

The big picture.

Creating a world of opportunities with a clear focus on our customers.

EUROPEAN INSTITUTIONS

FEDERAL & STATE GOVERNMENT

MUNICIPAL GOVERNMENT & SCHOOLS

RESEARCH & EDUCATION

HEALTHCARE

CHURCH & CHARITIES

ENERGY & ORGANISATIONS

Your strong IT partner.
Today and tomorrow.

BECHTLE

We see the big picture and offer new perspectives.

How do you operate successfully in a highly specialised market like the public sector? One way is through a network of specialists. Bechtle has been an experienced IT partner in the public sector for years. The tenders we've won – for example, the renewal of framework agreements with the German armed forces and IT service provider Dataport, as well as two public-sector tenders with the European Commission, the largest in our company's history – are solid proof of our expertise and successful business model.

Bechtle's Public Sector Division is a master in coordinating central support services for our decentralised offices. The tender team organises and recruits all the required resources of the Group, while

specialised managers ensure that the entire Group's skills are appropriately utilised. They align Bechtle's resources to meet the specific needs of respective target groups, offer consultation services to sales organisations, and support specific Bechtle Group communities. With this structure in place, Bechtle is able to meet the special requirements of public-sector customers, i.e. from European Institutions, Federal & State Government, Municipal Government & Schools, Research & Education, Healthcare, Church & Charities, Energy & Organisations.

Community service. In recent years, we've increased our focus on public-sector business, and the results have been immediate. Public-sector customers have begun taking notice of Bechtle as a solid IT partner who embodies reliability, integrity, determination and enthusiasm. An IT partner who is dedicated to fulfilling the complex and diverse requirements of a variety of target groups.

These strong values have helped Bechtle contribute to the success of the public community, and the positive feedback from our customers is proof that we're on the right track.



Gerhard Marz,
Head of the Public Sector Division,
Bechtle AG



Success in Europe and beyond.

Bechtle is sensitive to the nature and needs of the public sector. Our company structure enables us to ensure a high level of security and continuity for the procurement of IT products and services. Our central tender team provides the perfect support for our decentralised subsidiaries. In addition to sales experts and technical consultants from our system houses, we also call on specialists from 12 competence centres, business architects, managed services experts and our central Bechtle logistics and services subsidiary as needed, depending on the requirements of the project. The Bechtle Public Sector Division coordinates all of these specialists to ensure smooth operation. What makes Bechtle so successful as a public-sector technology partner is the combination of flexible, decentralised sales and service units with centralised support in the area of customer networks, project management, method-

ology, business development and sales. This structure is based on customer requirements and has proved very successful in meeting their demands. Years of experience have sensitised us to the underlying needs of the customer, as well as their differences from industry to industry.

Success on the international stage. The success we've achieved on the European stage since founding the Public Sector Division demonstrates that our business model is effective not just on a regional or national scale; we've got what it takes to master large international projects. Bechtle's Europe-wide presence offers the perfect conditions for fulfilling international EU tenders: with established, reliable and effective logistics and service processes, we're active in nearly all Western European countries and boast a tightly knit network of partners. And to coor-



Further information can be found on:
bechtle.com/portfolio-en/public-sector



dinate it all, we have a dedicated office in Brussels that also serves as a single point of contact to all EU countries. The future of Europe is in good hands with Bechtle.

Technology partner for public administration. Client management, server and storage, networking solutions, virtualisation, IT security and software: these six Bechtle IT solutions ensure stability, security and a future-proof IT infrastructure. And Bechtle also has the high-level certification required to success-

Customer-oriented. Efficient. Forward-thinking.

Public-sector organisations are continuously re-inventing themselves as a service provider. The demands of the diverse target groups keep increasing, including ever higher quality standards and round-the-clock services. Citizens also expect to be more involved in processes and in the protection of their personal data.

What's more, the demands on the public sector are becoming more complex and challenging, whether it's moving services to the cloud, offering procurement for purchasing alliances, or satisfying heightened security requirements.

Topics such as virtualisation and digitisation further add to the complexity of IT solutions. Over the

fully implement state-of-the-art technology like cloud solutions and big data. Always keeping the big picture in mind, our certified IT business architects draw up strategies based on the customer's business model and value creation chain. Our solutions all have one thing in common: customer satisfaction. In the most recent customer satisfaction survey, the majority of customers rated themselves as "highly satisfied" with Bechtle.

next several years, public-sector organisations will be busy with such current market trends as electronic payment methods, e-government, e-health, e-file management, the digital classroom and cloud-based service provisioning. With the help of an IT partner like Bechtle to modernise and reorganise current outdated processes, these modern IT concepts can revolutionise operational processes.

We understand your needs. Having the right IT partner moving forward is paramount. The public sector needs a partner who is able to accommodate decen-

tralised, regional demands, while following a uniform, central strategy. A partner with affluent knowledge of the public-sector decision-making process, as well as an understanding of the tension created by a desire for simplification on the one hand, and increasingly complex requirements on the other hand. A partner who realises that becoming more economical is not just about saving money, but about working more effectively and efficiently. A partner that is able to provide a structure that enables cooperation, letting groups and associations consolidate resource procurement, while at the same time ensuring the independent status of individual end customers. With a Europe-wide presence, highly efficient processes, and certified specialists, excellent partnerships with manufacturers and a comprehensive range of over 58,000 products, Bechtle provides professional service at every level. We have custom solutions for specific cases and turnkey concepts that combine hardware and software components with integrated services.

Reasons for our success. Bechtle's success can be largely attributed to its corporate structure, which centralises administrative functions like finances, human resources, purchasing and logistics. This ensures that the operative business segments that generate revenue, i.e. the IT system houses and IT e-commerce, can focus on their respective core competencies. This efficient concept guarantees the freedom required for optimum customer care, and it also increases profitability through lean processes and the consolidation of purchasing volumes. In short: Bechtle combines the strength and integrity of an international corporation with the proximity, individual support and flexibility of a regional service



provider. This type of structure is essential to be able to adequately address all the needs of public-sector customers. Our job is to support the customer in its core business, and to ensure sustainable, profitable daily business.

Looking for new opportunities?

Let Bechtle help you put your future into perspective.

About Bechtle. With locations in 14 European countries, Bechtle AG is one of Europe's leading IT e-commerce, solutions and services providers. All locations leverage an experienced 50-member-strong public sector tendering team and a centrally located office in Brussels to drive the public sector business. Founded in 1983, the company is headquartered in the heart of Europe in the city of Neckarsulm, near Stuttgart, and currently employs around 6,400 people. The manufacturer-independent company provides one-stop shopping for all IT infrastructure and day-to-day needs of its more than 75,000 business, public sector and financial market customers. Bechtle has been listed on the stock exchange since 2000 and is on the TecDAX, the German technology index. In 2013, the company generated a revenue of around 2.3 billion euros.



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