



Mobile technology specialists since 1992

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Business Case Study



Client: Holland & Barrett (National Health Food Stores)

Project Date: Ongoing

Brief/Requirement:

To provide an all in one touch screen computing solution, suitable for wall mounting within the high street stores of this national client as part of a store upgrade and refurbishment programme.

The solution would then be connected via wireless to the stores network and run an interactive application that customers could use to obtain product and store information.

The Approach & Solution:

Analyse the needs of Holland & Barrett and select a solution that met the needs at a cost effective price point.

Using a bespoke bid pricing backed by ASUS, the EEE TOP wall mountable desktop PC was selected.

After a period of internal testing by Holland & Barrett the EEE TOP was approved and the project developed.

The Result:

Devices were supplied and the first major roll out across the UK began in late 2010 with ongoing orders and installations taking place throughout 2011.

The Benefits:

The ASUS units are very competitively priced, especially when considered against other major manufacturers such as Dell or HP. The quality is more than reasonable considering the price point, and to date there have been no significant failures of components or units. Additionally the units take the standard VESA brackets for wall mounting which saves costs.

There has never been any issues ordering more units and stock is readily available.



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The Drawbacks:

The units are built to a price and functionality level. The external fascia can look and feel a little cheap when compared to more expensive units. However at the price it's to be expected.

Client Comments:

I ordered 10 of these on a Wednesday and I had them on the Thursday. For a retail organisation such as ours, that speed is exactly what we need, and displays the commitment of Clove to respond to my business needs. The ASUS units are exactly what we need, and I don't feel we are paying inflated prices for big brand names, which provide exactly the same functionality. This unit is viewed by my customers every day, and it's important to me that not only the content but the unit reflect my brand quality.

I recently reviewed every contract possible for cost efficiencies, and I simply cannot find a better unit than the ASUS, nor a better supplier than Clove. The combination keeps my business running. We've had well over 150 of them now and have no intention of changing.

