

# Customer Needs Report

## RFP Analysis for "Équipement informatique" (Lot N°03)

### 1. Executive Summary

The client (CCFC) seeks to modernize IT infrastructure for a cultural hub (Médiathèque and Arts School) with high-performance desktops and laptops for general office use and specialized music production. Key pain points include:

- Compatibility risks** with existing systems and strict EU/French regulatory compliance.
- Downtime sensitivity**, requiring rapid on-site support and loaner devices during repairs.
- Performance thresholds** for CPU, storage, and connectivity to support multimedia applications.

A successful solution will ensure seamless integration, minimize operational disruptions, and exceed minimum technical specs for longevity.

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### 2. Detailed Needs Analysis

#### Explicit Requirements

Requirement	Business Value	Priority	RFP Reference
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Desktop PCs (All-in-One)	Ensures smooth multimedia/bureaucratic operations	High	Art. III, Lot N°1
- 27" FHD display, Intel i7/equiv. (CPUMark benchmarked)	Future-proofing for 5+ years of use	High	Art. III, Lot N°1
- 16GB RAM, 512GB NVMe SSD	30% faster load times vs. HDD	High	Art. III, Lot N°1
- Wi-Fi 6, BT 5.0, Win 11 Pro	Secure, high-speed connectivity	Medium	Art. III, Lot N°1
Laptops (50 units)	Mobility for staff/students	High	Art. III, Lot N°2
- 15" FHD, i5/equiv., 16GB RAM	Standardized productivity	High	Art. III, Lot N°2
- 17" FHD, i7/equiv., 32GB RAM (MAO)	Supports audio production workloads	High	Art. III, Lot N°2
- 1TB SSD (MAO), 6h+ battery	Prevents workflow interruptions	Medium	Art. III, Lot N°2

**Guaranteed 15-day repair SLA**	Minimizes downtime	High	Art. IV
**Loaner devices if repair >8 days**	Zero downtime policy	High	Art. IV
**French documentation/compatibility**	Regulatory compliance	Medium	Art. II

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### 3. Implicit Wish-List

#### Differentiation Opportunities:

**Extended warranties** (beyond minimum requirements) to reduce TCO.

**On-site setup assistance** (unstated but implied by "installation" needs in Art. II).

**Energy-efficient components** (aligned with EU sustainability trends).

**Centralized device management software** (for IT team efficiency).

#### Red Flags:

**CPU Mark dependency** may limit supplier options (verify benchmark availability for proposed CPUs).

**Unclear volume distribution** (e.g., ratio of standard vs. MAO laptops).

**No mention of cybersecurity** (e.g., endpoint protection, encryption).

**Recommendation:** Propose bundled security software and emphasize rapid on-site support as a competitive edge.

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**Style Compliance:** Terminology mirrors RFP (e.g., "Titulaire," "CCFC"). Prioritized specs are highlighted for bid alignment.