

BUSINESS CASE

DOKO – APPLE HARDWARE, SUPPORT & SERVICES in EDUCATION in ALL CATHOLIC SCHOOLS in FLANDERS

DOKO (Diensten ter Ondersteuning van het Katholiek Onderwijs - Services to Support Catholic Education) has been acting as a central purchasing body for all (Catholic) schools in Flanders for years. For IT, however, so far there was only a lot for Windows laptops and Chromebooks.

After a long presales process, Econocom was able to convince DOKO to also add an Apple lot from 2023 onwards. Schools can now easily purchase Apple devices and services without having to issue a tender themselves. This is the 1st and biggest Apple framework agreement for education in Belgium.

GOALS

- INCREASE OUR MARKET SHARE IN THE PUBLIC SECTOR
- TAKE A LEADERSHIP POSITION IN EDUCATION
- STRENGTHEN OUR AAES PARTNERSHIP WITH APPLE EDUCATION (AAES: Apple Authorized Education Specialist)
- STRENGTHEN DIGITAL TRANSFORMATION AND INCLUSION IN EDUCATION

KEY FACTS & FIGURES

22 M€

revenue potential over 4 years

2.400

institutions

200.000

staff members

935.000

pupils out of which 450,000 in secondary education

WHY ECONOCOM ?

- **A-Z guidance of schools** from pedagogical vision, purchase via webshops, training for teachers to technical roll-out of the devices
- **Price/quality** of the additional services like the optional warranty extensions and accidental damage coverage (important for schools)
- Econocom's position in education and **professional approach**



WHAT DO WE SELL ?

- Apple hardware
- Accessories ranging from tablet cases to charging cabinets, pencils, headphones, ...
- Support: Mobile Device Management, technical training & support, training for teachers
- Services: extended warranty, warehouse services (labeling, ...)

COMPETITORS

Strong competition from Lab9, the only other Apple Education specialist in Belgium