

HOW TO GROW YOUR APPLE BUSINESS AND GROW YOUR MARGIN WHILST DOING SO

ECONOCOM SALES BOOTCAMP

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CONFIDENTIAL ECONOCOM

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hello



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agenda

Apple's plan

What's an AAER?

Our growth strategy

**Where's the money in
selling Apple**

Next steps

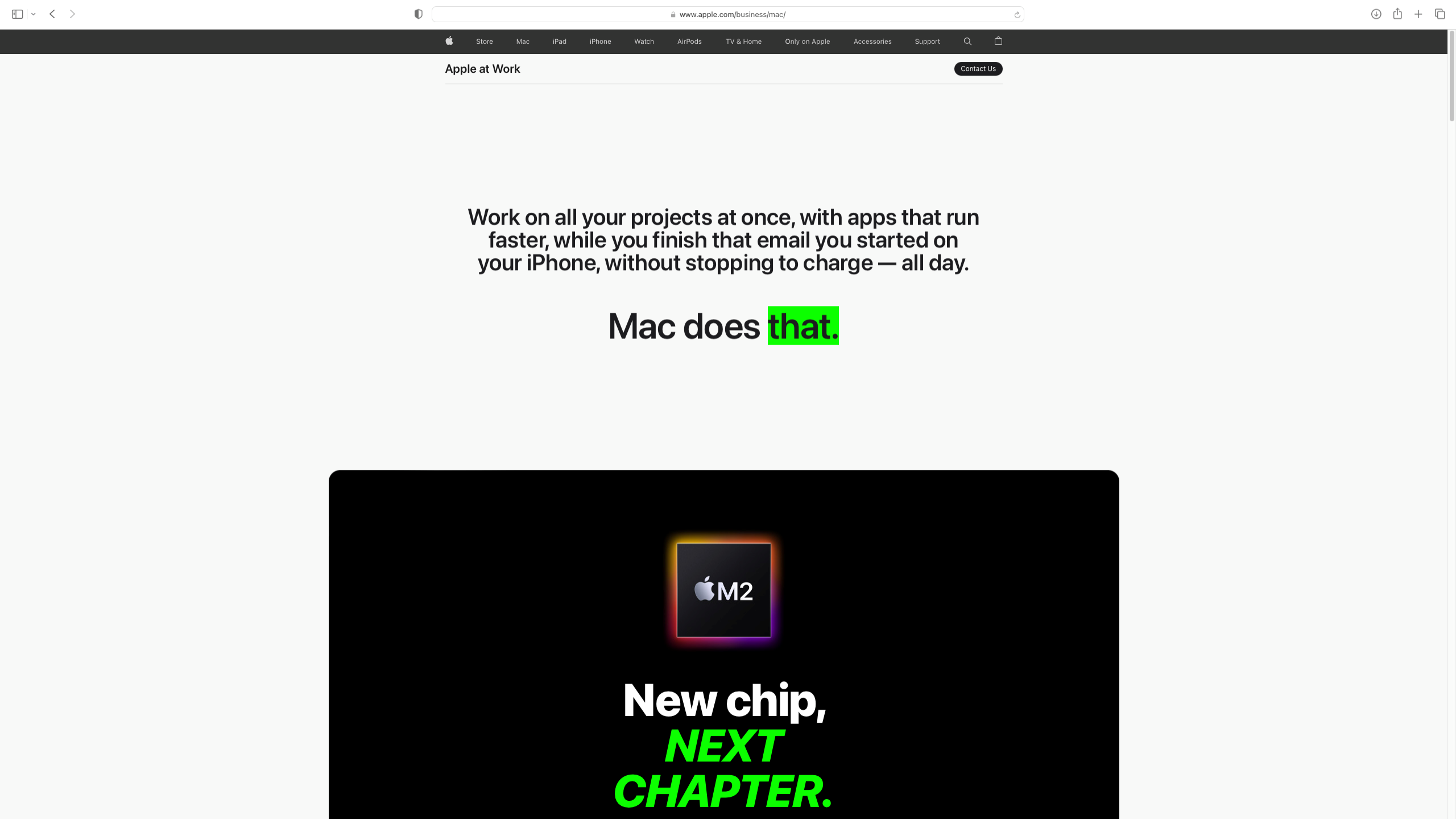
01

Apple's plan

20%

Mac market share in Enterprise by 2025

How?



Work on all your projects at once, with apps that run faster, while you finish that email you started on your iPhone, without stopping to charge — all day.

Mac does that.



New chip,
NEXT
CHAPTER.



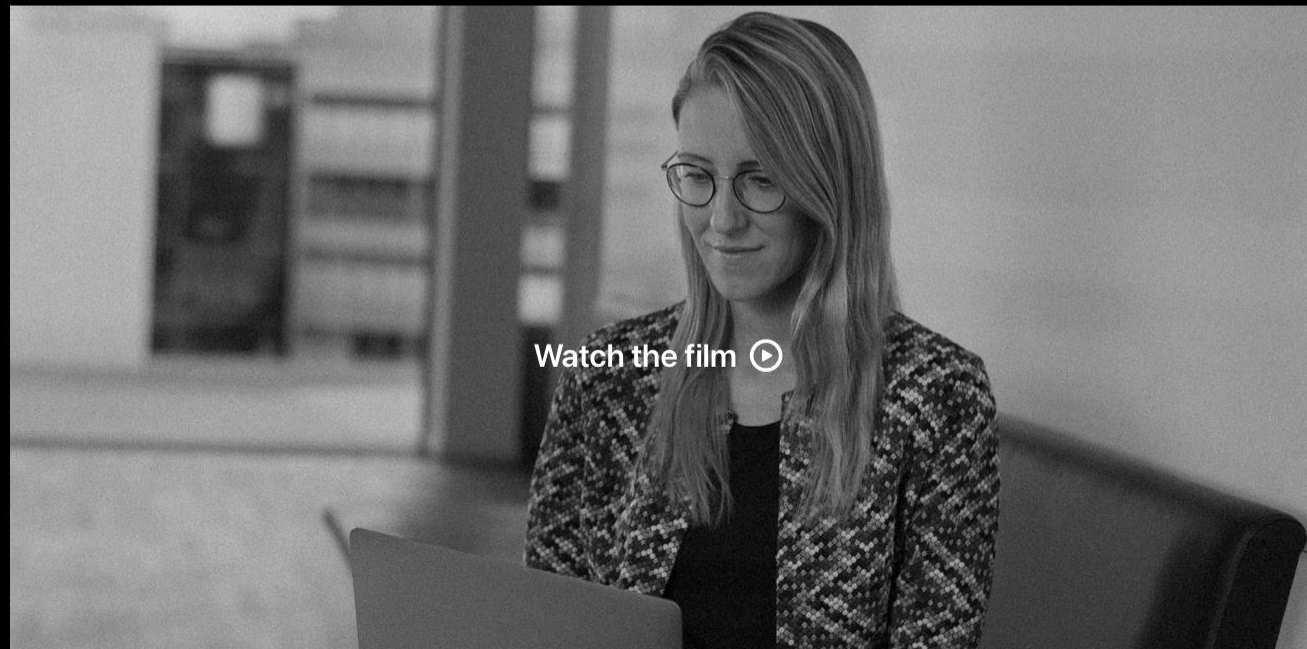
AppleCare for Enterprise



Priority onsite service and 24/7 support help keep your end users



Using Mac is a
personal choice. And a
powerful one, too.

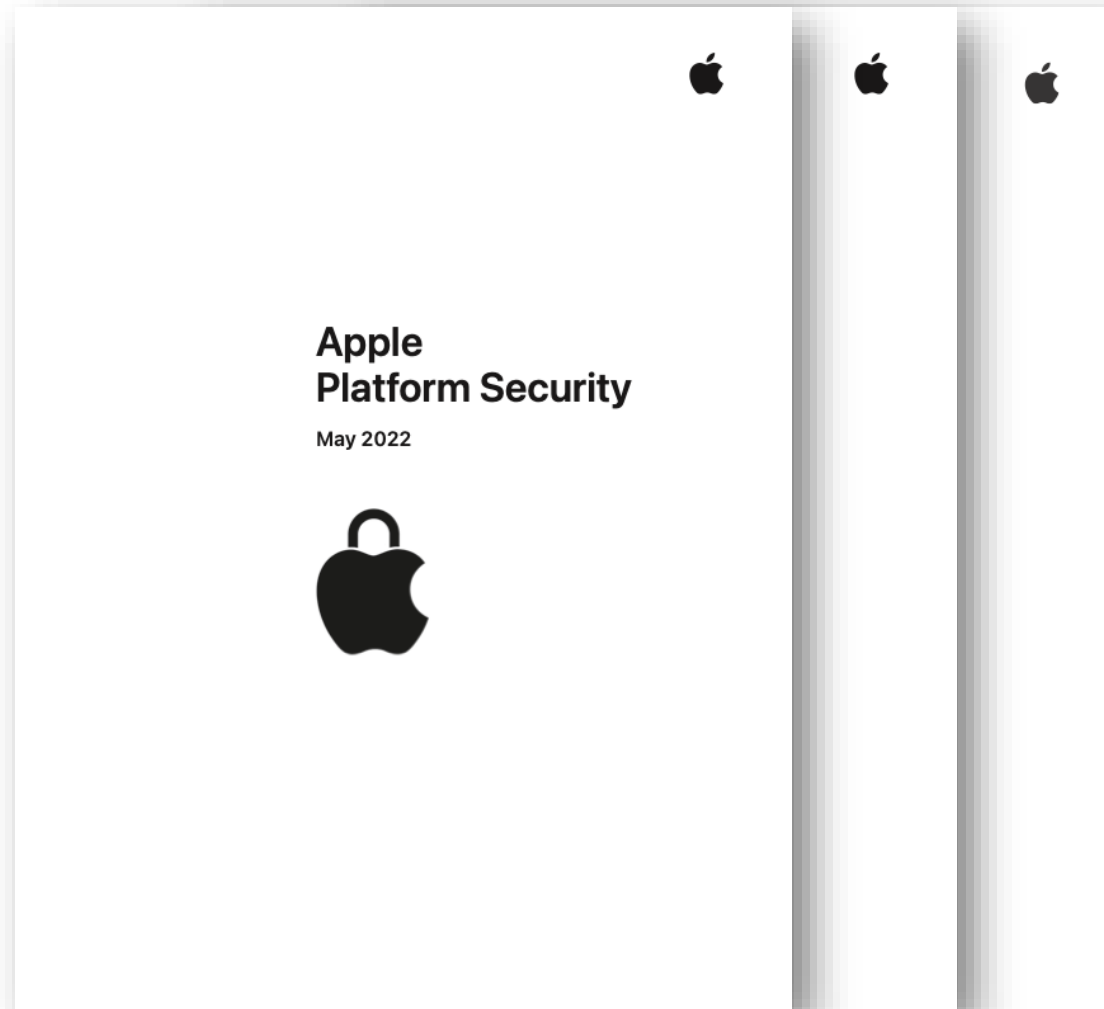


Watch the film

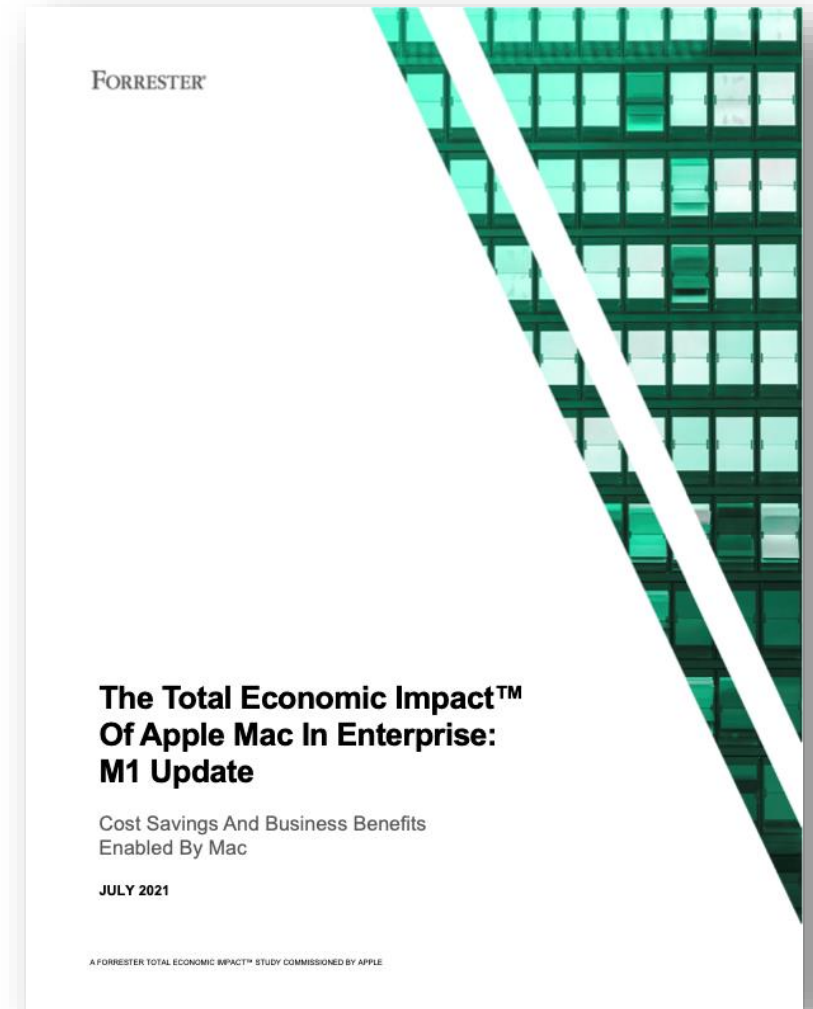


Apple's plan

Technical



Financial



Apple Authorised Enterprise

Resellers biedt een Apple Authorised Enterprise programma, waaronder inkoop, implementatie, training, ondersteuning, diensten, en ontwikkeling en support.

Gespecialiseerde teams staan klaar om je te helpen Apple producten in je bedrijf te integreren.

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www.econocom.be/nl

Apple Retail

Onze Apple Retail Store Business-teams kunnen helpen bij het kiezen van de juiste Apple producten, services, apps of accessoires. Met dit team kun je ook een plan opstellen om je bedrijf te ondersteunen, en bespreken hoe je de technologie optimaal kunt inzetten.

[Neem contact op >](#)
[Ontdek hoe Apple Retail je bedrijf kan helpen >](#)

Apple Financial Services

Of je nu hulp nodig hebt bij leasing, betalingsmogelijkheden of je upgradestrategie, Apple Financial Services heeft altijd een programma dat bij de technologische levenscyclus van je apparatuur past.

[Lees meer over Apple Financial Services >](#)

AppleCare Professional Support

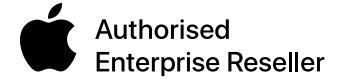
Met speciale AppleCare-programma's kunnen we je helpen bij de bescherming van Apple devices, het leveren van geavanceerde IT-support en de uitvoering van device-onderhoud ter plaatse.

[Lees meer over AppleCare Professional Support >](#)

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Apple's plan



They will succeed.
We better be on that train.

4%

Mac in Enterprise market share
The Netherlands – 3 years ago

18%

Mac in Enterprise market share
The Netherlands - Today

14%

Total growth in 3 years

02

**What's an
Apple Authorised
Enterprise Reseller?**



**Authorised
Enterprise Reseller**

We're part of a select group

- Only 47 Authorised Enterprise Resellers **globally**
- Depending on country, only **one or two per country**
- All AAERs are reporting **double digit growth, year over year**
- ***Except Econocom...***



Let's make sure we catch the train

The Apple Authorised Enterprise Reseller certification is a **guarantee for your customers** and a **recognition of excellence** by Apple.

In return we are granted **the highest functional discounts** and **back margins**.

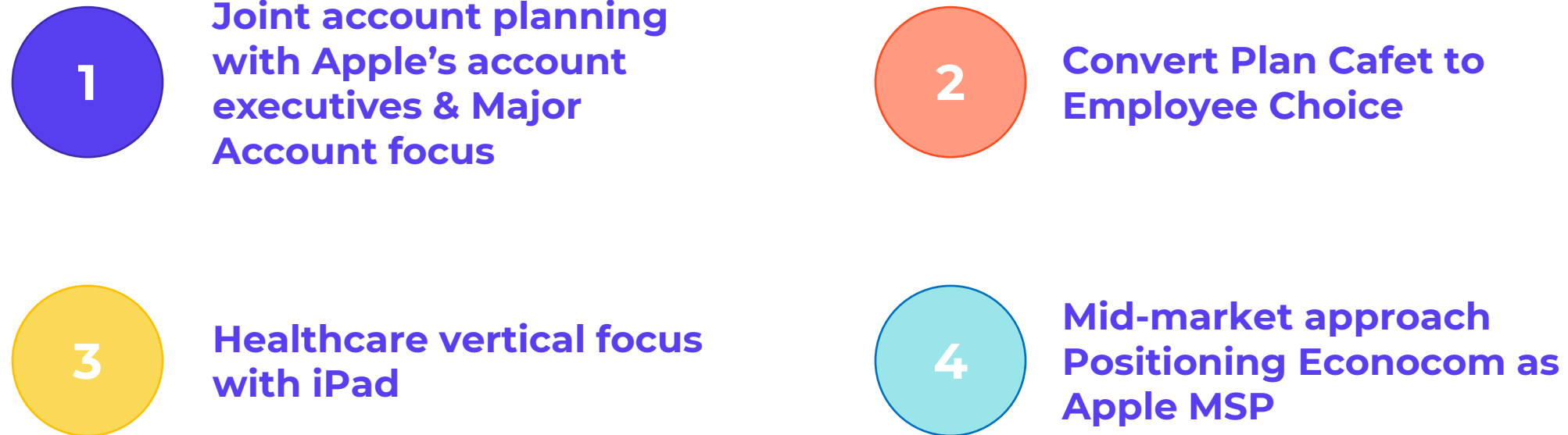
Apple Practise

- Focused team on Apple solutions
- Supported by Apple *and* Econocom
- Their goal: building solutions that fit the market and differentiate Econocom

03

**Our growth
strategy**

4 pillars for growth defined

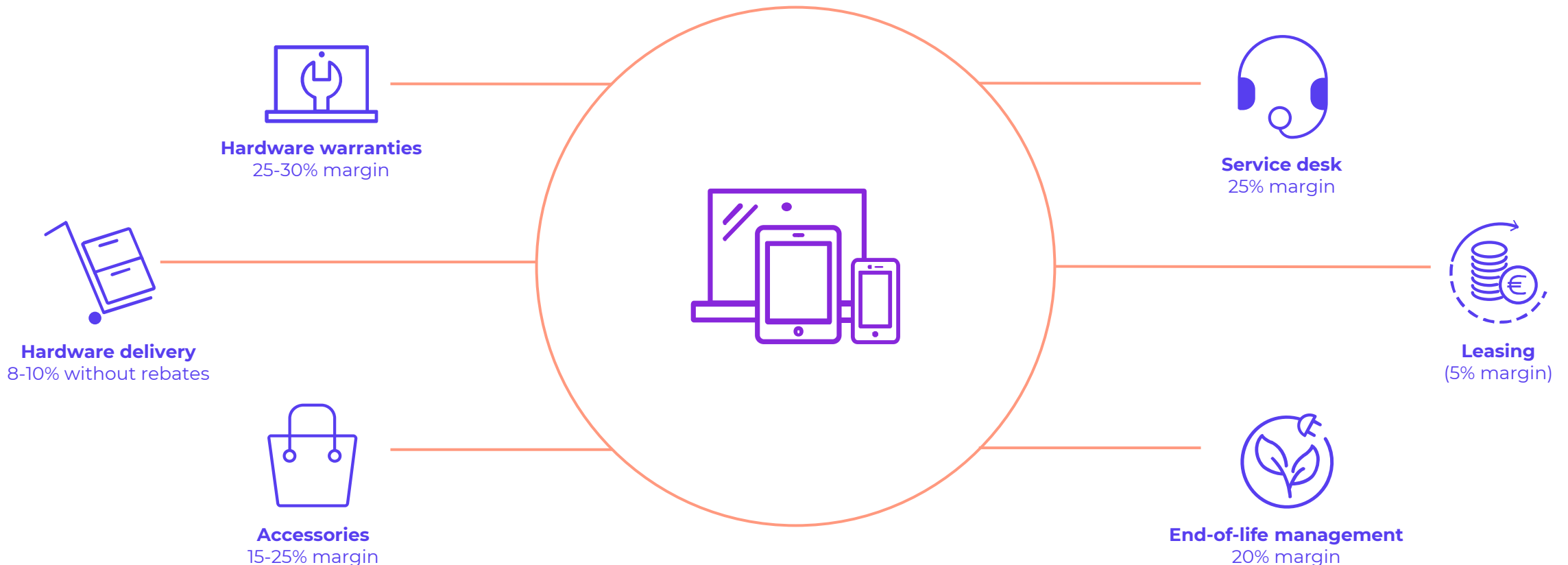


03

**Where's the money
in selling Apple?**

Services are key in making the difference

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



Where's the money?



Example
Belfius



Where's the money?



About the project

Belfius is the only integrated bank and insurance company that is 100% Belgian and present everywhere in Belgium. We offer a full range of banking and insurance products to retail customers, small and medium sized enterprises, public institutions, non-profit organisations and large corporates.

What do we sell

- Plan Cafeteria
- Employee Choice for smartphones and tablets
- IT kiosk
- Buy-Back for Employee Choice
- SDM

Where's the money?

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2022-23 project

	Revenue	Marge	Marge %
Hardware and services related to the box	€ 2.153.192,45	€ 236.866,95	11,00%
Lease		€ 86.127,70	4,00%
EMS revenu			
IT-kiosk	€ 97.800,00	€ 19.560,00	20,00%
SDM	€ 69.207,60	€ 13.841,52	20,00%
	€ 2.320.200,05	€ 356.396,17	15,36%

A person wearing a dark suit and tie is holding a small, torn piece of white paper with both hands. The paper has horizontal lines and a jagged, torn edge. The text on the paper is in a bold, dark blue, sans-serif font. The background is a plain, light-colored wall.

**A SATISFIED
CUSTOMER
IS THE BEST
BUSINESS
STRATEGY
OF ALL**

Where's the money?



What can be next?

- (Mac) Employee Choice → more revenue, more margin
- Jamf (software license) → more revenue, at least 20% margin
- Mac integration (consultancy) → services revenue and margin
 - Audit
 - Proof of Concept
 - Integration and setup
 - Support

04

Next steps

Where's the money?

1

Executive Lunch with Apple, National Bank and ZF of Belgium
Security Briefing to be planned in January

2

Account mapping and briefings with Apple
Meetings to be planned 11, 12 and 19 January at Zaventem

3

Healthcare Event
9th March, Apple HQ (to be confirmed). Already 39 registered.

4

Apple Practise
Kick-off to be planned in January

5

And more...
Apple is key in our GTM strategy

Q&A

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Authorised
Enterprise Reseller

Made with  on a Mac