



Sharing smiles

BEL BELGIUM

The Bel Group, a world leader in branded cheese, and number 1 on the portioned cheese market segment, offers an ever expanding range of dairy products.

With five universal core brands, including: the Laughing Cow®, Kiri®, Leerdammer®, Boursin®, Mini Babybel®, and over 25 local brands, the Bel Group brings smiles to nearly 400 million consumers annually in 120 countries around the globe.

Western Europe, Bel's birthplace, accounts for 40% of the Group's sales. Over 4,000 people work in Western Europe, which is home to 12 subsidiaries and 12 manufacturing sites.

KEY FIGURES

- Present in 120 countries
- 10,830 employees
- 2.7 billion € turnover

Flexibility within a budget to support business performance



THE CONTEXT

A flawless organisation to serve clients

Launching new products is a difficult task: 90% of these fail, according to a Nielsen study.

Logistics is a key component of this process. At the intersection of industry and commerce, it includes everything from the sales forecast to product delivery. The success and growth of the company depends largely on its precision and effectiveness.

For Bel Belgium, efficient logistics is also a way to maintain a high level of customer satisfaction (97%) of which they are so proud.

However, to be effective, their organisation needs to rely on a perfectly adapted technological infrastructure, flexible enough to evolve and meet new production and commercial needs.

THE PROJECT

Financing new IT equipment within a flexible and controlled framework

In 2014, the Belgian subsidiary of the BEL Group contacted Rentys to finance their new iPhones. The discussion quickly evolved and eventually encompassed their entire IT infrastructure (servers, PCs, etc.).

To ensure this IT infrastructure could keep up with their business needs, **Bel Belgium** was looking for a financial formula that allowed them to replace or add equipment at will.

THE CHALLENGE

Combining flexibility and responsiveness

In a highly competitive market, it is vital to have effective tools to quickly adapt to changes in order to maintain optimal customer satisfaction.

Bel Belgium has opted for the FLEX solution proposed by Rentys, because it allows them to:

- remain efficient regardless of the internal or economic constraints
- spread out the investment costs while maintaining a true flexibility
- benefit from a flexible formula to be able to meet the expectations of the most demanding customers
- ensure the development of the IT equipment at a fair price.

RENTYS: A BRIEF OVERVIEW

Created some 15 years ago to respond to the specific needs of IT and financial departments, **RENTYS** specializes in the financing of technological assets.

Building on its excellent reputation on the Belgian market for its expertise, professionalism and creativity, **RENTYS** adapts its financial solutions to perfectly match its clients needs, type of activity and resources.

OPERATIONAL LEASING

The leasing solutions proposed by **RENTYS** allow its clients to renew their IT equipment without having to use their credit lines or modify their capital expenditure.

Operational leasing is the ideal financial solution for equipment that rapidly becomes outdated. It is particularly aimed at companies that wish to ensure that the equipment they use is always up to date.

CONTACT

For more information about our products or services, please visit our website: www.rentys.com

THE SOLUTION

FLEX: creative financial engineering



FLEX is the ideal solution to support the growth and the evolving needs of Bel Belgium, while limiting the budgetary impact.

Each **FLEX** contract is unique. It is the result of a financial engineering personalized to the company's needs and aimed at maximising its performance at a fair price.

Throughout the duration of the contract, Bel Belgium has the ability to replace or add equipment while keeping the same lease payment.

Replacing equipment is annexed to the initial contract. **A tailor made solution, extremely flexible and effective.**

THE RESULTS

The flexibility of a tailor-made formula

Thanks to the flexibility of the **FLEX** formula, Bel Belgium can meet its budget constraints and business performance needs.

The scalability of this operational leasing formula, coupled with the sales and rent back mechanism, helped them to streamline their current and future IT investments while reducing the budgetary impact.

This tailor-made financial solution, perfectly adapted to Bel Belgium's specific usage of IT, allows them to modulate their investments by playing on the duration of use of each equipment.

Each semester, Bel Belgium has the ability to upgrade the park and the contract while keeping the same lease payment.

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We were impressed by the flexibility of Rentys solutions.

Much more than a standard financing, FLEX is the ideal formula to upgrade an IT park within a controlled budget.

The strengths of Rentys: its flexibility and responsiveness.

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