

## Atea

HPE Financial Services helps Atea close deals faster and increase sales with flexible investment solutions that meet customer needs

“HPE Financial Services end-to-end investment capabilities that span product sets and services provide us with a key differentiation in the market. Coupled with their extensive knowledge and expertise, we are now in a better position to serve customer needs in an efficient manner that will improve profitability going forward.”

– Henrik Jakobsen, Nordic CEO,  
Atea Finance



### Organization profile

Atea is the leading Nordic and Baltic supplier of IT infrastructure and specialist services, delivering various IT products and solutions from leading vendors to a wide array of customers and market segments across the region.

### Business situation

The continued acceleration and adoption of cloud, Big Data, and mobile solutions with Atea's customer base required the company to take a new approach to the solutions and services it delivered. This meant helping its customers capitalize on the benefits of the cloud and IT as a service while ensuring they could also maintain ongoing business operations. To help support its customers evolving needs, Atea looked for ways it could more effectively deliver the IT and financial flexibility its customers required to support the business transformation many had underway.



## Case study

Atea

## Industry

Government

## Customer at a glance

### Organization

- Atea

### Country

- Nordic regions

### Industry

- Government

### Deal Size

- \$20 million in volume per year

### Company Size

- 6,500 employees
- 3,700 consultants
- 7,500 technology certifications

### HPE

- PPS equipment
- HPE CloudSystem Matrix

### HPE Financial Services

- HPE FMV leasing
- Technology refresh
- Sale and leaseback

## Solution

As a strategic partner, Hewlett Packard Enterprise Financial Services worked with Atea to develop investment solutions that enhanced its IT offerings and provide customers with the financial flexibility they required to support their move to the New Style of IT. Leveraging the expertise and experience HPEFS delivered, Atea was able to create a more dynamic, versatile solution that gave customers immediate access to hardware, software, and service bundles without the added complexity of multiple contracts. The OneHPE approach helped simplify processes and provided Atea with the resources it required to accelerate growth.

## Benefits

- OneHPE approach helped simplify processes and accelerate growth
- Investment solutions that enhanced IT offerings and created greater financial flexibility
- Solution-based model that simplified customer engagementsmodel that simplified customer engagements

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