



NSE Services : we have more than 450 employees dedicated to customer service in the electronic and computer domains

Our global offer is defined by the following :

- ▶ Added value European Customer care center (160 co-workers, 15 languages, administrative and technical)
- ▶ European logistics Platform (Over 10 000 m<sup>2</sup>, reverse logistics, spare parts, management )
- ▶ A 200 technician high skilled Repair Center

**Our service combines: Skills, Quality and Reactiveness and Competitiveness.**

NSE Services is the European partner for the biggest computer and electronic manufacturers for :

- ▶ the global management of the warranty of their products,
- ▶ the management of end users and supply chain partners.



## E-LETTER # 21 OCTOBER 2010

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EDITORIAL

STRENGTHENING THE  
SECURITY

QUICK INTERVIEW MIRANE

*"It doesn't matter what the product is, what counts is the service it provides"*



Hello,

In the late 80's, France Telecom set up, in a large majority of households, the famous French 'Minitel' which at that time allowed access to services called 'telematics'. NSE's main activity was then based on the repair of these products.

Today the Minitel has almost disappeared and it is the Internet and its many applications, especially in the field of e-commerce, which have replaced it. The most important thing is not the product itself, but the service it provides.

Like the Minitel, the key know how of NSE Services is not the ability to repair a product but the added expertise of the service provided.

Without our willingness to challenge ourselves and adapt to changing customer needs, the company could not have developed.

The example of MIRANE described in this e-letter is a good illustration of the capacity of NSE Services to 'move with the times', our knowledge is part of an overall project which is not limited to the repair of a single product.

And in order to provide a flawless service, our IT systems are essential for us, which is why we have strengthened the security of our infrastructure. This is explained in more detail hereafter.

Enjoy reading this e-letter

Yours sincerely

To keep all our activities running in real time with precision and accuracy and provide our customers with the information necessary for monitoring and controlling the business they have entrusted to us, NSE Services is strengthening the security of its IT infrastructure constructed around the ERP Microsoft Dynamics. The "Virtualization" of servers and clustering of storage units have been the hallmarks of this investment program decided in late 2009 and completed to date.

The main aims of this program were:

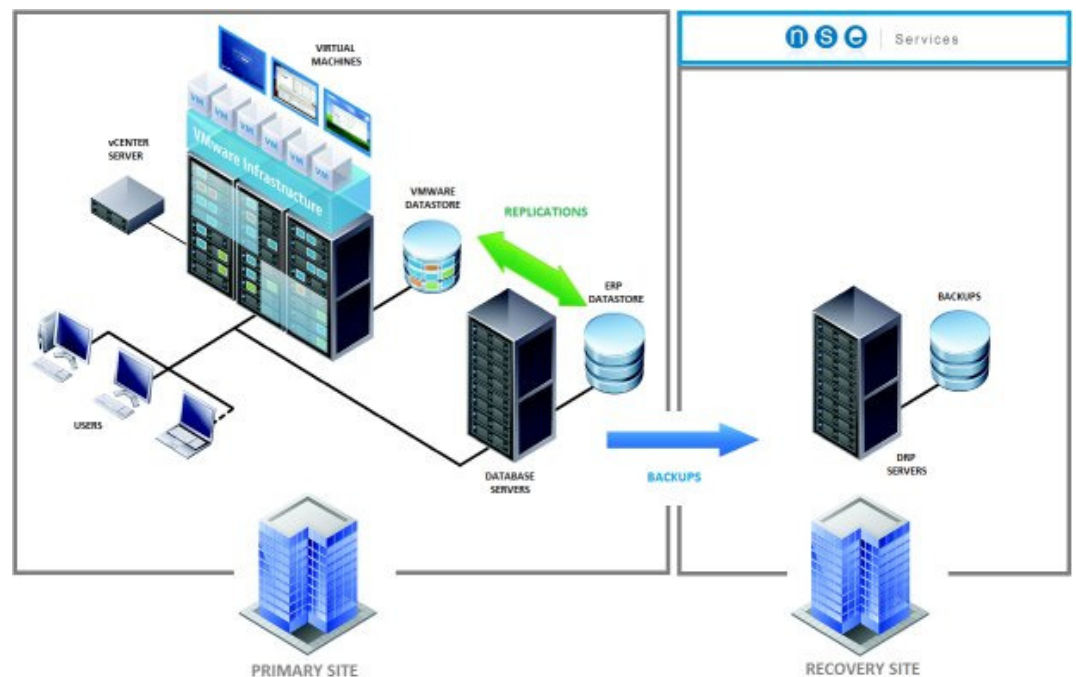
- ▶ Improve the reliability of our server infrastructure and the security of our data,
- ▶ Minimize the risks and delays due to system downtime,
- ▶ Increase the performance of our information system,
- ▶ Achieve greater flexibility on the creation of services related to new activities and new partnerships,
- ▶ An environmental approach (Green IT) by reducing the number of physical servers and our power consumption.

This project is coming to an end and the results are significant:

- ▶ 50% reduction of response time in case of failure,
- ▶ 50% reduction in the number of physical servers,
- ▶ 90% performance gains on some system queries,
- ▶ Decrease of 40% of our electricity consumption (estimated by the manufacturer).

These ambitious goals were achievable only with a complete overhaul of our structure.

We used the largest manufacturers and software publishers to implement the most successful solutions available on the world market.





**Olivier GAROSI ,  
CTO of MIRANE**



***Christian BLONDEL : What is Mirane and what is its position ?***

**Olivier GAROSI :** **MIRANE** is a service company in Digital Marketing. This new business includes the expertise of Digital Signage (Digital Signage : Digital communication at points of sale), Production of Digital Content dedicated to public communication, and local and national advertising agencies.

**MIRANE** is a pioneer in this field to which its activity has been 100% dedicated since 1999. Through its prestigious national and international references acquired over the last 10 years (Casino Group, Castorama, SOCIETE GENERALE, BNP Paribas, EDF, Credit Mutuel, TARGO BANK, BBVA Bancomer, WALMART, L'OREAL, QUIKSILVER...)

**MIRANE** has developed unanimously recognised know-how and expertise on this growing market, which place the company in the top 3 European companies in this sector and make it a strong and reliable partner for the deployment of large networks of digital communication.

***CB - Why a Consortium ?***

**OG** -To consolidate its leading position in the French market, **MIRANE** had to find partners able to adapt to this new line of work. It requires both industrial rigour in order to deploy hundreds of sites within weeks, but a great deal of flexibility and adaptability in the field, because the customers' needs are constantly changing.

Over the years, an "assembling" of companies that specialise in one domain, such as cable pulling, installing of audiovisual equipment or hotline and logistics has emerged as the most suitable for this job.

The central project management pilots several service providers in a consortium, each specialised in its own sector, vital to the functioning of the Digital Marketing chain.



**PLEDGE OF QUALITY**

NSE Services sites are certified by l'AF AQ  
under reference QUAL/2003/19690.  
Certification ISO 9001 and ISO 14001.

## ***CB - What is the role of NSE Services ?***

**OG** - Within the Consortium, **NSE Services** is responsible for managing all the hotline and logistical support, for both deployment and day to day maintenance of facilities. **NSE Services** is a true coordinator of human resources, ensuring the continuous operation of the solution at points of sale, and as such, is both in direct contact with clients and with other on site collaborators.

The professionalism, thoroughness and reliability of **NSE Services'** teams, guarantees for **MIRANE** a fully representative image is shown to it's customers. It is through mutual trust, ensuring good collaboration, that this was achieved.

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## ***CB - What are your expectations ?***

**OG** – **MIRANE's** expectations of its partners are numerous : expertise in business consulting, advice, industrial rigour in applying customers' procedures, real time adaptability to problems, flexible organisation to meet the various demands of its customers.

All these qualities are present in **NSE Services**, thus permitting the installation of a climate of trust and mutual respect, and therefore a good partnership.



**Christian BLONDEL**

**Olivier GAROSI**