Getronics – our message

Our Vision

To be a leading international Information and Communication Technology service and solution provider with outstanding expertise in workspace management, application, and consulting and transformation services.

Our Mission

To enable organisations to raise their performance and increase the productivity of their people, by providing them with the ability to share information and to work together efficiently, securely and effectively, wherever and whenever they need.

About Getronics

Getronics is a leading international provider of Information and Communication Technology (ICT) services and solutions, focusing on workspace management, application services and consulting & transformation services.

Getronics helps organisations raise their performance and increase the productivity of their people, by enabling them to share information and to work together efficiently, securely and effectively, wherever and whenever they need.

Getronics is a subsidiary of KPN ICT Services with headquarters in Amsterdam. For further information about Getronics, visit www.getronics.com.

Taking it apart

- '**To be a leading**' within the vision implies that Getronics' direction is to possess a greater market share relying on and furthering its expertise.

- '**international**' rather than global; international is a subtle change, yet it clearly addresses the multiple divestitures into partnerships.

- The expertise portion, '**workspace management, applications, and consulting and transformation services**' demonstrates focus and completeness of lifecycle. Workspace and applications are the human interface for connecting people and amplifying their impact in an organisation. This is our focus. The consulting and transformation services along with the earlier management demonstrate that from idea through implementation to ongoing management we (Getronics) minimise the risk of change, giving IT leadership choices.

- '**Enable organisations**' suggests that the client is in control and Getronics makes the difficult or improbable possible.

- '**raise their performance**' relies and focuses on the business term of performance, which is more than just productivity. Using the term key performance indicators (KPI), this phrase embodies many varied perspectives that change by role as well as business unit.

- '**increase the productivity of their people**' restates that our focus is on an organisation's employees, partners, contractors, and suppliers, and perhaps even clients. People is used in the broadest context.

- '**share information and work together**' are important messages that define how we accomplish our mission. Specialisation, mobility, distribution, and content growth place new challenges on organisations to innovate, find information quickly and leverage the sum of all its human capital. These efforts are embodied within Getronics services like Future-Ready Workspace, Infrastructure Optimisation, Mobility Infrastructure Services, and Unified Communications.

- '**efficiently, securely, and effectively**' encompass the aspects of performance and directly tie to Getronics Service Delivery Model based on the continuously evolving ITIL best practice framework, information risk management, and Six Sigma's quality and continuous improvement.

- '**wherever and whenever**' define the global reach and flexibility Getronics brings its clients through Getronics remote service centres and ICT experts. More importantly, it means that Getronics Service Partners adopt and work together to provide a consistent, yet locally appropriate experience. While these words tell of Getronics 24 x 7 coverage, they also signify the **choices** afforded to IT leaders in addressing sourcing strategies where in country, near-shore, and offshore are all options that can be considered.

- '**they need.**' These last words say it best. It's all about the choices, consistency, and enablement clients need. Based on our focus of how people connect with the aid of information technology, no company has the agility, expertise, or track record of Getronics.

These are our strengths and the reason why organisations around the world in financial services, high technology, petrochemical, life sciences, automotive, retailers, and government keep looking to Getronics for extended value.

Incorporating Messages

These messages need to be adapted and applied to solutions, services, industries, and service lines. Once you have the top-line, these are easy to perform and should be:

- Believable
- Succinct
- Use simple language.

The messages will need to be backed by client stories and experiences. Client stories and experiences with tangible data and results (KPIs - e.g. same store sales increased 5%) are the antidote to an over-saturated, undifferentiated market. When we communicate, clients and prospects need to see focus, intent, and results. IBM is the safe, herd choice. Getronics is the breakout value choice, with verifiable client satisfaction.

Making the message:

The first step is to personalise the message by group or individual using mission and vision. For example,

My vision is to make Getronics an international leader in <insert service or industry>

My mission is to enable <insert industry if you have an industry focus> organisations to raise their performance and increase the productivity of their people, by <replace with service line> providing them with the ability to share information and to work together efficiently, securely and effectively, wherever and whenever they need.

Very shortly a set of workshops and templates will be conducted to build out messages and value statements.

Our goal is to produce a list of value statements regarding industry and service. 'Seven things you should know about Getronics in <industry/portfolio/service>'.