



JLL Informatique gives their customers access to the latest technologies, whilst enabling them to close more deals

Two years after integrating Dell Financial Services into its portfolio of mid-market IT solutions, JLL increased its turnover by 200%.

Outcomes



More deals signed with mid-market companies thanks to flexible payment solutions.



Improved growth for JLL, with a quarter of its business financed through Dell Financial Services.



More recurring and repeat business for JLL.

For JLL, a Platinum Partner of Dell Technologies, solutions from Dell Financial Services — with PCaaS and Technology Rotation at the core — are powerful sales support tools. They're also a source of recurring revenue from its mid-market customers through the financing of the latest technology from Dell Technologies.

Transformations



JLL has increased its competitive advantage thanks to Dell Financial Services' offerings



JLL's mid-market customers have become more loyal because of their ability to provide payment solutions



JLL is able to accelerate its customers' IT modernisation plans through Dell Financial Services' offerings



Better customer access to the latest technology from Dell Technologies.



“In the current post-COVID-19 climate, Dell Financial Services’ solutions are at the heart of our strategy, more relevant than ever, and above all, are business facilitators.”

Carla Annocarò

Founder and CEO, JLL Informatique

For 25 years, JLL has supported mid-market customers in the Paris region through their digital transformation. JLL develops custom workplace and infrastructure solutions that also provide for a sustainable equipment lifecycle. JLL is one of Dell Technologies’ first Platinum partners in France, with Dell Technologies’ products and services becoming an integral part of its portfolio.

Financing Solutions for Customers

For the past two years, JLL has also integrated Dell Financial Services’ offerings to provide its customers with monthly financing options and a total cost of ownership (TCO) below that of the equipment’s equivalent cash price. PCaaS and Technology Rotation, in particular, meet the needs of the mid-market in terms of modernising employee desktops. JLL has also created a bundle of hardware and services with Technology Rotation combined into one monthly payment. “We want to initiate the shift towards these services, which help to reduce our customers’ cashflow pressures through a flexible payment system.” says Carla Annocarò, founder and CEO of JLL.

JLL fully recognises the value to its customers of Dell Financial Services’ products and services, promoting them through a number of its marketing campaigns. “During the launch of the PowerStore storage offer, we sent our customers a co-branded mailshot with Dell Financial Services, highlighting the financing options specific to the PowerStore offer,” says Aurélie Lustremant, communication and marketing manager at JLL. These marketing campaigns show customers how Dell Financial Services are a complete part of JLL’s offerings and provide a tangible benefit — faster access to technology, earlier than budget might allow. This allows JLL to generate new business and increases turnover.

Customer Projects Shift up a Gear

With Dell Financial Services, JLL is able to respond to a growing trend in the market: the appetite for financing options that remove pressure on cashflow. Dell Financial Services’ options facilitate access to technology through custom payment solutions.

As a result, JLL’s customers can take control of their budgets, whilst equipping themselves with the latest workstations from Dell Technologies to stay at the cutting edge of technology — a key success factor in the process of modernising their IT in partnership with JLL.

In addition, JLL has been selected as one of five privileged partners to test Dell Technologies’ Financing Connect scoring tool in France. Thanks to direct access to the tool, JLL can now produce instantaneous proposals for its customers that include an approved Dell Technologies financing option, with no extra steps required. As a result, opportunities for customers to access offers from Dell Technologies with suitable financing are greatly expanded. “We work hand in hand with the Dell Financial Services team to bring the best solutions to our joint customers,” says Annocarò.

A Competitive Advantage for JLL

Providing financing options through Dell Financial Services allows JLL to differentiate itself from the competition and win business with offers that no other IT vendor can match. This means that Dell Financial Services’ financing offers provide an additional option that helps to close deals, all whilst protecting JLL’s margin.

Partners like JLL also benefit from lower risk in financed contracts since Dell Financial Services bears the risk: monthly payments in the leasing model are more easily managed by customers than the cost of an initial purchase, therefore bypassing the additional risk of non-payment.



“Dell Financial Services’ offerings allow customers to equip themselves with the latest technological innovations whilst managing their impact on the environment.”

Aurélie Lustremant

Communications and Marketing Manager,
JLL Informatique

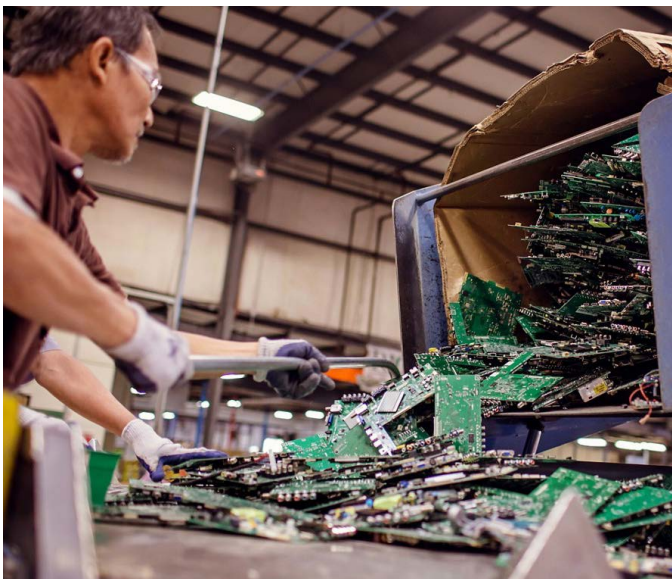
Increased and recurring business driven by Dell Financial Services

Financing options are proving to be a key sales tool for JLL. After integrating them into its offerings, JLL’s turnover has almost doubled in two years. Dell Financial Services’ offerings have driven this growth and, today, a quarter of JLL’s business is financed — a much higher proportion than the 10% partner average.

Contracts financed by Dell Financial Services are more conducive to recurring business, which is a financial bonus in itself. They also promote a long-term partnership between JLL and its customers. The financing agreement requires that JLL calls the customer at the end of the contract to discuss options – extend, buy out or refresh. The replacement of machines with the new generation technology ensures the renewal of the agreement, for the benefit of all parties. Annocaró states, “In the current post-COVID-19 climate, Dell Financial Services’ solutions are at the heart of our strategy, more relevant than ever, and above all, are business facilitators.”

Working in harmony with JLL’s environmental ethos

Engaging in a sustainable material lifecycle is one of JLL’s priorities. The PCaaS and Technology Rotation leasing model, with hardware collection at the end of the contract, meets this objective perfectly. “The circular economy is so relevant today. With Dell Financial Services, old assets can be recovered, recycled and reinjected into it via a variety of programmes” says Annocaró. “Dell Financial Services’ offerings allow customers to equip themselves with the latest technological innovations whilst managing their impact on the environment,” adds Aurélie Lustremant.



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