



THE CHALLENGE

Kering had existing relationships with the Econocom Group in **France and Italy**. The UK relationship started in **2016**.

Kering first came to Econocom UK to **spread the costs** of their IT estate for their different brands. They had 5 rental agreements running at the same time, which made it difficult to manage contracts, locate assets and deal with equipment return.

Kering also needed to deploy **300 new iPhones** in a cost effective way with everything managed for them.



THE SOLUTION

Econocom built a **simplified rental package** for Kering, which consisted in:

- putting all 5 rental contracts into a single Refresh Agreement allowing Kering to **refresh their assets every 6 months** to always be up-to-date.
- using a new invoicing system to help with reconciliation and **electronic signature** for speeding up processes.
- accessing Econocom's **asset management platform** to easily locate assets and manage equipment return.
- a **flexible subscription for mobile devices** with expert services for total piece of mind.



THE ECONOCOM TOUCH

Econocom's solutions offer **full flexibility and 3 end-of-term options**:

- Buy the assets
- Extend the contract
- Refresh the estate with the latest tech

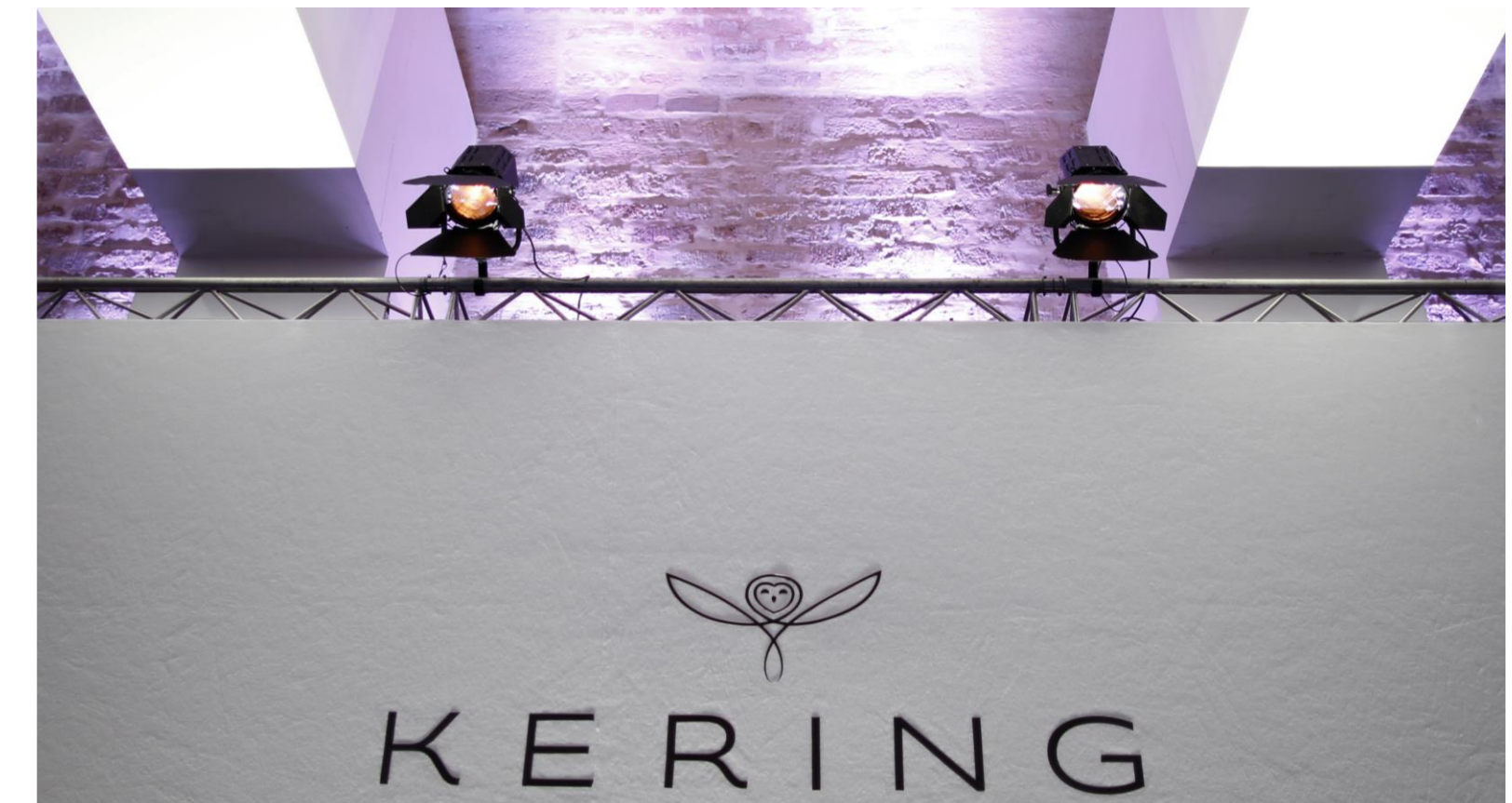
To support Kering's strong environmental policies, Econocom made their **IT sustainable by recycling or remarketing** whatever is returned.

£1M refresh project for entire IT estate

Sustainable and flexible solutions with end-to-end services

ADDED VALUE:

- Spread costs over time
- Refresh technology every 6 months
- Align rentals with equipment lifecycle
- Complete e-waste plan integrated into the model



"Kering is a very strong sustainable brand. Thus, finding a sustainable but also affordable solution to deploy new technology was essential to us. We believe that Econocom are very easily contactable and offer the easiest supplier ordering process."

Indy Bains – End User Support Manager UK – Kering