

Rental Services

IT and AV equipment without
the burden of buying

Bell is the largest provider of IT rental solutions across Europe. Whether you need extra AV equipment for events and exhibitions, additional laptops and servers for workload peaks or to try before you buy, Bell provides you with short term rentals that make great business sense.

The market situation

There are many situations in which a business requires the short term availability of IT and AV equipment and would benefit from renting it, rather than buying it.

- Proof of Concept infrastructure
- **Evaluation** – to try before buying and help reduce purchase risk.
- **Spreading the cost** – to overcome budgetary constraints and defer purchase until funds are available.
- **Workload peaks** – additional laptops for temporary staff or extra servers to increase processing power & capacity.
- **Events and exhibitions** – AV equipment to create a real impact at your show, exhibition stand or venue.
- **Major events** – where organisations simply do not have enough staff, expertise or equipment to meet a massive short term demand.
- **Training courses and graduate programs** – additional touch screens, laptops, iPads or PCs set up when and where they are needed.
- **Server migration, virtualisation or relocation** – provide swing kit to replicate existing environments, avoiding downtime of mission critical systems.
- **Software testing and development** – hire servers to avoid compromising existing systems.
- **Disaster recovery** – to ensure business continuity, rent a temporary IT solution to recover from flood, fire or theft.



Eugene O'Sullivan
MBCS CITP
Strategy &
Innovation Director

T +44 (0)2392 825 925
M +44 (0)7823 343 209
eosullivan@bell-integration.com

Our solution

As Europe's largest provider of IT rental solutions, we offer customers a cost-effective alternative to buying the following IT and AV equipment:

- Mobile Phones, Networks and Comms
- Desktops, Laptops and Tablet Pcs
- Servers and Storage
- Monitors, TVs, LED Screens and Video Walls
- Touch Screens, Interactive Whiteboards, Projectors and AV
- Printers, Scanners and Photocopiers
- Voting Solutions & Virtual Reality Headsets

Channel Partner Rental

Bell act as the loan partner for many organisations that have used our services for over 20 years to help grow sales and market share, including:

- IBM
- Lenovo
- Samsung
- HP
- AMD
- Acer
- Oracle
- Symantec

Discounted & Free Vendor Evaluation Services

Bell is able to offer easy to manage programs that you can apply for online with stock available for next day shipping. We provide the highest level of customer service where every order is configured and tested prior to delivery, with installation and additional professional services available on request. Hardware support is standard with every evaluation.

We provide our vendor partners a variety of services to manage, maintain and grow their evaluation programs. We offer:

- Admin support with an internal dedicated team
- The ability to charge the partner for the cost of logistics
- A bespoke in-house web portal which allows for real time stock checks, ordering, tracking and reporting
- A customer website to allow for online application
- E-shots and telemarketing into Bell's channel database to promote the program
- Marketing collateral and sales aids designed to help the vendor promote the service internally and externally
- The support of the Bell sales team who will actively promote the service

Event Management & AV Rental

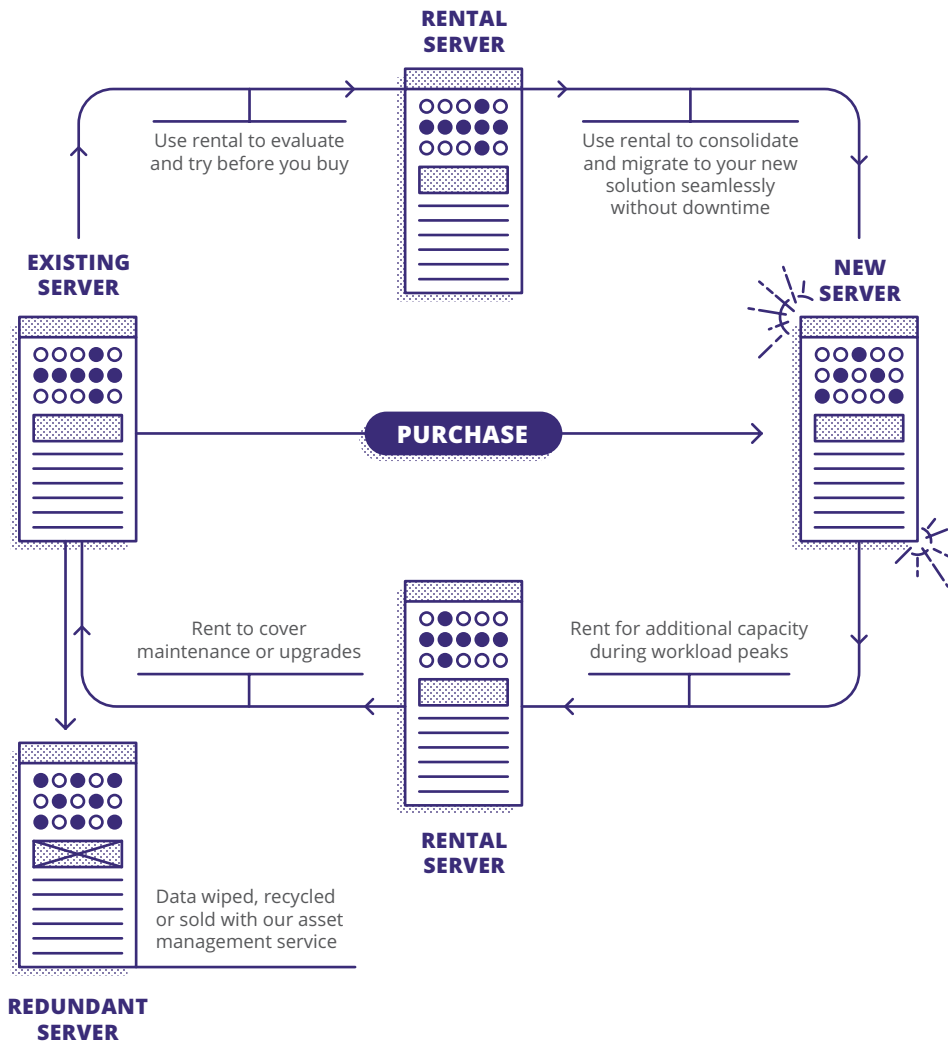
Bell has been providing AV hire and event management for over 45 years. We provide a complete event project management service, working closely with our customers to understand exactly what is required from concept through to installation.

We have worked with thousands of event organisers and exhibitors helping them deliver successful events of all different shapes and sizes across the globe.

We help our event customers create professional and eye catching shows, exhibition halls, stands and break out areas, which draw in the crowds and engage and attract the attention of the audience.

Includes:

- IT & AV Hire of the latest products
- Event & project management
- Pre-event planning and consultation services
- Event production services
- Set, staging, sound, visuals & lighting services
- Optional web page advertising
- E-shots and telemarketing into your event customers by Bell to promote the programme
- Logistics and installation services
- Onsite support
- Timely de-rig & collection post event



LONDON

2nd Floor
107 Cheapside
London
EC2V 6DN

T: +44 (0) 2392 825925

PORTSMOUTH

New Hampshire Court
St Pauls Road
Portsmouth
PO5 4AQ

T: +44 (0) 2392 825925

WOKINGHAM

Saxon House
Oaklands Park
Fishponds Road
Wokingham
Berkshire
RG41 2FD

T: +44 (0) 2392 825925

SINGAPORE

Bell Group Asia Pte Ltd
30 Cecil Street
#19-08 Prudential Tower
Singapore, 049712

T: +65 2392 825925

HYDERABAD

Bell Integration T/A
Choose Portal Pvt Ltd
1st Floor
Krishe Sapphire
Madhapur Hyderabad
Telangana, 500081

T: +44 2392 825925

What's available?

Our event technology hire helps you build the perfect medium to showcase your products and services. Our event equipment rental fleet includes:

- LED, LCD Screens, Digital Signage and TVs
- Video Walls
- Projectors
- Outdoor Waterproof Screens
- Multi Touch Screens, Touch Tables
- Interactive Smart Boards
- Laptops, iPads and Tablet PCs
- PCs & Workstations
- Voting Solutions
- Printers & Scanners

See how Bell Integration can help your business succeed.
Please contact us on enquiries@bell-integration.com
or visit www.bell-integration.com

TRANSACT
TRANSFORM
RUN
RECYCLE