

Case 3 Step IT

Softan ja Businessmenetelmien patentointi
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Chief Development Officer



Who are we

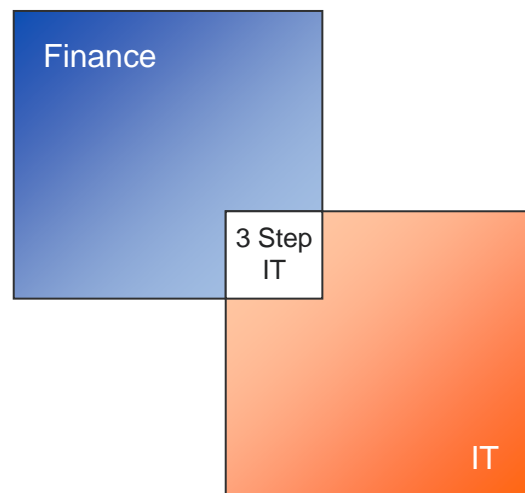
Personal & company presentations



3 Step IT

The Business idea of 3 Step IT is to facilitate the management of the entire lifecycle of IT equipment.

Our services consist of flexible rental, innovative asset management and environmentally sound remarketing services.



3 Step IT in nutshell

Independent Service company providing services for the entire lifecycle of IT equipment:
Acquisition - Use - Renewal

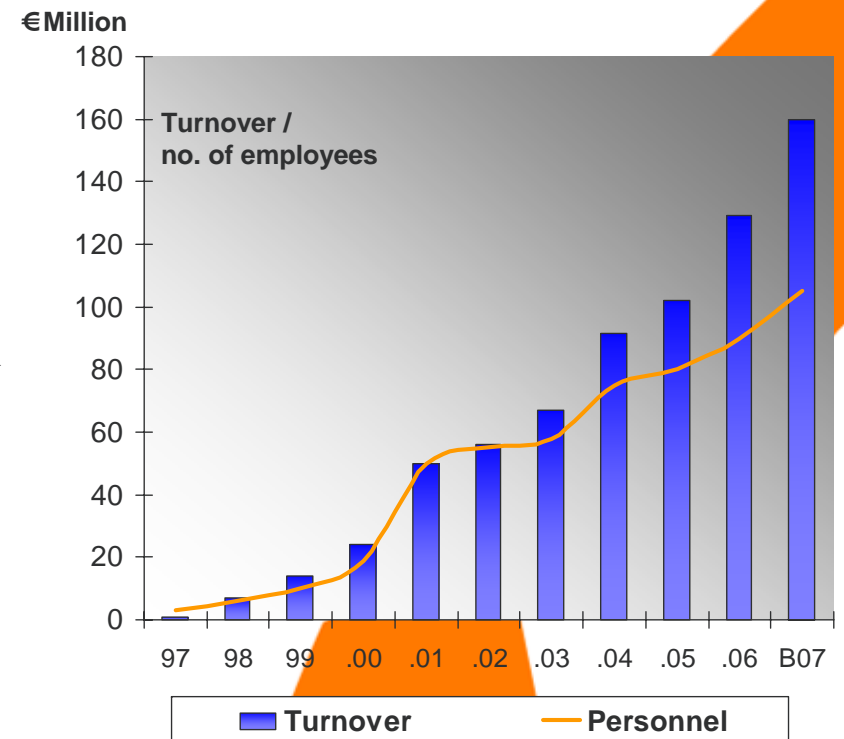
- Flexible IT Financing
- Asset Management Administration system
- Data security, Logistics and Environmentally sound Disposal and Remarketing services.

Proven concept

- Turnover > € 129 million
- Over 270.000 units under management
- Over 100.000 remarketed units annually
- Over 1.300 frame agreement customers: increase in customer portfolio 200 – 300 annually
- Local operations in 8 countries: Sweden, Denmark, Norway, Finland, Estonia, Latvia, Lithuania and the UK

Strategic alliances with selected partners

- Funders: IGF, Okobank, Nordea, Hansa
- Logistics: Schenker
- Data security: Blancco



What do we do

3 Step IT Concept



Services of 3 Step IT

1. Acquisition

- Flexible leasing solutions
- Brand independence
- Equipment buy- & leaseback

2. Asset management

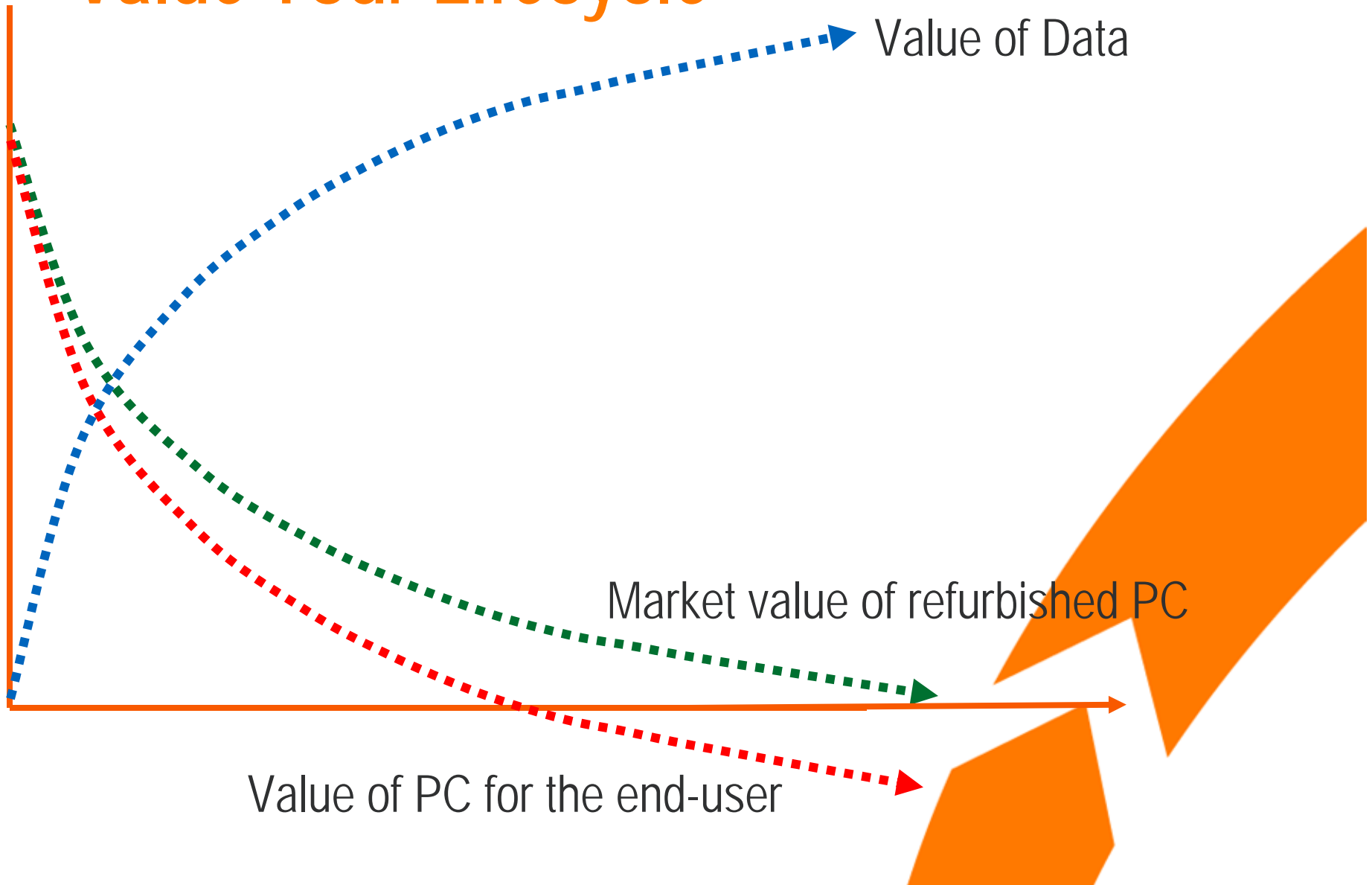
- On-line reporting
- Integration
- Financial & technical information

3. Renewal

- Data protective disposal services
- Certified environmental handling ISO 14001
- Industrialised remarketing



Value Your Lifecycle



Asset Management Service



1. Basic and technical information

- Users, cost centers, location, models, serial numbers etc.

2. Financial information

- Rental divided by cost center and product group, rental liabilities, budgeting, IAS/IFRS-reports

3. Data-Profiler

- Automatically updates information on the equipment, users and software

4. Licenses

- Management of software and licenses

5. Tailored views

- For IT, financial admin, external service providers

6. IT-support

- A tool for IT-support, device card view, all information in the same register

7. Other

- Organizational/group settings, own components, integrations into other systems etc.

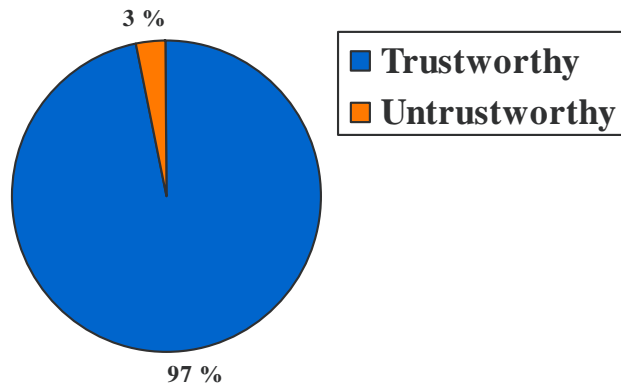
The screenshot displays the 3 Step IT Asset Management NG web application. The interface includes a navigation menu with options like 'Tiedotteet', 'Laiterekisteri', 'EOL hallinta', 'Omat laitteet', 'Profiler', 'Taloushallinto', 'Linkit', 'Haku', 'Ohjelmistolisenssit', and 'Asetuks'. Below the menu, there are filters for 'Kaikki laitteet', 'Hyväksyttävät sopimukset', 'Vuokrasopimukset', 'Jatkovuokratu...', 'Päätyneet sopimukset', and 'IT view'. A table is shown with columns for 'Device #', 'Contract Number', 'Device Name', 'Product Group', and 'Cost Centre'. The table contains 15 rows of asset data.

Device #	Contract Number	Device Name	Product Group	Cost Centre
1077958	200210L0069-000-000	Scala	Software	3 Step IT Oy
1077959	200210L0069-000-000	Scala	Software	3 Step IT Oy
1078399	200210L0069-000-001	Analyste	Software	3 Step IT Oy
1078461	200210L0069-000-001	Scala	Software	3 Step IT Oy
1078494	200210L0069-000-001	Scala	Software	3 Step IT Oy
1078496	200210L0069-000-001	BACKUP EXEC NT, 6kpl	Software	3 Step IT Oy
1078514	200210L0069-000-001	Daxtun; Tietoverkkokaapelointi/ ristikytkentäka...	Other	3 Step IT Oy
1096393	200303L0125-000-000	OptiPlex GX260 Small Form Factor P4/3Y NBD	Desktops	3 Step IT Oy
1096394	200303L0125-000-000	19in P992 UltraScan Performance CRT	Monitors	3 Step IT Oy
1096395	200303L0125-000-000	19in P992 UltraScan Performance CRT	Monitors	3 Step IT Oy
1125255	200310L0231-000-000	PowerVault 122T Rack Base LTO 2U ALd	Network Products	3 Step IT Oy
1125231	200310L0231-000-000	OptiPlex GX260 SF P4	Desktops	3 Step IT Oü
1125268	200310L0231-000-000	19in UltraScan Midnight Grey	Monitors	3 Step IT Oü
1125269	200310L0231-000-000	OptiPlex GX260 Small Form Factor P4	Desktops	3 Step IT Oy

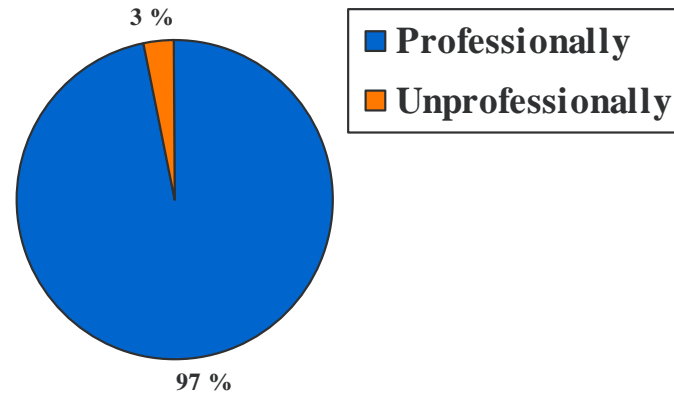
All information is centralized in one place to be easily used by a single user with tailored views and rights of use

Customer satisfaction 2007

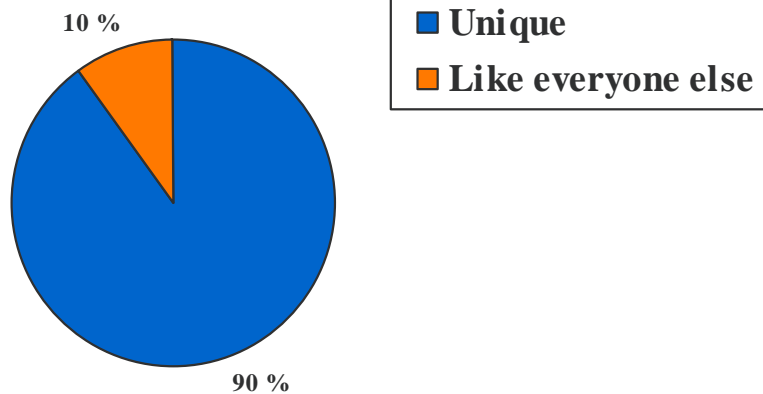
3 Step IT is...



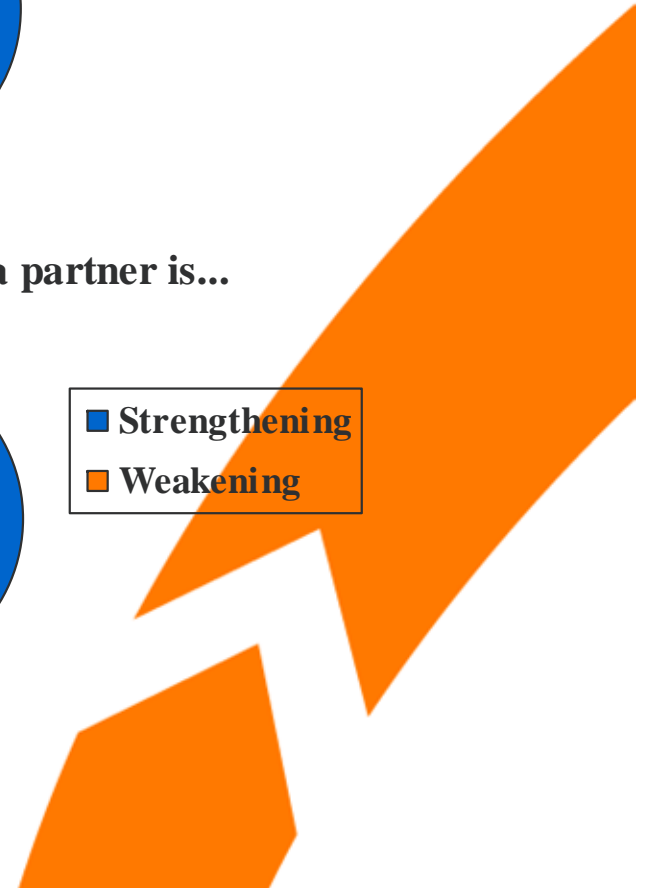
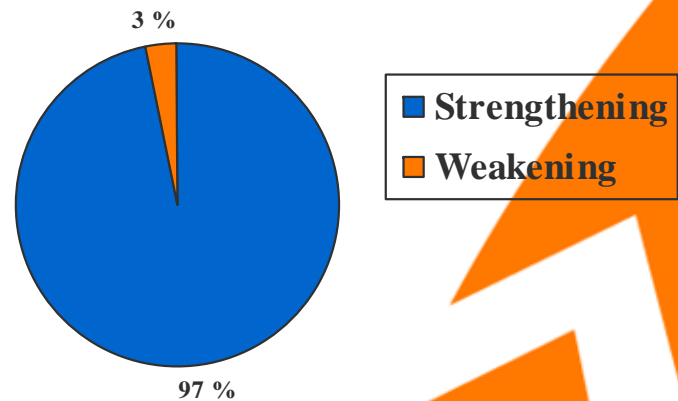
3 Step IT operates...



3 Step IT is...



3 Step IT's position as a partner is...



Next Steps

Vision 2015



Development of 3 Step IT: 4th Step

- Step 1: 1997 – 1999
 - DecLease spin-off
 - Tailor-made services for limited number of customers
 - Various service offerings
- Step 2: 2000 – 2003
 - Internationalisation I
 - Venture capital investment
 - Acquisition of Smålandsbörsen AB
 - Foreign markets approached with Finnish concept
- Step 3: 2004 – 2005
 - Development of superior customer benefit
 - Asset Management NG
 - EOL-development
 - Concentration on fewer market areas
- Step 4: 2006 – 2010
 - Internationalisation II
 - Partnerships
 - International management
 - Rapid expansion of core business



3 Step IT: Vision 2015

- Turnover € 1 billion
- Home market: Europe
- Global operations

Enabled by:

- World-class partnerships
- Superior customer benefit: Innovative value added services
- Superior competence: 500 Professionals w. world-class systems & processes



IP - 3 Step IT



Toimenpiteet tähän mennessä

- IPR Review Q1/2007
- "Suojaverkon" ideointi ja rakentaminen Q1-Q2 "007
- Rajojen piirtäminen Q2 "007 ->
- Kaikkien "IP" Sopimusten läpikäynti Q2-Q3 2007

