

PBS - Primo Bonacina Services

Introducing the
Digital, Actionable, Measurable
consultancy firm



updated: August 2, 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- Our web/social/e-commerce **presence** is **unattractive, difficult to maintain, outdated**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



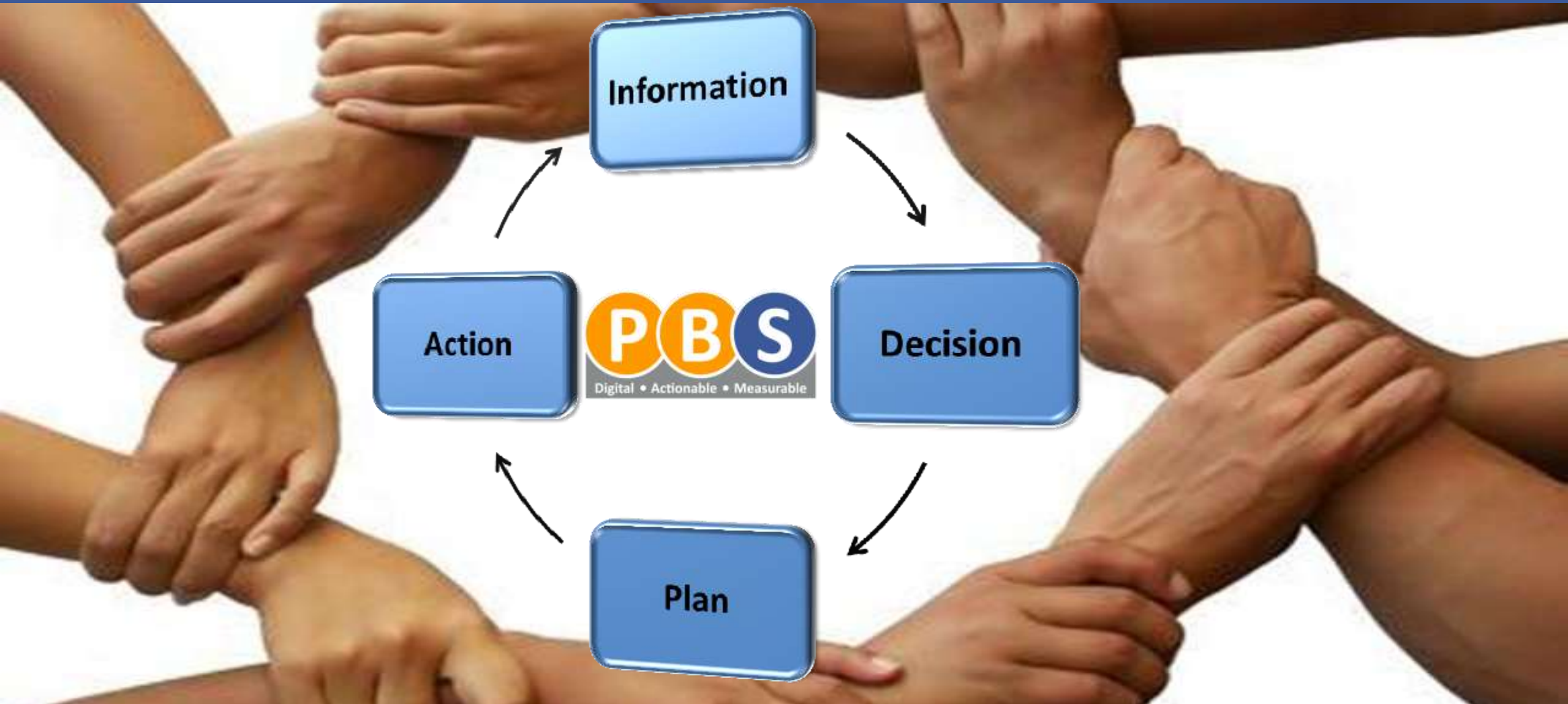
PBS in 4 simple concepts



Who are our customers



We offer 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
- No set-up needed

Measurable

- Project-specific plans
- Upfront-defined metrics/KPIs
- Fees charged upon Success

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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A 7-area portfolio provides a comprehensive set of services (www.primobonacina.com/services)



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/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
- Content Curation
- 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

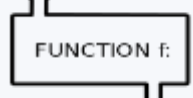
6. Marketing



Our top-selling service (*Social Marketing applied to Recruiting*): Your recruiting needs solved in 12 days. Or your money back

Your recruiting needs

INPUT x



Social marketing activities for a
maximum of 12 working days

OUTPUT $f(x)$

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

€800k

Revenue since foundation

1.2M

WWW site ranking (top 0.1%)

130

Customers

12

Countries of business

17

Managed companies (Social Media)

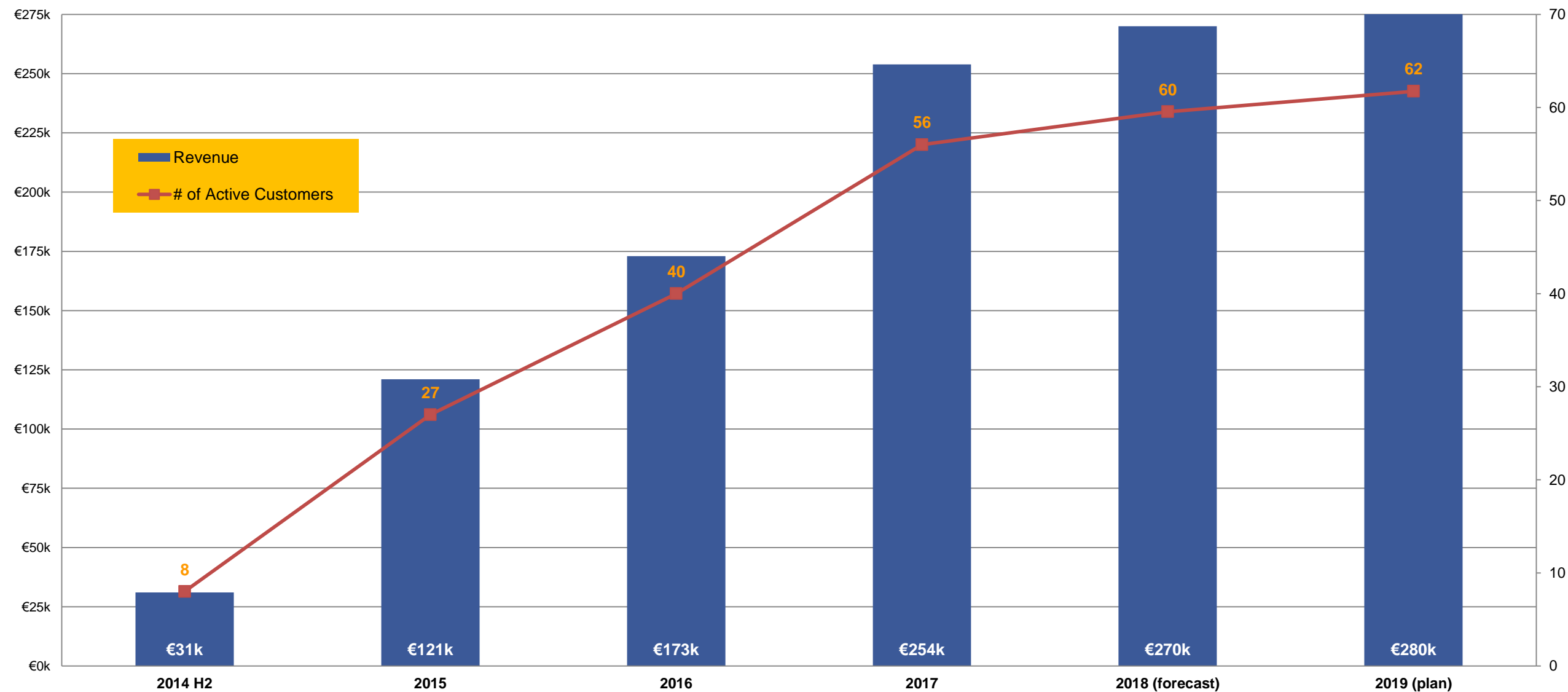
144

Recruited People (Social Marketing)

15

Managed brands/customers (AdWords)

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, SEO		Games, Publishing, Events, Online
								
								
								
								
								
								
								



Some of our customers, #2

(www.primobonacina.com/customers)

IT VARs, System Integrators, Resellers						Consultancy	Software Factories	ManufacturingFinance, 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 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, EDSian (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		Barbara Hainzl, Sales & Marketing Specialist, EDP4YOU		Francesco Cristofori, Project & Pre-Sales Manager, AD Consulting						

Our 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



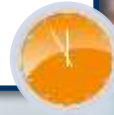
- **Experience and credibility** in the IT/Digital markets
- **Connections & associates**
- **Minimal set-up** needs
- **Seniority**
- **Consistency**

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!



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