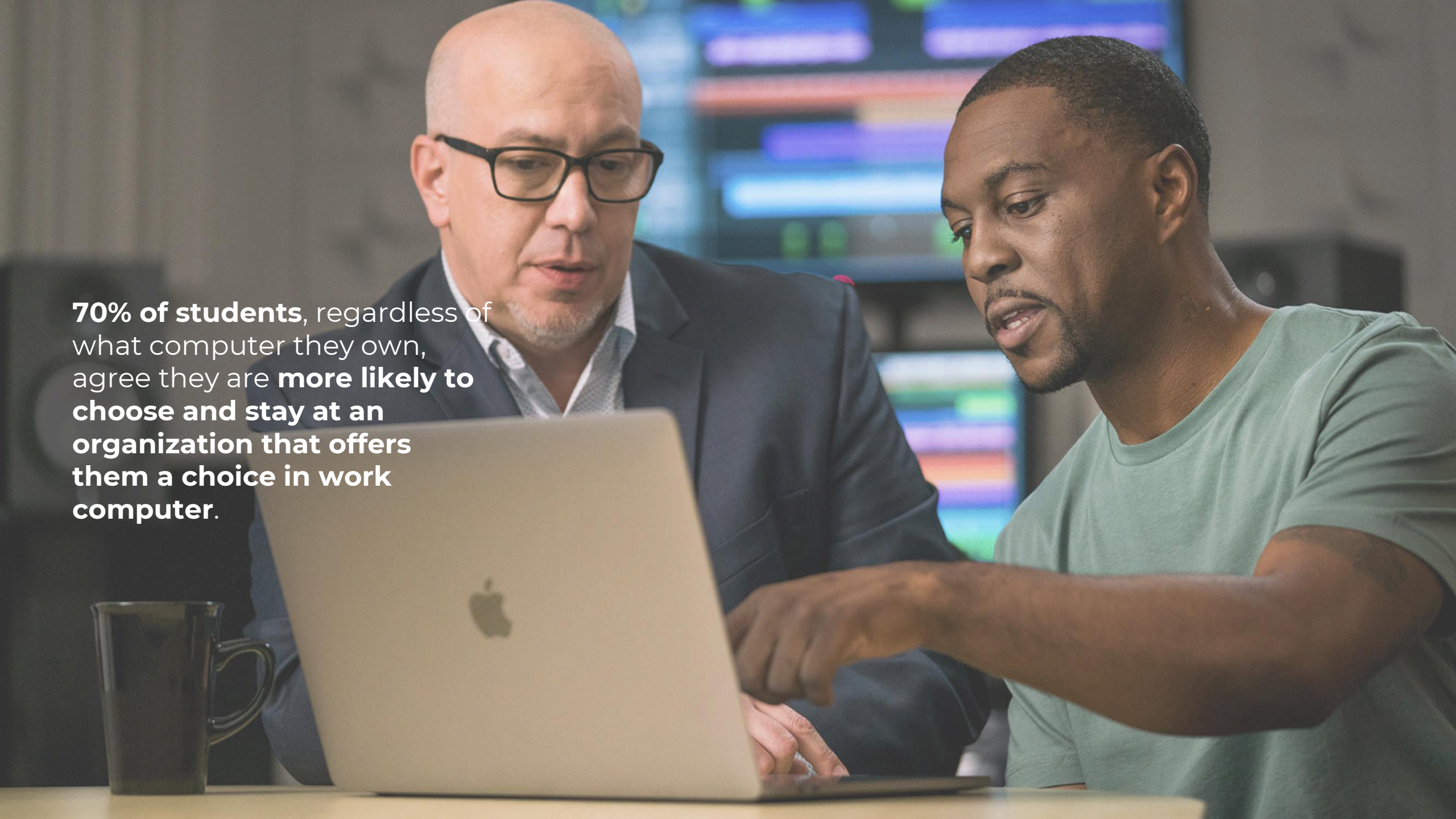
Sales cycle & Call to action

Why bother?



Technology
that's loved by users

With about **70% of students**
choosing Mac for their study

A photograph of two men in a server room. On the left, a bald man with glasses and a goatee, wearing a dark suit jacket over a light blue shirt, looks at a laptop. On the right, a Black man with short hair and a goatee, wearing a light green t-shirt, points at the laptop screen. The laptop is silver with an Apple logo. In the background, there are racks of server equipment with glowing blue and green lights. A black mug is on the table to the left of the laptop.

70% of students, regardless of what computer they own, agree they are **more likely to choose and stay at an organization that offers them a choice in work computer.**

**This trend will continue.
Either we adapt or we are out of business.**

Q&A

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