

PBS - Primo Bonacina Services

Introducing the
Digital, Actionable, Measurable
consultancy firm



updated: July 1, 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- Our web/social/e-commerce **presence** is **unattractive, difficult to maintain, outdated**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

Our purpose is to **add value**



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



to sales, marketing, technology, HR, company initiatives



of **Digital enterprises**



- Digital
- Actionable
- Measurable

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

Organization, people, process, project effectiveness

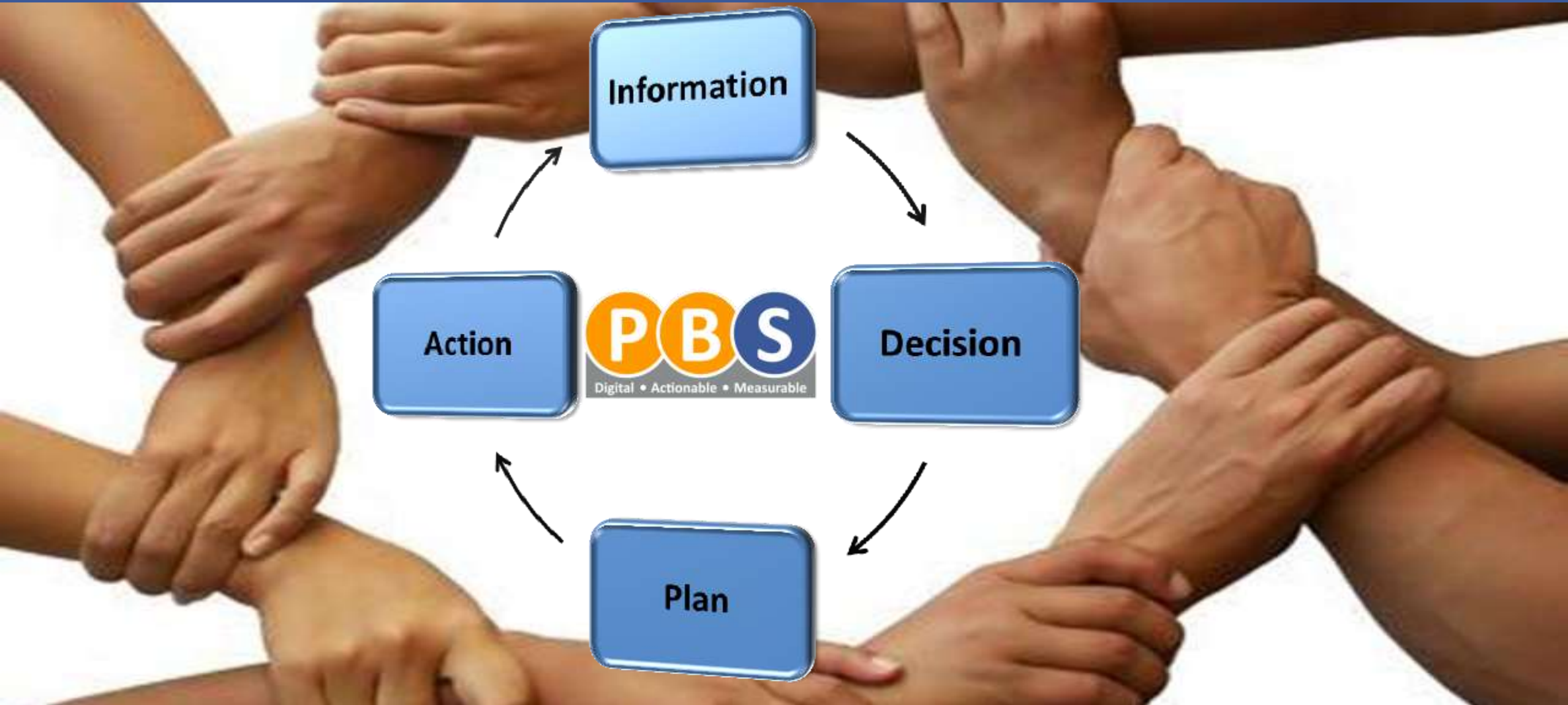
Supporting companies in recruiting the right people at the right time & cost

Visibility, image, social & online presence, SEO, Google Ads, brand recognition

Marketing, PR, visibility, international impact, languages



Operational consultancy: the virtuous circle of making things happen!



Our 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 portfolio provide a comprehensive set of services (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 Lead Generation



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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: Keynote/Events, Web/Social Media, Other 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



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



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



[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



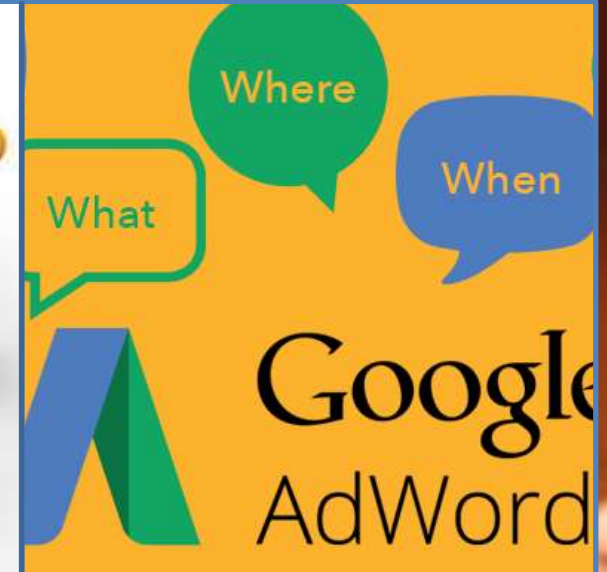
Enjoy measurable, focused Press Relations and Market Development activities

- 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%)

130

Customers

12

Countries of business

16

Managed companies (Social Media)

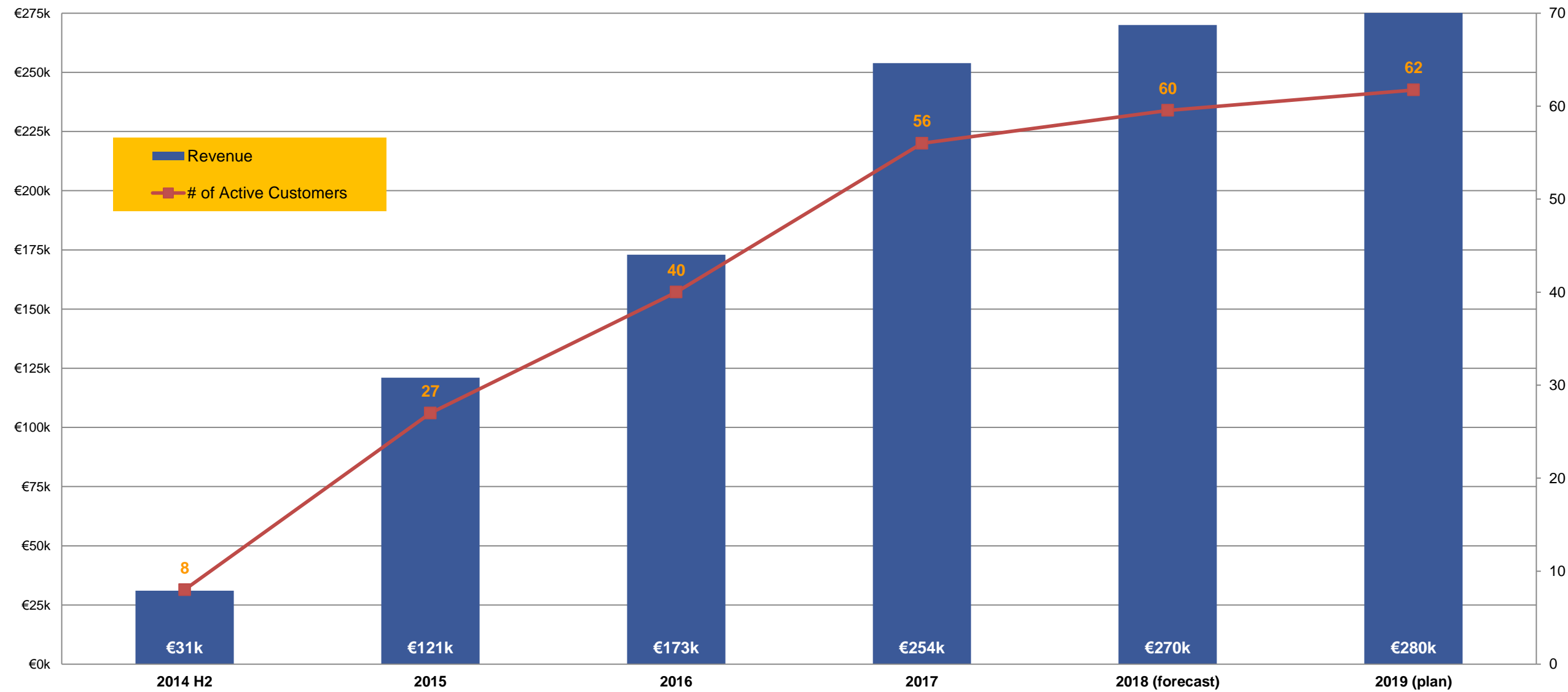
137

Recruited People (Social marketing)

15

Managed brands/customers (AdWords)

Years of continuous growth



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				

Some of our customers, #2

(www.primobonacina.com/customers)

IT VARs, System Integrators, Resellers					Consultancy	Software Factories	Manufacturing/Finance, Chemical, Energy, Beauty	Education, No Profit, Other	

They had a word of appreciation for us (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, Aditinet	 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 Appian 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 Propers, 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 Zanotto, 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	 Marco Ferlenghi, Sales & Marketing Mgr, Lande Italy	 Donatella Callerio, Talent Acquisition Manager, HR for ICT/HR People, Organizational for Finance, Magneti Marelli	 Emanuela Vitale, Sr. IT Recruiter	 Francesco Michea, Partner, YourCEO					

18-month vision

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

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

Fortify positioning as industry & practice leader (blog, events, customers); Focus on Digital 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/ recruiting arena

Keep innovating & anticipating customers in their business journey, giving them the best possible customer experience



Summary: 12 great reasons for choosing PBS

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

1. Specialized



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

2. Comprehensive



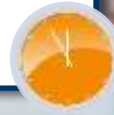
- **Experience and credibility** in the IT/Digital markets
- **Connections & associates**
- **Minimal set-up** needs
- **Seniority**
- **Consistency**

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 yet another consultant*
- Ready for teaming 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** where you trust we can add value
- **Agile**, customizable approach: *you should focus on your 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 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
- Years of **continuous growth**

11. Safe & Measurable



- Cost-contained
- Reduced entry point: start-up + result-based success fee
- **All costs included**, unless explicitly agreed: no hidden charges/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!



Primo Bonacina

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