



# We are what we do.

Company Profile | september 2024







# 1 COMPANY





## 1 | COMPANY

# People Around Technology

C&C is a leading provider of cutting-edge technology and services, spanning a robust network of 102 locations across Italy, France, Sweden, Finland, and the Baltics.

The company is an Apple Premium Partner, Apple Authorized Service Provider, and Apple Authorized Education Specialist, solidifying its position as the frontrunner in Italy for Education projects.

Founded in 2001, C&C today boasts a widespread retail presence. The company's team of over 1,000 employees provides daily support to consumer, education, and business customers.





1 | COMPANY

## Group Revenue for 2023



# 2 RETAIL





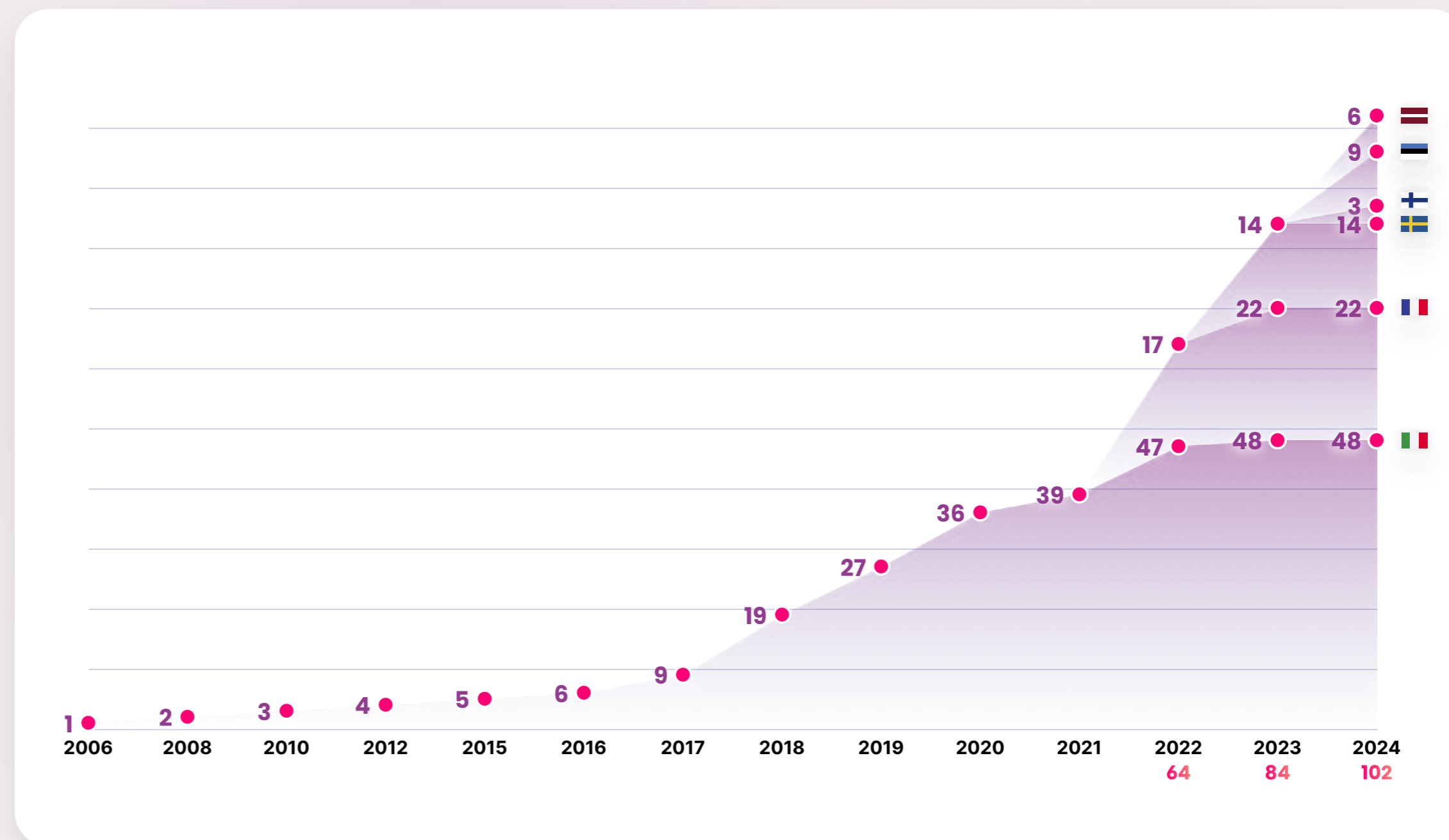
## 2 | RETAIL

### Stores

C&C boasts a robust retail network encompassing 102 stores strategically positioned across Italy, France, Sweden, Finland, and the Baltics.

C&C's widespread retail presence allows prompt fulfillment of customer needs and prioritizes customer satisfaction.

While Apple is the core brand for the retail division, C&C's strategic partnerships with other leading brands enable a comprehensive tech product offering. A cornerstone of the company's success lies in its highly trained and dedicated store personnel, who consistently elevate customer service to an exemplary standard.



DECEMBER 2022

**1<sup>st</sup> Apple  
Premium  
Partner  
in Italy**





## 2 | RETAIL

# Stores

**France**  
**22**<sub>store</sub>

Human resources  
**255**

Anglet  
Angoulême  
Bayonne  
Bègles  
Biganos  
Blois  
Bordeaux  
Cherbourg  
La Rochelle  
Lannion  
Limoges

Lorient  
Orléans  
Pau  
Pessac Bersol  
Poitiers  
Rennes  
Saint-Brieuc  
Tarbes  
Toulouse Labège  
Toulouse Capitole  
Tours

**Sweden**  
**14**<sub>store</sub>

Human resources  
**167**

Luleå  
Lund  
Malmö  
Nacka  
Skellefteå  
Stoccolma

Sundsvall  
Umeå  
Västerås  
Västra Frölunda  
Örebro  
Östersund

**Finland**  
**3**<sub>store</sub>

Human resources  
**41**

Helsinki Kamppi  
Helsinki WTC  
Turku

**Estonia**  
**9**<sub>store</sub>

Human resources  
**101**

Lõunakeskus Tartu  
Narva  
Tallinn Kristiine  
Tallinn Rocca al Mare  
Tallinn Solaris  
Tallinn Ülemiste  
Tallinn Viru  
Tartu Kaubamaja  
Tartu Maantee Tallinn

**Latvia**  
**6**<sub>store</sub>

Human resources  
**52**

Daugavpils  
Rīga  
Rīga Akropole  
Rīga Alfa  
Rīga Brīvības  
Rīga Plaza

**Italia**  
**48**<sub>store</sub>

Human resources  
**437**

Bari  
Bassano del Grappa  
Belluno  
Bergamo  
Biella  
Bolzano  
Brescia  
Brindisi  
Brunico  
Busto Arsizio  
Cagliari  
Casamassima  
Cortina D'Ampezzo  
Como  
Erbusco

Foggia  
Frosinone  
Genova  
La Spezia  
Latina  
Lavagna  
Lecce  
Matera  
Molfetta  
Montebelluna  
Nuoro  
Olbia  
Oristano  
Pescara  
Pordenone

Reggio Emilia  
Rieti  
Roma  
Rovigo  
Salerno  
Sassari  
Taranto  
Trento  
Treviso  
Trieste  
Udine  
Venezia Mestre  
Verona  
Vicenza



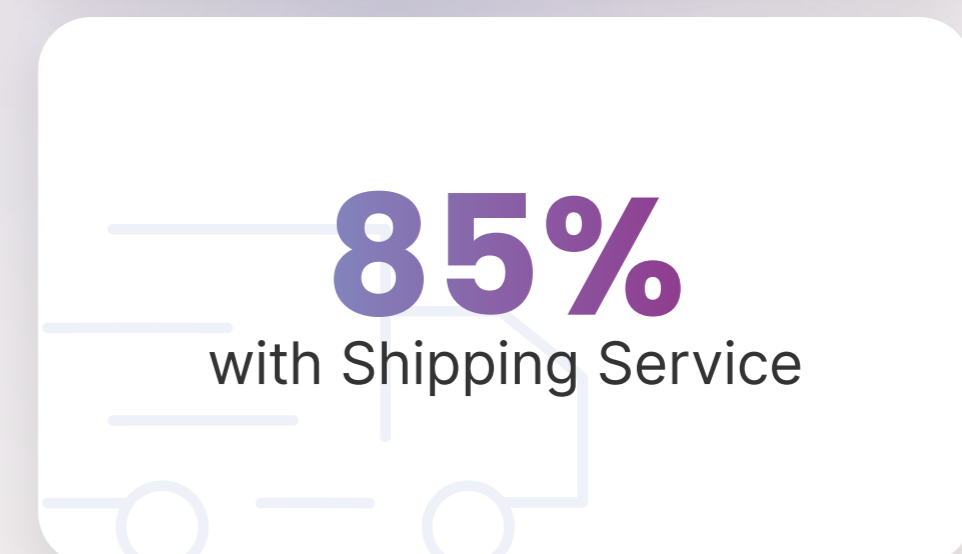
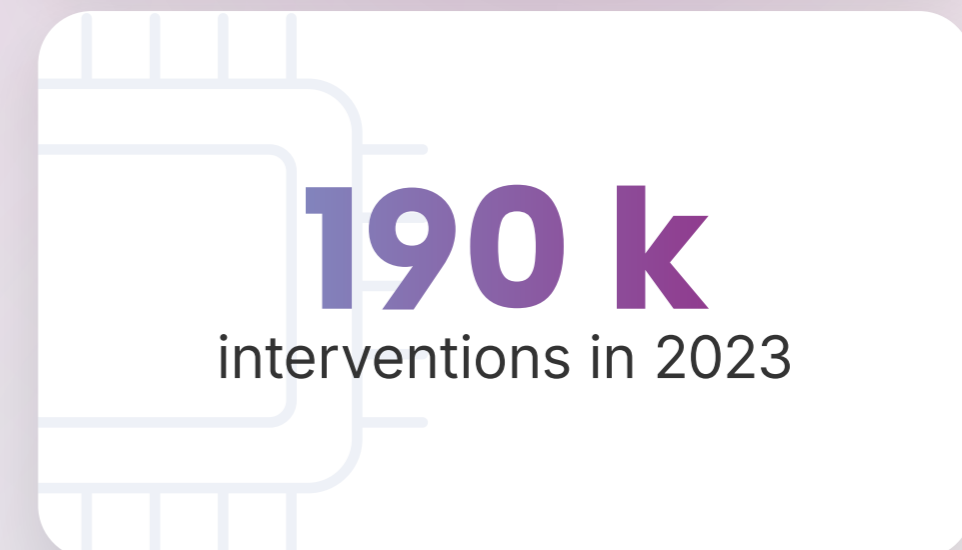
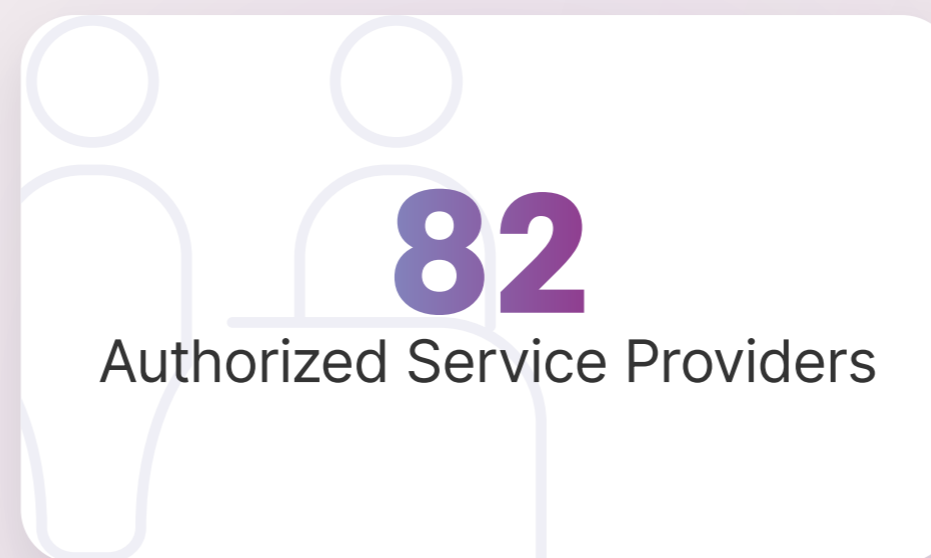


## 2 | RETAIL

### Service

Leveraging a comprehensive network of Apple Authorized Service Providers, C&C delivers prompt, compliant, and customer-centric Apple-certified support that consistently exceeds industry benchmarks. A team of highly trained and certified technicians meticulously adheres to Apple's stringent repair guidelines, ensuring every device undergoes a rigorous diagnostic and restoration process to restore it to optimal functionality.

A centralized support infrastructure maintains seamless communication with all C&C collection points, in order to swiftly address customer needs and maintain consistently rapid turnaround times.



# 3 EDUCATION

**3.1** in Italy 🇮🇹

**3.2** in France 🇫🇷

**3.3** in Sweden 🇸🇪

**3.4** in Estonia 🇪🇪

**3.5** in Latvia 🇱🇻







### 3.0 | EDUCATION

## **Education: a commitment to the future**

C&C is at the forefront of the Education sector, offering innovative solutions that enhance the learning experience. C&C's approach integrates cutting-edge technology, specialized training, and personalized support to meet the ever-evolving needs of the education world.


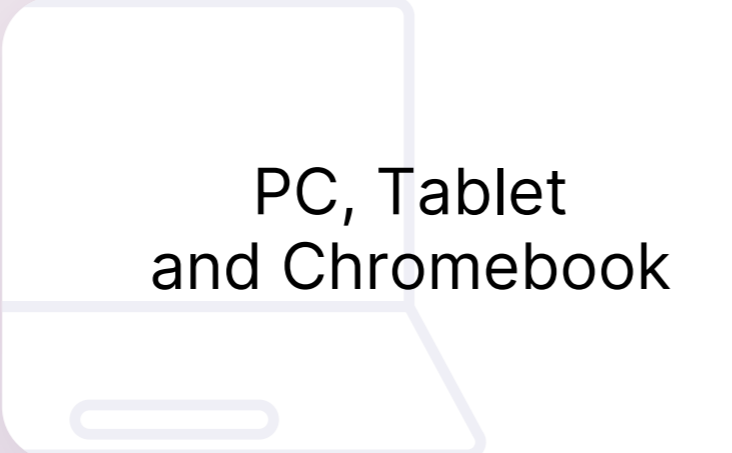



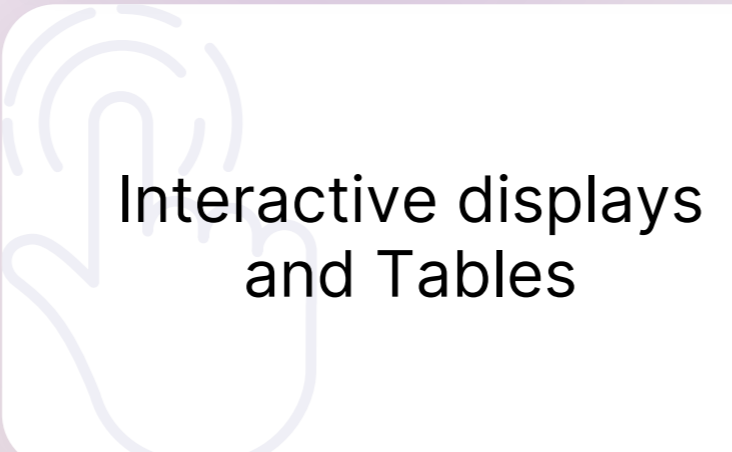
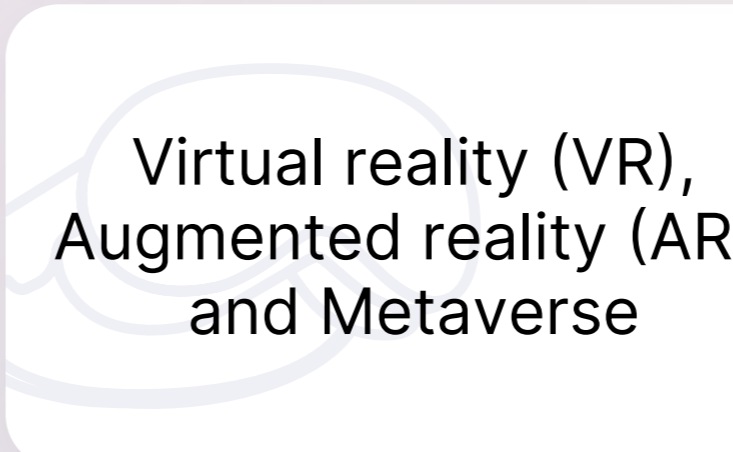
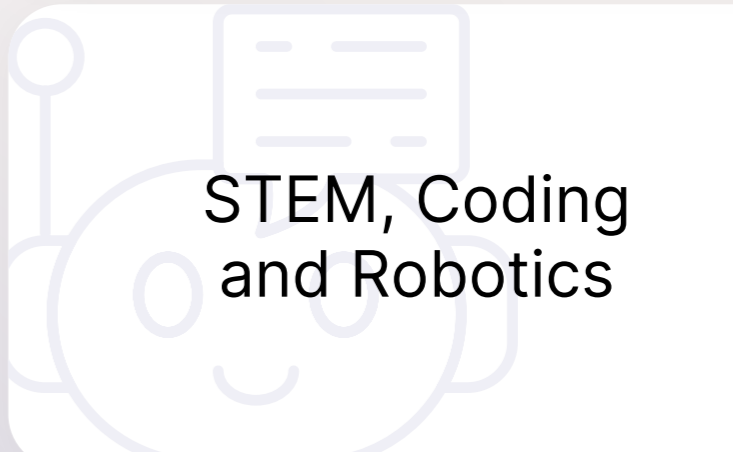
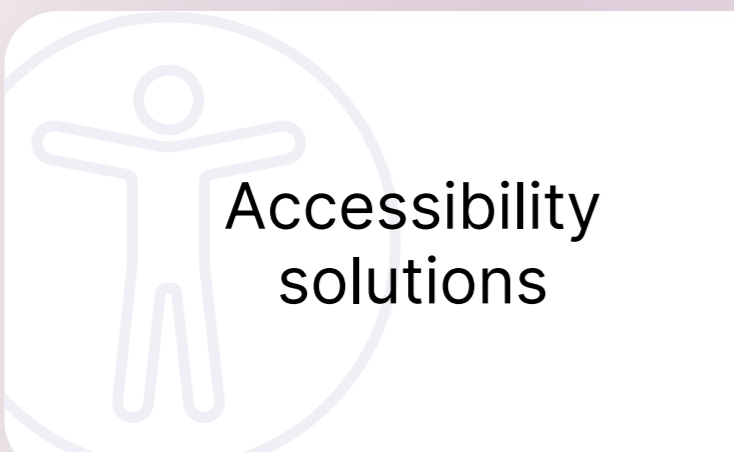
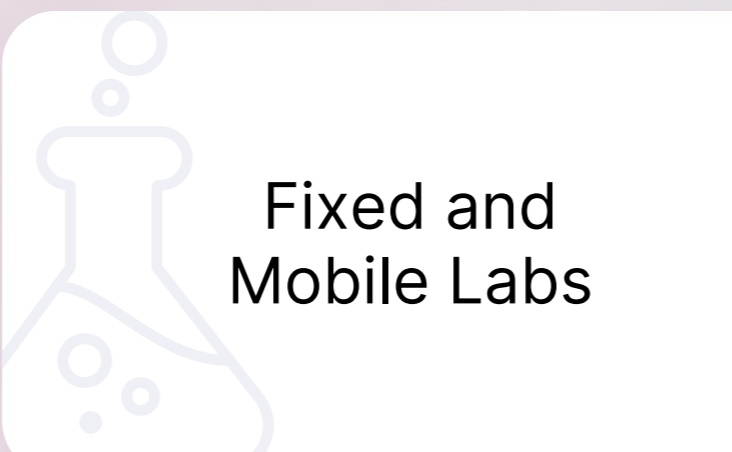
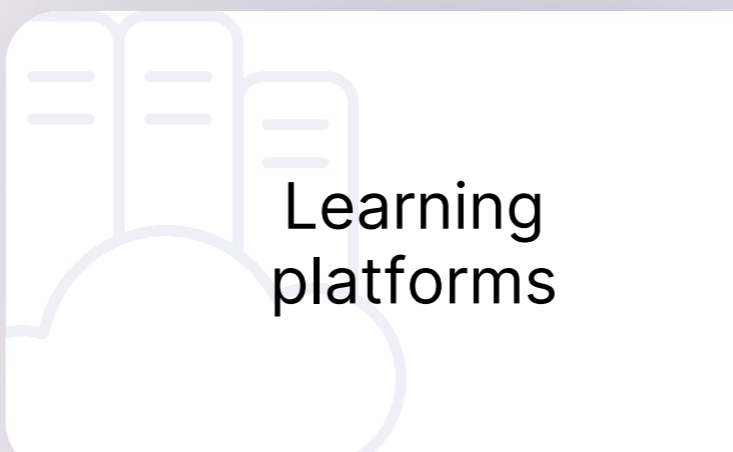
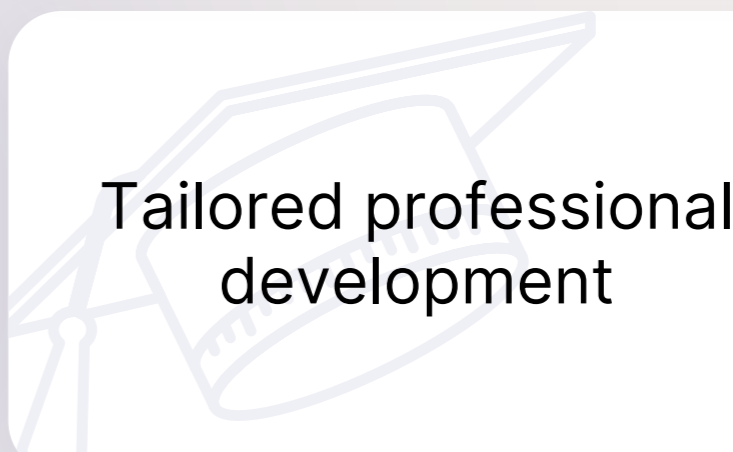
The EDU team collaborates with schools of all levels, providing not only devices and platforms but also the expertise needed to implement them effectively.

From immersive learning environments to STEM labs, from coding to augmented reality, C&C is committed to shaping an inclusive, stimulating, and technologically advanced educational future.



## 3.0 | EDUCATION

### EDU solutions

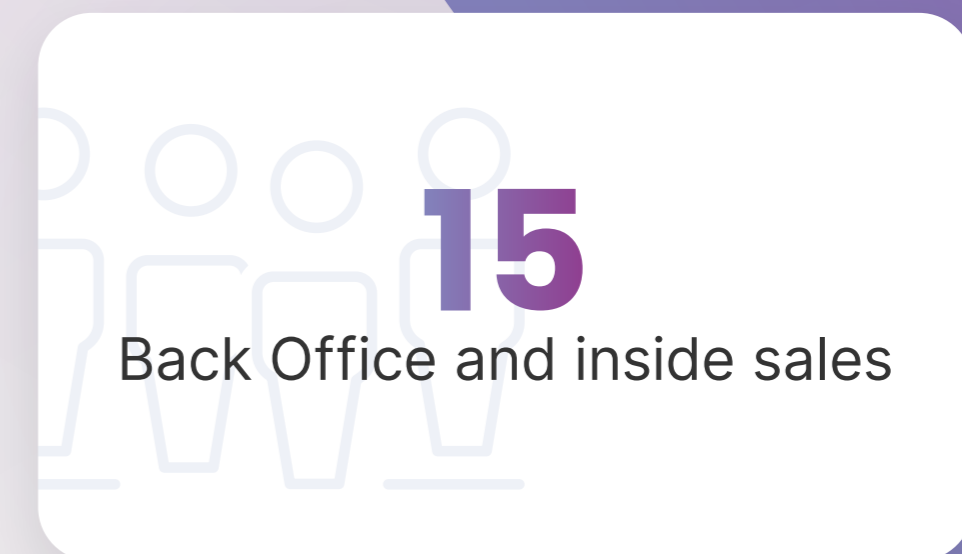
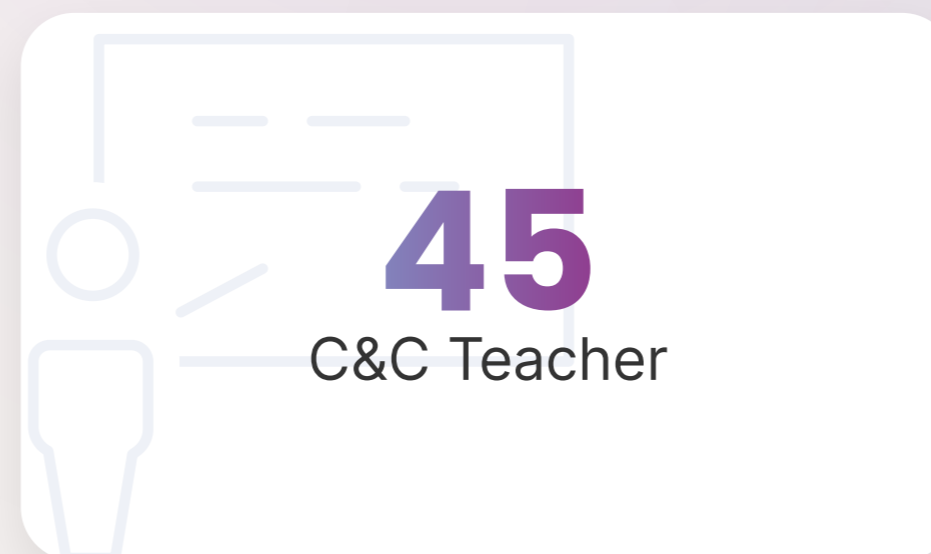
 <p>Digital Classrooms and Apple Labs</p>	 <p>PC, Tablet and Chromebook</p>	 <p>Network and Device Management</p>	 <p>Innovative furniture</p>
 <p>Immersive learning environments</p>	 <p>Interactive displays and Tables</p>	 <p>Virtual reality (VR), Augmented reality (AR), and Metaverse</p>	 <p>STEM, Coding and Robotics</p>
 <p>Accessibility solutions</p>	 <p>Fixed and Mobile Labs</p>	 <p>Learning platforms</p>	 <p>Tailored professional development</p>





### 3.1 | EDUCATION IN ITALY

C&C supports schools in designing comprehensive learning environments to make teaching more engaging and effective by proposing personalized pathways based on objectives.

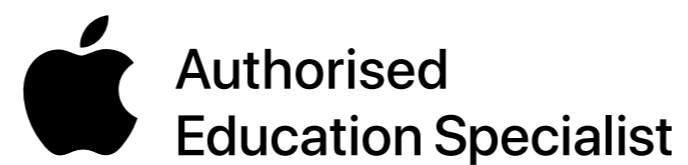




### 3.1 | EDUCATION IN ITALY

Apple Education projects represent an extraordinary improvement in the educational offer. The sharing of tasks and materials, classroom management and working in a safe and functional environment allow the adoption of stimulating and effective teaching methods.

A dedicated team of over 45 certified trainers, including Apple Professional Learning Specialists and Apple Distinguished Educators, certified directly by Apple, C&C guarantees teachers the ability to use all solutions in an absolutely effective way.



**In Italy  
since 2012**





### 3.1 | EDUCATION IN ITALY

## Partner






## 3.2 | EDUCATION IN FRANCE

The French Education team at C&C provides its clients with solutions tailored to their actual needs, delivering an effective, swift, competent, and consistent service. The team also distinguishes itself through its excellent after-sales service, characterized by high-quality and rapid performance.

The expertise of C&C's Education team is further attested by numerous certifications issued by renowned partners, including: MDM Jamf, JamfSchool, VMware, AirWatch, Epson Expert and digital kits, as well as Microsoft and Mac OSX certifications.



Extensive network  
of locations across the territory

1 Dedicated support  
for Public Institutions



Technical Deployment Team



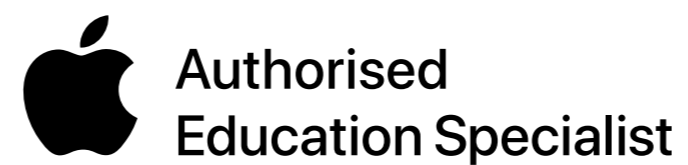
1 Training Center



## 3.2 | EDUCATION IN FRANCE

The strong partnership between C&C's Education team and manufacturers enables C&C to access cutting-edge Apple solutions. C&C's focus is on the sale and implementation of Apple hardware, accessories, and peripherals, combining high-quality technical services to meet the needs of a diverse clientele, including both large organizations and educational institutions.

The French Education department of C&C has achieved the highest recognition from Apple, obtaining the Apple Authorized Education Specialist (AAES) certification. This credential confirms C&C's expertise in providing advanced technological solutions for the education sector.



**In France  
since 2018**





## 3.2 | EDUCATION IN FRANCE

### Partner





### 3.3 | EDUCATION IN SWEDEN 🇸🇪

C&C Education Sweden partners closely with schools to reach educational goals by integrating Apple's innovative technology and resources, supporting students in developing the skills necessary for future studies and careers in a rapidly evolving technological world.

C&C's tailored digital solutions streamline device management, and ensure secure, accessible learning, creating a stimulating classroom environment that fosters creativity and learning.

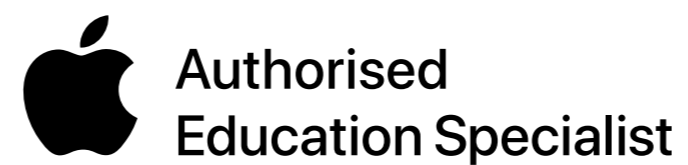
Thanks to the accessibility of the devices, C&C addresses diverse needs and provides equal learning opportunities for all students.



### 3.3 | EDUCATION IN SWEDEN

When partnering with C&C Education Sweden, educators receive professional training and support through Apple Teacher and Apple Professional Learning programs. C&C experts, including Apple Distinguished Educators, offer teachers and educators individual learning and milestone certifications and tailored to align with the school's strategic plan.

C&C is dedicated to sustainability. With lifecycle programs for efficient and responsible recycling, C&C not only minimise environmental impact, but also maximise our client's investments in technology and devices.



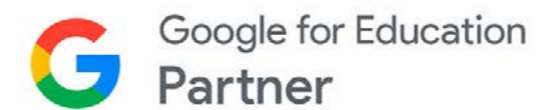
**In Sweden  
since 2005**





### 3.3 | EDUCATION IN SWEDEN

## Partner



SCANDINAVIAN  
EDUCATION  
TECHNOLOGY  
TRANSFORMATION

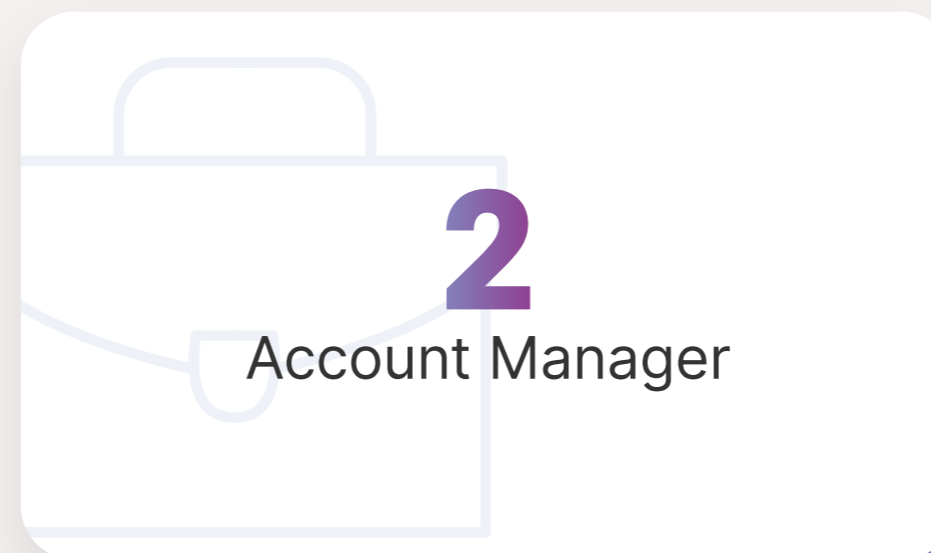




### 3.4 | EDUCATION IN ESTONIA

C&C Education Estonia team collaborates with a wide range of educational institutions, from early childhood education centers to universities, to enhance the learning experience through technology. Personalized care is prioritized for each client, with support and tools tailored to align with their specific needs and objectives.

Along with providing a variety of devices, comprehensive software solutions, management tools, and training programs are offered, designed to maximize the support delivered to customers.





### 3.4 | EDUCATION IN ESTONIA

C&C has established a strategic partnership with Apple in the Baltics region to offer comprehensive hardware and software solutions specifically tailored for educational institutions.

By working closely with Apple, products and services are ensured to be fully integrated and seamlessly compatible.

The objective is to deliver a diverse selection of accessories, technical support services, and training programs designed to enhance the educational experience for both students and educators.





### 3.4 | EDUCATION IN ESTONIA

## Partner





### 3.5 | EDUCATION IN LATVIA

The C&C Edu Latvia team collaborates with the country's educational sector to provide support and enhance teaching and learning, understanding specific needs.

This collaboration aims to demonstrate how technology integration can support, transform, and modernize these experiences.

The technical support team assists clients in configuring, managing, and continuously developing solutions, enabling them to focus on their core competencies while managing technical aspects.



### 3.5 | EDUCATION IN LATVIA =

In partnership with Apple, C&C provides a comprehensive range of hardware, accessories, technical support, educational apps and tailored software for the education sector in Latvia. Additionally, professional development training is offered for educators to enhance their classroom technology integration skills.

Through a personalized approach and extensive experience in the education field, assistance is provided in selecting the most suitable Apple solutions for schools, with a commitment to not only ensuring successful setup but also delivering ongoing support to maintain seamless operations.





3.5 | EDUCATION IN LATVIA =

## Partner



# 4 B2B

4.1 in Italy 🇮🇹

4.2 in France 🇫🇷

4.3 in Sweden 🇸🇪

4.4 in Finland 🇫🇮

4.5 in Estonia 🇪🇪

4.6 in Latvia 🇱🇻





4.0 | B2B

## **Tailor made projects for businesses**

C&C acts as a strategic partner for businesses, offering cutting-edge B2B solutions that drive digital transformation.

C&C offers a holistic approach, combining hardware, software, and customized services to tackle digital era challenges.

A multidisciplinary team of experts provides specialized consulting and implementation of innovative technologies.

Cloud computing, cybersecurity, smart working, and process automation are just some of the key competencies of C&C's B2B team.

Customer support covers every phase of the technological journey, from design to ongoing assistance, ensuring efficiency, flexibility, and competitiveness.

C&C solutions range from creativity to networking, from color management to Industry 4.0, always with a focus on cost optimization and performance maximization.



4.0 | B2B

## Sales and Solution Engineer

C&C's Sales and Solution Engineers combine commercial and technical expertise to offer tailored solutions. By carefully analyzing customer needs, they propose the optimal combination of hardware, software, and services, while respecting budget constraints. Supported by qualified technicians and an efficient support system, they guarantee expert consultation and continuous support.

Collaboration with selected partners ensures cutting-edge and reliable solutions, responding flexibly to diverse business needs.



Qualified IT specialists



Integrated support



Comprehensive consulting



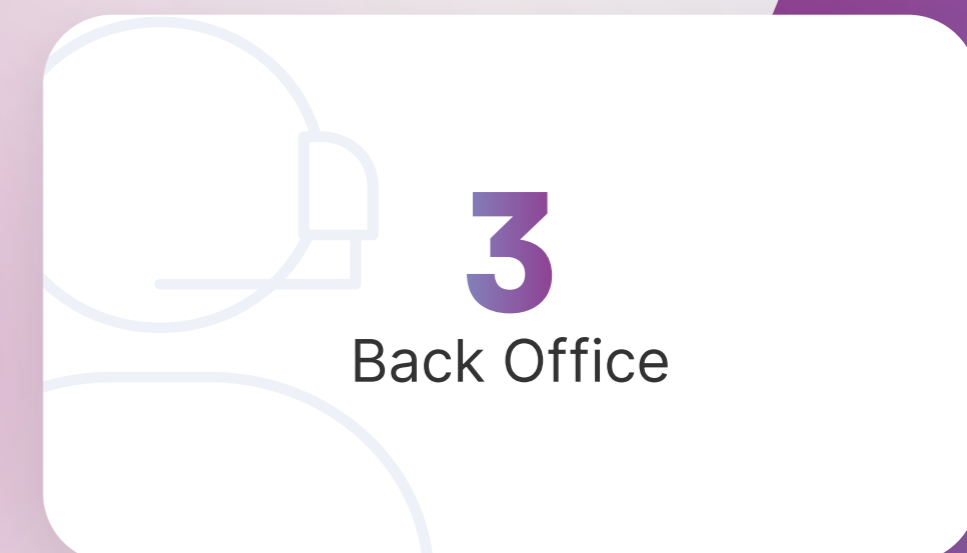
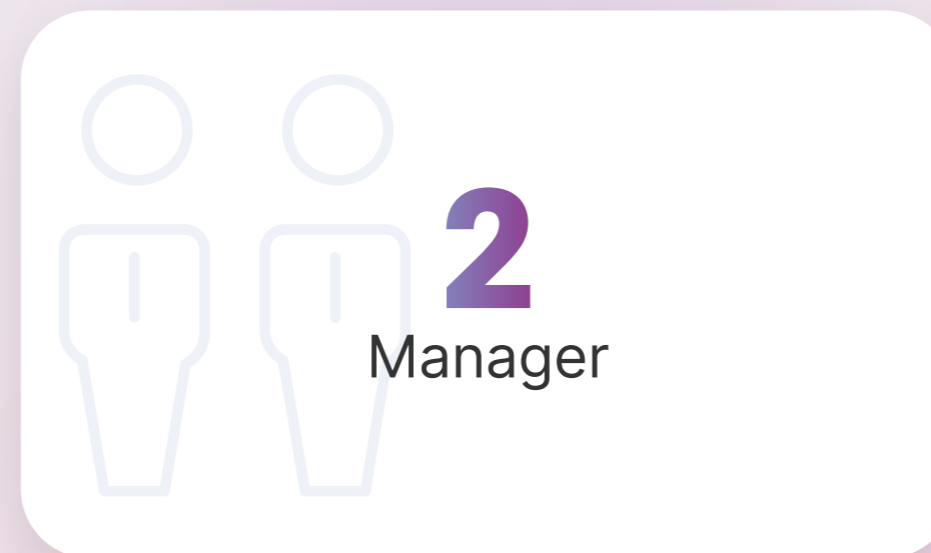


## 4.1 | B2B IN ITALY

### Smart Business

C&C delivers a holistic spectrum of hardware and software solutions meticulously curated to empower businesses of all sizes and scales.

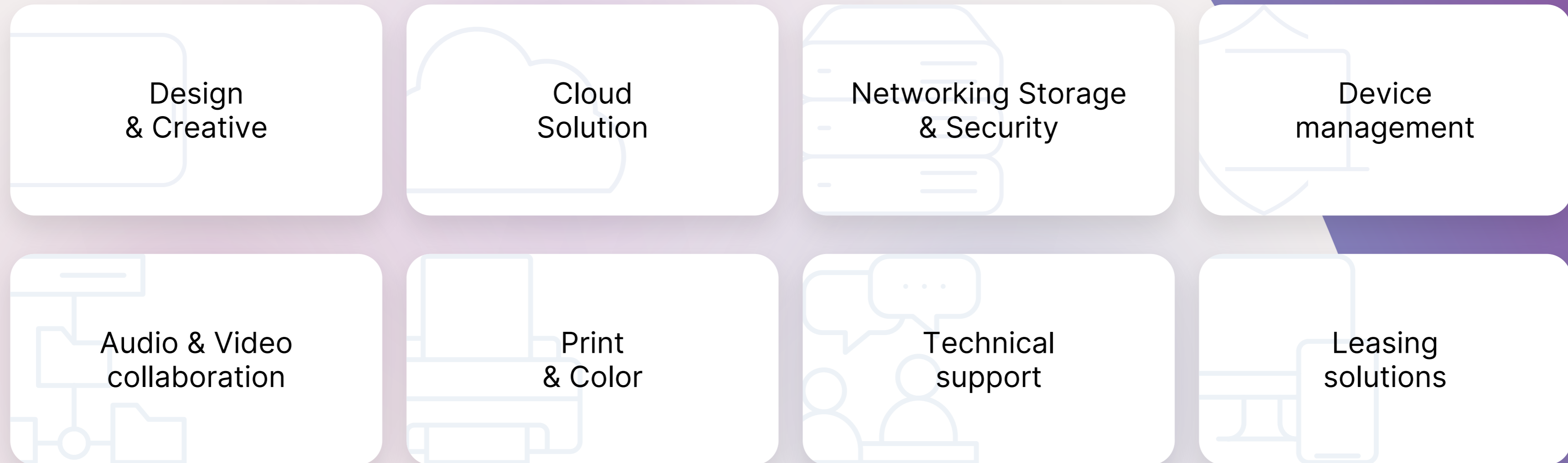
These comprehensive solutions provide a centralized hub for all your IT requirements, ensuring cost-effectiveness and a bespoke approach that aligns seamlessly with your unique strategic and organizational imperatives.





4.1 | B2B IN ITALY 

## Business solutions





4.1 | B2B IN ITALY 

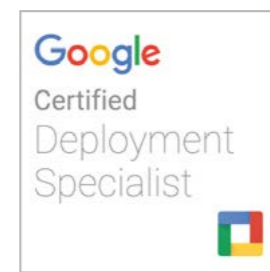
## Business Certifications





4.1 | B2B IN ITALY 

## Technical Certifications







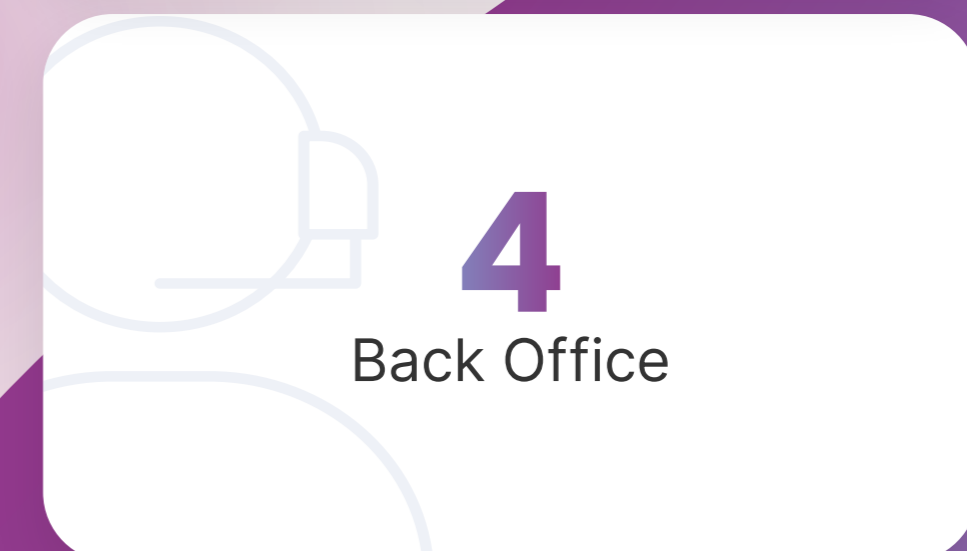
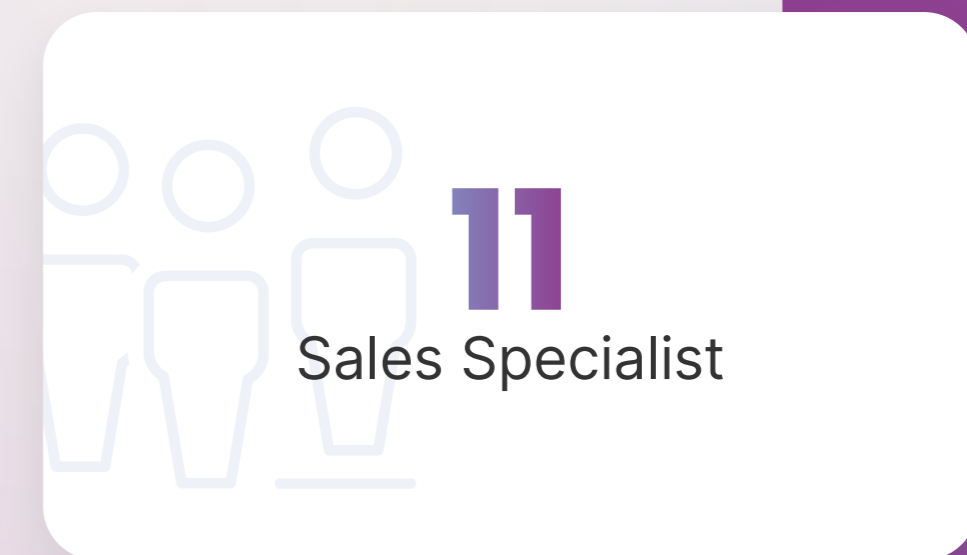
## 4.2 | B2B IN FRANCE

### Smart Business

C&C's B2B specialists build successful partnerships by deeply understanding each client's needs.

This diverse team leverages their expertise in business analysis, technology, engineering, organization, and training to craft the ideal IT solution for clients' unique needs.


They work together to propose the perfect combination of hardware, software, integration services, and ongoing support, all while considering your specific constraints and context.






## 4.2 | B2B IN FRANCE

### **Main business areas**




Architects and Buildings




Communication



Healthcare



IT Infrastructure



IT Security



## 4.2 | B2B IN FRANCE

### **Main modes of intervention**

C&C's technicians and sales representatives support companies throughout their IT projects.

From the inception of the project to the maintenance of their IT infrastructure, including solution deployment and team training, C&C is present at every stage.

The B2B team operates on both MacOS and Windows platforms.

Audits

Consulting

Deployment

User support

Maintenance contract

Managed services contract

Knowledge transfer



## 4.2 | B2B IN FRANCE

### Training

C&C offers a wide range of software training courses throughout the year. These can be in-person, remote, inter-company or in-house, customized or generic.

A significant focus is placed on architecture training, catering to the needs of architects, project managers, builders, construction economists, and developers.

Training programs are constantly updated to incorporate new software features, ensuring clients' team stays ahead of the curve.



 RÉPUBLIQUE FRANÇAISE

La certification qualité a été délivrée  
au titre des catégories d'actions suivantes : **actions de formation**





4.2 | B2B IN FRANCE 

## Main partners





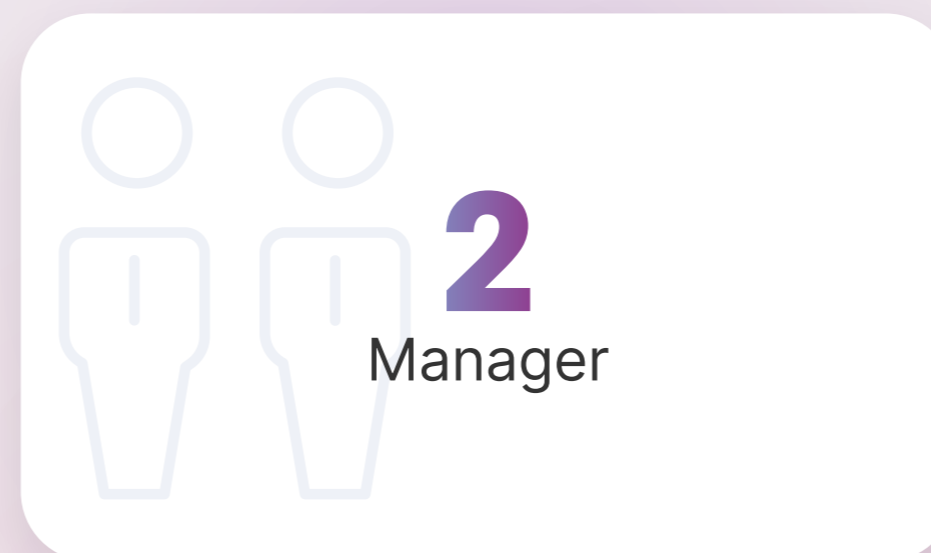
## 4.3 | B2B IN SWEDEN 🇸🇪

### Tailored business solutions

C&C's B2B specialists in Sweden focus on delivering added value through top-quality Apple products and customized services, enhancing daily operations for clients of any scale.

A key strength is providing businesses with dedicated sales specialists, fostering long-term partnerships.


C&C's technical consultants offer expertise in IT infrastructure, MDM management, cybersecurity, and document management. By analyzing initial needs, they design tailored solutions for each client, positioning C&C as a reliable partner for both short-term and long-term projects.






## 4.3 | B2B IN SWEDEN 🇸🇪


### Main business areas




Media and Communication



Finance



Retail



Legal



## 4.3 | B2B IN SWEDEN 🇸🇪

### **Main modes of intervention**

C&C's sales specialists and technical consultants are involved in every stage of the IT project lifecycle, ensuring comprehensive support and effective solutions.

From the initial analysis phase to the implementation and deployment of solutions, and continuing with ongoing support and maintenance, C&C provides consistent assistance to optimize every aspect of the project.

Needs analysis

Solution design

Deployment

Ongoing support and maintenance

Flexible engagements





## 4.3 | B2B IN SWEDEN 🇸🇪

### Main partners





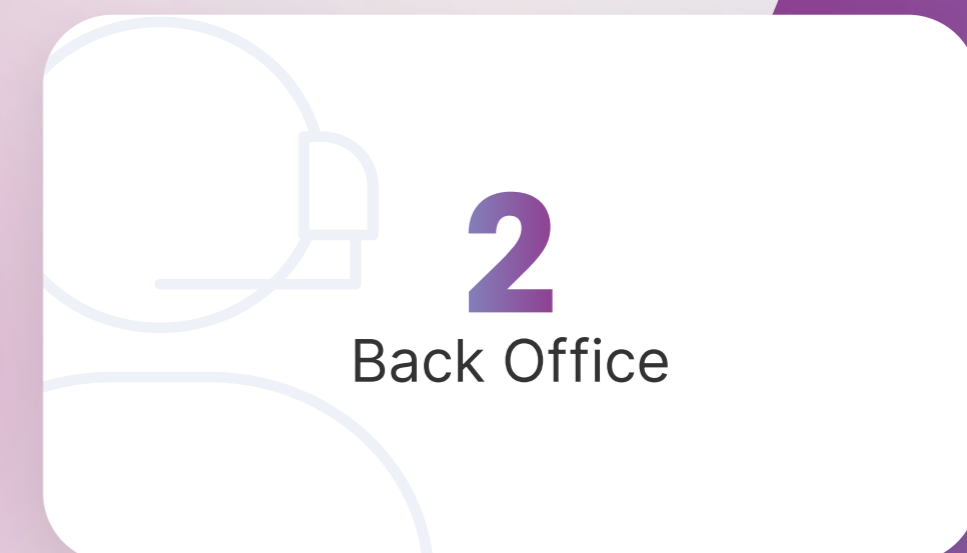
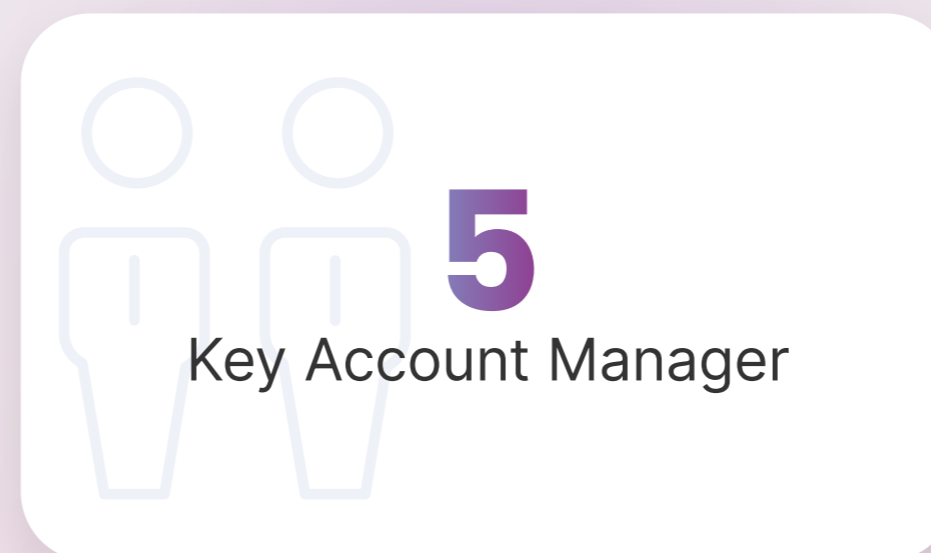
#### 4.4 | B2B IN FINLAND

## Smart Business

C&C's B2B specialists provide comprehensive hardware, software, and IT services for businesses. Finnish clients have a single expert source for their needs, with prompt assistance.

Each client has a dedicated Key Account Manager offering tailored solutions. This approach has established C&C as a reliable IT partner, known for fostering long-term relationships.


Additionally, C&C has extensive experience with government entities and educational institutions, especially with Adobe products. C&C is the largest Adobe reseller in Finland and holds the prestigious Adobe Platinum Reseller ranking.



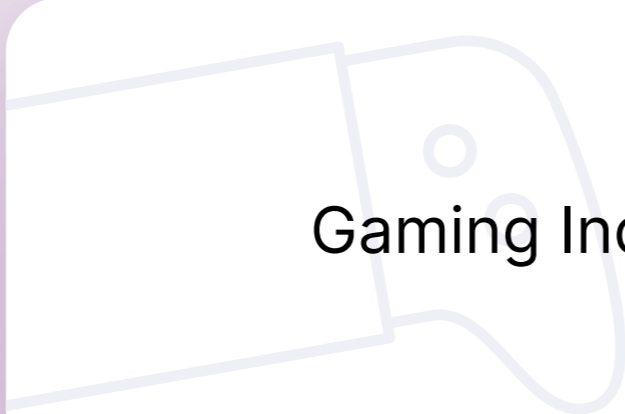


#### 4.4 | B2B IN FINLAND

### Main business areas




Creative Industry




Gaming Industry



Government



Educational Institutions



IT Companies



## 4.4 | B2B IN FINLAND

### **Main modes of intervention**

C&C's experienced sales specialists empower B2B clients in all IT needs.

The Key Account Manager serves as the primary expert, with devices, software, and other IT services.

Certified sales professionals are involved in every stage of IT projects, ensuring the best solutions for each client. They oversee all phases of the process and have been recognized for their excellence.

Assessment

Solution planning

Implementation

Continuous support and maintenance





#### 4.4 | B2B IN FINLAND

## Main partners





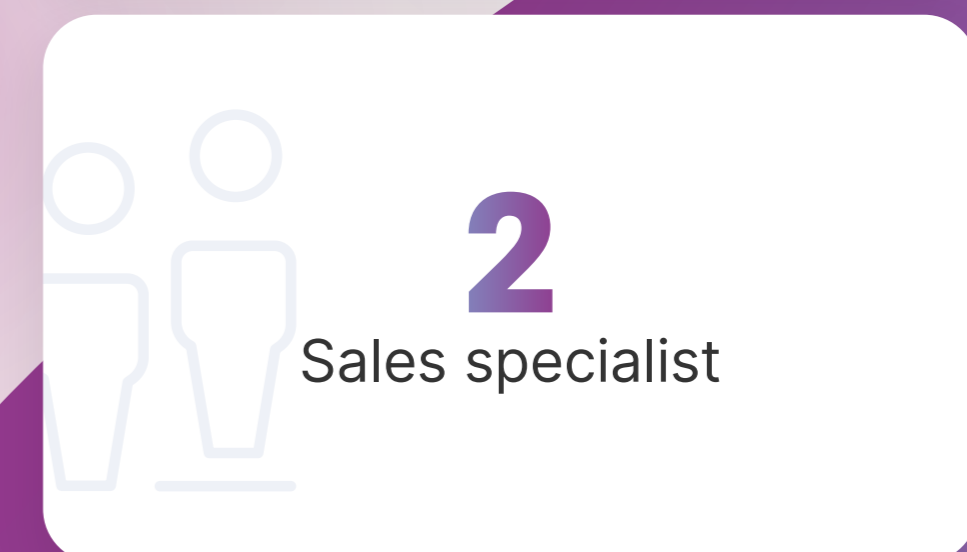
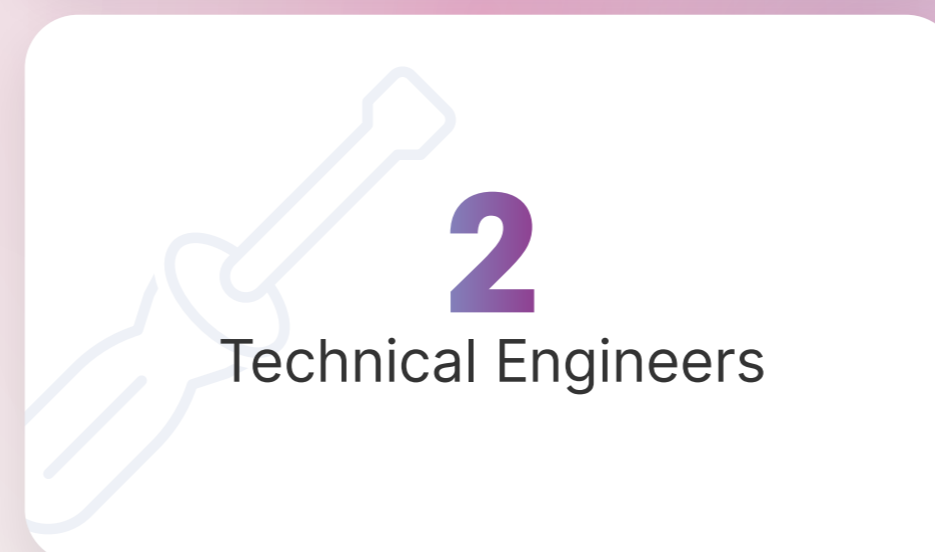
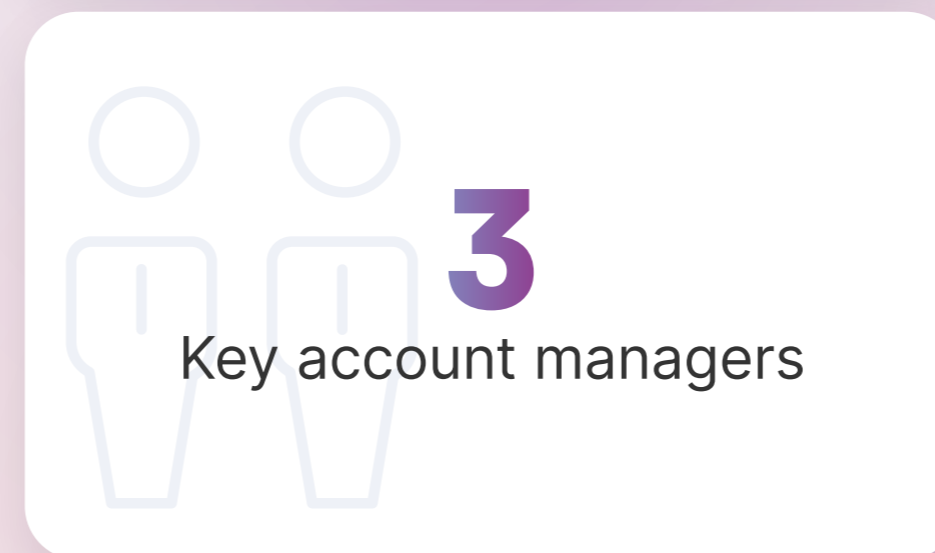
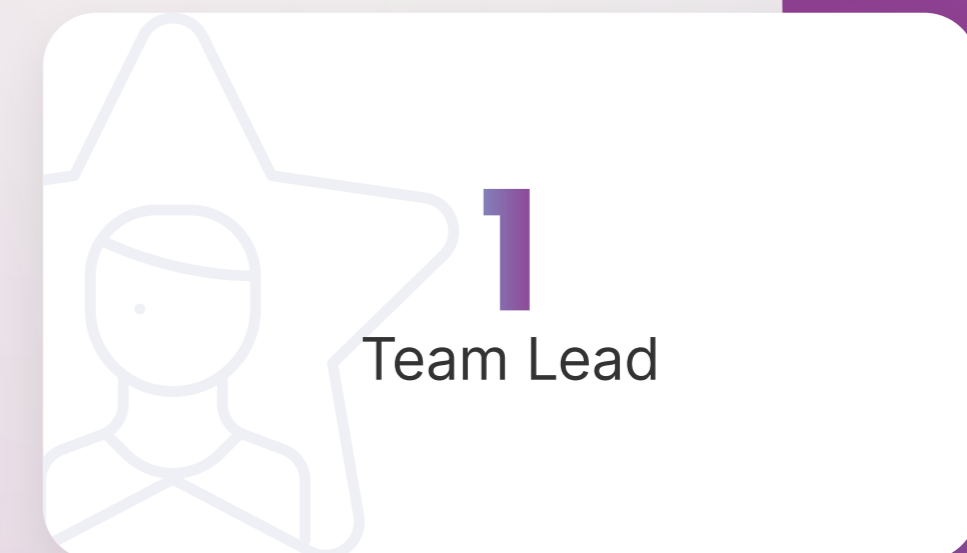
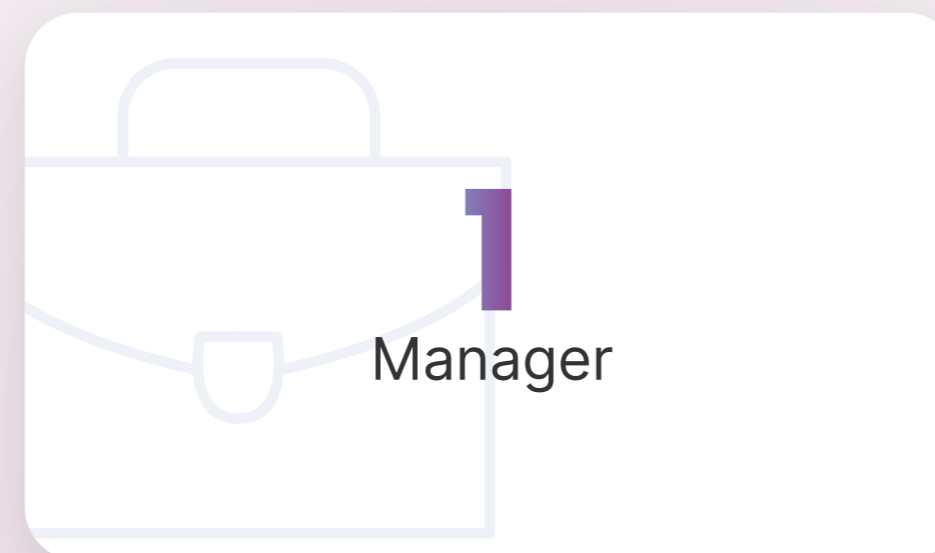
## 4.5 | B2B IN ESTONIA

### Smart Business

The C&C B2B team in Estonia provides a comprehensive range of services, from device management to employee training. The goal is to be the go-to partner for all Apple-related needs of business clients.

Key Account Managers work individually with each customer, addressing specific requirements. By fostering strong relationships and continuously enhancing services, C&C is committed to delivering value and supporting clients' business success.

In-house sales engineers assist customers with all daily technical needs, allowing them to focus on their core business.





## 4.5 | B2B IN ESTONIA

### Main modes of intervention

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The B2B team operates on both MacOS and Windows platforms.

Audits

Consulting

Deployment

User support

Maintenance contract

Managed services contract

Knowledge transfer



4.5 | B2B IN ESTONIA 

## Main partners





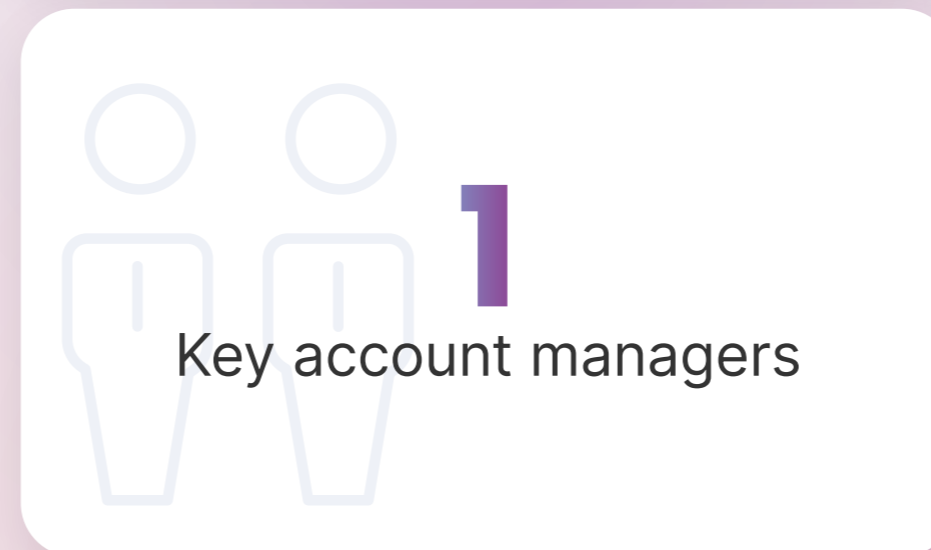
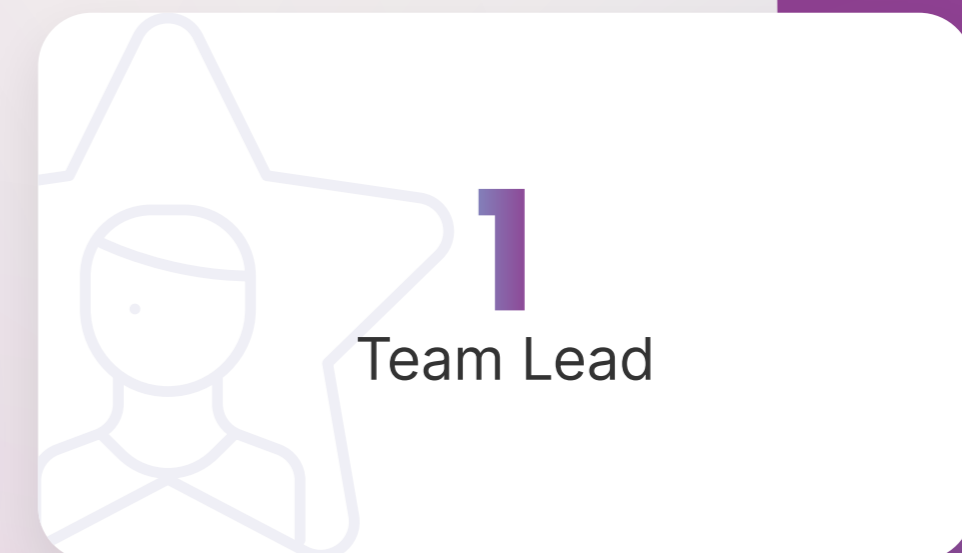
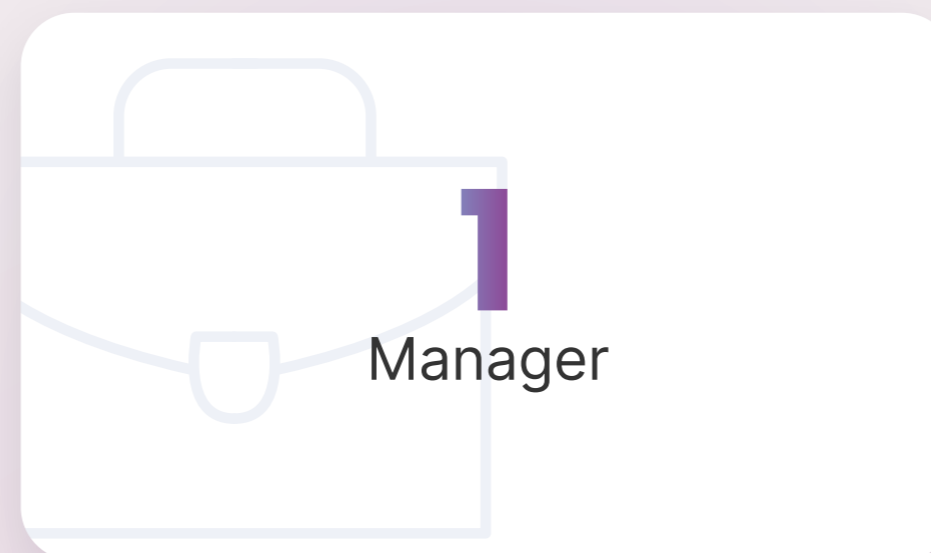


## 4.6 | B2B IN LATVIA =

### Smart Business

The C&C B2B team in Latvia is dedicated to providing high-quality support and expertise for Apple devices and solutions to business customers. The team manages all aspects of the Apple lifecycle, ensuring a seamless experience.


B2B specialists provide expert advice and optimized solutions to enhance clients' activities. Quick responses, personalized service, and proactive communication are the priorities, embodying key values to build lasting partnerships.






## 4.6 | B2B IN LATVIA =


### **Main business areas**




IT Services



Retail & Wholesale



Transportation & Shipping



Marketing

