

Trams | Econocom becomes Econocom: expanding IT solutions and services across Europe

Trams | Econocom is excited to announce that its integration into the Econocom Group has now been completed, and as part of this, changed its name to Econocom Products & Solutions UK Ltd. This transition marks a new chapter in our history, enabling the UK business to leverage the Group's extensive resources and expertise to provide tailored IT solutions across Europe for our customers. Since joining Econocom in 2021 we have expanded our technology portfolio in the Windows and audio visual space in particular, whilst retaining our expertise with key partners such as Apple, Jamf & Quantum.

As part of this integration we have direct access to Econocom capabilities across 16 countries, allowing us to deliver comprehensive pan-European IT services to our customers. Our close collaboration with other Group entities ensures that our customers benefit from a consistent, seamless and high-quality digital transformation, regardless of location.

The team in the UK is fully versed in the Econocom portfolio of IT solutions, which are designed with a focus on sustainability, cost savings, and innovation. This expertise allows us to deliver these benefits effectively across the UK and beyond, ensuring our clients receive tailored solutions that meet their needs.

Being a fully-integrated part of the Econocom Group means that we can offer a range of solutions across the four core business lines; Workplace, Infrastructure, Audio Visual and Finance.

- **Workplace:** Providing end-to-end solutions for employee productivity, including device management and workplace transformation.
- **Infrastructure:** Delivering robust, scalable IT infrastructure to support organisations in their digital transformation journeys.
- **Audio Visual:** Designing and implementing state-of-the-art AV solutions for diverse business needs, from corporate environments to creative industries.
- **Finance:** Offering customised finance solutions, including Device as a Service (DaaS) and tailored financial models, to optimise IT investments.

With these expanded capabilities, Econocom UK remains committed to being an agile, customer-focused partner, delivering solutions that align with our customers' unique requirements through delivering a personalised service that meets the needs of their business.

A Commitment to Sustainability and Cost Savings

Econocom's commitment to sustainability is a core pillar of our offering, and we are proud to carry this forward in the UK business. Our Gold EcoVadis rating demonstrates our dedication to responsible business practices and environmental stewardship. By integrating sustainable practices into every aspect of our service delivery, from providing "as-a-service" solutions to implementing comprehensive recycling programs, we aim to help our clients achieve their sustainability goals while optimising costs for their business.

Gavin Bell, CEO of Econocom UK, emphasised the strategic importance of this integration, stating, "Joining the Econocom Group opens up a wealth of opportunities for growth in the UK, whilst also enabling us to provide a broader service to customers that have a presence across Europe. It allows us to deliver innovative IT solutions that are backed by the strength of a truly pan-European organisation, whilst maintaining the flexibility and agility of the UK business that has been our foundation over many years. We are well-positioned to support our clients with comprehensive 'as-a-service' offerings with our in-house finance team, ensuring customers have the flexibility and scalability needed to thrive in a fast-changing market."

As part of Econocom, our mission remains clear: to help organisations harness the power of technology to drive success. Our rebrand to Econocom reflects not just a change in name, but a commitment to delivering the full scope of Econocom's capabilities to our clients in the UK and beyond.

For more information about our integration into the Econocom Group and how we can support your business, please visit www.econocom.co.uk or email info.gb@econocom.com.

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About Econocom

The Econocom Group, which was founded 50 years ago, is a pioneer in support for the digital transformation of firms. Its solutions focus on developing and transforming the workplace, infrastructure, audio visual technology and digital signage. These solutions cover the full range of expert responsibilities needed to carry out digital projects, from the design phase and guidance in choosing a solution to equipment roll-out and managed services. This includes equipment purchasing and leasing, equipment customisation and equipment-related services, as well as the refurbishing of devices at the end of their lifespan.

Present in 16 countries and with more than 8,800 employees, Econocom reported revenue of €2,681 billion in 2023. The group is listed on Euronext in Brussels on the Tech Leaders, Bel Small and Family Business indices.