

PBS - Primo Bonacina Services

Introducing the
Digital, Actionable, Measurable
consultancy firm



updated: March 9th, 2018





AGENDA

- **Why** we exist (to address **your** challenges)
- **Who** we are
- **What** we can do for **you**
- **What** we achieved and was appreciated by **you**
- **Where** we want to go, together with **you**

Do you feel any of these challenges?



- Not enough **revenue, growth**
- Not many **(new) customers**
- Not enough **visibility** on the market: *they don't talk about us*
- **Lead generation** and **qualification** are challenging
- We need new **sales leads**
- We don't enjoy a **relationship** with some **key players**
- Difficult and time-consuming **to launch new initiatives**
- Our products and solutions are **not channel-ready**
- We need to **understand which are the right sales channels** and their potential
- We need more **loyal and productive channels**
- Our **brand** is unattractive, we don't **convey our message at best**
- **Marketing activities** cost too much, take too much time, do not execute well, do not measure well, **do not lead to business**
- Our web/social/e-commerce **presence** is **unattractive, difficult to maintain, outdated**
- The **press** doesn't talk about us
- We are not **"social"** enough and we don't have the time and skills to make it happen
- We need to **translate** video and other docs, quickly, effectively, worry-free
- We need to **hire people**, quickly, inexpensively, **the right ones!**
- Our **organization** could become much **more productive**
- Need **flexibility and support** in our daily operations
- **Not enough time to do everything that is needed!**



Primo Bonacina, founder and Managing Partner of PBS



PBS in 4 simple concepts

Our
purpose
is to
**add
value**



by providing
**hands-on,
no-risk,
flexible,
affordable,
measurable
support**



to sales,
**marketing,
technology,
HR,
company
initiatives**



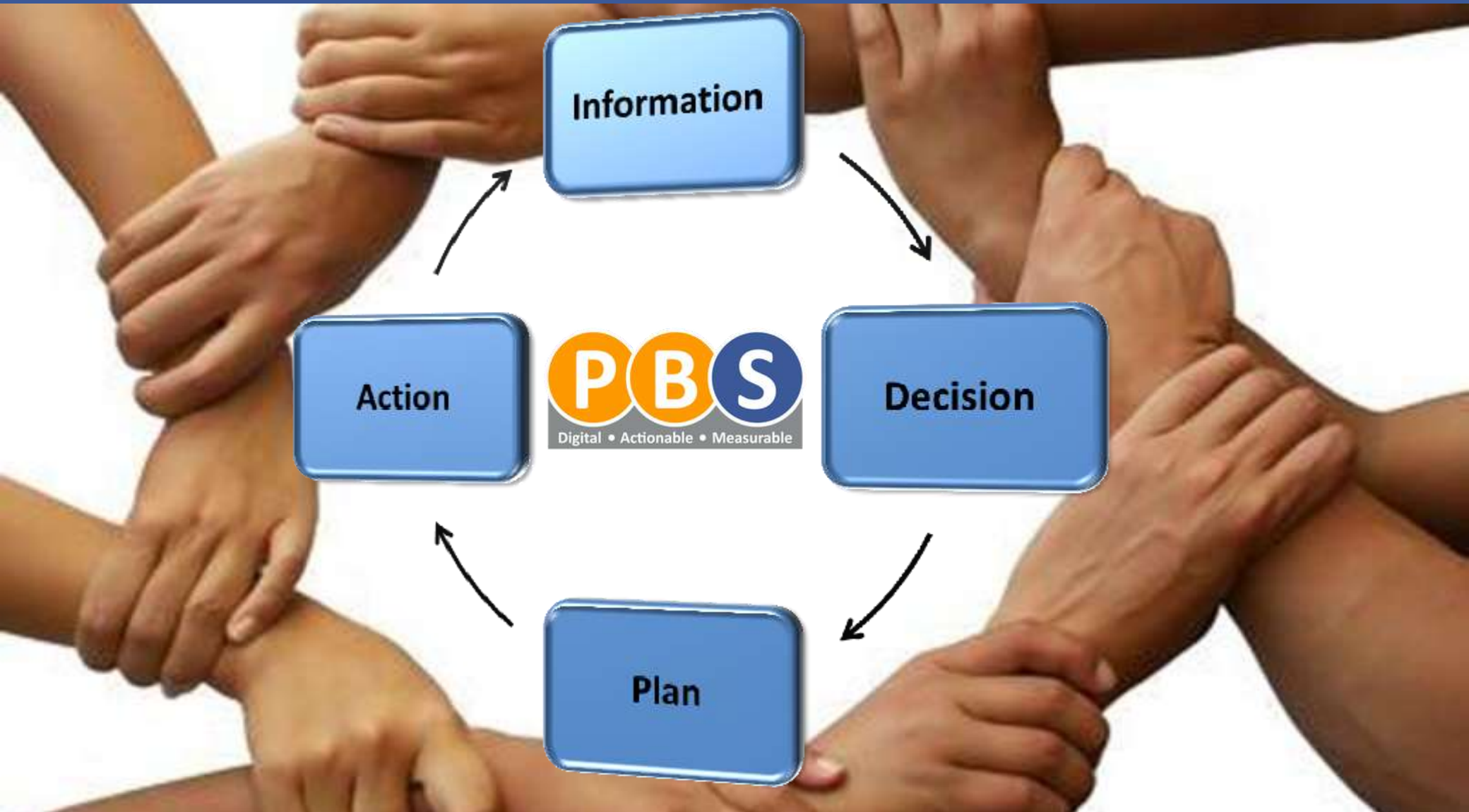
of IT and
**Digital
enterprises**



Who are our customers



We provide **operational** consultancy: the virtuous circle of **making things happen!**



PBS Motto



Digital

IT and Digital markets
Addressing digital enterprises
Specialized in Digital Innovation

Actionable

Experience and credibility
Well-established network
Ready to run and to contribute
No set-up time needed

Measurable

Assignment-specific quotations
Upfront-defined Metrics/KPIs
No risk
NO time & material: fees charged upon delivery

7-area service portfolio

(www.primobonacina.com/services)



We perform some of our services with certified Associates (www.primobonacina.com/associates)



Editorial, Brand Analysis



Online, SEO, Visual, E-Commerce



Training, Coaching



Press Relations



Languages



Publications, Conferences, Events

Service Portfolio #1: Sales, Management, Technology, HR & Operations

- Territory coverage for emerging vendors
- Key Account Management
- Channel management and development
- Channel Readiness
- Channel Mapping
- Signing up new channels
- Launch of new products, solutions, initiatives
- Database Profiling
- Lead generation
- Lead qualification
- Customer surveys
- Sales Forecasting

1. Sales Development



- Company assessment & improvement
- Management & operational consultancy
- Temporary/Part-time Management
- Business Planning
- Support to mergers and acquisitions

2. Management Consulting



- Market, Technology, Vendor scouting & partnering
- Product Management

3. Technology



- Talent Hunting
- Coaching
- People assessment
- CV rewriting
- Incentive plans
- Training: Social Recruiting
- Training: B2B Sales
- Training: Presentation Skills
- Training: Social Media
- Training: Media Relations
- Organization and change management
- Project Management
- Purchasing negotiations
- GDPR compliance

7. HR & Operations



Service Portfolio #2: Events, Online, Marketing

- Keynote speaking & Chairmanship
- Opinion columns and ghost writing
- Event organization
- Leading the right people to key events
- Apps and sites for events

4. Keynote & Events



- Web site design
- E-commerce sites
- Online Product Catalogs
- Community Sites
- SEO check-up
- Online advertising
- Social Media management
- E-mail newsletters
- Infographics
- Blogging & Storytelling

5. Web & Social Media



- Marketing check-up
- Marketing strategy and execution
- Press Relations
- Brand & sentiment analysis
- Success Stories
- Language services
- Company visuals
- Naming & Taglines
- Presentation materials
- Writing eBooks
- Video production
- Communication via toons

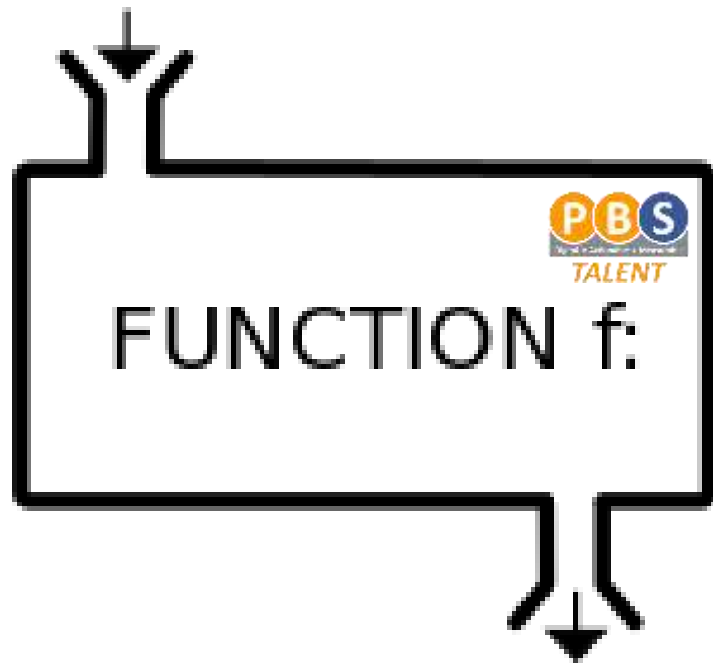
6. Marketing



Our top-selling service (*Social Marketing applied to Recruiting*): **EVERY** recruiting need solved in 12 days. Guaranteed!

Your **recruiting needs**

INPUT x



FUNCTION f :

Social recruiting activities for a
maximum of 12 working days

OUTPUT $f(x)$

**A sizeable amount of complete «dossiers» of relevant people willing to be
hired by you! Or your money back!**

*Social
Marketing*

Keynote Speaker & Chairman (www.primobonacina.com/events): focus on Innovation (technology, management, marketing, digital)



[ITA] EVENTS

[ITA] [SOIEL] PBS a Sicurezza per parlare di Cybersecurity! (15-16 novembre 2017, Fiera Milano, Rho)

[ITA] [Arkadin, EasyCloud.it] WEBINAR: ArkadinVision, integrazione Skype4Business e Videoconferenza HD, 2 Ottobre ore 14:30

[ITA] [PBS con Obiettivo50] Percorso di cultura manageriale "L'Innovation Manager per la PMI", Milano, 27 e 28 settembre

[ITA] [PBS, Attiva, SOIEL] Attiva Incontra: Vivere la Digital Transformation governandola - Padova, 21 Settembre 2017

[ITA] WORKSHOP GRATUITO: Scopri come assumere con i Social, il Nuovo Metodo - 25/9/17, 16:30-18, Milano Talent Garden via Merano

How to take benefit of PBS: some more ideas, #1



Start-up of products and initiatives

- Choose the product or solution you want to launch
- We will sharply present it to our network of end-customers and channels via dedicated mailers, social/web posts, press articles, lead generation activities, webinars and other events
- 1:1 contacts and meetings: tightly-defined follow-up process to secure maximum returns

Expand your solution to new channels

- Reseller segmentation and profiling by market, competence, geography
- Preparation and assessment of launch materials
- Mailing to focus channels
- 1:1 contacts and meetings: tightly-defined follow-up process to secure maximum returns

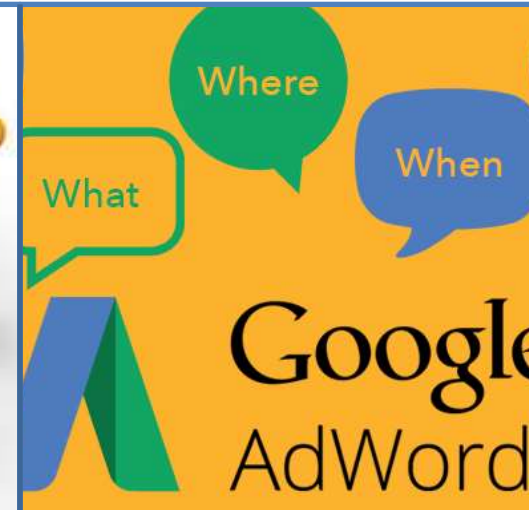
Identify, sign, start up the best channel partners

- Channels' segmentation and portfolio analysis
- Preparation and assessment of launch materials
- Dedicated mailers
- 1:1 contacts and meetings
- Screening of most fitting candidates
- Preparation of tailored business plans and agreements
- Initiation of sales and marketing activities

Enjoy a fresh, appealing, profitable web and online presence

- The online image of your company is so crucial. Modern companies must have a crisp, clear, appealing web appearance. They must tell a compelling story to their online audience.
- We bring online appealing web, blog, e-commerce sites for your company
- We will perform with great autonomy (including copywriting) and we will deliver you a full web site in a matter of weeks, including e-commerce and online marketing automation!

How to take benefit of PBS: some more ideas, #2



Company assessment: identify improvement areas and define a path towards success

- Embedding with your company and working with management, employees, partners, other stakeholders
- Deliverable: a detailed package of analysis and suggestions (*the insider/outsider view*) to be discussed in a board meeting
- All hints will be realistic and implementable in a phased approach, with appropriate and timely resources, support plans, checkpoints

Enjoy measurable, focused Press Relations and Market Development activities

- Creation of interviews, press releases, press events, success stories, testimonials
- Copywriting: checking and producing releases, collaterals and presentation materials
- Delivering of press releases to focused distribution lists, even at regional and sector level
- Blogging and online visibility
- Press presence and campaign monitoring
- Qualitative/quantitative measurement

Effectively interact with social audiences

- Post the right messages with the right tone on a continuous basis
- Target, then grow your audience
- Interact with your audience
- Transform conversations into leads, preference, respect
- Measure visibility and interaction levels
- On most major social platforms
- Including online advertising

Google Adwords: we will manage your advertising presence

- Defining budgets, target, demographics, success factors
- Building minisites and landing pages, advertisements, campaigns, keywords/stopwords, and perform advertising for you
- Regularly measuring and fine-tuning the initiative: continuous review of keywords and stopwords, cost-per-click (CPC) and budget by campaign, Dashboard-based reporting
- All at a fixed, all inclusive "per month" consultancy cost

Business Summary

2014

Founded

100%

Digital Consultancy

50+

Events (keynote, chairman)

450

Total Transactions

€254k

2017 revenue

€650k

Total Revenue

1.5M

WW web site ranking (top 0.1%)

110

Customers

12

Countries of business

12

Socially-managed companies

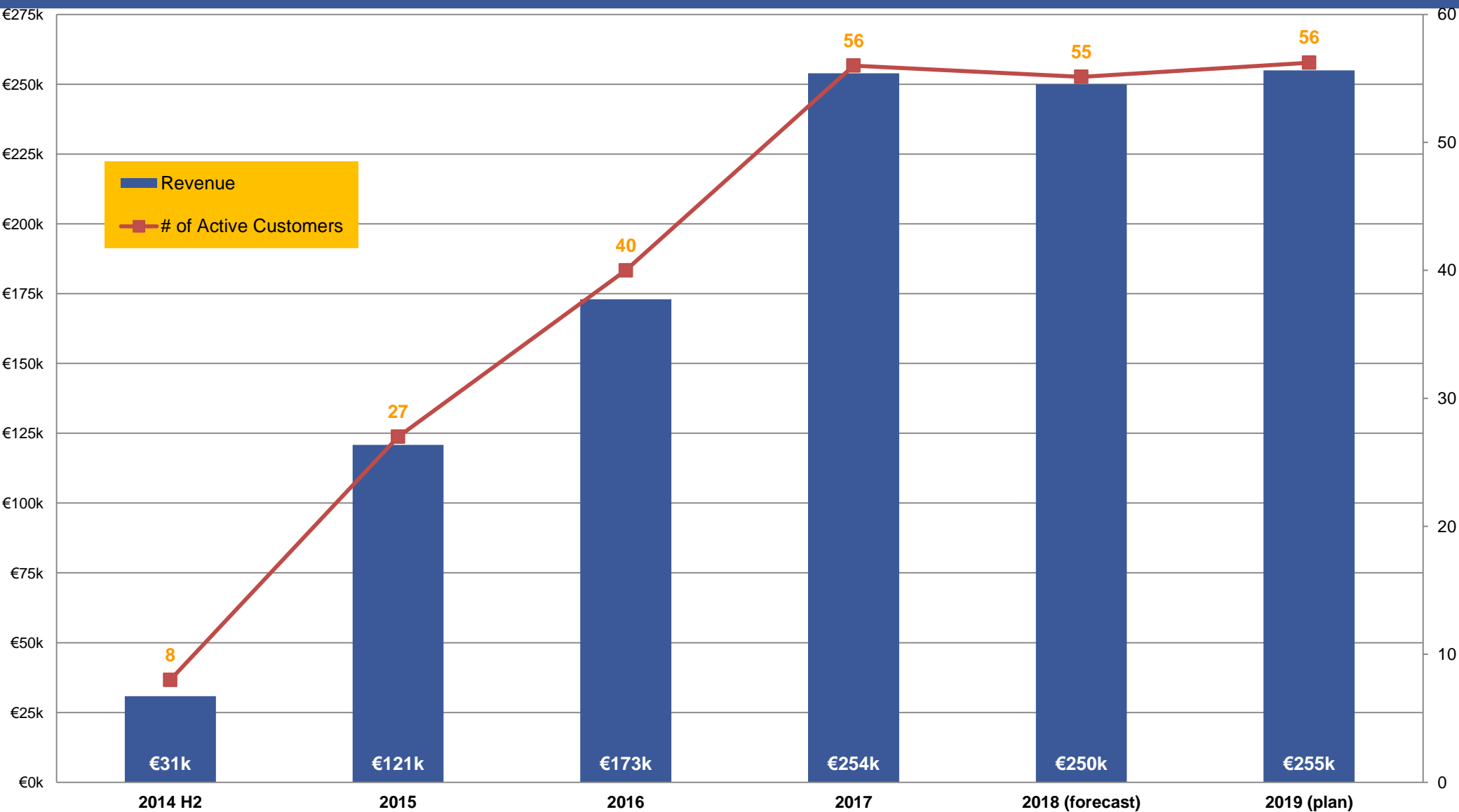
110+

Socially-recruited people

15+

Google AdWords campaigns

Business progression



Customers in **12 countries**
(www.primobonacina.com/customers)



Some of our customers, #1

(www.primobonacina.com/customers)

IT Vendors			IT Distributors		Cloud Players	Marketing, PR, Business Development	
							
							
							
							
							
							

Some of our customers, #2

(www.primobonacina.com/customers)

IT VARs, System Integrators, Resellers				Consultancy	Software Factories	Publishing, Events, Online	Finance, Chemical, Beauty, No-Profit, Other
							
							
							
							
							
							
							
							
							

18-month vision

Fine-tune existing services, ensuring 99% effectiveness and customer satisfaction

Increase and optimize operational capacity (automation, best practices, focus partnerships)

Fortify positioning as industry & practice leader (blog, events, customer presence); Focus on Innovation, processes, technologies

Keep conceiving, developing new, state-of-the art, innovative services

Promote PBS Talent as the most practical solution in the social (marketing applied to) recruiting arena

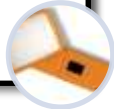
Keep innovating & anticipating customers in their business journey



In summary: 12 good reasons for choosing PBS

- Just the **IT, Digital, B2B** markets
- Careful **understanding** of customers' needs
- **Specialization** to provide fast and ready-to-run execution, measurable value

1. Specialized



- **Several IT and Digital areas** and technologies
- **Wide set of services:** sales, marketing, channels, technical, organization, HR, operations
- From **strategy** to **execution**
- Network of certified **associates**

2. Comprehensive



- **Experience and credibility** in the IT and Digital markets
- **Connections and associates**
- **Minimal set-up** needs
- **Seniority**
- **Consistency**

3. Ready-to-run



- **Easy to define, quantify, activate, measure, stop, extend**
- Any assignment can be defined in **time** and **scope**
- **No lock-in**

4. Time-centric



- **Covering Italy and EMEA**
- Expertise in working across territories and with **global** companies

5. International



- Proven **enterprise** culture and approach: not just *yet another consultant*
- Ready for teaming and working with your staff
- **Passion!**

6. Hands-on



- **Proactive** approach: *we will put our face on your initiative*
- **Presence** in front of customers, channels, media
- **Blog + social** activities

7. Visible



- **Pick what you need and where you trust we can add value**
- **Agile**, customizable approach: *you focus on core competencies and outsource as appropriate*
- Careful **listening**, no pre-cooked recipes

8. Flexible



- We won't pick assignments where we don't believe we can add value
- All gathered information will be kept confidential (NDA)

9. Reliable



- **Bureaucracy-free:** a recap MOU will be enough to us
- **Transparent**, all-inclusive, detailed, action-oriented approach

10. Easy to partner with



- **Sharing your risk and success:** initiatives have jointly-defined target metrics, KPIs
- 3 years of **continuous growth**

11. Safe & Measurable



- Cost-contained
- Reduced entry point: retainer + result-based success fee
- **All costs included**, unless explicitly agreed: no hidden charges, no overheads
- No *per-day* charges: just pay for the delivered project

12. Affordable



Affordable cost, measurable value, no risk: Connect with us to improve your agility!





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Appendix: a few words of appreciation



A few words of appreciation from customers, #1

(www.primobonacina.com/appreciations)



Giorgio Propersi, General Manager International, Cloudian

Cloudian want to thank PBS for all the work performed on our behalf. Cloudian fully appreciates PBS' professionalism and integrity



Simone Morellato, former Director of Solutions Marketing, Cloudian

PBS has been instrumental in several marketing initiatives, from webinars to social media, from customer relationship to content marketing, always delivered above expectations!



Alessandro Barbesta, Sales Manager Italy, Acer

I am fascinated by the web site built by PBS for Locatelli SNC: a great piece of work, excellent display of capabilities, very professional, never ordinary



Cristina Locatelli, Sales Director, Locatelli SNC

There are many firms on the market that present themselves as marketing and web professionals. We chose PBS and my feelings did not betray me: reliability, professionalism and real capabilities are the components that enabled us to achieve our objectives. The path is now clear It is up to us to move forward!



Loretta Bruno, former Sales Manager Italy, Avira

During our project, I have known Primo as a professional who understands the market. He delivered thorough and accurate work and I fully relied on him. If needed, I will immediately call him again!



Guido Simonetti, former CEO, NetArtis Group

Working with Primo has been a learning experience for my management team



Paolo Marsella, CEO, Aditinet

We'd like to thank PBS for accompanying us in our growth path by leveraging his international experience and providing us customized solutions to our needs



Fausta Pavesio, Entrepreneur, Business Angel, Advisor for Appian Corporation

You did a great job for us!

A few more words of appreciation, #2

(www.primobonacina.com/appreciations)



Diego Sampaoli, CEO, fastERA

Thanks to PBS, I can see my company from a different point of view and better understand where to invest for improving



Valentina Pizzato, former Business Unit Manager, fastERA.center

- I liked PBS' sales & marketing training very much! It has been interesting, engaging and pleasant. I specifically liked the break-out sessions and the work in teams



Federica Danesin, former Marketing Manager, fastERA

Primo has the ability to listen, analyze and deeply understand a problem, proactively proposing his fruitful advice and taking the lead when necessary. By being pragmatic, smart and accurate, his real added value is tangible in all projects carried out together



Gianluigi Torchiani, Journalist, Digital4

Primo proved to be a great collaborator for our publishing group, always providing on time articles with great content and clarity, and being able to explain to our readers the main trends of the IT market



Monica Bernabei, Marketing Manager Southern Europe, Avnet Technology Services (now TechData Advanced Solutions)

With the enthusiasm, professionalism and timeliness that always characterize him, Primo has been able to add value to our initiatives by delivering greater visibility to Avnet



Tommaso Dagoni, Sales Account, Itway VAD (now Mosaico/Esprinet Group)

The PBS training has been a great experience, from all viewpoints. It offered an effective and useful analysis on many different elements related to sales strategies



Vadim Comanescu, CEO, Syneto

Thank you very much for your work. All looks good. I believe we can work nicely in the future for more actions like this. I must say that I'm really happy how our partnership is working out so far



Corina Marcuti, Online Marketing Specialist, Syneto

Great news that happened sooner than expected! Thank you for all your help!

A few more words of appreciation, #3

(www.primobonacina.com/appreciations)



Alessandro Greco, CEO, EasyCloud.it

I worked with Primo in several professional conferences and I have appreciated his attitudes in term of Public Speaking and Market Analysis. I would recommend him as recognized speaker with deep knowledge of IT Trends and Markets



Valentina Gilli, HR Director, DedaGroup ICT Network

Thanks for the great work!



Pieter Ickx, CEO, Gopib

I have had the pleasure to work with Primo. His professionalism and trustfulness was a reason to test his services. The service provided was simply excellent. On time, affordable (very fair price), beyond expectation from methodology and outcome. I will be using his services in the future as our company grows



JJ Miceli Demajo, General Manager, Newtech Malta

Primo has been a great asset to our company. He was engaged on a number of activities and proved to be successful on every one. His professional and meticulous approach have provided value to our organization. Primo comes highly recommended!



Ruggero Vota, Manager of IT Publications, SOIEL

Primo is for us a valuable contributor on general IT issues and specifically on the business trends of this market. He always provides independent and thorough evaluations coming from his extended field experience, as he held several roles and responsibilities of primary importance



Samanta Fumagalli, Communication Consultant, Competition SRL

Primo is a very practical person: it has a great ability to understand the problem, perform objective analyses based on actual data, and propose several solutions, with steps and budget tailored to customer budgets. An expert guide for those seeking advice from a professional who knows the market



Jo Matcham, EMEA PR & Communications Manager, Avnet Technology Solutions

So many followers for Avnet Italy on Twitter is a good result and worth a celebration!



Giampaolo Bombo, CEO, BB Tech Group

I received from PBS a prompt and professional support to meet the real needs of our company. We accomplished our first action together aiming at future growth and I believe we can receive more support in the future from PBS in order to implement our plans

A few more words of appreciation, #4

(www.primobonacina.com/appreciations)



Roberto Bonino, CEO, Ediformat

We initiated a partnership with PBS on a new and challenging initiative for us, i.e. the generation and consolidation of contacts for business opportunities. The work was carried out with great care and attention to targets. The collaboration has been fruitful and has led to customer appreciation



Paolo Strina, President at Maximal and Ideificio, Board Member at Phloema and Dontshare

I asked PBS to focus on sales and marketing consultancy for a start-up where I am involved. Their contribution was competent, professional, thorough and helpful as always



Vincenzo Baggio, VP & MD Italy, Tech Data

I want to thank PBS for contribution to the success of our FuturaCity 2016 event. Your professionalism, determination and knowledge of the key channel players were key factors in building an innovative and valuable event, as it has been recognized by numerous positive feedback that I have personally received from our vendor partners, customers and people. Thank you so much for your good work ... Futura is just the beginning ... we are already working on the next edition and we will count on you!



Renato Cosenza, Datech & Marketing Communication Manager Italy, Tech Data

For our Smarty Cities project, I had clear since the beginning that to bring the project forward in the best way I would have to build a team made up of both internal and external professionals. So I got to work in close contact with Primo. My expectations were well fulfilled as Primo had the task of making sure that the plans agreed with our partners correct executed. It is not easy to organize videos, interviews, content to be published making sure everything happens on time and as agreed. Primo did it so well and it was a pleasure working with him!



Antonella Baldassarre, Marketing Communication Manager Italy, Tech Data

Primo is a professional of great experience in the IT sector, able to collaborate on the development of complex projects with team spirit, a problem-solving approach and much autonomy. All of this with a smile



Claudio Rocci, CEO, Gruppo Venco

We conducted the search of two professionals through PBS. The work has proved profitable and well synchronized; We identified several interesting profiles and we compiled a ranking, now undergoing further analysis. Being the first time that we made use of this type of service, I must say that the feedback was positive, thanks to the organization, precision and professionalism of PBS, elements that certainly made the difference compared to more traditional and less structured methods



Alessandro Gatti, CBO & Board Member, Sinthera

We worked w/ PBS in seeking professionals for our company. We particularly enjoyed PBS' dynamism and competence in addition to their capability of understanding our needs. Their methods together w/ their skills make them a great contributor able to achieve concrete results



Dragos Chioran, VP Marketing, Syneto

We thank you again for all your hard work with our Twitter account and for the results you have helped us achieve in the last months with our social media! It's absolutely great!

A few more words of appreciation, #5

(www.primobonacina.com/appreciations)



Stefano Fanfani, Country Manager Italy, Datapoint Europe

Primo is a great man and a professional, and I had the pleasure of working with him for sales and marketing activities with good results. He's a positive person with a strong background on the marketing side as well as on personal communications and knowledge of important business development tools. I would recommend Primo for his competence!



Risto Thuren, former General Manager, AST Modular Power Quality Solutions

Primo can best be described with a couple of words: professionalism and speed of execution. Other than those, also his outstanding local market knowledge, ability to learn very fast and being a great guy are very high on the totem pole



Matteo Ranzi, CEO, Mille Ottani

- Working with Primo has been exciting and it has led to concrete results. PBS are well prepared, precise and effective, and supported my company in addressing the market. It has been a fruitful and positive experience!



Giancarlo Gervasoni, CEO, ZeroUno Informatica

I involved PBS as their social media approach could support our recruiting activities. I must say that their methods were extremely effective and the timing of execution extremely short. I was very pleased with the results



Thomas Ferrari, Sales Director, ZeroUno Informatica

Thanks to a proven format, PBS managed to attract talented people towards us and in a very short timeframe, giving us a lesson both in efficiency and effectiveness!



Carlo Piazza, Partner, ZeroUno Informatica

PBS were of great help and support in our recruitment activities. I must stress their full compliance with the agreed timing which is something more and more important for our company!



Sergio Blengini, President & **Mattia Blengini**, CEO, Informatica System

PBS has been a collaborative, timely and competent partner. The results of the joint initiative have been positively surprising and fully satisfactory



Riccardo Maffioletti, Managing Director, Azimut Capital Management SGR Area 4

I had the chance to engage with PBS into a collaborative search and selection path in a mode that was new for my group. The results achieved, thanks to their professionalism, the ideas and the practical tips allowed me to achieve highest satisfaction. I could not hope for a better partnership. Great professional!

A few more words of appreciation, #6

(www.primobonacina.com/appreciations)



Chiara Izzi, Sales & Marketing Manager,
Personal Data (gruppo Project)

We specifically appreciated your speed of delivering!



Alberto Fenini, Owner, Consys.it

I had the chance to work with PBS on a search. Knowing Primo for many years, I relied on his knowledge, trusting to find a professional and competent approach. These values have been largely confirmed, coupled with a speed of execution that I rarely found it among the professionals I turned to



Cristina Ciambellini, Marketing Operations
Manager, EDSlan (Esprinet group)

Great professionalism, attention to detail and availability. We are delighted to have chosen PBS to get the best out of our marketing campaigns



Lorenzo Zanotto, Sales Manager, Attiva Distribution

I sincerely wish to thank PBS for their contributions during our "Attiva Incontra" events. Their content is always very timely and up to date. And this should not be taken for granted given how fast things change these days!



Angelo Santi Spina, CEO, Proserpina
Business Service

A competent, effective, fast, competitive, digital solution: for us, that's the baseline for a long and fruitful collaboration



Heidi Iuliano, Web & Social Strategist at Digital and Co.

I followed the very interesting PBS workshop on social recruiting methodology, a new way of approaching the HR world that deals with personnel search using social marketing techniques