

2024

The Complete IT Solutions Provider

trams | econocom



Key figures:

- Established 30+ years
- £68 million a year revenue
- 40+ personnel
- £3 million stock



Interesting facts:

- Multiple **FTSE 250 customers**
- Shortlisted in 2022 for **Reseller of the Year** at Technology Reseller Awards
- Awarded Quantum **Reseller of the Year 10 times**

Trams | Econocom

Trams|Econocom is a multi award-winning IT solutions provider, entrusted by hundreds of companies. For decades Trams |Econocom has been delivering impartial advice on the benefits and savings to be gained from all the best-in-class options in the market.

Econocom Group, a unique mix of 3 complementary fields of expertise



Equipment

A one-stop shop for sourcing products and turnkey digital solutions.

Distribution, customisation, management, recycling and related services at industrial scale Europe-wide.

Services

Services created and developed to make your digital projects perform.

User environment and infrastructure development outsourcing, business application modernisation, data management, cloud migration, etc.

Financing

Flexible ground-breaking solutions to address the new modes of consumption.

Pay-as-you-go, financing of technology and industrial assets, financing of energy transition, etc.
...completely independent at international scale.

We are a solid international group

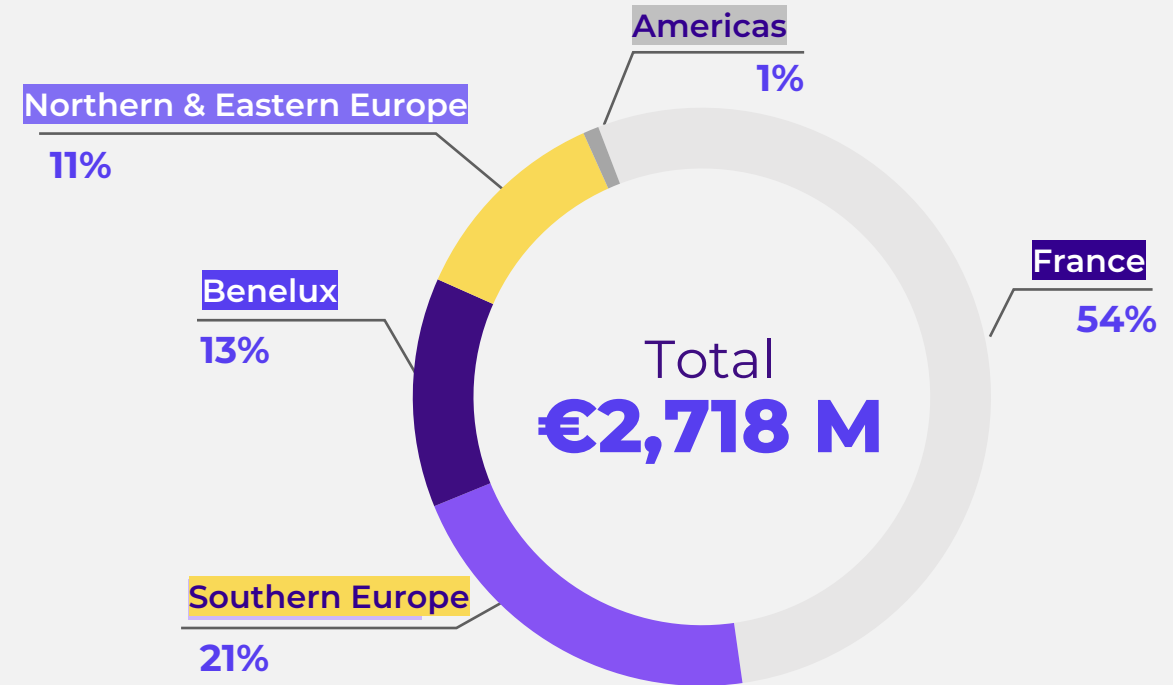
€2,718 M

2022 revenue

€139.4 M

ROP 2022

Breakdown of 2022 revenue



**strongly committed
in its market**

500,000

digital equipment had its life extended to 3 years through repair or refurbishment in 2022

- 67% over 5 years

reduction in the Group's energy consumption

The Econocom Galaxy

AN AGILE STRUCTURE SERVING SUSTAINABLE DIGITAL TRANSFORMATION

Econocom's original structure, 'the Galaxy', helps it implement its growth strategy.

The Planet: the group's three long-standing business lines

At Econocom we work to serve our clients, independent of manufacturers, telecoms operators, software publishers and financial firms. We have been a pioneer in the digital sector for 50 years. The group is the only market player that combines technological and financial expertise through three business lines.

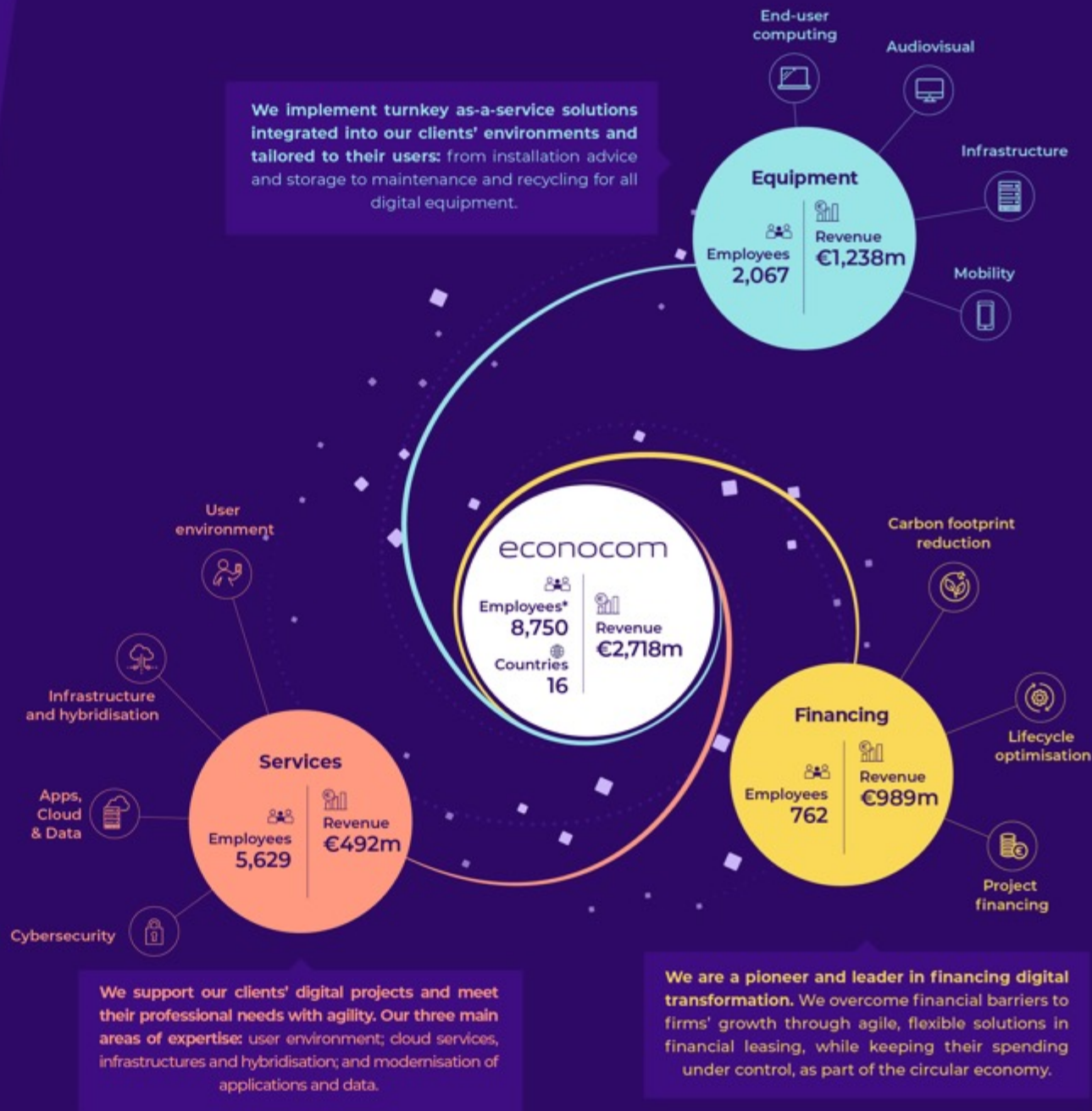
● EQUIPMENT ● SERVICES ● FINANCING

The Satellites: a group of expert firms

◆ The Satellites are self-governing, expert SMEs in the digital sector's most buoyant fields. They complement Econocom's long-standing solutions effectively and help speed up the group's growth.

👤 Employees* 1,885 📊 Revenue* €624,7 M

*portion of Satellites' employees and revenue in group's employees and revenue in 2022



*Includes Holding and support functions (178 people) and Sales agents (114 people)

It's also a set of expert companies, in strategic segments of the digital universe...

Independent companies, leaders in their markets, partly or wholly owned by Econocom Group.



NETWORKS & SECURITY



DEVELOPMENT OF WEB & MOBILE APPS



CLOUD



MOBILITY



DIGITAL SIGNAGE



MICROSOFT SOLUTIONS



APPLE SOLUTIONS



GOOGLE SOLUTIONS



ARTEFACT



SAMSUNG

Lenovo

vmware®

servicenow

...with a full and robust ecosystem of technology partners








Econocom satellites and their expertise

Econocom has created an **innovating model with a network of expert companies known as Satellites.**

These are small and medium-sized companies which are high-performing in their area of expertise and the heads of which retain a significant share of the share capital.

While **Trams expertise covers all areas of the main business lines**, the company also has access to other resources within the Group.

The Group offers its customers **comprehensive, tailor-made solutions and integrated throughout the digital value chain.**

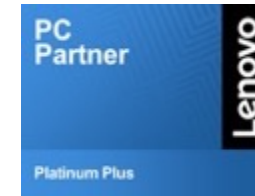
CYBER SECURITY		TRAMS ASYSTEL ITALIA • EXAPROBE •
MICROSOFT		TRAMS ASYSTEL ITALIA •
APPLE		TRAMS ASYSTEL ITALIA • ENERGY NET •
APPS & CLOUD		TRAMS ASYSTEL ITALIA • BIZMATICA • SYNERTRADE •
INFRASTRUCTURE & NETWORKS		TRAMS ASYSTEL ITALIA • BIZMATICA • EXAPROBE •
MOBILITY		TRAMS ASYSTEL ITALIA • BIZMATICA • BDF • ENERGY NET •
DIGITAL SIGNAGE & MULTIMEDIA		TRAMS ASYSTEL ITALIA • BDF • BIS ECONOCOM •
CONSULTING		TRAMS BIZMATICA • HELIS •

Trams | Econocom Partnerships

“

A trusted partner of Quantum for 10 years+, Trams|Econocom have always demonstrated the highest competencies in front of our most demanding Media and Entertainment customers, served by an amazing team of skilled and committed professionals.”

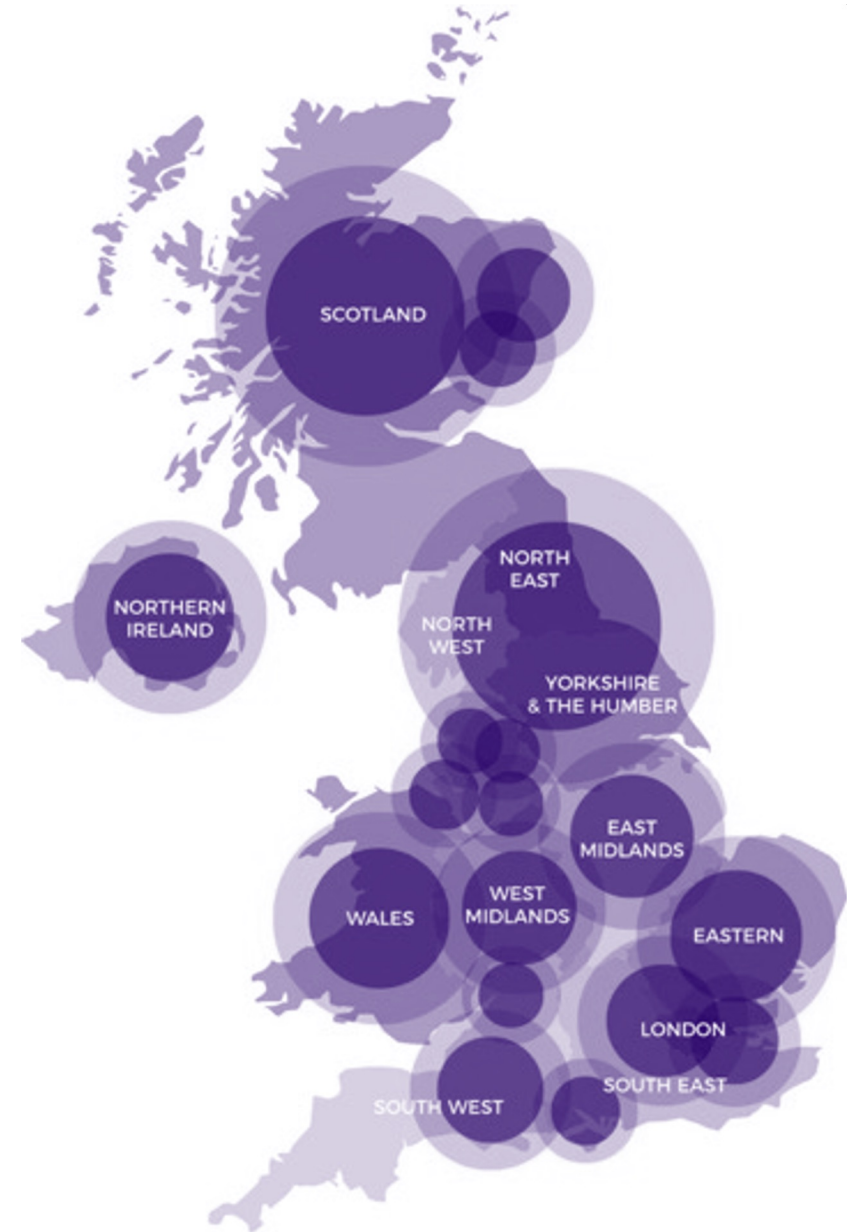
Sales Director, Quantum



Clients

Trams|Econocom offers National Support and First-Class Service across the UK and into Europe. Our client's range across all sectors, meaning we can provide a written testimonial on any project across any sector.

- Broadcast
- Finance
- Government / Public Sector
- Media & Entertainment
- Publishing
- Legal
- FMCG
- Utilities
- Oil & Gas
- Energy
- Sports





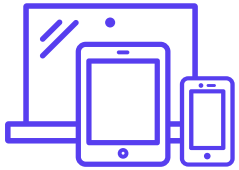
IT Solutions

All your IT requirements from one point of contact

Complete IT Solutions

Single Point of Contact with Trams|Econocom

By working with Trams, you work with a dedicated Account Manager who will be your partner throughout the process and manage each stage of the IT project



END POINT

- End Point / Software
- Device-as-a-Service
- Life-Cycle Management
- Repairs
- Device Management
- End Point Security



INFRASTRUCTURE

- Hyperconverged
- Tired Cloud Storage
- Server & Virtualisation
- Disaster Recovery



UNIFIED COLLABORATION

- Interactive Displays
- AV-as-a-Service
- UC Certified Platform
- Device Management
- DvLED & Projection
- Room / Desk Booking
- Control Systems



CYBER SECURITY

- Web and Email Security
- Threat Management
- Firewalls
- Data Protection
- Ransomware



WORKFLOWS

- Cloud Connectivity
- Workflow Automation
- Enterprise Networking
- Media Asset Management
- Networks

Consultancy

Install & Support

Finance

Consultancy

As an independent reseller, dealing with cutting-edge technology, Trams|Econocom can provide an honest and impartial IT advice.



Discovery & Analysis

Our engineers and technical account managers can evaluate your IT landscape, analyse how your company utilises its current technology and identify shortfalls or cost-saving opportunities.

Strategy

Trams|Econocom will take the time to understand your long- and short-term goals, evaluate your current IT environment and create a strategy that will help your business leverage the latest technologies.

End Point

Trams|Econocom possesses top tier accreditations with the world's leading manufacturers.



Evaluation

Let us evaluate your current IT estate and the workflows across the ecosystem and provide recommendations.

Source

With relationships with all the leading manufacturers we can source the latest devices.

Delivery

We can deliver to business and personal addresses with full zero-touch deployment.

Repairs

Our dedicated repairs centre and fully qualified technicians provide reliable hardware support.

Recycle

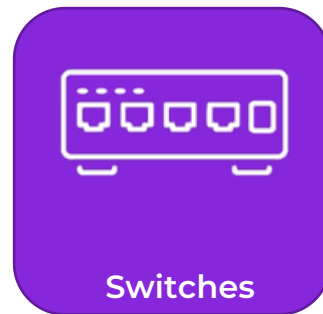
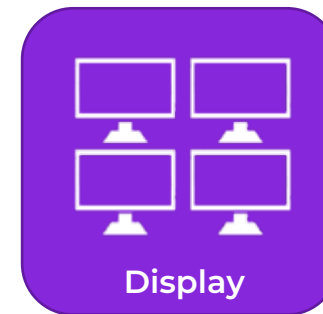
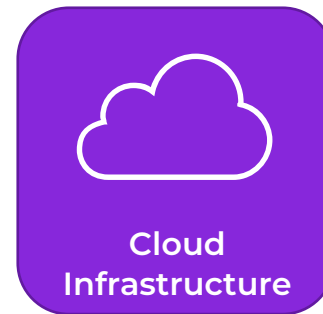
Let us collect, wipe the data and place your old devices into the circular economy.



Infrastructure

Employees expect to work anywhere, at any time, and without the need for contacting support.

Creating a fluid IT environment requires careful planning and the correct infrastructure installed, so the workforce can securely operate across platforms and devices.



Cyber Security

Our technical account managers can be a single point of contact for all security solutions throughout your IT ecosystem. Whether you're looking to improve data protection on BYOD or AI based security to stop phishing emails, our team can overcome any IT weaknesses you have.



Backup & Archive

Backup

Data failures can be the result of hardware or software malfunctions, data corruption, or a human-caused event, such as a malicious attack (virus or malware), or accidental deletion of data.

Creating a copy of your company and customer data is essential to minimising any downtime or revenue loss.

Archive

Archiving is a key element in storing data in a cost effective way. GDPR requires companies to hold data on customers for years, with cloud storage not being the most cost-effective route.



Trams|Econocom have worked with media companies with large content library's for decades.

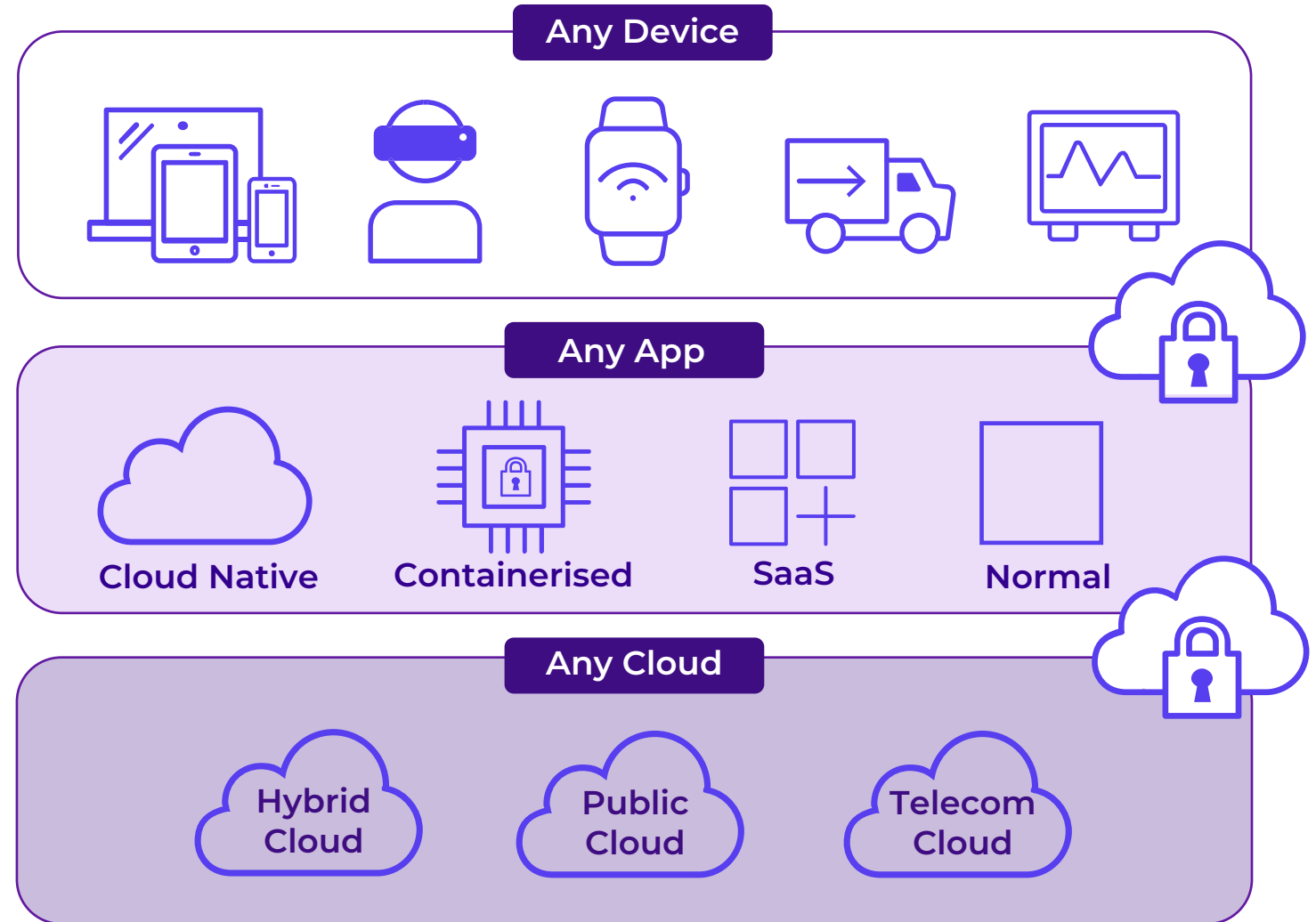
Our experience and knowledge on dealing with complex data storage means we can help you manage your assets.



Virtualisation

Trams are partnering closely with VMware and Dell to deliver virtualisation across devices into the multicloud workload platform.

Deliver the benefits of cloud to on-premises workloads, centralise management and improve innovation.



Cloud Storage (Private, Public or Hybrid)

 Dell Technologies

 Mimecast

 Backblaze

 Egnyte

 Pure Storage

 Hewlett Packard
Enterprise

 Trams Cloud

 Quantum

 Microsoft
Azure

 VMware

 AWS

Every company is a media company.

With social media, videos and image-based assets, companies are creating and storing more content than ever before.

**Trams has been awarded
“Reseller of the Year” by
an IT storage company a
record TEN TIMES.**

The company expertise, customer centric approach and ability to deal with all aspects of asset management makes Trams|Econocom an ideal partner for Public, Private or Hybrid environments.

Workflows

As an independent reseller dealing with cutting-edge of technology, Trams | Econocom can provide honest and impartial IT advice.

Trams|Econocom has decades of experience in creating **local** and **global workflows**. With our inhouse software engineers, top tier relationships and experience of complex workflows, we can create an IT environment which will help improve efficiency.

- Global Footprint
- Experience of complex workflows
- Inhouse Software Engineers and Project Managers
- Improve operational costs
- Create automated workflows for efficiency



Microsoft



ELEMENTS



ATLASSIAN

vmware®



Microsoft
Azure

Quantum.
CatDV

tramscloud 

Unified Collaboration

While today's applications truly are exciting, it's easy to overlook how important the workplace environment is for success. The context in which a collaboration solution is deployed matters. A holistic approach is needed to ensure the right AV technologies are deployed in the right way to meet today's workplace needs.

Market Drivers

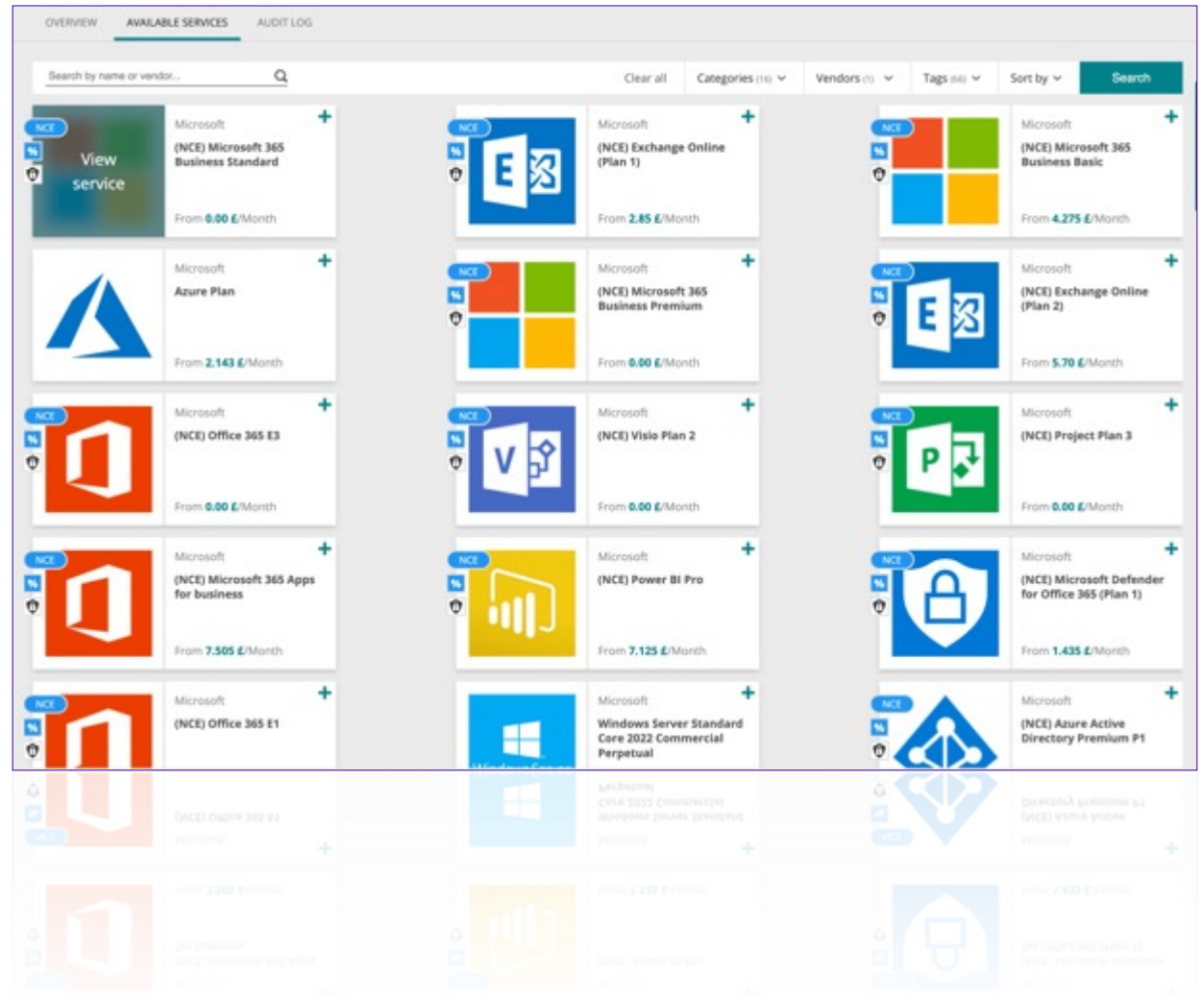
- Meeting and Conference Room Upgrades
- Shifts From Presentations to Collaboration
- Huddle Space Integration
- Plug-and-Play Solutions
- Digital, Flexible and Innovative Workforce and Collaboration



Software Licensing

Trams|Econocom has partnered with Westcoast to provide a **Portal for Microsoft Software Licensing.**

- Instant License Add
- Departmental Split & Re-Allocation
- 2 Hour Support Fix
- Monthly Quarterly Annual Billing
- Usage Analytics



Finance

As part of the Econocom Group, we're ideally placed to provide all your IT and financial needs into one transaction with one company.



Classic Lease

A leasing solution for your ICT investment projects which preserves your cash reserves for core business needs.

With our Service Add-ons and flexible leases we can find the right term for you.

Buy Now, Pay Later

A flexible facility to order solutions on-demand and defer the initial payment.

Delay payment while purchasing equipment to help your company gain revenue.

Cash Back

Rental solution that helps optimise your financial ratios and secure a cash injection into your organisation.

An instant cash injection to the business to expand your business with reduced risk.

Why pay upfront?

As part of the Econocom Group, we're ideally placed to provide all your IT and financial needs into one transaction with one company.

£38.99

Per Month
MacBook Pro M3
14 inch



Preserve Cash

Spread the costs over the lifespan of the device. Keep your cash for unplanned activities.

With our agreements you can reduce your yearly IT budget on hardware or refresh more now!

Avoid Spikes

With our rental agreements plan budgets easier each year and avoid large IT spikes.

A continual monthly or quarterly payment is easier to manage and budget.

Lower TCO

When it's time to refresh, we collect, data wipe and sustainably dispose of the devices.

IT Department doesn't have to worry or plan the disposal of the devices. We take full control and can even provide an extension.

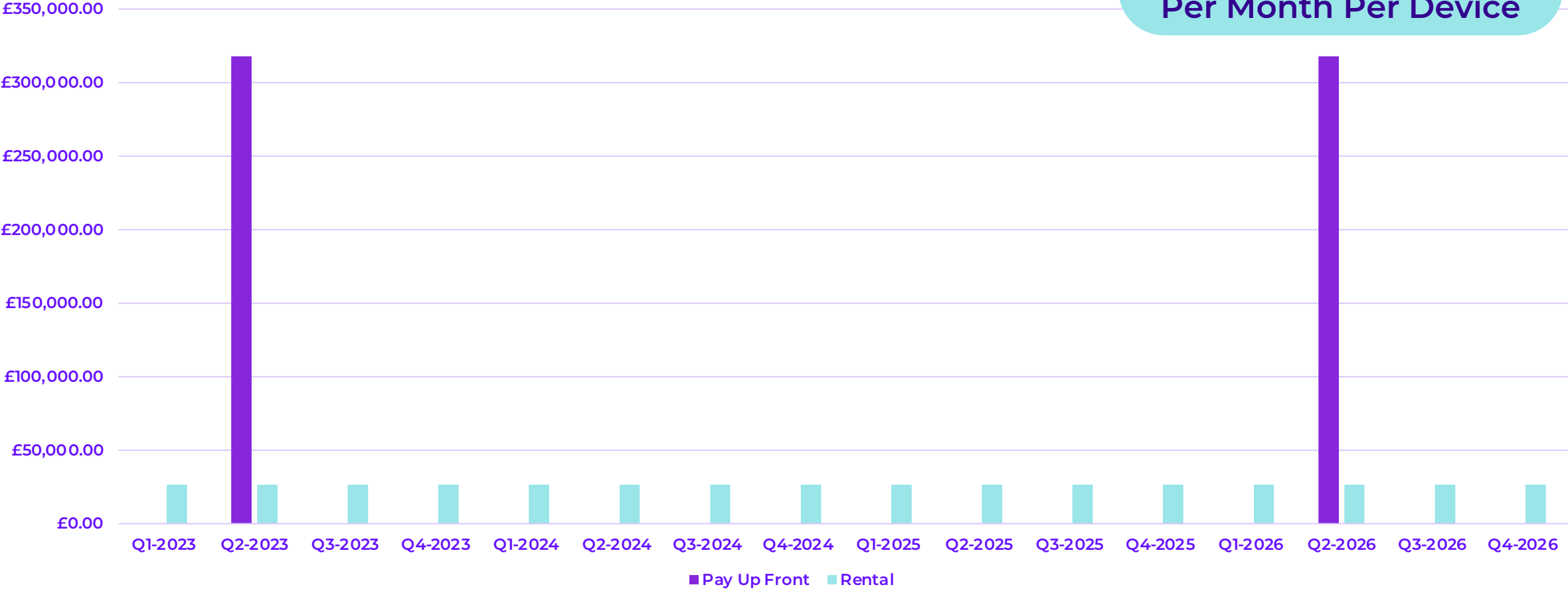
Keep your cash

Why pay all the costs for hardware in one upfront payment when you can spread over the lifespan of the device?

Example

MacBook Pro M2 16Gb = **£1,591**
MacBook Pro x 200 = **£318,200**

£44.20
Per Month Per Device





Social Responsibility

**SIGNATURE OF THE PLANET
TECH'CARE MANIFESTO**



We are the Responsible Digital entrepreneur

We innovate to bring our clients services and expertise that support them in reducing their digital environmental footprint.

**OFFERS DESIGNED TO REDUCE
ENVIRONMENTAL OR DIGITAL
FOOTPRINT**

**CUTTING-EDGE EXPERTISE IN
EXTENDING EQUIPMENT LIFETIMES
AND REFURBISHMENT**

**OFFERINGS BUILT WITH PARTNER
COMPANIES FROM THE SOCIAL
ECONOMY**

**COMBATING THE DIGITAL DIVIDE
(EQUIPMENT DONATIONS WITH THE
CONNEXION D'URGENCE COLLECTIVE
AND JOINT GIFTS WITH OUR CLIENTS)**

We are proud of our **robust and sustainable ESG history**

- 1973
 - Buying/selling second-hand equipment
- 2012
 - Signature of the Global Compact
- 2016
 - Creation of the first Green offer
- 2018
 - Launch of internal programme to measure and reduce the group's environmental impact
- 2019
 - Launch of “Digital Women” and signature of the Numeum manifesto #ReconversionFemmesNumérique
 - Signature of the manifesto for the inclusion of people with disabilities in economic life (renewed annually)
- 2020
 - Signature of the Planet tech’Care manifesto
 - 2,500+ devices donated during Covid crisis
- 2021
 - Nominated for Microsoft Sustainability Award 2021
 - One of few digital companies signing IMPACT manifesto for a responsible economy
 - Participation in the landmark Produrable conference
 - **Econocom published its first Impact report**
- 2022
 - Donation of 501 laptops to refugee families in France with help from our clients and our long-standing partners Ateliers Sans Frontières (ASF) and Emmaüs Connect.
 - EcoVadis Silver Medal
- 2023
 - EcoVadis Gold Medal

Thank you!

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