



CERN as a source of business for the ICT industry (The ELONEX case)

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ELONEX PLC



- A leading British computer manufacturer since 1986
- Provider of business solutions and support services
- Doing business with CERN since 1997
- Total Quality Management focused company with ISO certification
- 200 Patents Worldwide
- 650 employees (UK, France, Switzerland)

ELONEX activities at CERN



- Providing turnkey server solutions for various IT domains (High performing/High Throughput computing engines, data acquisition systems, storage bricks, communication servers)
- Providing corporate desktops : Not Elonex focus, customer convenience only

Benefits for Elonex



- Using CERN as a reference customer
 - Attract new customers
 - Be stronger with suppliers/manufacturers
- As a technology showcase
 - Helps creating new products
 - ▶ Separate ourselves from the pack
 - Gaining early experience with new technologies
 - ▶ Stay ahead of the competition
 - See trends in IT sector
 - ▶ Agility to address market trends
 - Collaboration with key manufacturers, pushing rest of IT industry
 - ▶ Elonex is seen as a high profile system builder in Europe
 - Large scale deployment running at the limit
 - ▶ More experience at boundary limits
 - ▶ Be proactive with other customers
- Attract talented people from CERN to industry

Benefits for CERN



- Getting quality products (certified and branded) with efficient and quick on site support
- Technically very flexible
- Commercially very flexible
- Quick to integrate and bring new technologies to market
- Turnkey solutions quite often means refining the solution : Try and buy scheme
- Single point of contact for customer : Fully committed to customer satisfaction

Summary

- Doing business with CERN is good for Elonex
 - CERN is mostly a reference customer and a technology showcase for our turnkey solutions to create new products/services, attract new customers and have more collaborations with key manufacturers
- There is room for partnership with other companies offering complementing products to offer better solutions to CERN



Thank You



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Questions ?

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