



## CROIX CHATELAIN

A Brussels based family owned business specialising in decorative pottery and garden products for over 50 years.

A trendsetter, always looking for the latest product innovations, Croix Chatelain gives priority to the quality and proximity of European producers. Its catalogue is made of strong brands such as Artevasi, Gardman, Scheurich, Lumisky, Oasis Floral, Smart Solar or Xala.

Preferred supplier of many Belgian garden centers, Croix Chatelain has been broadening its horizons since 2010, expanding its distribution to France, the Netherlands and Denmark.

«Giving nature a home» is the motto and ambition of this dynamic SME.

## KEY FIGURES

- Present in 7 countries
- 31 employees
- 10 M€ turnover

## Supporting SME Growth with a performing IT infrastructure



### THE PROJECT

*Supporting business growth & simplifying IT assets management*

In 2001, Croix Chatelain, a growing business, decided to streamline its IT spending.

Convinced by the simplicity of the operational leasing proposed by Renty's, they entrusted him with the financing and management of their IT-park.

15 years later, Renty's' first client continues to trust him.

### THE CONTEXT

*A growing enthusiasm for gardens*

**Living in the garden** is an evolving trend that influences what garden centers offer. Modernisation covers the sector, forcing professionals to constantly reinvent themselves.

In a multichannel environment, a distributor like Croix Chatelain must be able to quickly respond to the changing expectations of ever more connected customers.

The objective:

- Adapting what's on offer to correspond with new trends and diversifying the collections to minimize the impact of weather conditions;
- Developing an "expert" positioning with specialized advice (knowledge of trends and markets) and services (packaging, marketing, logistics, etc.).

**A performing IT-infrastructure is vital** to be able to adapt to market fluctuations, to manage inventory and handle just-in-time orders.

### THE CHALLENGE

*Cost control and flexibility*

In a changing economy, performing IT equipment is key to swiftly interact with partners and ensure a dynamic management of orders and inventory.

Croix Chatelain opted for operational leasing because it allows them to:

- anticipate and smoothen the cost of IT spending;
- manage unexpected and unplanned investments;
- anticipate the renewal and upgrade of their IT equipment as needed;
- eliminate risks of hardware obsolescence or system failure;
- simplify the administration and accounting of their IT-equipment

### 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 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](http://www.rentys.com)

## THE SOLUTION

**BASE: simple, flexible and efficient**



**BASE** simplifies the financing, management and development of the company's IT infrastructure. The hidden costs of maintenance and the management of old equipment are included in the monthly payments.

In addition, **Croix Chatelain** is free to select suppliers and materials.

Invoices are centralized and paid by Rentys: a significant time saver for the accounting department.

At the end of the contract, the needs are reassessed, obsolete equipment is replaced and the contract is renewed or amended. **Simple, transparent and effective.**

## THE RESULTS

**The comfort of a planned expenditure**

For 15 years, thanks to the tailor-made leasing solution proposed by Rentys, **Croix Chatelain** has always been able to support its growth by upgrading its IT assets when and as needed.

This dynamic SME was able to equip its new sales offices in France with modern and efficient equipment.

Later on, they were able to develop the mobility and productivity of their sales representatives by providing them with the latest smartphones and tablets, all connected to their central system.

Finally, inventory and order management was centralized on servers that evolve with the needs.

Spreading costs has allowed **Croix Chatelain** to face difficult economic times without sacrificing the performance of its IT equipment.

“

*Renting our IT equipment was the only rational solution to support our growth.*

*With Rentys we found a responsive, competent and reliable partner.*

*They have been advising us for 15 years and we are still as satisfied now as before.*

”

Quentin Croix  
IT Manager

