



Name of the Company
2CRSi
Why did you decide to go public?
<p>The largest server market is the US market. Business opportunities occurs on a regular basis. If you want to become a credible player, you are required to address locally. However, not being public is adding constraints since US projects happen through RFP. As a supplier you need to prove your capabilities and present your accounts with transparency.</p> <p>2CRSi decided to go public in order to develop its Overseas' activities and close the gap to grow in the US in 2018.</p>
What has been the reaction from investors, customers, employees etc. following your decision to go public?
<p>Our decision to go public represented a big step in our business plan and a major milestone in our company's development. Even though the challenge was substantial, each employee felt concerned and took part in the fulfilment of this project in one way or another.</p> <p>The IPO isn't a goal but a mean. It is just the beginning.</p>
What have been the benefits of going public to your company?
<p>Going public is a key accelerator for our fast-growing plan, alongside with positive impact for our partners and suppliers.</p> <p>We were able to support and guide our clients in their international expansion, boosting our business operations, establishing win-win relationships.</p> <p>The IPO forced us to structure ourselves and raise the bar. For instance, in terms of processes and decision making to deliver for our customers better and faster.</p> <p>2CRSi benefits from its notoriety to hire the best people</p>
What were the main challenges in taking your company public?
<p>Going public needs to rally and motivate all collaborators and to surround yourself with the experts.</p>

It requires loads of directors, people and a lot of time (roadshows, many meetings...). We believe that the success of our IPO confirms the effectiveness of our decision-making and management: 4.2 times over-subscribed.

What experience would you want to share with companies that are thinking of going public?

- Do not reject the IPO as an option of fundraising without being informed. Gather information about the IPO first and then talk with CEOs who has done it in the past regarding what their benefits and obligations were.
- Surround yourself with specialists. They will share their knowledge and expertise which will save you a lot of time.
- If you are convinced to go public:
 - Determination and strong implications of the CEO and COMEX is critical to be successful
 - It requires good organizational structure and culture.
 - Do not forget “Business first” because it is what takes you there and what the investors want. Organize the team in order to continue business while the CEO will focus on the IP process
 - The IPO is only a means that serves a goal.

What do you believe are the top qualities of your company?

- 2CRSi is an innovative and game changer company in the IT industry. We don't set any limits to our products and solutions.
- 2CRSi has strong partnership with the best manufacturers: technical and R&D expertise & support are key in our success story
- 2CRSi is no more based on a single visionary (Alain Wilmouth) but more than 100-dreamer collaborators and many more contributors who want to make it come true.
- 2CRSi has never been a non-profitable start-up, but a profitable industrial firm since its creation.
- 2CRSi evolves in a market with big responsibilities for the environment and the planet. Compare to other markets we still have the opportunity to set the tone and do the right choices. Our wish is to leverage innovation and reconcile IT with the environment for the planet and the people.

Where do you see yourselves in 5 years?

Going international is a short-term objective. Nonetheless, our long-term aim is to rethink the IT, change the rules in order to provide better and sustainable solution for our clients and for our planet. The Data is slowly but surely becoming an industry of its own and today's decisions will design tomorrow's ways of conceiving the data itself.

Have you had any assistance from the European Union, e.g. funding projects etc.?

We did benefit from regional and national subsidies, although not enough. We investigate different possibilities to fund our innovative and eco-friendly projects. The EU has the opportunity to become a major player in the tech-industry and especially in IT. The EU hasn't witnessed a big player in this market so far. Thus, we strive to be a big fish in a big pond.

If you had 3 wishes to come true: What should the EU do to encourage more SMEs to go public and to provide ongoing support for listed companies?

To go public is an opportunity to engage an entire ecosystem and a lot more companies could have worldwide success-stories enhanced by the IPO.

- Promote the EU economy by buying EU products and services. They too often, purchase from the USA or Asia, even though we have alternatives within the EU.
- The bureaucracy is slightly too heavy. Measures that facilitates business operations by reducing the loads of periodic reporting and administration workloads would be appreciated.
- By being in total transparency due to being public, we should benefit from tools or information about precise market reports enabling us to use it as a competitive advantage on an international level.