

PBS - Primo Bonacina Services

Introducing the
Digital, Actionable, Measurable
consultancy firm



updated: May 24th, 2018

PBS – Primo Bonacina Services: the Digital, Actionable, Measurable consultancy firm

www.primobonacina.com



Agenda

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



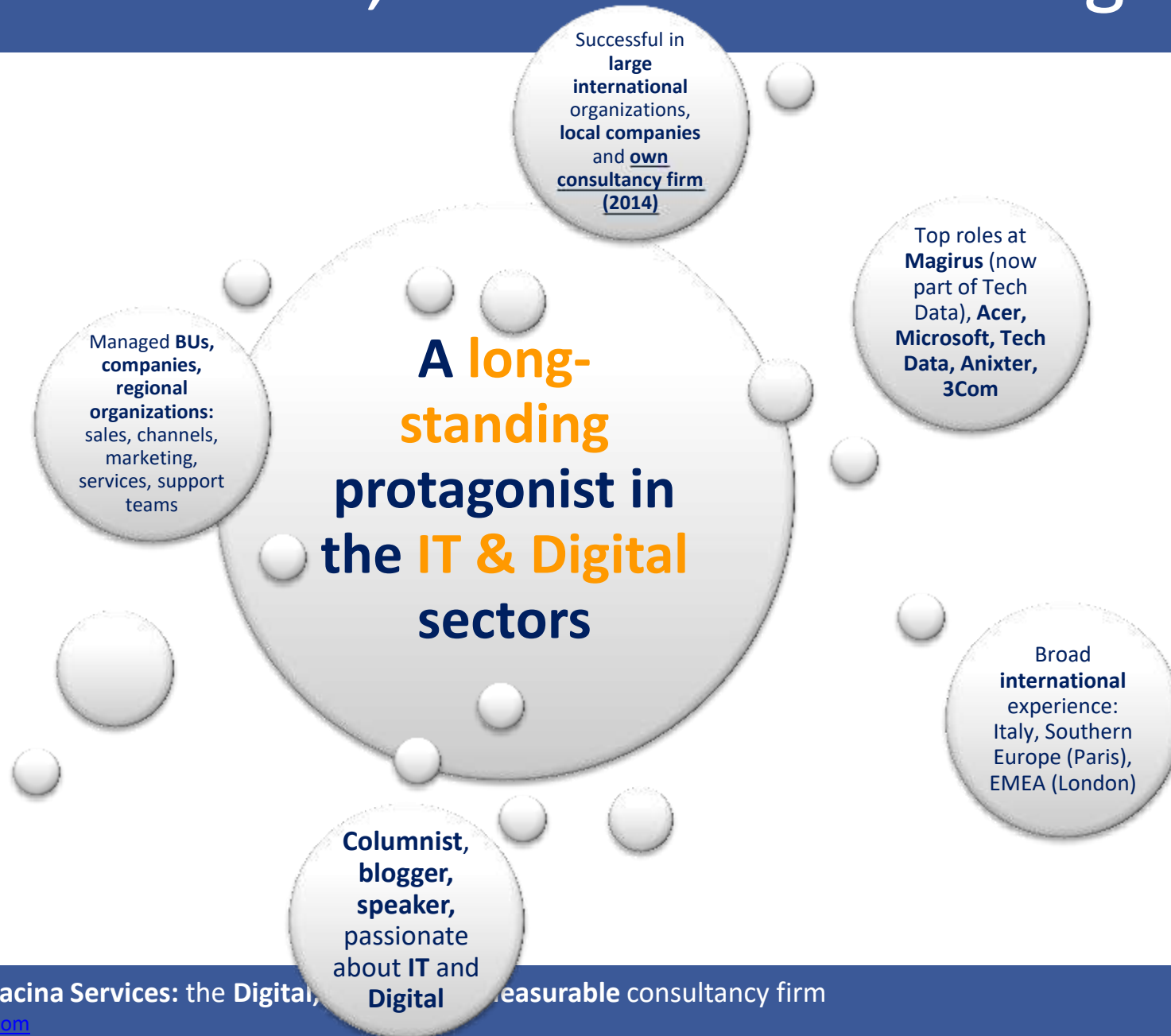
Do you feel any of these challenges?



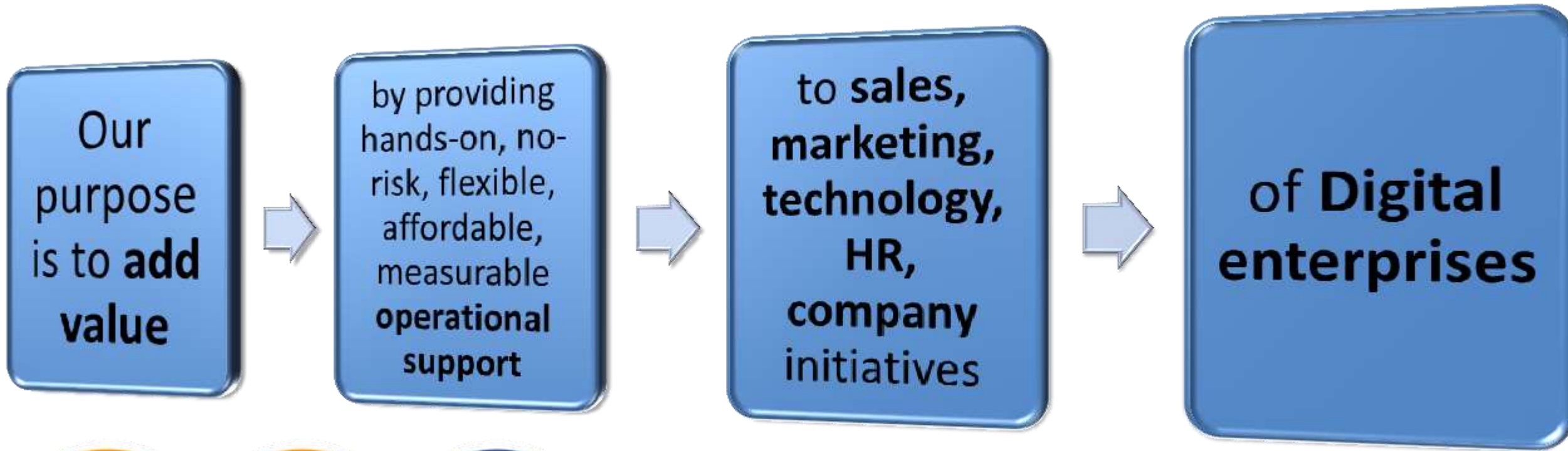
- Not enough **revenue, growth**
- Not many **(new) customers**
- Not enough **visibility** on the market: *they don't talk about us*
- **Lead generation** and **qualification** are challenging
- We need new **sales leads**
- We don't enjoy a **relationship** with some **key players**
- Difficult and 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 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- Our web/social/e-commerce **presence** is **unattractive, difficult to maintain, outdated**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



Who are our customers

Enterprises that
want to **expand,**
improve, make
more flexible
their business

Sales, business
development,
channels, end-
user touch

Lead
generation &
qualification,
new channels/
sectors/end-
customers, **e-**
commerce

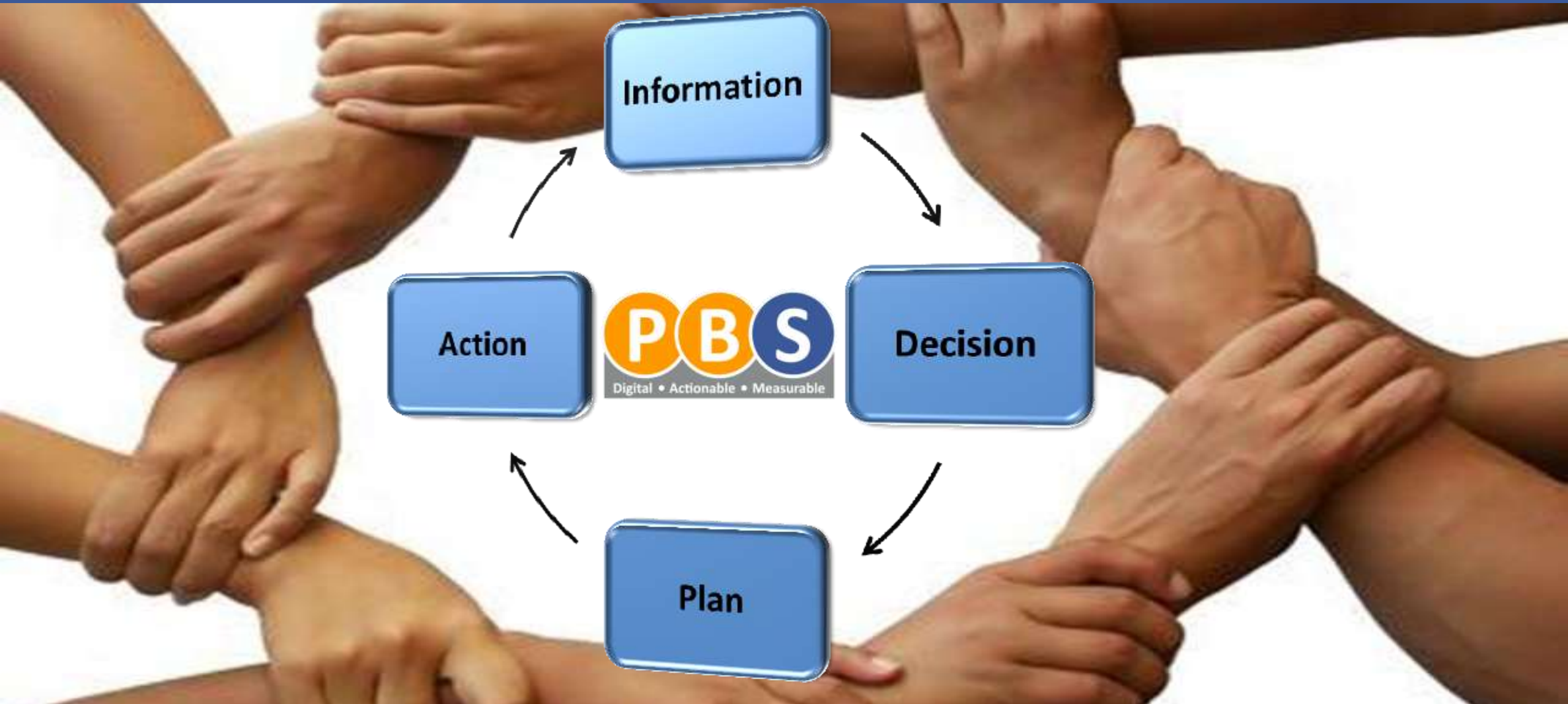
Marketing, PR,
visibility,
international
impact,
languages

Visibility,
image, social &
online
presence, **SEO,**
AdWords,
brand

Organization,
people,
process,
project
effectiveness

Supporting
companies in
recruiting the
right people at
the right time
& cost

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 help you exercise your Digital Muscles

Digital Media Presence - Digital Recruiting - Digital Advertising - Digital Events - Digital Marketing - Digital Commerce - Digital Identity



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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

7. HR & Operations



Service Portfolio #2: Events, Online, Marketing

- Keynote speaking & Chairmanship
- Opinion columns and ghost writing
- Event organization
- Leading 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

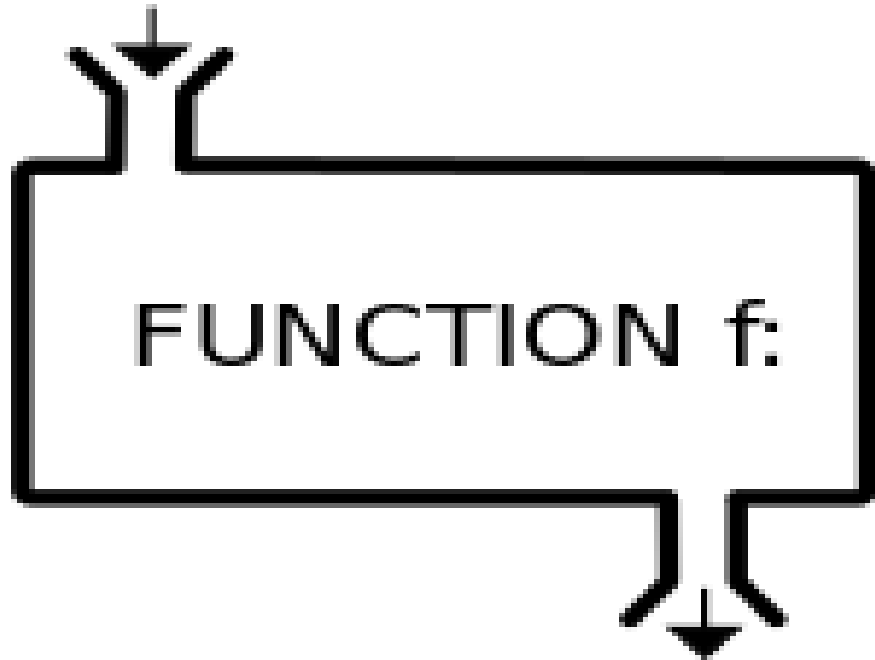
6. Marketing



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

Your **recruiting needs**

INPUT x



OUTPUT $f(x)$



Social marketing activities for a
maximum of 12 working days

*Social
Marketing*

A set of «dossiers» of relevant people willing to be hired by you! Or your money back!

Keynote Speaker & Chairman (www.primobonacina.com/events): focus on Innovation



[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



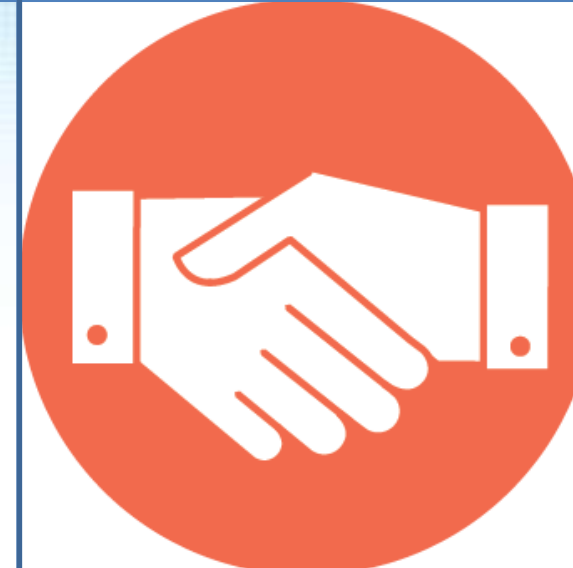
Start-up of products and initiatives

- 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



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



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
- Fixed, all inclusive cost

Business Summary

2014

Founded

100%

Digital Consultancy

70

Events (keynote, chairman, promoter)

500

Total Transactions

€254k

2017 revenue

€750k

Revenue since foundation

1.2M

WWW site ranking (top 0.1%)

120

Customers

12

Countries of business

15

Managed companies (Social Media)

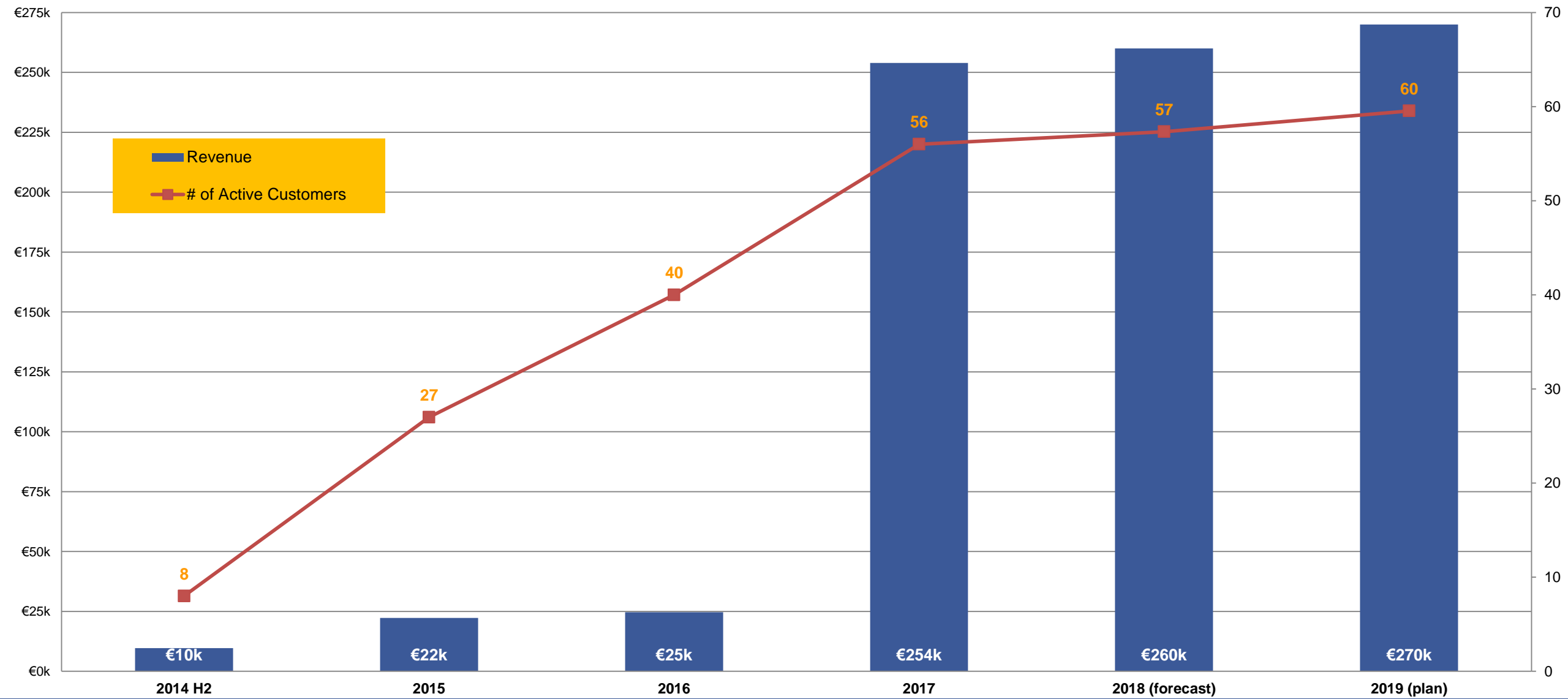
128

Recruited People (Social marketing)

15

Managed brands/customers (AdWords)

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 | | Publishing, Events, Online |
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Some of our customers, #2

(www.primobonacina.com/customers)

| IT VARs, System Integrators, Resellers | | | | | | Consultancy | Software Factories | ManufacturingFinance, Chemical, Energy, Beauty | No Profit, Other |
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They had a word of appreciation for what we did for them (www.primobonacina.com/appreciations)

| | | | | | | | | | | | | | | | | | | | |
|--|--|--|---|--|---|--|---|--|---|--|--|--|---|--|---|--|--|--|--|
|  | Alessandro Barbesta, Sales Manager Italy, Acer |  | Loretta Bruno, former Sales Manager Italy, Avira |  | Samanta Fumagalli, Communication Consultant, Competition SRL |  | Gianluigi Torchiani, Journalist, Digital4 |  | Diego Sampaoli, CEO, fastERA |  | Alessandro Faticoni, Business Unit Manager, Faticoni SPA |  | Gianluca Russo, Commercial Marketing Manager, Lenovo Italia |  | Chiara Izzi, Sales & Marketing Manager, Personal Data (gruppo Project) |  | Vadim Comanescu, CEO, Syneto |  | Renato Cosenza, Datech Manager Italy, Tech Data |
|  | Paolo Marsella, CEO, Aditinnet |  | Riccardo Maffiuletti, Managing Director, Azimut Capital Management SGR Area 4 |  | Alberto Fenini, Owner, Consys.it |  | Alessandro Greco, CEO, EasyCloud.it |  | Valentina Pizzato, former Business Unit Manager, fastERA.center |  | Roberto Faticoni, CEO, Faticoni SPA |  | Cristina Locatelli, Sales Director, Locatelli SNC |  | Paolo Strina, President at Maximal and Ideificio, Board Member at Phloema |  | Corina Marcuti, Online Marketing Specialist, Syneto |  | Antonella Baldassarre, Marketing Communications Manager Italy, Tech Data |
|  | Fausta Pavesio, Entrepreneur, Business Angel, Advisor for Applan Corporation |  | Giampaolo Bombo, CEO, BB Tech Group |  | Stefano Fanfani, former Country Manager Italy, Datapoint Europe (now part of Sabio) |  | Roberto Bonino, CEO, Edifomat |  | Federica Danesin, former Marketing Manager, fastERA |  | Pieter Ickx, CEO, Gopib |  | Matteo Ranzi, CEO, Mille Ottani |  | Angelo Santi Spina, Managing Partner, Proserpina Business Service |  | Dragos Chioran, VP Marketing, Syneto |  | Giancarlo Gervasoni, CEO, ZeroUno Informatica |
|  | Risto Thuren, former General Manager, AST Modular Power Quality Solutions |  | Giorgio Propersi, General Manager International Business, Cloudian |  | Valentina Gilli, HR Director, DedaGroup ICT Network |  | Cristina Ciambellini, Marketing Operations Manager, EDSlan (Esprinet group) |  | Vittorio Faticoni, President, Faticoni SPA |  | Sergio Blengini, President |  | Guido Simonetti, former CEO, NetArtis Group |  | Alessandro Gatti, CBO & Board Member, Sinthera |  | Monica Bernabei, Marketing Manager, TechData Advanced Solutions |  | Thomas Ferrari, Sales Director, ZeroUno Informatica |
|  | Lorenzo Zanutto, Sales Manager, Attiva Distribution |  | Simone Morellato, former Director of Solutions Marketing, Cloudian |  | Heidi Iuliano, Web & Social Strategist at Digital and Co. |  | Tommaso Dagoni, Sales Account, Itway VAD (now Esprinet Group) |  | Mauro Faticoni, Business Unit Manager, Faticoni SPA |  | Mattia Blengini, CEO, Informatica System |  | JJ Miceli Demajo, General Manager, Newtech Malta |  | Ruggero Vota, Manager of IT Publications, SOIEL |  | Jo Matcham, EMEA PR & Comms Manager, Avnet Technology Solutions (now Tech Data EMEA) |  | Carlo Piazza, Board Member, ZeroUno Informatica |
|  | Antonio Pusceddu, Sales Manager, F-Secure Italy | | | | | | | | | | | | | | | | | | |

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

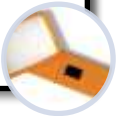
Keep innovating & anticipating customers in their business journey



Summary: 12 great 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



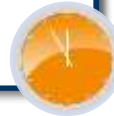
- **Experience and credibility** in the IT and Digital markets
- Connections and **associates**
- **Minimal set-up** needs
- **Seniority**
- Consistency

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

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
- 4 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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