



Cover all your IT bases
with Firstbase

Your Hardware & Logistics solution

What's happening in the market?

What's happening in the market

Manual IT asset management incurs massive costs



62% of workers are remote



1.7 billion devices deployed globally



30% of assets are lost, missing, or unaccounted for in large organizations

What's happening in the market

Manual IT asset management incurs massive costs



It takes an average of **30 minutes to provision an employee laptop** manually



43% of employees spend **two to three hours a week fixing IT issues**



It represents **\$3,165 of wasted productivity** per employee per year

Challenges companies face



HIGH TOUCH & MANUAL PROCESSES

Manual IT processes for managing employee equipment **consume entire days of IT staff** time.



IT STAFFING & BUDGET CONSTRAINTS

IT teams are overwhelmed trying to manually support growing employee populations, leading to delays and a poor employee experience.



SECURITY & ASSET RECOVERY

Poor equipment retrieval **processes expose companies** to significant financial losses and security risks.



PROVIDING LOCAL SERVICES

Distributed **companies struggle without local IT** presence, making expansion challenging.

70%

of organizations will adopt a managed device life cycle service offering by 2028.

Firstbase can help

How Firstbase helps



AUTOMATE PROCESSES

Firstbase's platform **automates the entire equipment lifecycle** from procurement to disposal, eliminating manual IT tasks



EXTEND YOUR TEAM

Services and automation off-load IT, allow support ratios to move from 1 IT person being able to support 300 to 2500.



ASSET RECOVERY & RE-DEPLOYMENT

Asset recovery processes achieve 90%+ retrieval rates while ensuring secure data handling and device redeployment.



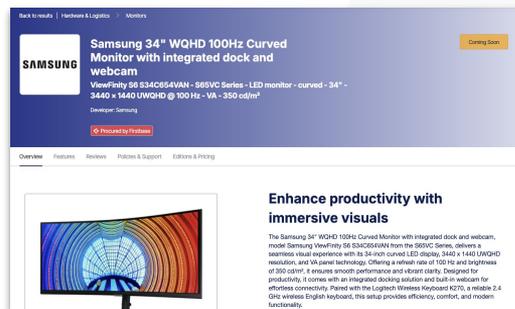
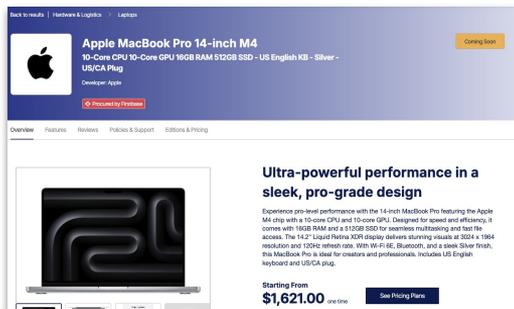
GLOBAL NETWORK

A global infrastructure network **handles equipment deployment across 150+ countries through integrated logistics and compliance** systems

A comprehensive solution for Hardware & Logistics Management



All the hardware you need to run your business



Tap into a hardware catalog powered by industry-leading providers



logitech



SAMSUNG

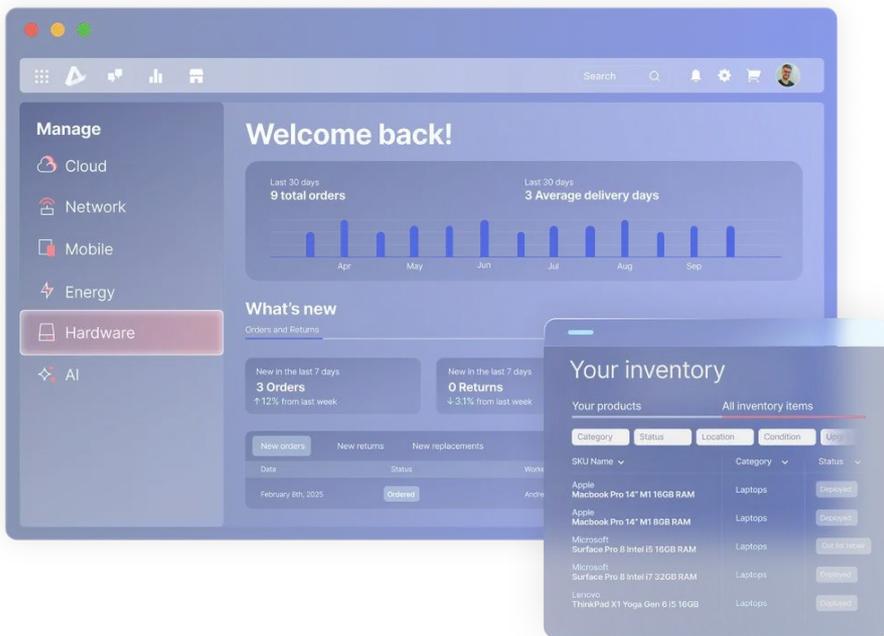
DELL

ASUS

Jabra^{GN}

Lenovo

Manage all your hardware in one place



Unlock seamless employee hardware management with the **Firstbase free edition**:

- Track hardware orders
- Add and manage up to 50 employees
- Manage offices and assets

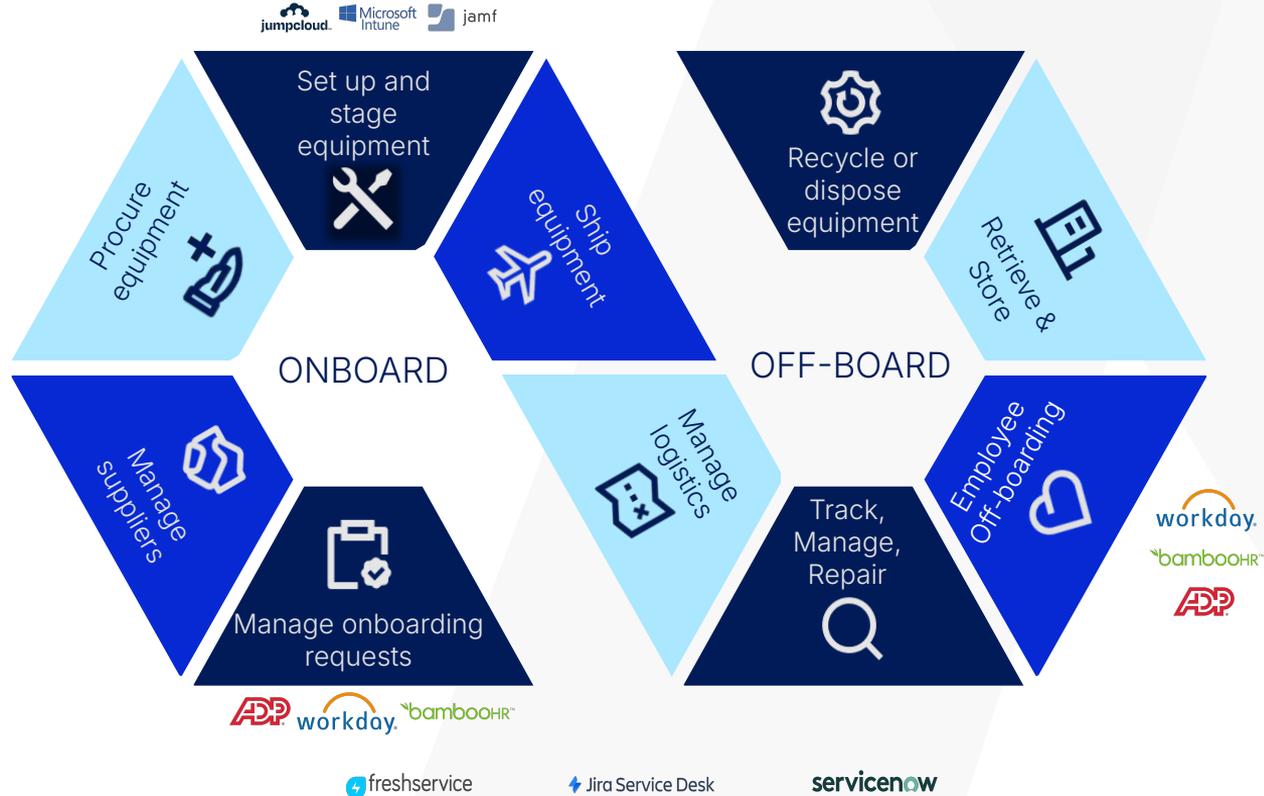
All directly within the AppDirect Marketplace.





A single platform to equip teams and manage assets

- Automate the lifecycle of every asset in your business.
- Ensure the right person has the right equipment at the right time.
- Get your equipment to and from employees wherever they are in the world.
- Get a full history of actions taken on every device.



Free Edition vs Enterprise

Free

- ✓ Manage up to 50 employees
- ✓ Manage offices
- ✓ Track and manage hardware

Enterprise

*Everything in Free tier **plus+***

- ✓ Unlimited employee management
- ✓ End-to-end lifecycle automation and add-on services
- ✓ Global logistics
- ✓ Integrations with enterprise tools



Complete Lifecycle Hardware Services





Procure hardware agnostically from Firstbase or continue with existing partners

Firstbase supplied

Firstbase to procure devices on your behalf through Firstbase's Vendors

Firstbase managed

Firstbase to procure devices on your behalf through your own Vendors

Customer supplied

Customers can use their existing suppliers and ship equipment to Firstbase warehouse for management.





Global Operations Model

Building a Partner Network So Customers Don't Have To



Integrated SaaS + Physical Ops

A single Integrated platform for end-to-end visibility and lifecycle management.



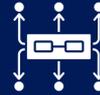
Regional Warehousing & Logistics

Owned facilities and 3PL partners provide secure storage, regional fulfillment, and cost efficiencies.



Dedicated Support & Local Expertise

Dedicated teams ensure consistent SLOs and smooth operations worldwide.



Distributed Supply and IT Services Network

Regional solutions for supply, repairs, ITAD, and more.

What if you could achieve

40%

Reduction in IT tickets

97%

Asset retrieval rate

1:2000

IT Support staff to Employees

Case studies

Customer examples

Save Money



**2 people supporting
2,500 employees**

Save Time



**>40% Reduction in IT
Tickets**



**Reduced time spent
on IT equipment
management by 8x**

Improve Security



**30% Increase in asset
retrievals**

New Relic Transforms IT Operations with Firstbase: From High-Touch Provisioning to Zero-Touch Efficiency

Challenges

- High-touch provisioning was time-consuming, often taking up an entire day each week
- Company restructuring left only one procurement specialist to manage all 4,000 laptops globally, increasing the IT team's burden
- Lack of IT presence in certain regions made deploying, managing, and recovering employee assets difficult

Outcomes

- Firstbase automated the entire asset lifecycle, reducing manual tasks and allowing the IT team to focus on strategic initiatives
- Implemented a zero-touch provisioning model, enabling seamless device deployment and management
- Managed asset recovery efficiently, achieving a 90%+ retrieval rate and ensuring secure data wiping and asset redeployment
- Provided global support, handling logistics and procurement globally, including challenging areas like Israel and the UK

Customer examples



Typeform



Thank You

