

# PBS - Primo Bonacina Services

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



updated: April 2019

# Agenda

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

# Do you feel any of these challenges?



- Not enough **revenue/growth, (new) customers**
- **Lead generation/qualification** are challenging; We need **sales leads**
- We don't enjoy a **relationship** with some **key players**
- It's difficult/time-consuming to **launch new initiatives**
- Our products/solutions are **not channel-ready**
- We need to **understand the right channels** & their potential, we need **loyal & 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 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- Our web/social/e-commerce **presence** is **unattractive, difficult to maintain, outdated**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, we don't have the time/skills to make it happen
- We need to **translate** video/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 & Managing Partner of PBS

Managed BUs, companies, regional organizations: sales, channels, marketing, services, support teams

Successful in large international organizations, local companies & own consultancy firm (2014)

Top roles at vendors (3Com, Acer, Microsoft) & channels (Magirus/Tech Data, Anixter)

**A long-standing protagonist in the IT & Digital sectors**

Broad international experience: Italy, EMEA (Paris, London)

Columnist, speaker, passionate about IT, Business, Digital, Recruiting



# PBS in 4 simple steps

Our sole purpose is to **add value**

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

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

**of Enterprises & IT players**

**P**

**B**

**S**

Digital

Actionable

Measurable

# Our Motto, spelled out

## The Digital

IT & Digital markets  
Addressing Digital-savvy Enterprises  
Innovation through Digital

## Actionable

Experience, credibility  
Established network & Associates  
No set-up needs

## Measurable

Project-specific action plans  
Defined metrics, KPIs  
Fees charged upon success

## Consultancy

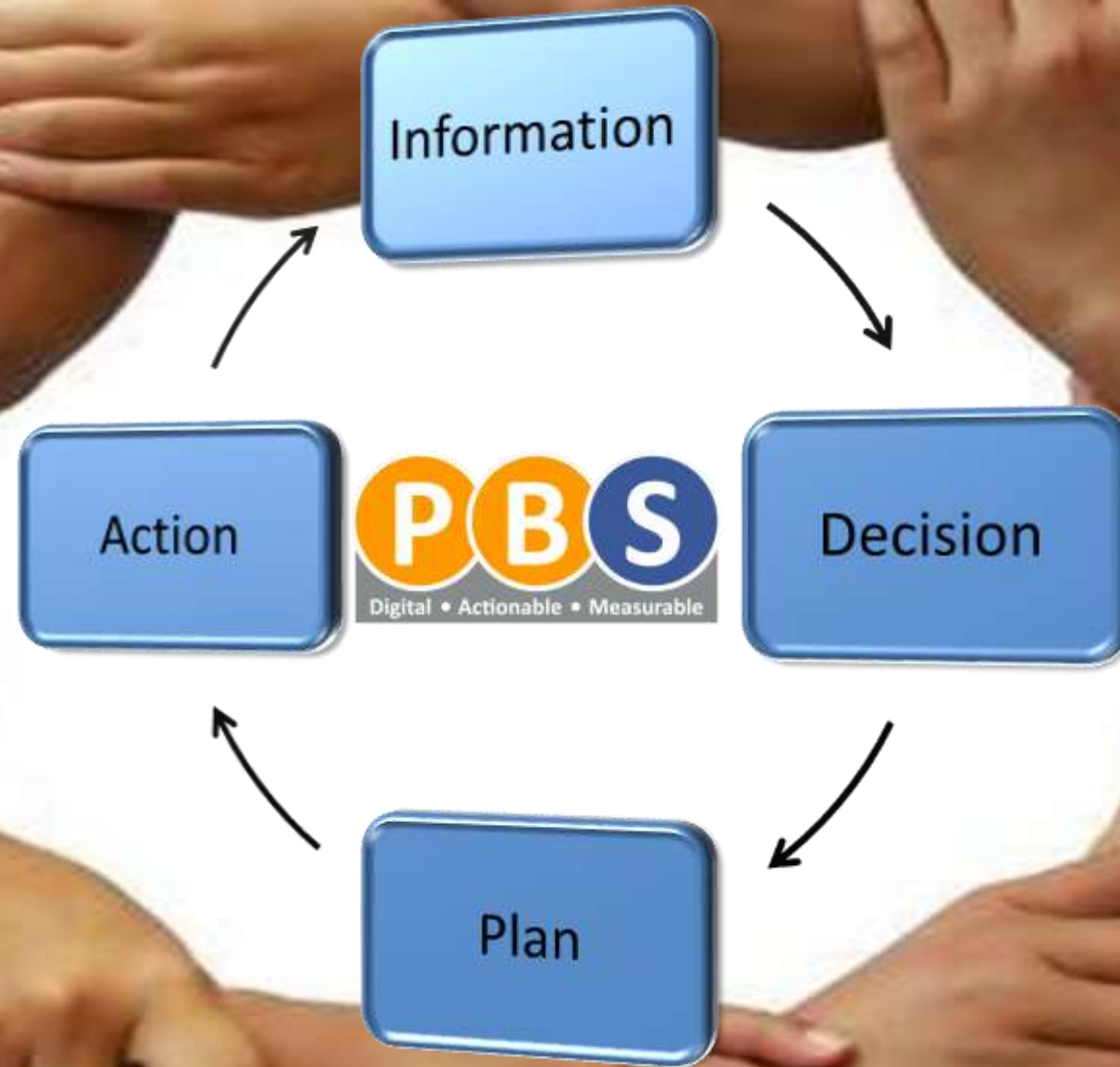
100% consultancy  
Best practices: associates, partners, customers

## Company

Lean as a freelance, powerful as a network



# We just offer «Operational Consultancy»: the virtuous circle of making things happen!



# Who are our customers

**Enterprises/IT  
Players that  
want to expand,  
improve, make  
more agile their  
business**

Sales,  
Business  
Development

Organization/  
people/  
process/  
project  
effectiveness

Lead  
Generation,  
Channels

Recruiting the  
right people at  
the right  
time/cost

Marketing/PR,  
Visibility/  
Brand,  
International/  
Languages

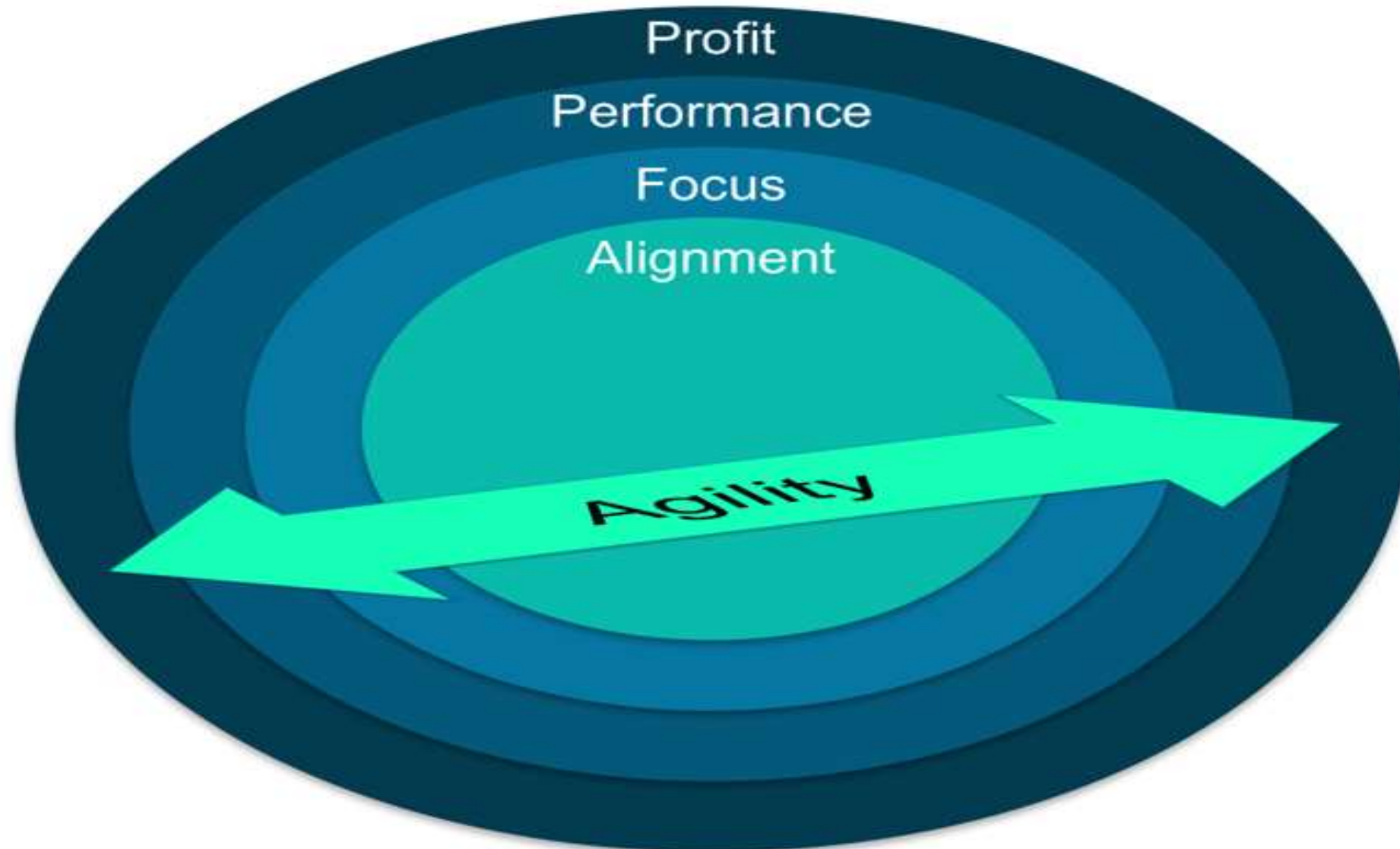
Online  
presence &  
advertising, e-  
commerce



A modern word of wisdom:  
companies that don't constantly reinvent, don't last ...



... therefore CEOs need **Agility via Digital Innovation** to drive growth, profits



# By working together, we help you exercise your Digital Muscles

Digital Media Presence - Digital Recruiting - Digital Advertising - Digital Events - Digital Marketing - Digital Press - Digital Commerce - Digital Lead Generation





# A broad service portfolio provides real consultancy ([www.primobonacina.com/services](http://www.primobonacina.com/services))



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

- Channel Development
- Channel Readiness
- Channel Mapping
- Launching 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 M&As

## 2. Management Consulting



- Market/Technology/Vendor scouting & partnering

## 3. Technology



- “Digital Recruiting”
- CV clinic
- Coaching
- People assessment
- Incentive plans
- Training: Digital Recruiting, Sales, Presentation Skills, Media Relations, Social Media
- Organization & change management
- Project Management
- Purchasing negotiations

## 7. HR & Operations



# Service Portfolio #2: Keynote & Events, Web & Social Media, Other Marketing

- Keynote speaking & Chairmanships
- Opinion columns
- Ghost writing
- Events support & organization
- Apps/sites for events

## 4. Keynote & Events



- Web site design
- E-commerce sites
- Online Product Catalogs
- Community Sites/Groups
- SEO
- Online advertising
- Social Media Management
- Content Curation
- E-mail newsletters
- Infographics
- Blogging & Storytelling

## 5. Web & Social Media



- Marketing check-up
- Marketing strategy & execution
- Press/Media Relations
- Brand/Sentiment analysis
- Success Stories
- Language services
- Company visuals
- Naming & Taglines
- Presentation materials
- eBooks
- Videos

## 6. Marketing



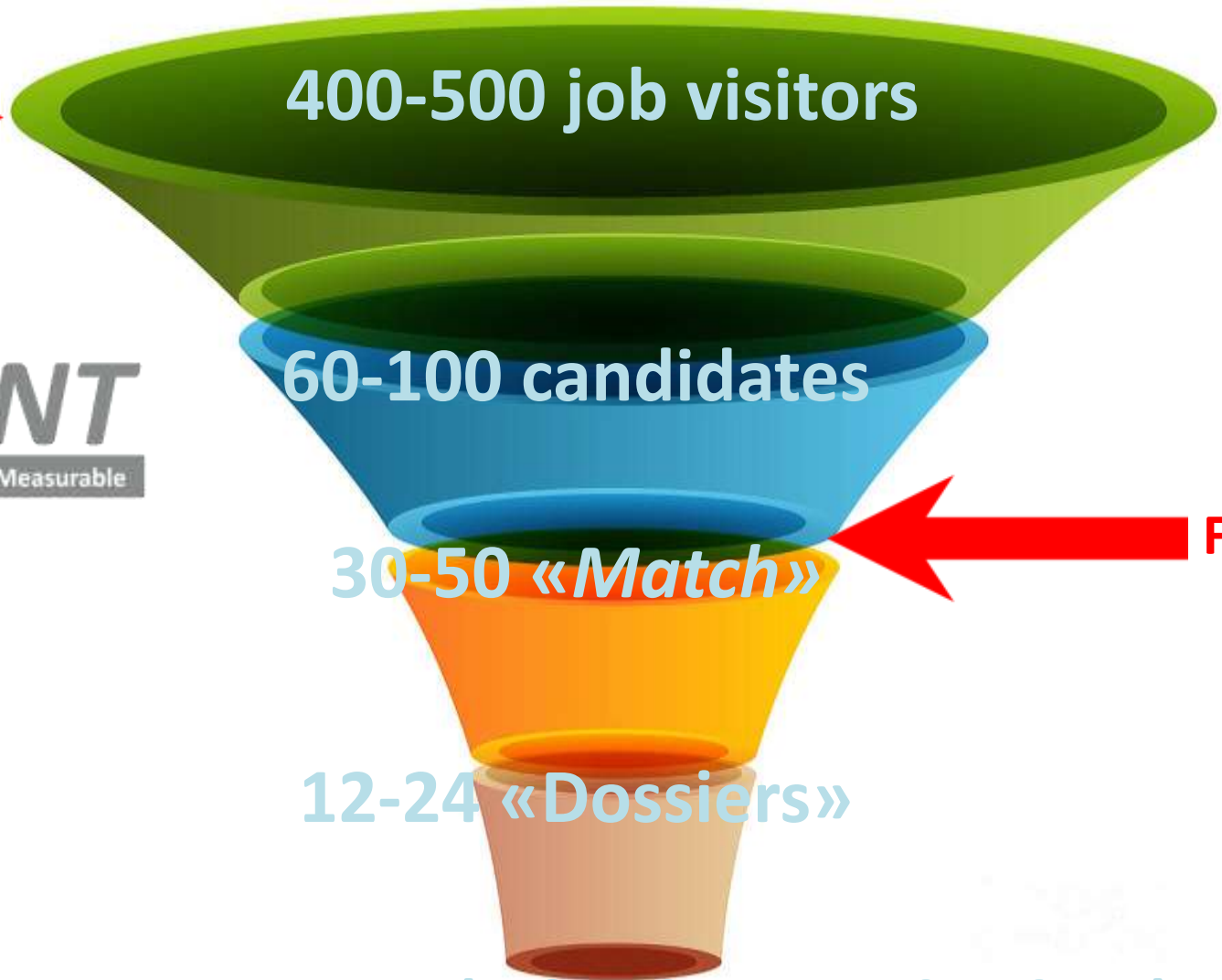
# Digital (Marketing applied) to Recruiting is our top-selling service: your recruiting needs solved in days. Or your money back!





# «Digital Recruiting» is comparable to lead generation: candidates' journey is rapid, predictable, compelling for all stakeholders

Copywriting, Databases, Advertising

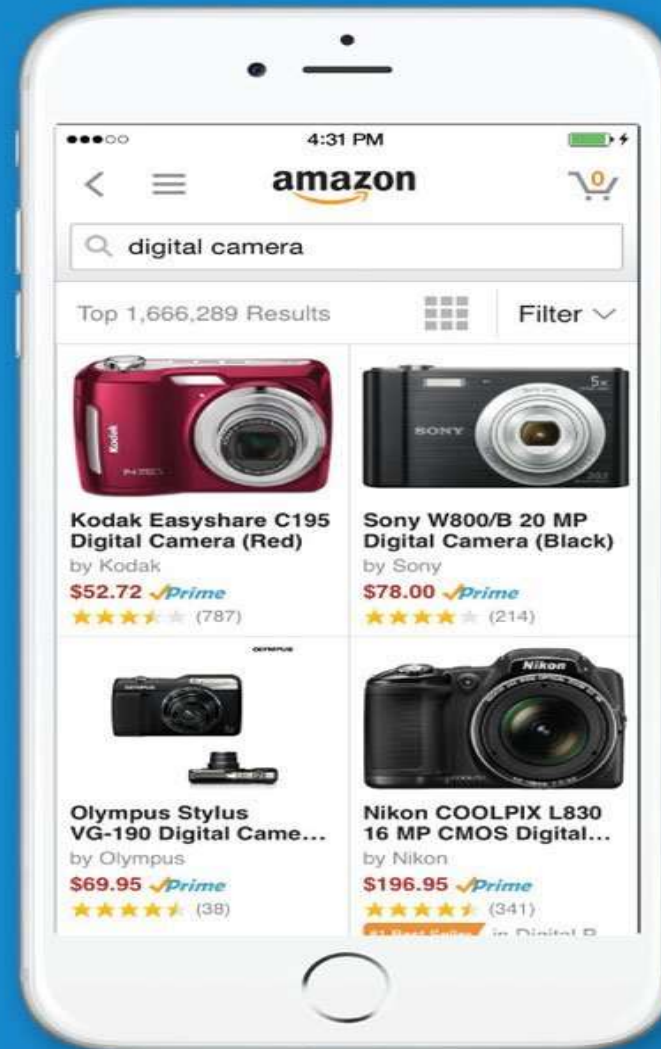


Filters

1:1 interviews (6 finalists + 6 backup)

# «Digital Recruiting» reinvents the traditional recruiting market, as Amazon did for retail

- Shopping via Amazon is ...
  1. Fast, Rapid
  2. Led by Software, App, AI, Big Data
  3. Predictable: expectations are set and very often met
  4. In constant touch: app, continuous communications, tracking
  5. Comes with personal touch: preferences, recommendations, habits, suggestions, reviews
  6. Price competitive
  7. Works 24 hours/day
  8. Well-Assisted: customer service is just a click/call away
  9. Convenient for all involved parties (Amazon, customer, seller, courier)
  10. Delivering actual results: package is quickly delivered «in the real world» and customer are able to enjoy it
- The **10 points above** apply to Digital Recruiting as well
  - **Digital marketing techniques are reinventing Recruiting as Amazon reinvented Retail**



# Keynote Speaker, Chairman, Trainer: focus on Innovation & Digital ([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



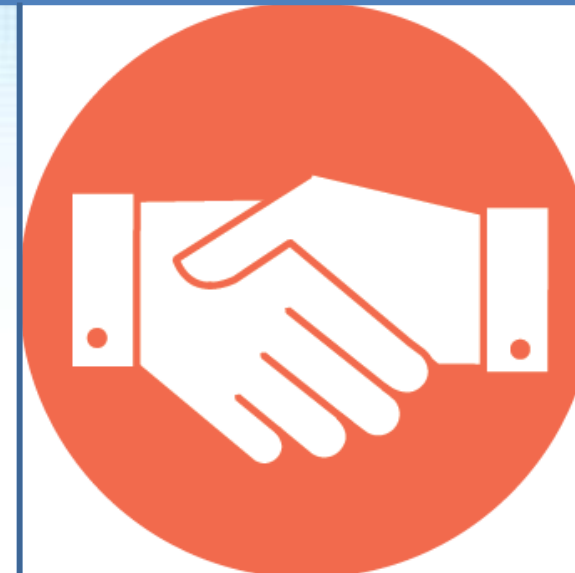
## Start-up of products & initiatives

- 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 & other events
- 1:1 contacts & meetings: 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 & meetings: follow-up process to secure maximum returns



## Identify, sign, start up the best channel partners

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



## Enjoy a fresh, appealing web & online presence

- We will 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 & online marketing automation

# How to take benefit of PBS: some more ideas



## Company assessment: identify improvement areas, define your path towards success

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



## Enjoy measurable, focused Media Relations activities

- Creation of interviews, press releases, events, success stories, testimonials
- Copywriting: checking/producing releases, collaterals, presentation materials
- Delivering of press releases to focused distribution lists, even at regional/sector level
- Blogging, online visibility
- Press presence/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, interaction levels
- On most major social platforms



## Google Ads: your advertising presence

- Defining budgets, target, demographics, success factors
- Building landing pages, advertisements, campaigns, keywords/stopwords, & perform advertising for you
- Regularly measuring & fine-tuning the initiative: continuous review of keywords & stopwords, cost-per-click (CPC) & budget by campaign, dashboard-based reporting
- Fixed, all inclusive cost

# PBS Business Summary

**2014**

Founded

**€1M+**

Revenue since foundation

**100%**

Digital Consultancy

**650**

Transactions

**€290k**

2018 revenue

**70**

Events

**1.2M**

Top WWW site ranking (Alexa)

**180**

Customers

**14**

Countries where we did business

**17**

Managed companies (Social Media)

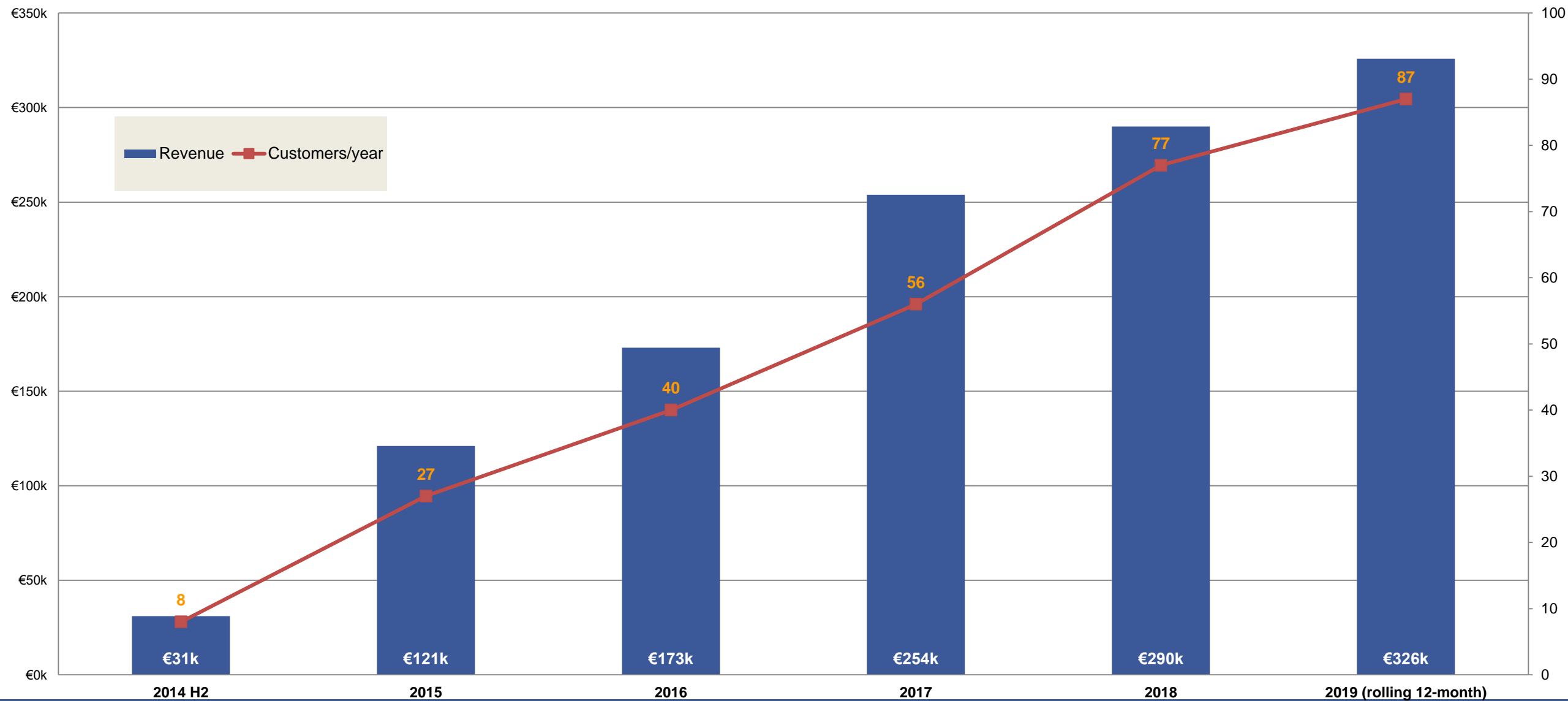
**210**

«Digital Recruiting» (LinkedIn Job Posts)

**23**

Brands/Customers (Google Ads)

# Continuous growth



# Customers in 14 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, Blogs	Publishing, Events, Distribution	Consultancy	Games, Healthcare, Online				

# Some of our customers, #2

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

IT VARs, System Integrators, Resellers					Software Factories			Manufacturing, Finance, Chemical, Energy, Health	Cleaning, Training, No-Profit, Associations	HR, Design, Beauty, Trading, Real Estate, Interiors, Water, Airport Services

# 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	 Mirco Gasparotto, Co-Founder, OSA Community
 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 Ideficio, Board Member at Phloema	 Corina Marcuti, Online Marketing Specialist, Syneto	 Antonella Baldassarre, Marketing Communications Manager Italy, Tech Data	 Gian Maria Masiero, Marketing Manager, SET Group
 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, Ediformat	 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	 Giampaolo Frighetto, Direttore Commerciale, SET Group
 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	 Massimiliano Ruiu, CEO & Owner, Login SRL
 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	 Marco Coppolino, CTO & Owner, Consys.it
 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 Hainzi, Sales & Marketing Specialist, EDP4YOU	 Francesco Cristofori, Project & Pre-Sales Manager, AD Consulting	 Francesco Cellamare, Marketing & Operations Manager, E-Servi	 Valerio Minerò, Executive Consultant & CxO	 Daniele Romani, CEO, AD Consulting	 Roberto Zampese, Innovation Business Solution Architect, Oracle
 Andrea Oldano, Branch Manager, ARKIGEST srl - Agenzia per il Lavoro	 Doris Brotto, Controller, Arroweld Italia SpA	 Carlo Corollo, Former VP HR EMEA, Stanley Black & Decker	 Claudio Paccanaro, Owner, Medical Tourism Italy	 Maurizio Riva, VP EMEA, Quanta Cloud Technology						

# Our vision

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

*Increase & optimize operational capacity (automation, best practices, partnerships)*

*Positioning as practice leader (online, events, customers); Focus on Innovation via Digital*

*Keep conceiving, developing state-of-the-art, innovative digital services*

*Promote PBS Talent as THE practical solution in the digital recruiting arena*

*Keep innovating & anticipating customers in their business journey, giving them the best possible 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**
- **Strategy AND 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 will be defined in **time & scope**
- **No lock-in**

## 4. Time-centric



- **Italy & abroad**
- Expertise across territories & with **global** companies

## 5. International



- Proven **enterprise** culture/ approach: *not yet another consultant*
- Ready for teaming up with your staff

## 6. Hands-on



- **Proactive** approach
- **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 focus on your core competencies & 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 strictly **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 & success**: initiatives will have target metrics/ KPIs
- **Continuous growth**

## 11. Safe & Measurable



- **Cost-effective**
- Reduced entry point: start-up + success fee
- **All costs included**: no hidden charges/overheads
- **No per-day charges**: just per-project quotes

## 12. Affordable



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

