

# PBS - Primo Bonacina Services

Introducing the  
**Digital, Actionable, Measurable**  
consultancy firm



*updated: November 2018*

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

[www.primobonacina.com](http://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**, (new) customers
- **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**
- Not enough **visibility** on the market: *they don't talk about us*; The **press** doesn't talk about us
- Our **brand** is unattractive, we don't **convey our message at best**
- **Marketing activities** cost too much, take much time, do not execute/measure well, **do not lead to business**
- Our web/social/e-commerce **presence** is **unattractive, difficult to maintain, outdated**
- 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 & IT  
Players that want  
to expand,  
improve, make  
more flexible  
their business**

Organization,  
people,  
process,  
project  
effectiveness

Sales,  
business  
development,  
channels, end-  
user touch

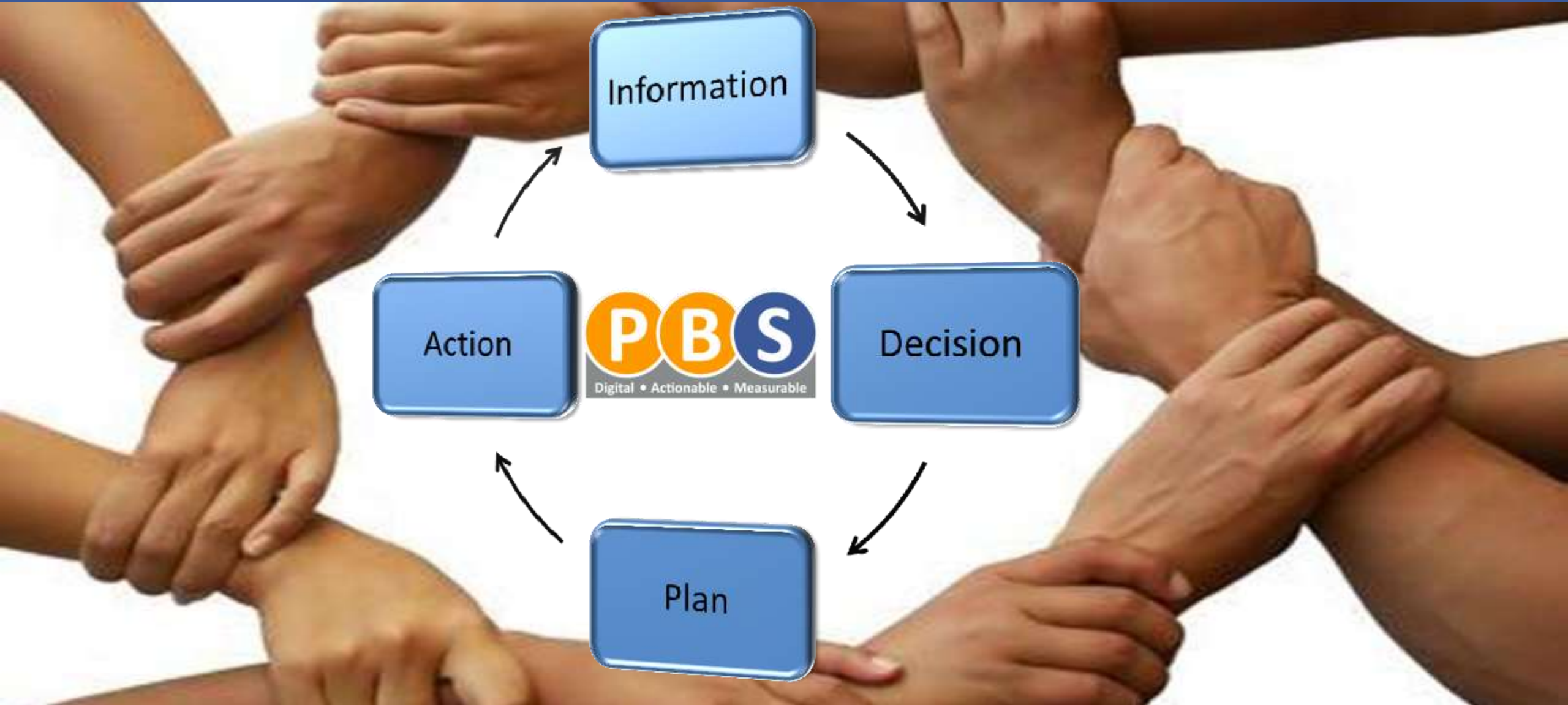
Lead  
generation/  
qualification,  
new channels/  
sectors, e-  
commerce

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

# 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](http://www.primobonacina.com/services))



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

- Territory coverage
- Key Account Management
- Channel management & 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
- Fractional Executive (Temporary/Part-time Management)
- Business Planning
- Support to mergers and acquisitions

## 2. Management Consulting



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

## 3. Technology



- Social Marketing applied to Recruiting
- Coaching
- People assessment
- CV rewriting
- Incentive plans
- Training: Social Recruiting
- Training: B2B Sales, Presentation Skills, Social Media, 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
- 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!



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



## [ITA] EVENTS

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

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

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

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

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[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



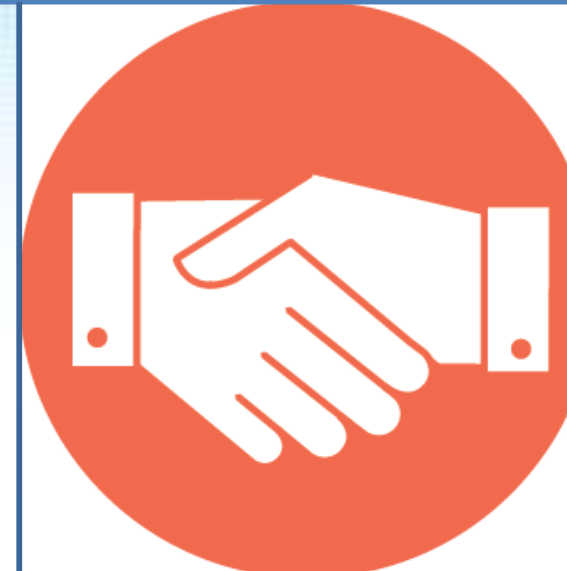
## Start-up of products and initiatives

- Choose the product or solution you want to launch
- We will present it to our network of end-customers /channels via 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/profiling by market, competence, geography
- Preparation/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

- Channel segmentation and portfolio analysis
- Preparation/assessment of launch materials
- Mailers
- 1:1 contacts and meetings
- Screening of most fitting candidates
- Preparation of tailored business plans and agreements
- Initiation of sales & marketing activities



## Enjoy a fresh, appealing web and online presence

- Modern companies must have a crisp/appealing web presence. They must tell a compelling story to their audience
- We build web/blog/e-commerce sites for your company
- We will perform with autonomy (including copywriting), delivering you a 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
- Deliverables: 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



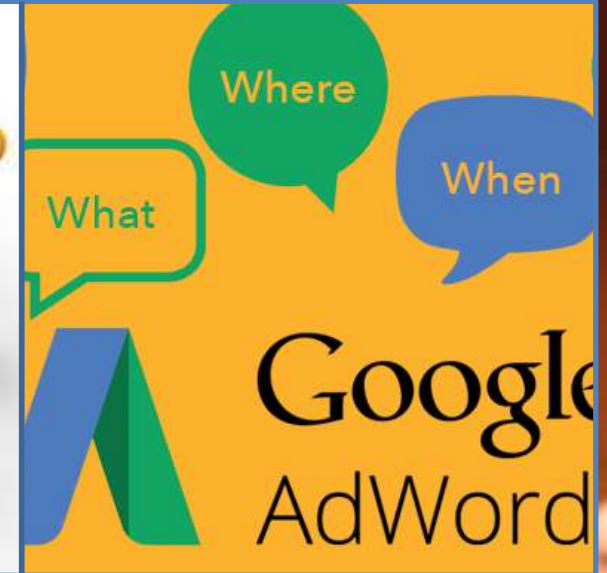
## Enjoy measurable, focused Press Relations and Market Development activities

- 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 Ads: 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

**550**

Transactions

**€254k**

2017 revenue

**€850k**

Revenue since foundation

**1.2M**

Top WWW site ranking

**140**

Customers

**12**

Countries of business

**17**

Managed companies (Social Media)

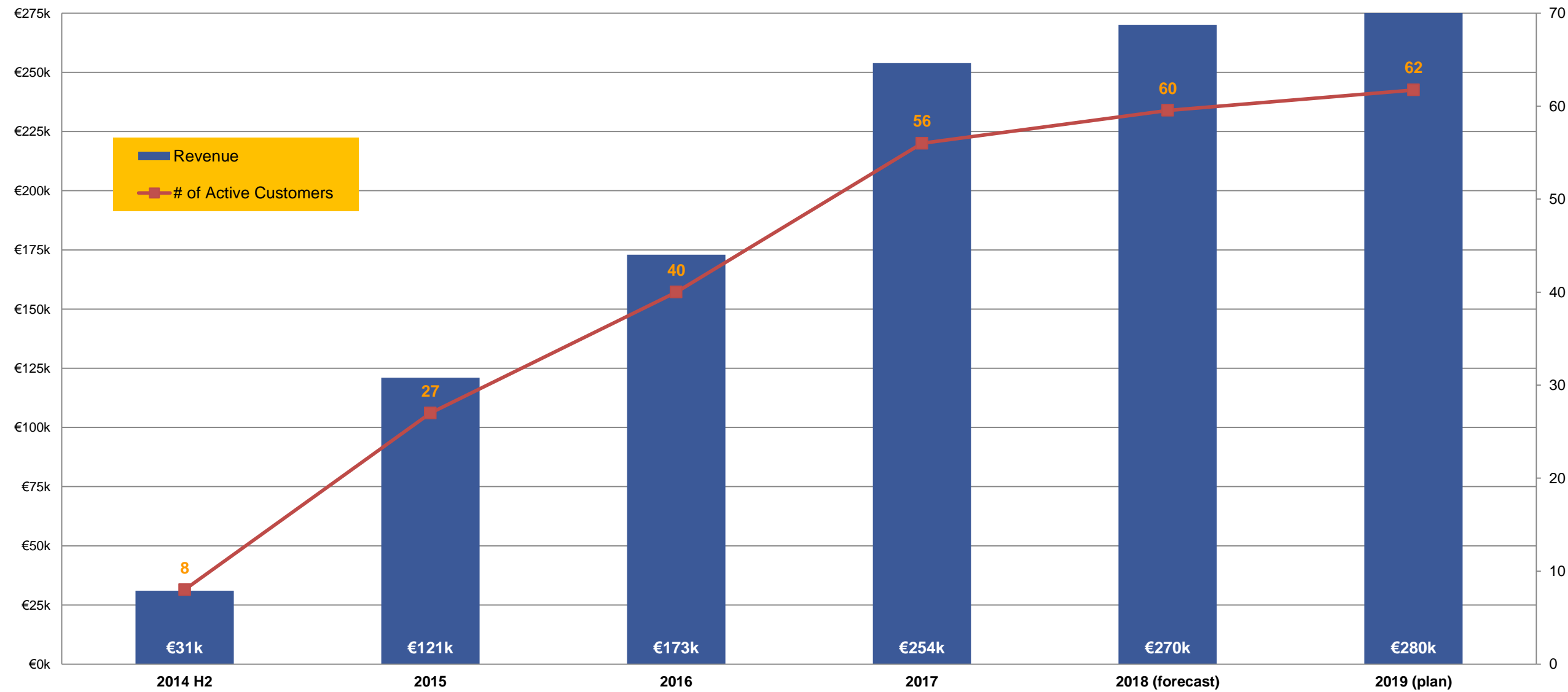
**140**

Jobs posts (Social Marketing & Recruiting)

**18**

Managed brands/customers (Google Ads)

# Continuous growth



# Customers in 12 countries

([www.primobonacina.com/customers](http://www.primobonacina.com/customers))



# Some of our customers, #1

([www.primobonacina.com/customers](http://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](http://www.primobonacina.com/customers))

IT VARs, System Integrators, Resellers					Consultancy	Software Factories	Manufacturing	Finance, Chemical, Energy, Beauty	Other	

# They had a word of appreciation for us

([www.primobonacina.com/appreciations](http://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 group	 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, EDSlan (Esprinet group)	 Vittorio Faticoni, President, Faticoni SPA	 Sergio Blengini, President, Informatica System	 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 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 Innovation, HR, Digital*

*Keep conceiving, developing new, state-of-the art, innovative, 100%-digital 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, 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, execution, measurable value

## 1. Specialized



- **Several IT/Digital areas & technologies**
- **Wide set of services**
- From **strategy to execution**
- Network of certified **associates**

## 2. Comprehensive



- **Experience & 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 up 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: *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 information is 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**: 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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