

SALES STRATEGY MEETING BELUX



One
DIGITAL
company

econocom

For internal use only!

Agenda

1. Sales Recruitment
2. Figures YTD
3. Overall Sales Strategy
 - Market Trends
 - Revenue/Volume
 - Action plans Q3/Q4
 - Marketing Support
4. Expectations
5. Success Stories
6. Organizational changes
7. Challenge 2022 - Highway 1 USA

Sales Recruitment

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SENIOR SALES RECRUITMENT PROGRAM – Testimonial Videos & Linkedin Ads

 **Econocom BeLux**

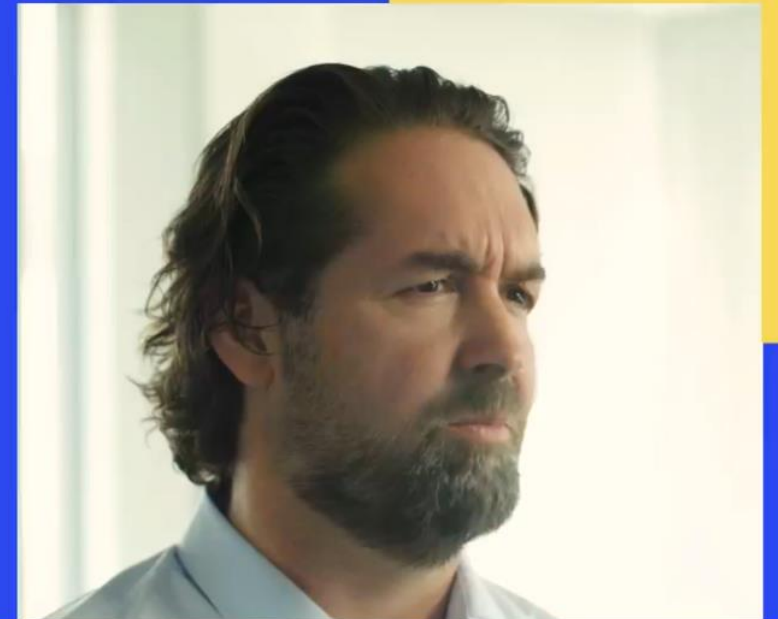
7,406 followers
2d • Edited • 

Chez Econocom, nous recherchons des Business Development Managers Infrastructure Solutions & Cloud qui souhaitent nous aider à développer notre position à Bruxelles. 



 7,402 followers
1d • 

Bij Econocom zijn we op zoek naar Business Development Managers Infrastructure Solutions & Cloud die ons willen helpen om onze positie uit te breiden binnen de regio [...see more](#)



A graphic on a yellow background featuring a white megaphone on the left with three yellow lightning bolts. To its right is a large, white, irregular blob shape. A purple line forms a circular path around this blob, with several small geometric shapes (circles, triangles, crosses, and starbursts) placed along the path. The text 'SALES AMBASSADORS PROGRAM' is centered within the white blob in a bold, purple, sans-serif font.

SALES AMBASSADORS PROGRAM

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**THANK
YOU**
Marc
Nagelmackers !!

EMS / EPS SALES

Geoffroy Philippe

Business Development

16/05/2022

Tim Pauwels

Business Development

01/08/2022

Philip De Camps

Business Development

15/11/2022

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TMF SALES

Tom Van Hoof

Business
Development

Thérèse Haq Qasi

Business
Development

Thomas Caucheteux

Business
Development

Vincent Guillemot

Business Development
Green deals
NL/BE

Start date: 19/09/2022

03/10/2022

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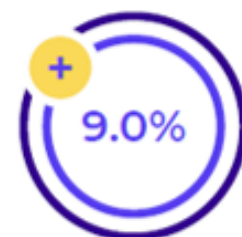
Figures

Group Figures 2022

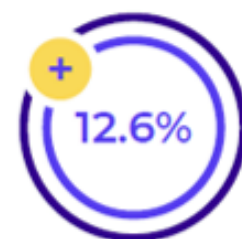
Growth in revenue and ROP

Maintenance of profitability level

Revenue⁽¹⁾



ROP⁽¹⁾⁽²⁾



Profitability rate⁽¹⁾⁽²⁾



Organic revenue growth⁽¹⁾ of 9.0% driven by Products & Solutions and TMF despite a still challenging environment

ROP⁽²⁾ up to €58.8 M (+12.6%) with contribution of all businesses (TMF, Services and P&S)

Profitability rate maintained at 4.7% (+0.1 pt)

(1) At constant standards and scope for continued activities

(2) Before amortization of intangible assets from acquisitions

Executive summary



Return to
**organic
growth**



Continuation
of **M&A
activity**



Maintenance of
**profitability
level**

Forecast Belux
Landing 09/2022

Budget 2022

Overall Sales Strategy

Market Trends

Market Trends

Cash is King

Hybrid working

War for talent

Sustainability

Market Trends

Cash is king

Leasing

Sale & Lease Back

Hybrid working

Workplace outsourcing

BIS

Modern workplace

Collaboration

War for talent

Plan Cafet

CYOD

IT Staffing

Sustainability

Remarketing

BCS

Leasing

Extended Lifecycle

Remarketing

TOP 3 NEW CUSTOMER'S BUY-BACKS



43K
Paul Verdonk



28K
Krista Verbruggen



10K
Frederik Vancraywinkel

TOP 3 OPPORTUNITIES FOR BUY-BACK:



61K
Paul Verdonk



32K
Jense Fontyn



41K
Marc Nagelmackers

How to increase
volume & margin

REVENUE/VOLUME generators



NEW CUSTOMERS

PROSPECTION
NEW SALES

WORKPLACE
OUTSOURCING
DEALS

Where?

FRAMEWORK
AGREEMENTS
PUBLIC

Where?

REVENUE/VOLUME generators



BIG
CAFETARIA PLANS

Where?



BIG P&C INFRA
PROJECTS

Where?



CUSTOMER ATTACK
LIST

REVENUE/VOLUME generators



STRUCTURED
FINANCE
Non-ICT

Where?

MARGIN generators



VOLUME RETENTION

KEEP CERTIFICATIONS



OFFERINGS

LEASING

BCS

MANAGED SERVICES

REMARKETING

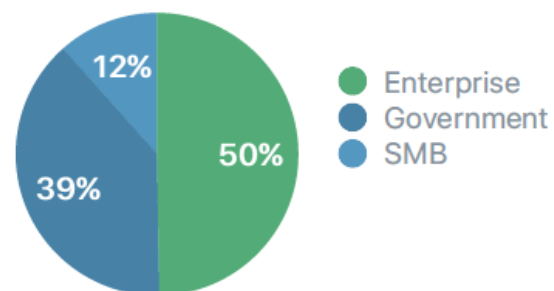
Apple Business

Key message in here

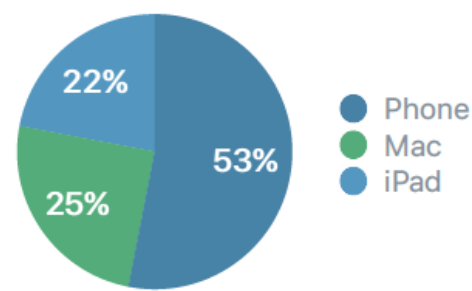
Apple Revenue development

Fiscal Year	FY20	Y/Y	FY21	Y/Y	FY22 YTD	Y/Y	FY23fc	Y/Y	FY24 ambition	Y/Y
Mac	US\$ 1.735.879		US\$ 4.180.224	141%	US\$ 3.061.820	-27%	US\$ 6.000.000	96%	US\$ 12.000.000	100%
iPhone	US\$ 6.782.432		US\$ 8.001.033	18%	US\$ 4.325.004	-46%	US\$ 7.000.000	62%	US\$ 10.000.000	43%
iPad	US\$ 1.647.414		US\$ 3.604.599	119%	US\$ 2.677.214	-26%	US\$ 3.500.000	31%	US\$ 6.500.000	86%
TTL revenue	US\$ 10.165.725		US\$ 15.785.856	55%	US\$ 10.064.038	-36%	US\$ 16.500.000	64%	US\$ 28.500.000	73%

Segment split



Business split



FACE REALITY

Apple AAER

- Declining figures !!
- Only 3 sales/agents made appointments requested

HP & Microsoft: Declining back rebated

Action plans

Q3-Q4 2022

ACTION PLAN EPS

1. Maintain volume to preserve our position towards vendors
Optimise rebates strategy
Additional focus on purchasing strategy
2. Increase added value (e.g., by acquisitions)
3. Tooling and process (automatisation)
4. Understand, continuously monitor, adapt and improve our contract handling
5. Deliver what we can in the short term (before end 2022)

ACTION PLAN EMS

1. Deliver on promises
2. Optimise projects
3. Secure/Monitor scope
4. Price adjustments towards 2023 (indexation)
5. Focus on recruitment of technical profiles

ACTION PLAN TMF

1. Focus on big new deals
2. Focus on sale & lease back operations
3. Monitoring interest rates
4. Manage bad debt risk (ATLANCE)

Armed with the
right support

SALES TRAINING



SALES
BOOTCAMP

14/10/2022



TMF
ACADEMY

With a
structured approach

SALES COVERAGE PROGRAM – OUTCOME, CONCLUSIONS

01 Less is more

- Reduced list of prospects
- Active follow-up of prospect list
- Monthly business reviews
- Up-to-date CRM required

02 Newcomers

- Targeted prospect lists available

03 Storyline for our offerings

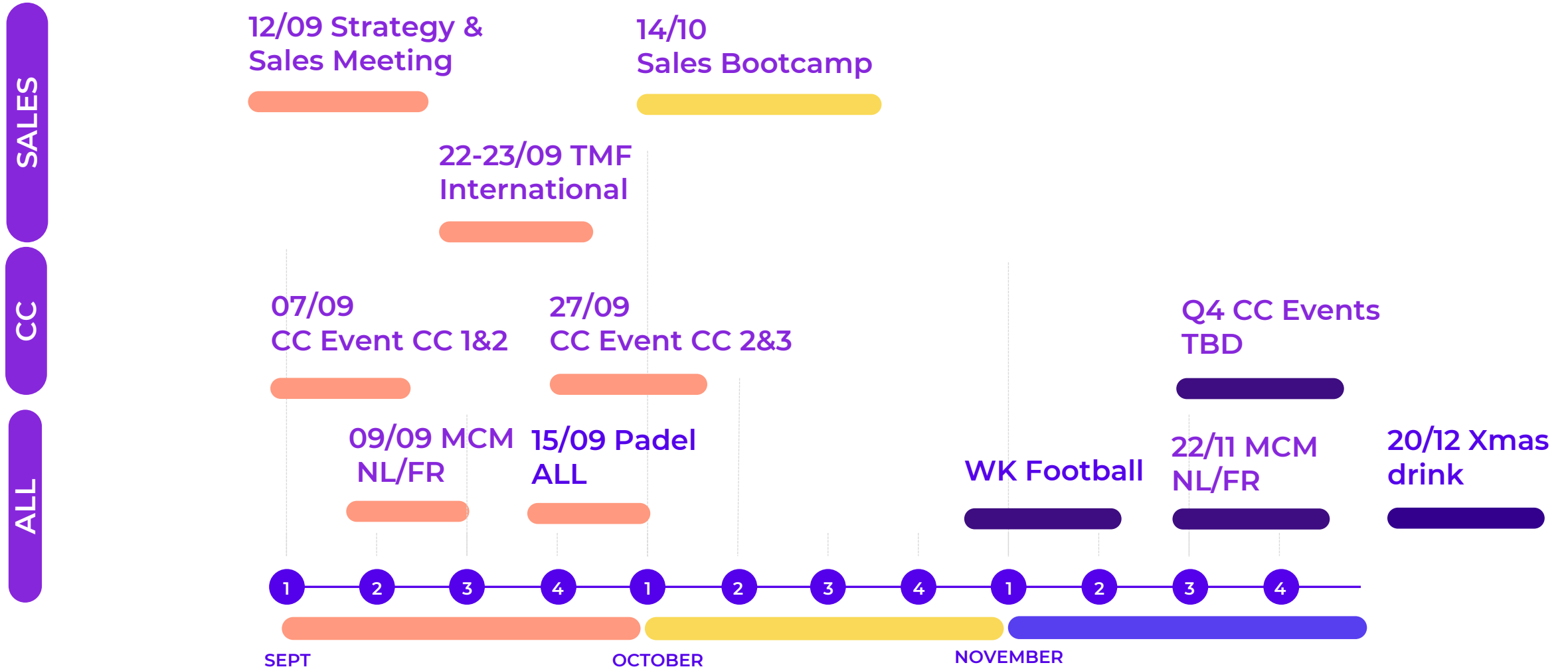
- Lack of ...
- Bootcamp on 14/10/2022

04 Next

- Discipline & focus
- Related to targeted customer & prospect lists
- Related to offerings

With marketing
support

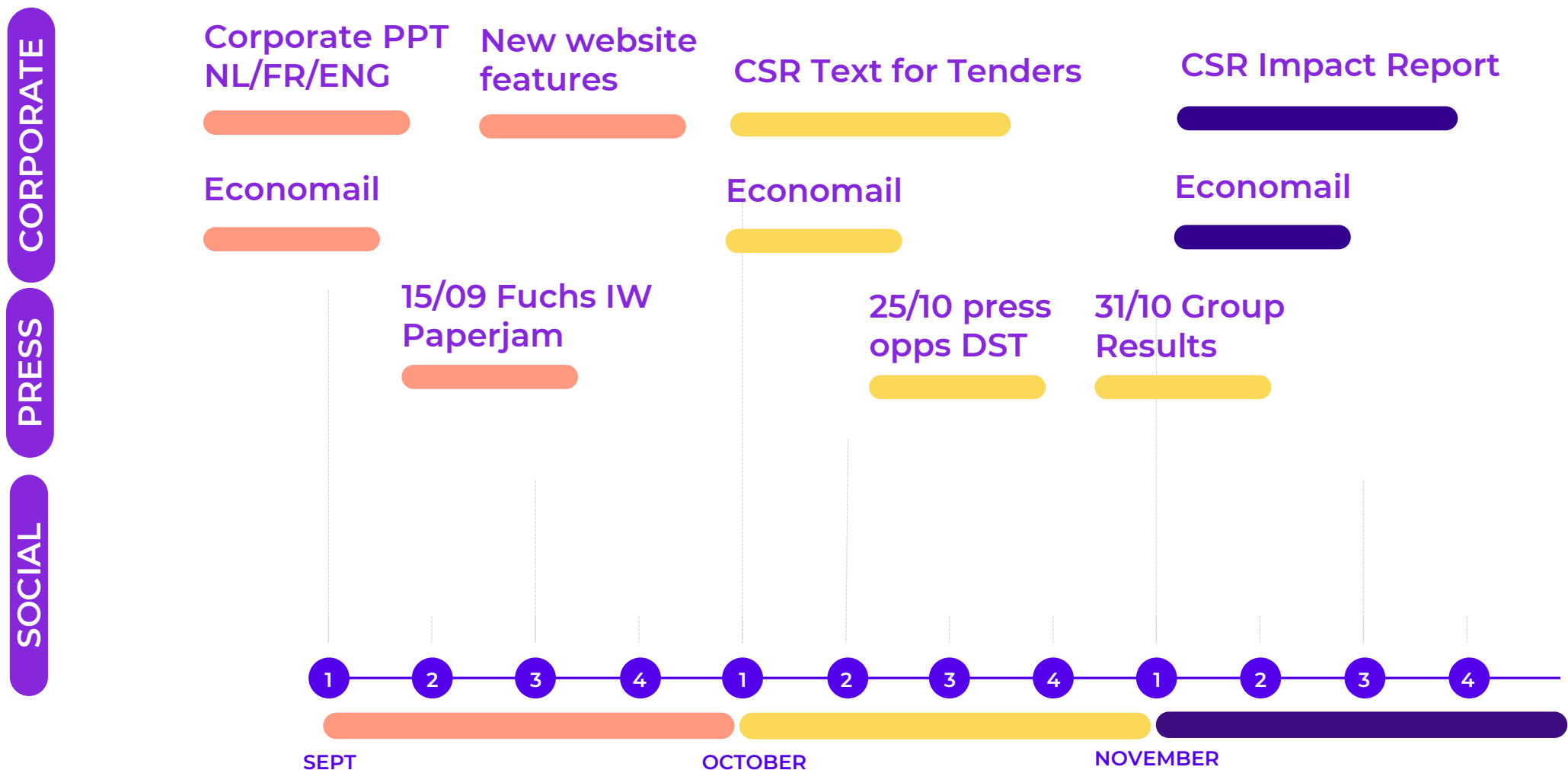
Timeline Q3-Q4 Internal Comms





Event Team

Timeline Q3-Q4 External Comms



Timeline Q3-Q4 EPS & BIS

BRANDING

LEAD GEN

EVENTS

06/09 & 20/09
2 podcasts+ LinkedIn
Ads employee choice



Apple in business 3x
eDM



BIS eNews &
Google Ads



BIS eNews &
Google Ads



11/10 Nextink event
Paris



26/10 ZigZagHR
Round Table



BIS eNews &
Google Ads



New Testimonial
Cafetariaplan



Mid Nov
Customer Event
Cafetariaplan



SEPT

OCTOBER

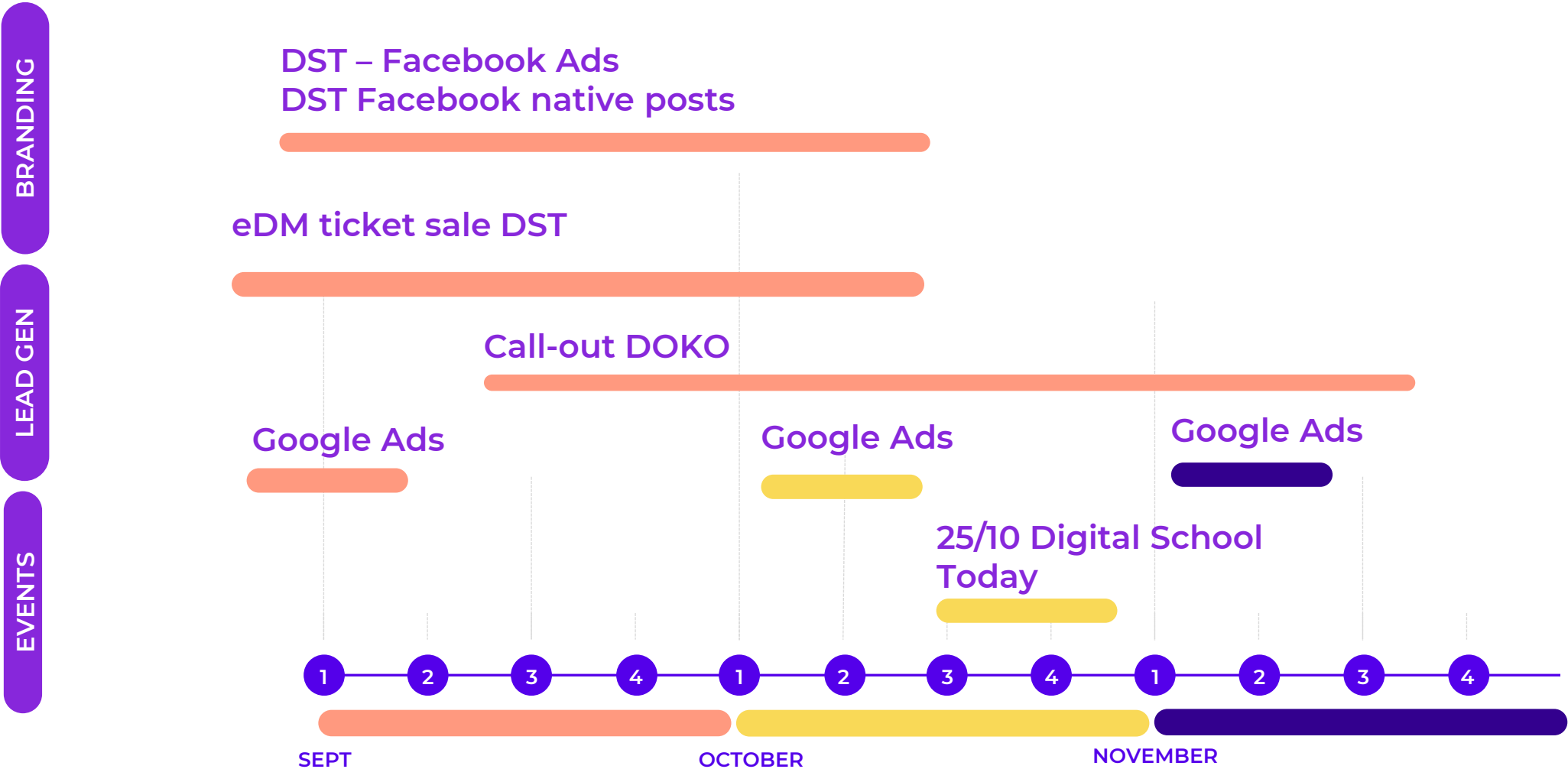
NOVEMBER

Employee choice

Podcast in collaboration with ZigZagHR



Timeline Q3-Q4 EPS - Education



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Duurzaam Digitaal

Schrijf je nu in!

25
OKT

DIGITAL
SCHOOL
TODAY





Break-out sessies 1

Voordelen van huuroplossingen tijdens en na Digisprong 

Inclusief onderwijs met Apple producten en diensten 

Je schoolteam op het juiste (digitale) spoor zetten en houden 

iPads op een efficiënte manier implementeren en beheren 

Lesgeven met virtual & augmented reality 

Minecraft in het onderwijs 

Leerlijn programmeren doorheen de basisschool 

Inclusief onderwijs met Google producten en diensten 

iPad in de middelbare school: concrete lesvoorbeelden 

Break-out sessies 2

Een geanimeerde cursus maken op iPad 

Digitaal evalueren: hoe pakken we dat aan? 

Leren programmeren en coderen met LEGO 

Inclusief onderwijs met Microsoft producten en diensten 

Geïntegreerd werken aan sleutelcompetenties via Podcasts 

Alles online? 'Wifi as a service' - Realiteit vs fictie 

Google for education - Cloud based werken op school 

Lesgeven met virtual & augmented reality 

Koppel verschillende platformen met Toolbox 

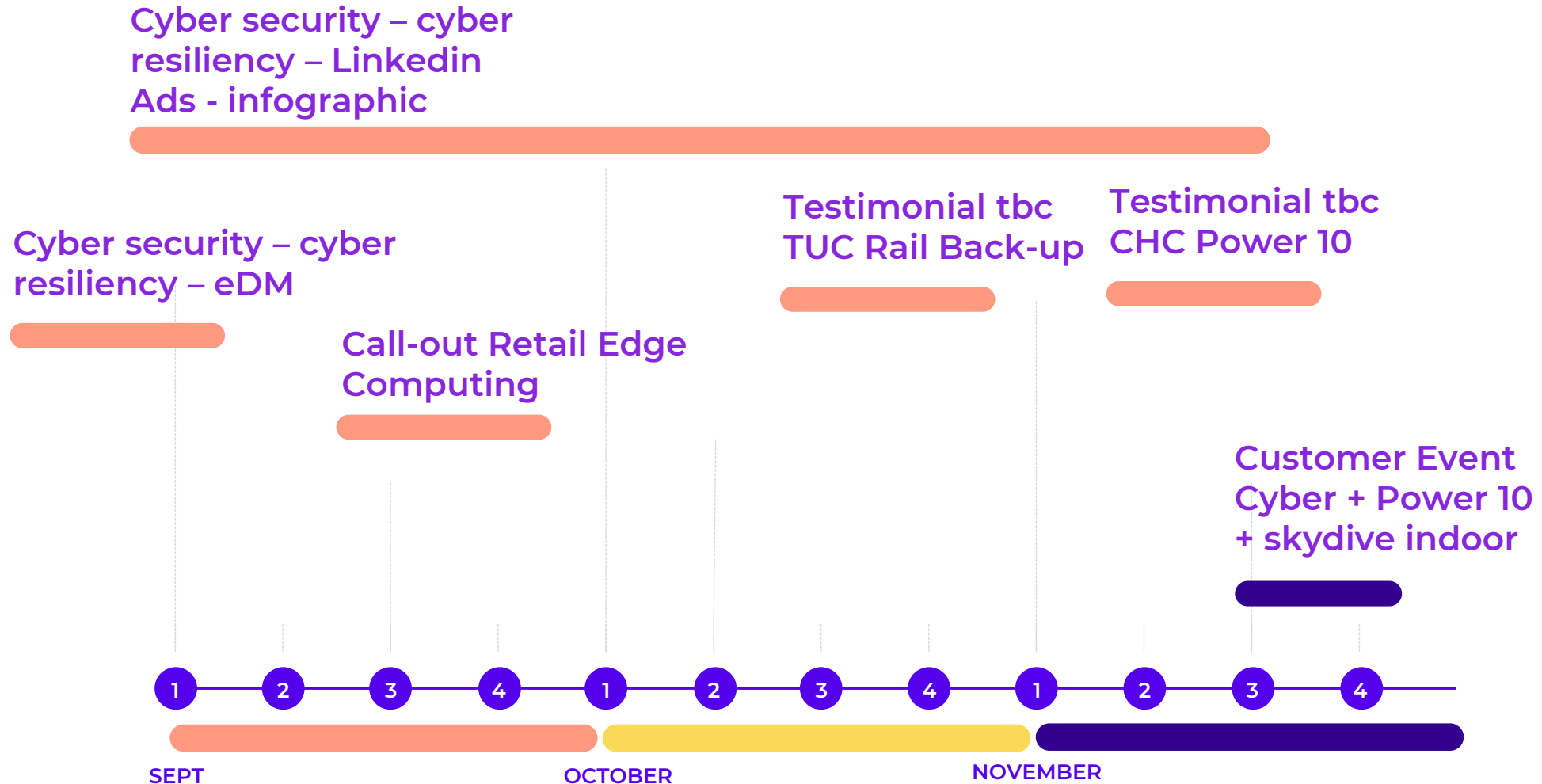
Education
Digital School Today
Live Event on
25/10/2022

Timeline Q3-Q4 Infra/Service-based

BRANDING

LEAD GEN

EVENTS



Cyber resiliency

Infographic, LinkedIn Ads, e-mailings

GRATIS INFOGRAPHIC

Wat zijn de 5 cybersecurity uitdagingen in 2022?



Ontvang uw digitale kopie

“Mij overkomt het niet!”

Wist u dat 56% van de organisaties pas maanden later doorheeft dat er iets mis is na een cyberaanval? Of dat 66% van alle bedrijven het voorbije jaar het slachtoffer werd van zo'n aanval? Financieel verlies en imagoschade na een hack kunt u missen als kiespijn. Zeker nu uw IT complexer is en uw data kostbaarder wordt dan ooit tevoren.

Download de infographic

Voornaam*
Hilde

Naam*
Janssens

Bedrijf*
Econocom

Functie*

E-mail*
hilde.janssens@econocom

Telefoonnummer

Cybersecurity

Kenniscentrum – centre des ressources – corporate website

econocom

ict materiaal

services

financing

kenniscentrum

contacteer ons



Type inhoud

video (2)

whitepaper (1)

Thema

device-as-a-service (23)

infrastructure & cloud (22)

employee devices (16)

circulaire economie (13)

hybrid office (11)

financing (3)

it maintenance (3)

healthcare (2)

⊗ cyber security (3)



Wat zijn de 5 cybersecurity uitdagingen in 2022?

whitepaper

Cyber Security



MAAK DRIE KOPIEËN
VAN DIE GEGEVENS

TEGEN INTERN
GEGEVENSVERLIES

DISASTER RECOVERY



Cyber Resilience Golden copy : Maximum protection against ransomware

Video

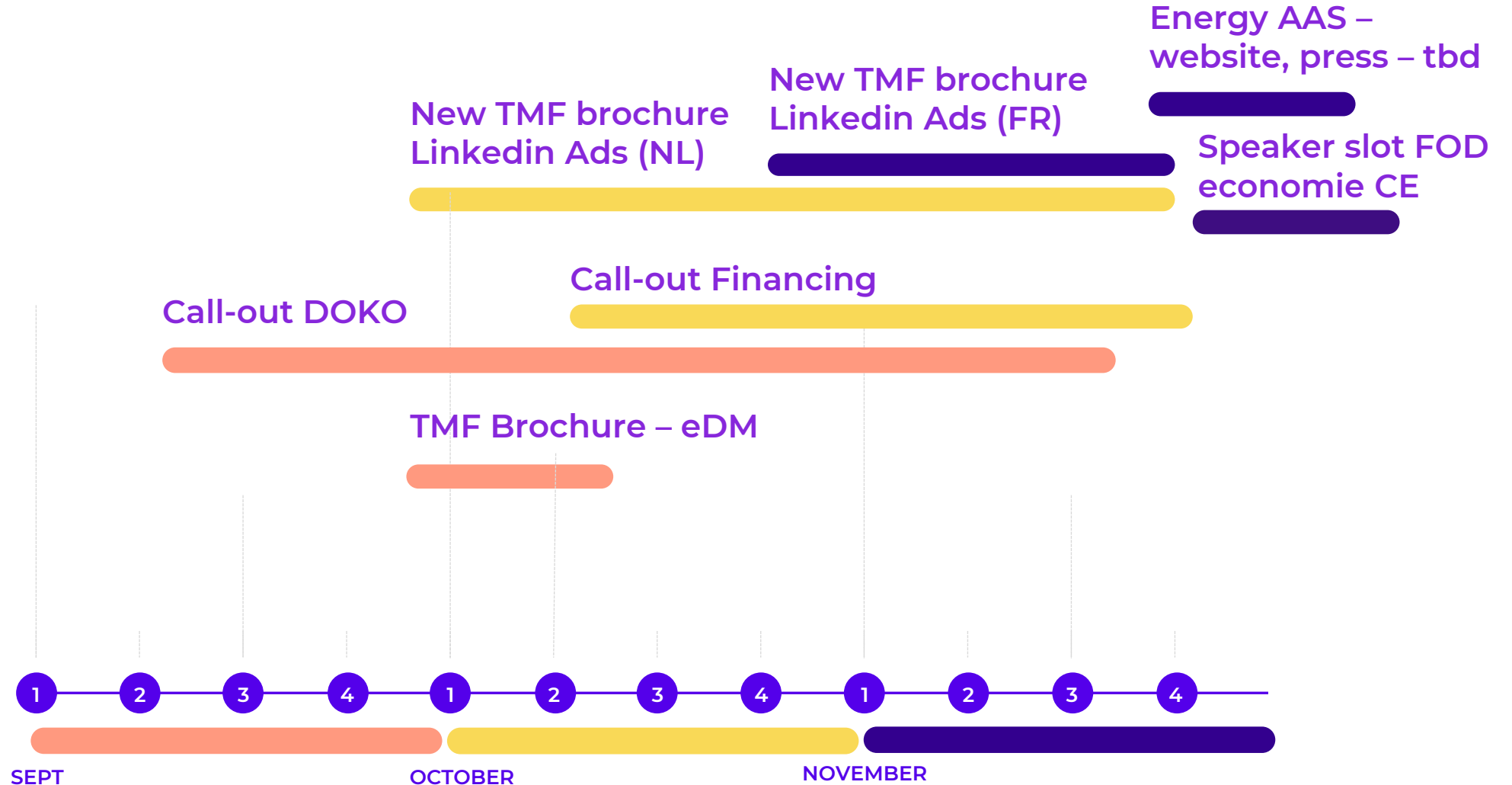
Cyber Security

Timeline Q3-Q4 TMF - Financing

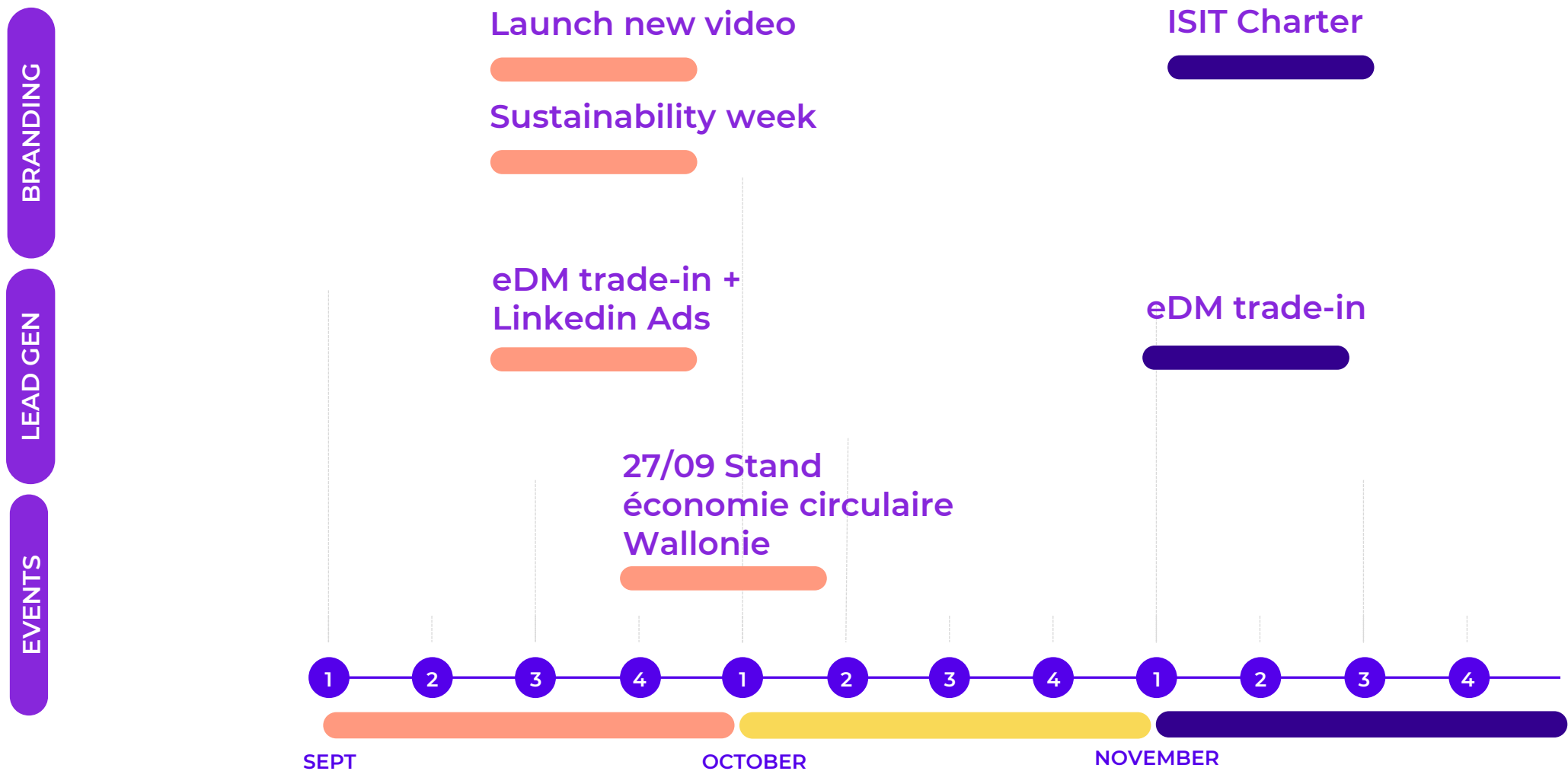
BRANDING

LEAD GEN

EVENTS



Timeline Q3-Q4 - 2nd life IT



3 call-outs

Lead Generation

Education

- Started 08/09/2022

Retail Edge Computing

- Starting 22/09/2022

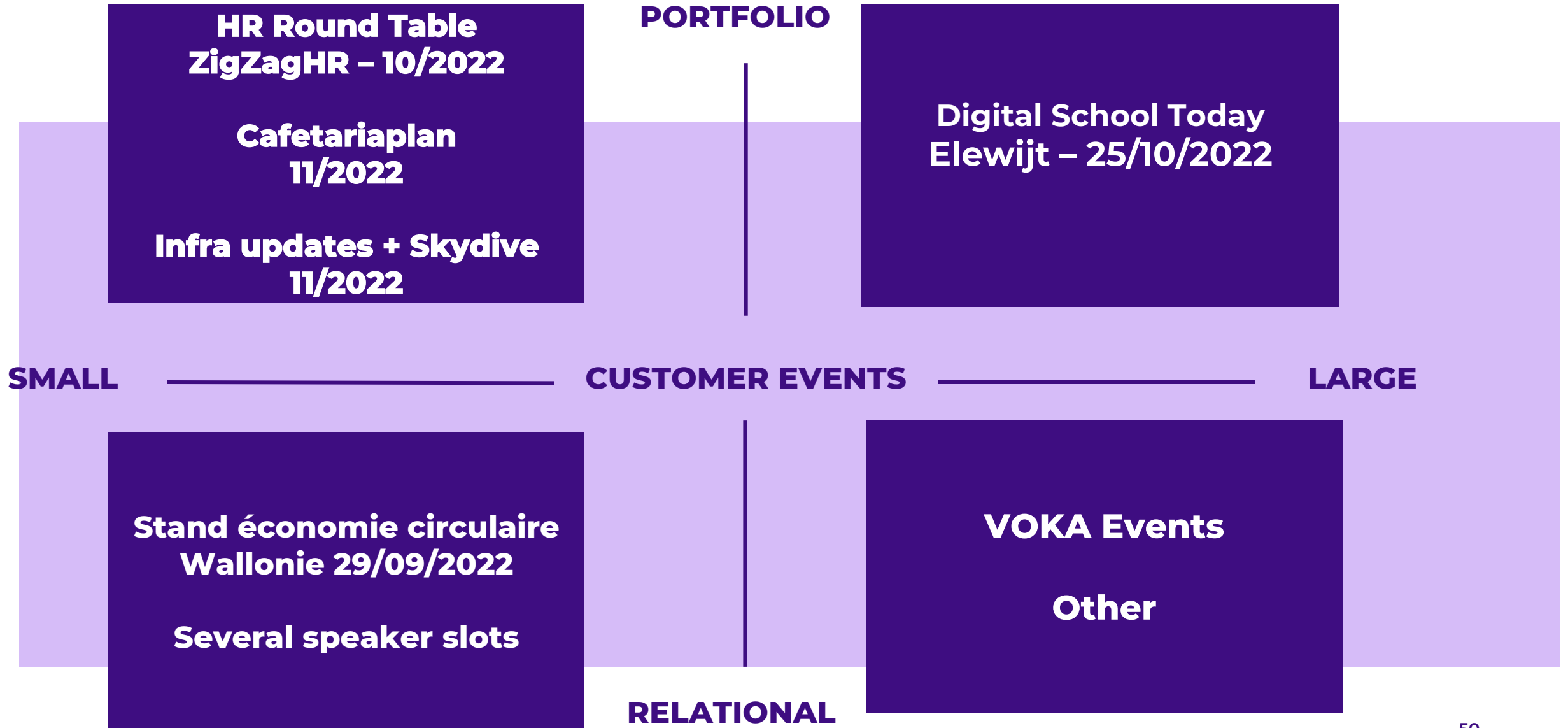
Financing

- Starting 10/10/2022



Customer Events

Marketing as business enabler & accelerator

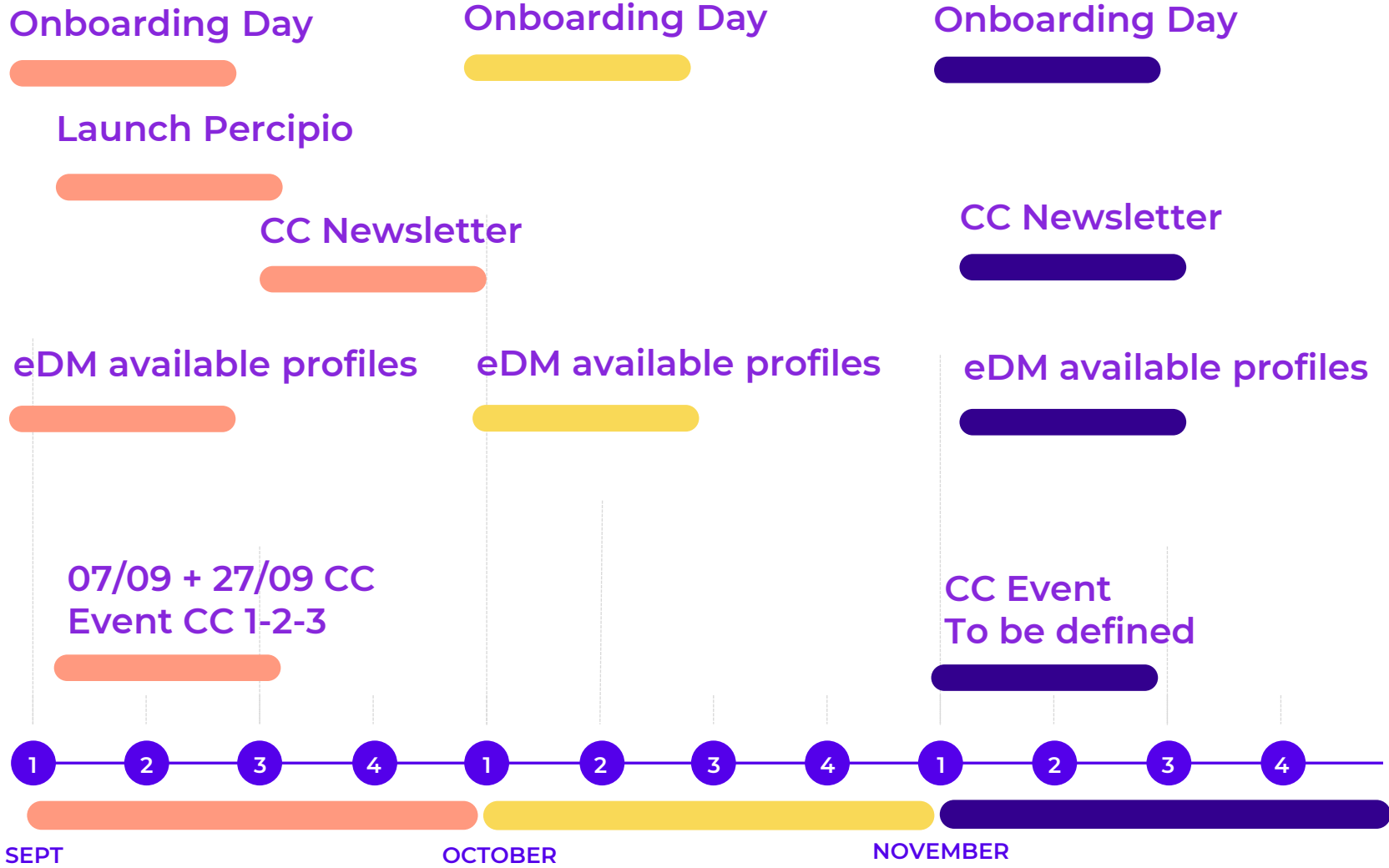


Timeline Q3-Q4 Competence Centers

INTERNAL

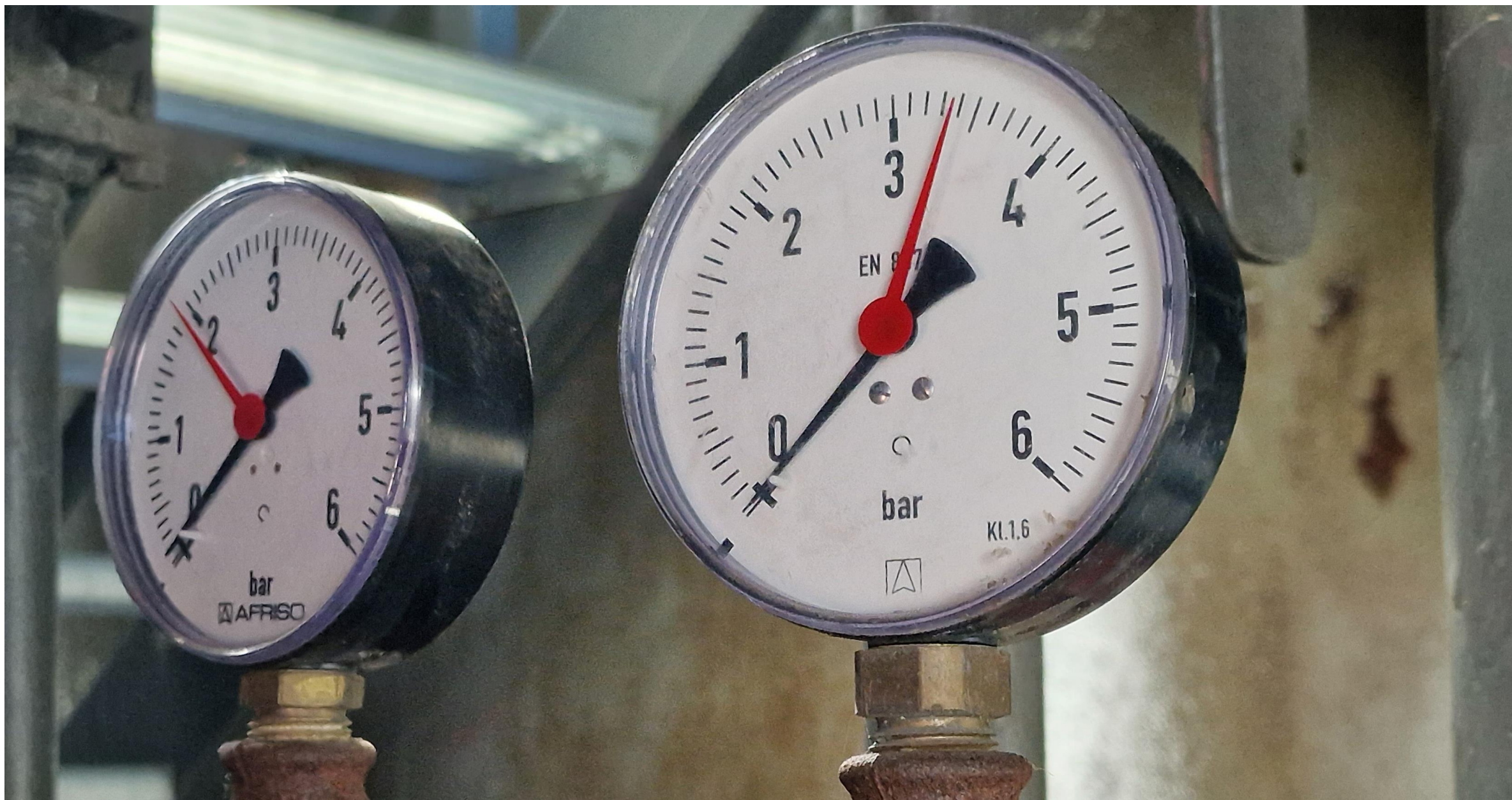
LEAD GEN

EVENTS





WHAT ABOUT YOU? EXPECTATIONS



EXPECTATIONS



DISCIPLINE



OWNERSHIP
INVOLVEMENT
COMMITMENT



REACTIVITY

MAKE IT HAPPEN

SUCCESS STORIES

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A close-up photograph of a person's arm and hand. The arm is resting on a blue padded surface. A clear plastic tube, containing red liquid, is attached to the arm with white tape. The hand is holding a bright red, oval-shaped stress ball. In the background, a computer monitor is visible, slightly out of focus. The overall scene suggests a medical or healthcare setting, possibly related to blood donation or a health assessment.

SUCCESS STORY CROIX ROUGE

SUCCESS STORY STIB-MIVB





SUCCESS STORY CAFETARIA PLAN

ORGANIZATIONAL CHANGES

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EPS PRIORITIES



TRANSFER



WORKSHOPS
ORGANISATIONAL
STRUCTURE



PROFESSIONAL
SERVICES

Summer 2022

BIS PRIORITIES



NEW DIRECTOR



WORKSHOPS



NEXT STEPS

Priorities 2022

WHY



FOCUS

OWNERSHIP

INVOLVEMENT
COMMITMENT

CLARITY

ROLES
RESPONSIBILITIES

New organization



Organization

BeLux

CEO BeLux
Chantal De Vrieze

EMS BeLux
Christophe Vanmalleghem
Mike Hellemans adj.

EPS / BIS BeLux
Christophe Vanmalleghem
a.i.

TMF BeLux
Kris Storms



Organization

BeLux

CEO BeLux
Chantal De Vrieze

EMS BeLux
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Mike Hellemans adj.

EPS / BIS. BeLux
Christophe Vanmalleghem
a.i.

TMF BeLux
Kris Storms

Shared Operations - Mike Hellemans

Bid Management (Manu Bunkens)

Customer Engagement Management (Mohamed Sebbar)

Project Delivery (Gunther Gorris)

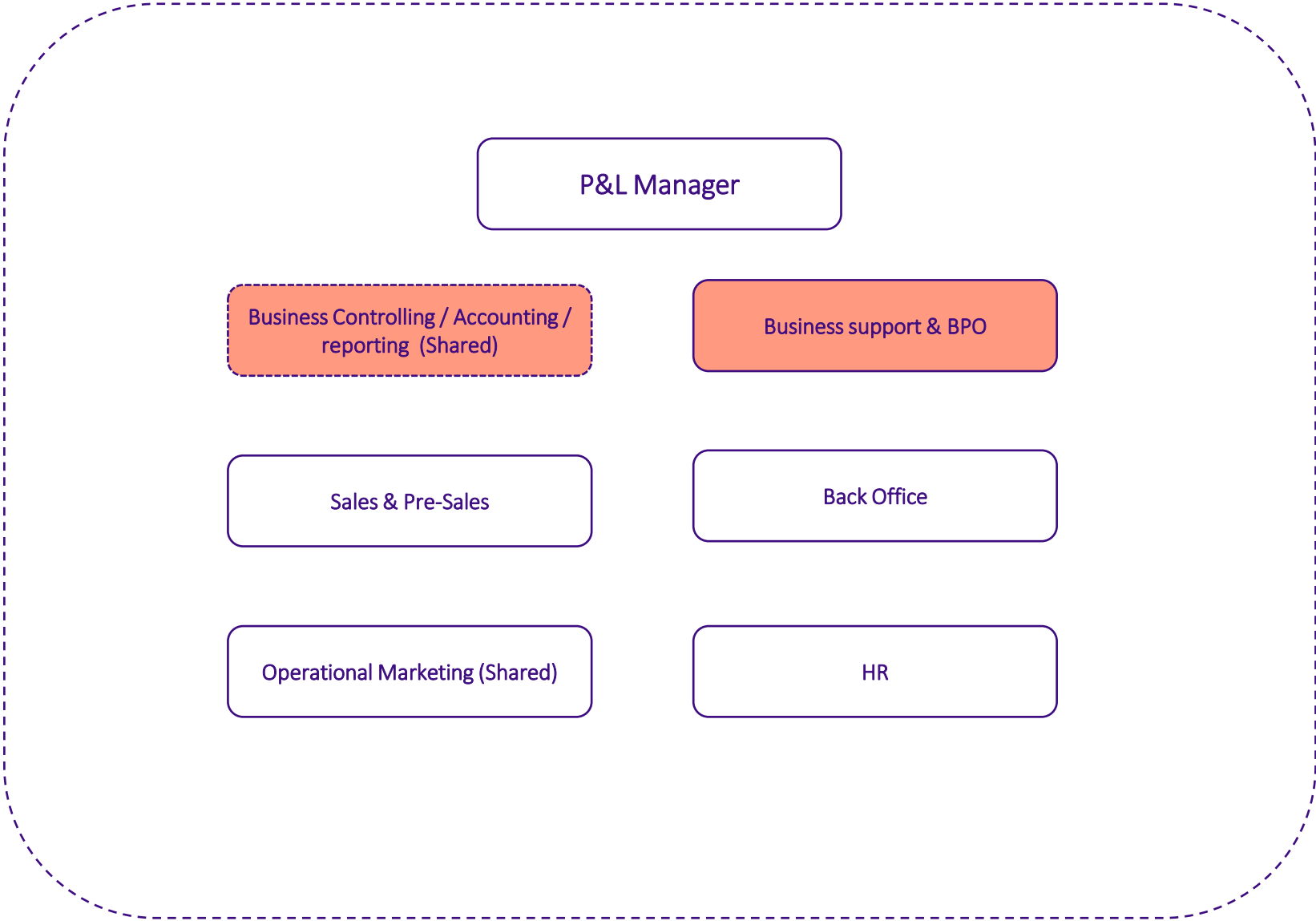
Competence Management (Mike Hellemans a.i.)

Back Office & Partner Management (Pascal Verpoort)



Organization

BeLux





Governance

BeLux

Management Team EPS BE

EPS / BIS
Christophe Vanmalleghem

Portfolio EPS
Ciska Schrooten

Portfolio BIS
Bart De Smedt

Sales Mgmt (AM & Agents)
Christophe Vanmalleghem

Operational Marketing (Shared)
Hilde Janssens

Business Controlling / Accounting /
reporting (Shared)
Joachim Vandebroek

Business support & BPO
Olivier Van Looveren

Portfolio Remarketing
Jean-Loup De Reymaeker

Logistics, Repair and Back Office
Pascal Verpoort

Purchasing
Jean-Loup De Reymaeker



Governance

BeLux

Management Team EMS BE

EMS

Mike Hellemans

Portfolio MS SLA / ICS / P&C Infra /
P&C EU
Jan Vandebroek

Sales Mgmt (AM & Agents)
Christophe Vanmalleghem

Business Controlling / Accounting
/ reporting (Shared)
Yasmina Saïdi / Christophe
Deweert

Business support & BPO
Olivier Van Looveren

Operational Marketing (Shared)
Hilde Janssens

Portfolio P&C App
Benny Goossens

Portfolio ITS
Mick Brekoo

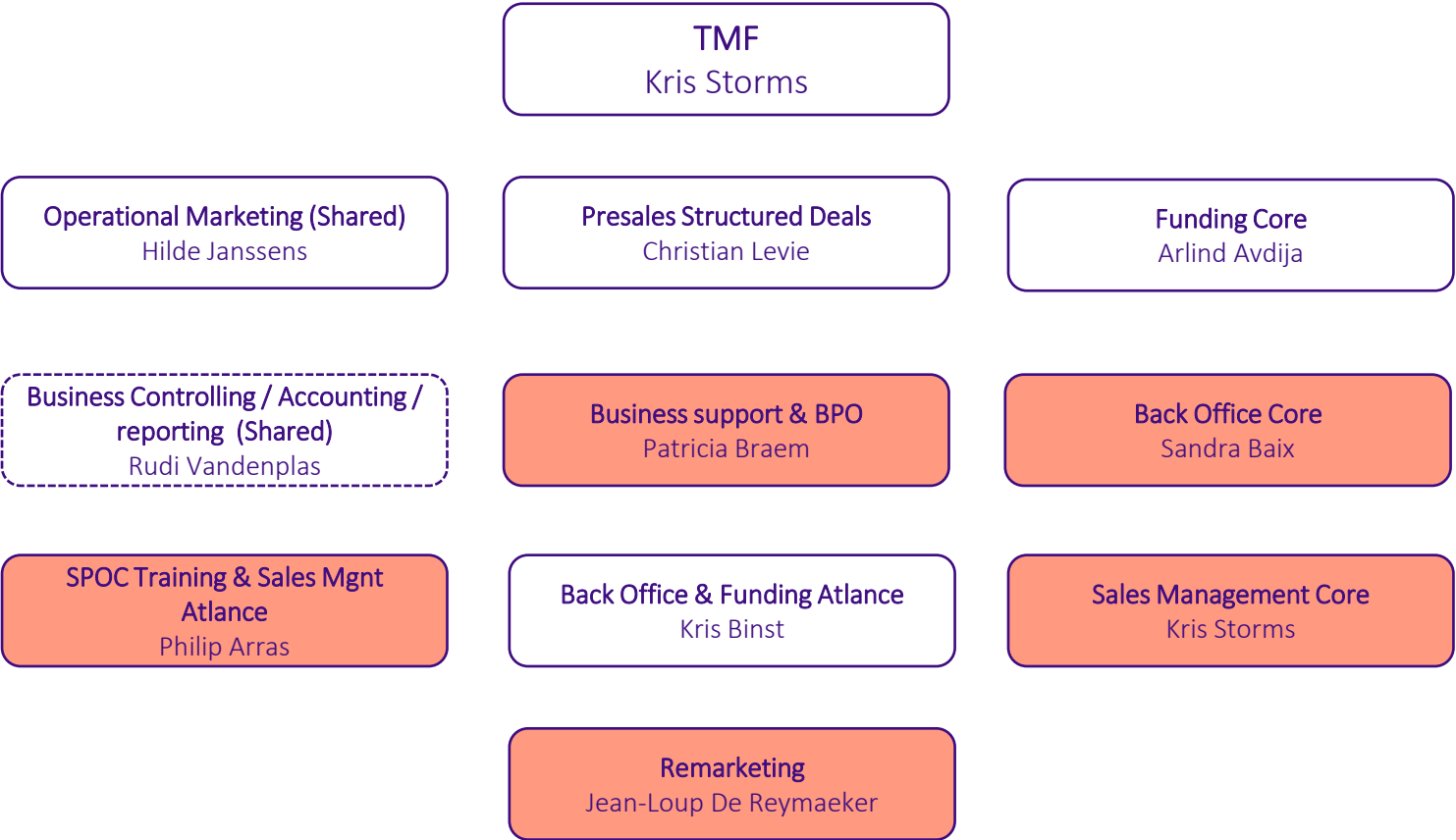
Shared Operations
Mohamed Sebbar & Gunther
Gorris



Governance

BeLux

Management Team TMF





Governance

BeLux

Management Team Operations

Shared Operations
Mike Hellemans

Bid Management
Manu Bunkens

Competence Management
Mike Hellemans a.i.

Customer Engagement Management
Mohamed Sebbar

Back Office & Partner Management
Pascal Verpoort

Project Delivery
Gunther Gorris

Tooling & Processes
Bart Fransen



Governance

BeLux

CoDir

Management Team EMS

Management Team EPS

Management Team TMF

Management Team LUX

Core
Team
ICS

Core
Team
ITS

Core
Team
EPS

Core
Team
Remarketing

Core
Team
BIS

Core
Team
ATLANCE

Core
Team
Core

Extended Leadership Team



Challenge 2022 Highway 1 USA

Challenge 2022
Highway 1 USA
06/2022



Vos collaborateurs sont formidables!



Bonjour,

Je souhaite vous faire part de mon extrême satisfaction en ce qui concerne l'aide que m'apporte à chaque fois votre équipe du Helpdesk.

Ces collègues sont d'une gentillesse remarquable, ils sont patients et très compétents. Aujourd'hui j'ai eu affaire à Olivier Pfau mais tous les autres méritent le même compliment. On ne réagit souvent que pour se plaindre... Moi, je veux réagir par des félicitations !

Merci pour ce soutien incomparable que vous nous offrez.



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