

PBS - Primo Bonacina Services

Introducing the
Digital, Actionable, Measurable
consultancy firm




updated: *December 2019*

Agenda



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

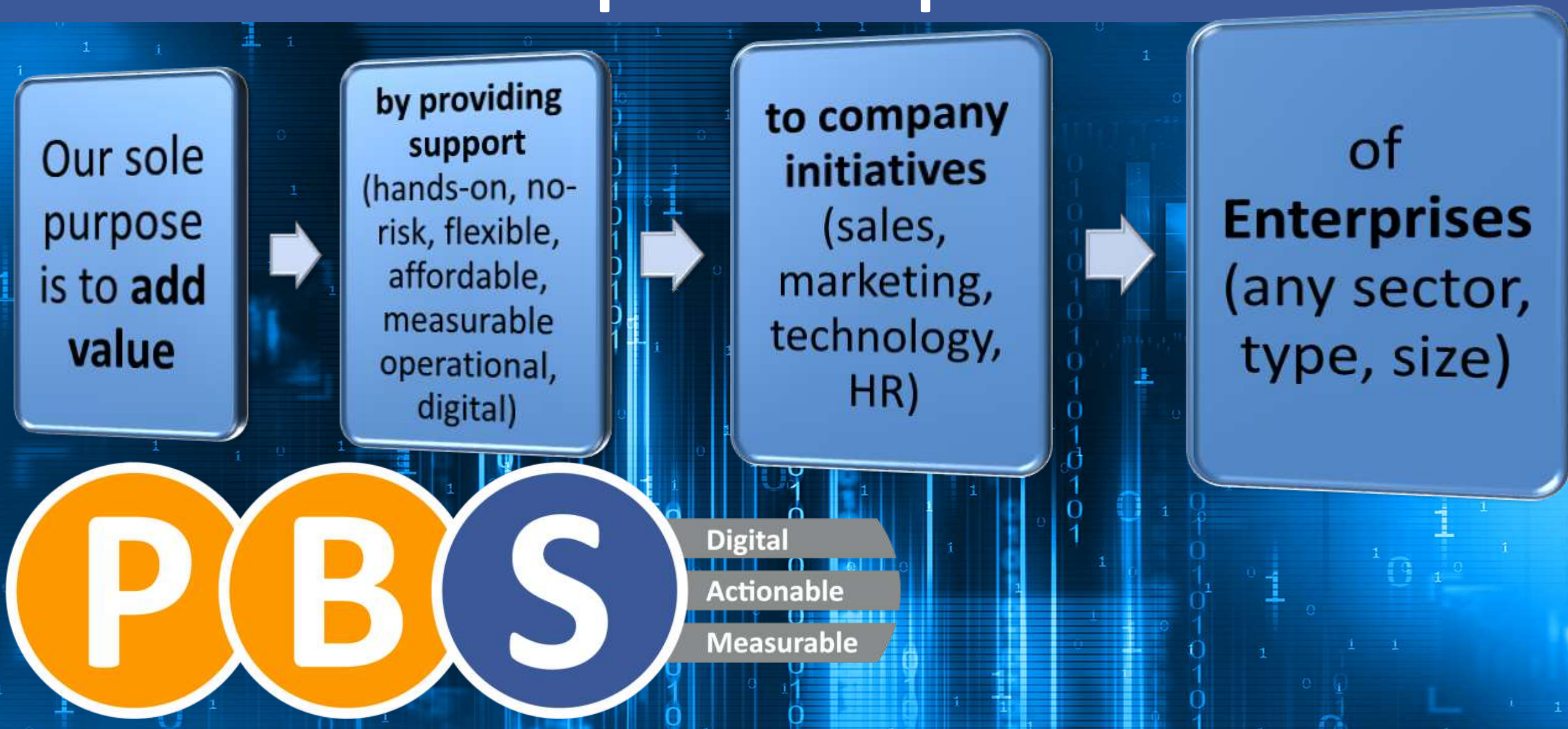
Do you feel any of these challenges?

- 
- 
- 
- 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, **don't 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 - Our web/social/e-commerce **presence** is **unattractive, difficult to maintain, outdated**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 what is needed!**

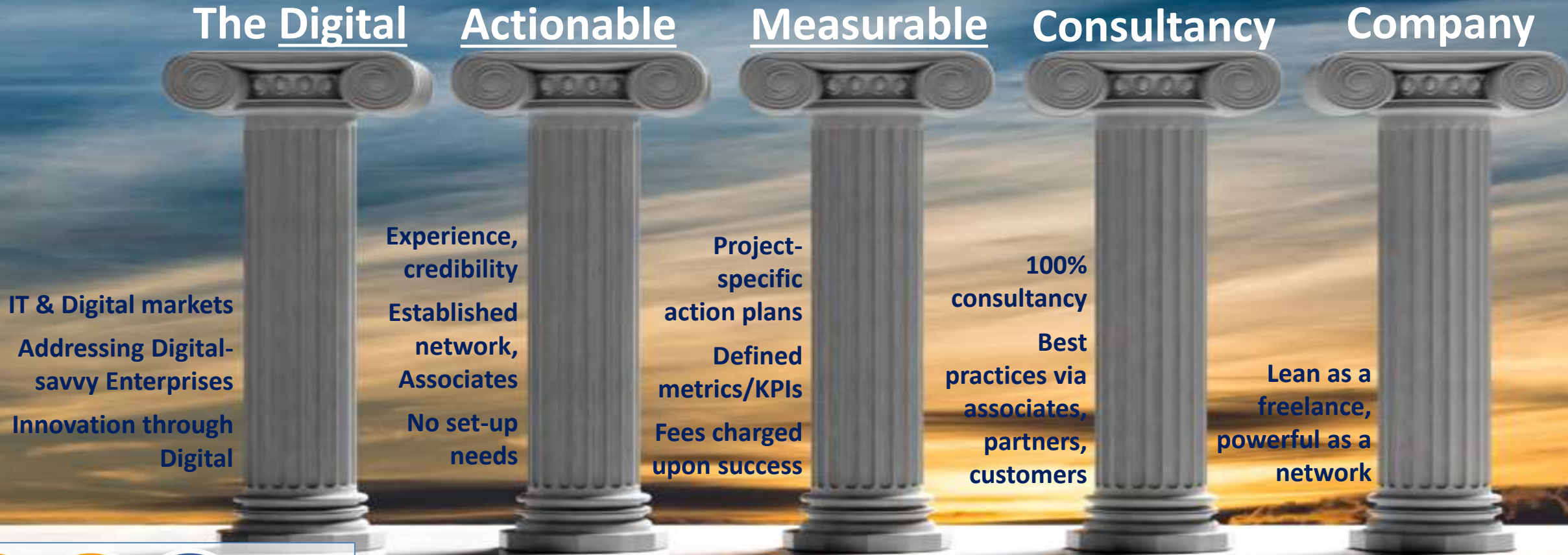
Primo Bonacina, Founder (2014) & Managing Partner of PBS



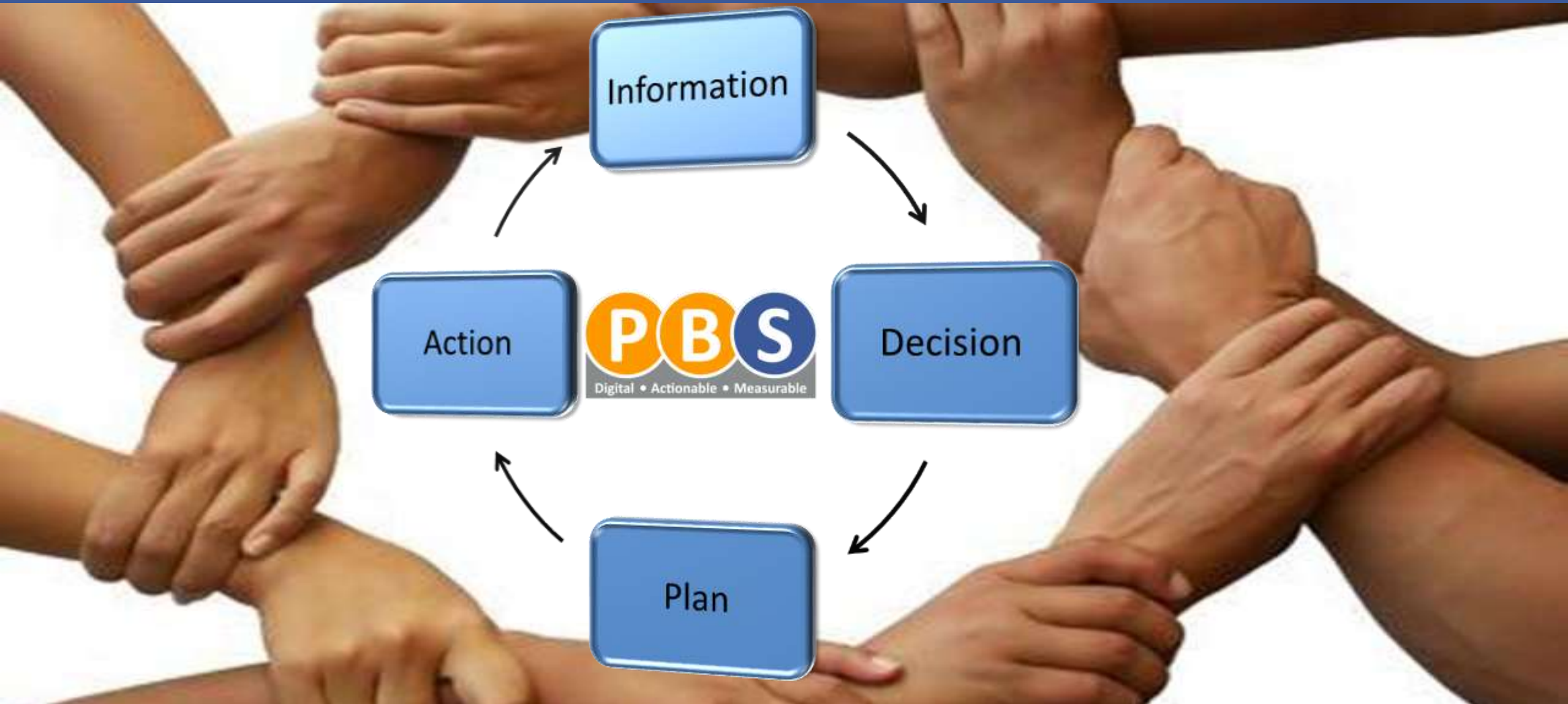
PBS in 4 simple steps



Digital, Actionable, Measurable: our motto, spelled out



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



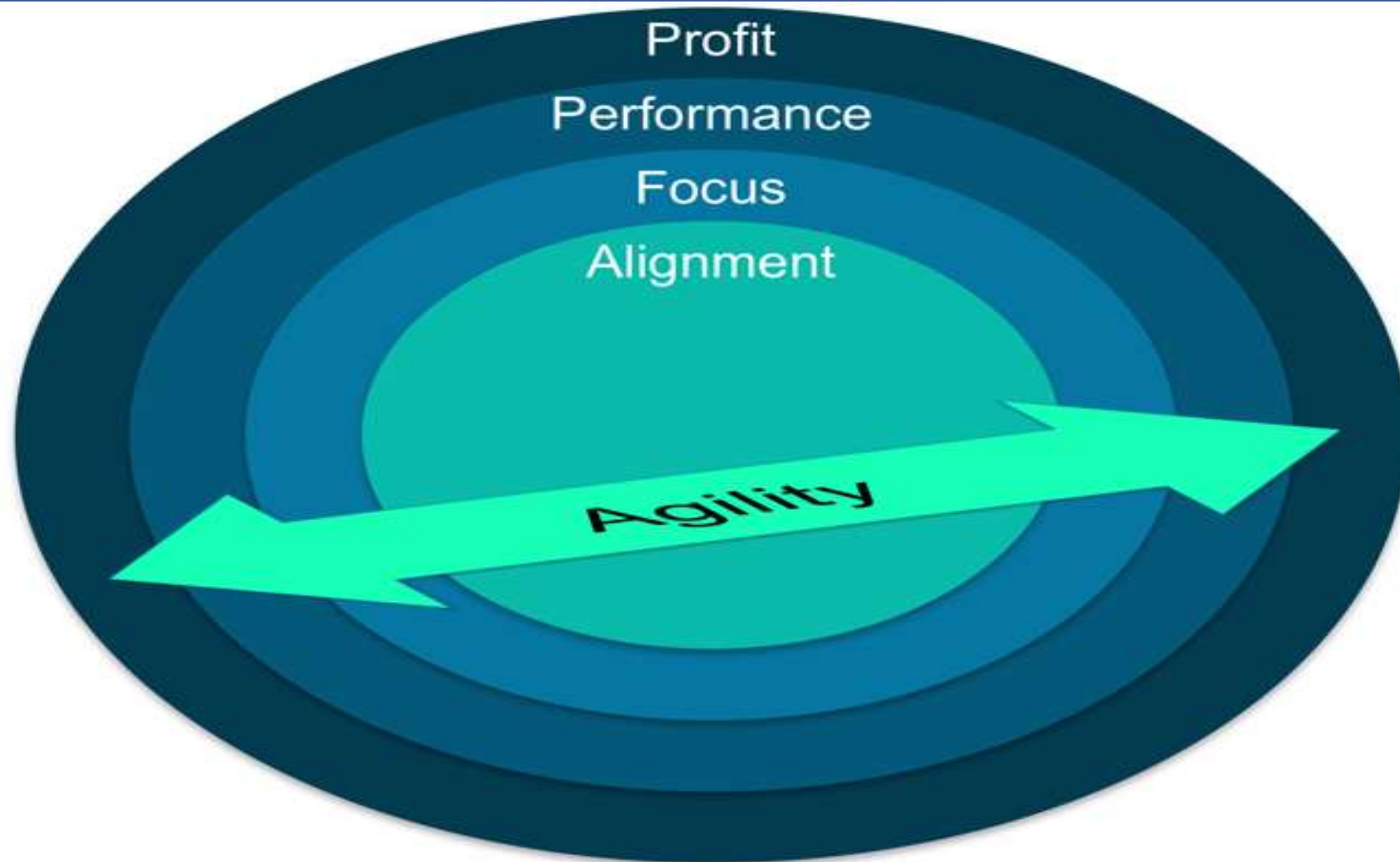
Who are our customers



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



... therefore CEOs need **Agility via Digital Innovation** to boost 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 – Digital Radio



BEST PRACTICE

A broad service portfolio provides real consultancy to companies (www.primobonacina.com/services)



Service Portfolio #1

- Digital Recruiting
- CV clinic
- People assessment
- Incentive plans
- Training
- Organization, Change management
- Project Management
- Purchasing negotiations

1. HR & Operations



- Channel Development
- Channel Readiness
- Channel Mapping
- Launch of initiatives
- Database Profiling
- Lead generation
- Lead qualification
- Customer surveys
- Sales Forecasting

2. Sales Development



- Company assessment/improvement
- Management/operational consultancy
- “Fractional Executive”
- Business Planning
- M&As
- Market/Technology/Vendor scouting & partnering

3. Management Consulting, Partnerships



Service Portfolio #2

- Keynote, Chairmanships
- Opinion columns
- Ghost writing
- Events
- Apps/sites for events

4. Keynote & Events



- Web sites
- E-commerce sites
- Web podcast Radios
- Online Product Catalogs
- Online Communities
- SEO
- Online advertising
- Social Media Management
- Content Curation
- E-mail newsletters

5. Web & Social Media



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

6. Marketing



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

Your recruiting needs

INPUT x

Digital marketing activities for
6-12 working days

FUNCTION f :

OUTPUT $f(x)$

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

PBS
Talent



Digital Recruiting reinvents recruiting, as Amazon did for retail (www.primobonacina.com/talent)

amazon



Amazon reinvented retail:

1. Fast, Rapid
2. Led by Software/Apps/AI/Big Data/Automation
3. Predictable: expectations are well set, (almost) always met
4. Related parties are in constant touch: app, communication, tracking
5. Personal touch: preferences, recommendations, habits, suggestions, reviews
6. Price-competitive
7. 24 hours/day, 7 days/week
8. From anywhere in the world, to anywhere in the world
9. No pressure from sellers: customers can take their time
10. Assisted upon need: customer service is just a click/call away
11. Convenient for all parties: Amazon, customer, seller, courier
12. Delivering concrete results: goods are quickly delivered «in the real world» and customers enjoy them

These 12 points apply to Digital Recruiting as well: Digital practices reinvent Recruiting as Amazon reinvented Retail

«Digital Recruiting» compares to lead generation: candidates' journey is rapid, predictable, compelling for everyone

Copywriting, Databases, Advertising



400-500 qualified job post visitors



60-100 candidates

30-50 «Match»

Filters

12-24 «Dossiers» (company selection)

1:1 interviews (6 finalists + 6 backup)

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

A new initiative: a platform for creating company podcast radio channels w/ NO investment and effort! (www.radioit.it)

Iscriviti ai canali podcast di RADIO IT

Ecco i canali podcast su cui trasmettiamo



Spreaker



Spotify



Apple



Google



Stitcher



Alexa



RADIOIT

LA PRIMA PODCAST RADIO DELL'IT

Some more ideas, #1



Start-up of products & initiatives

- Choose the product/solution 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

Some more ideas, #2



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)



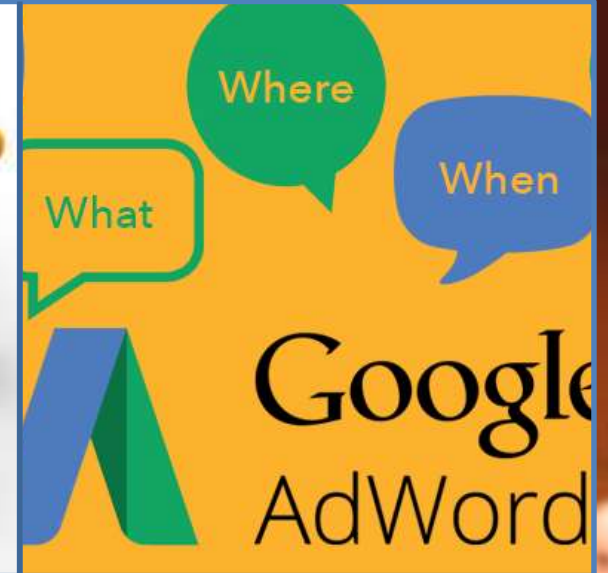
Enjoy measurable, focused Media Relations activities

- 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

Business Highlights

2014

founded

800

transactions

€1.3M

revenue since start

70

events

220

customers

€419k

2019 YTD revenue

14

countries of business

28

brands/customers
(Google Ads)

17

managed companies
(social media)

280

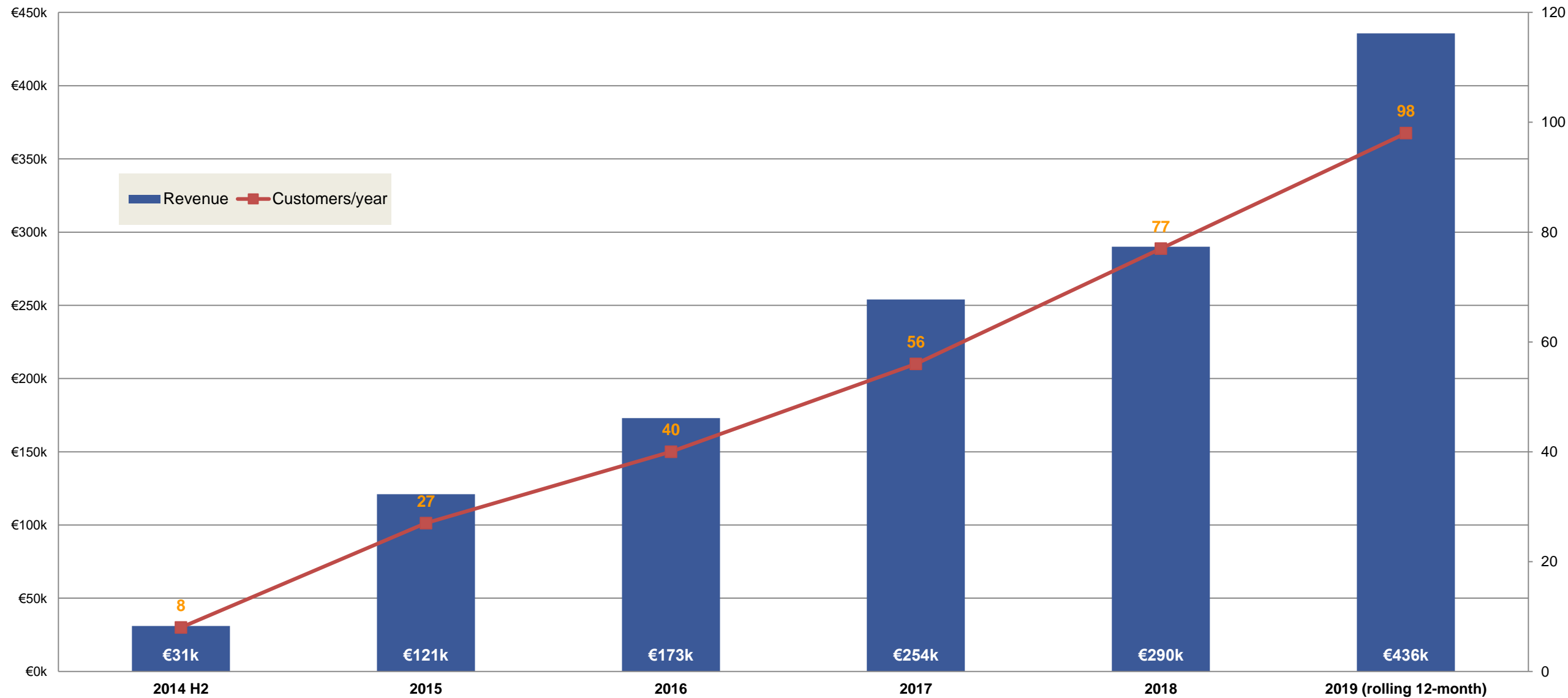
job posts
(digital recruiting)

1.2M

Top Alexa web site rank

Updated: 1/12/19

Constant growth



Customers in 14 countries

(www.primobonacina.com/customers)



Some of our customers, #1

(www.primobonacina.com/customers)

IT Vendors			IT Distributors			Cloud Players, Service Providers	Marketing, PR, Business Development, SEO, Blogs		Publishing, Events, other Distribution	Consultancy, Finance		Games, Healthcare, Online

Some of our customers, #2

(www.primobonacina.com/customers)

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

Words of appreciation

(www.primobonacina.com/appreciations)

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 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 Rui, CEO & Owner, Login SRL	 Nicolò Chialvetto, Responsabile Area Export presso Frandent
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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 (e.g. RADIO IT)

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, sector
- Careful **understanding** of customers' needs
- **Specialization** provides fast, execution, measurable value

1. Specialized



- **Wide set of services**
- **Strategy & 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: *focus on core competencies & outsource as appropriate*
- Careful **listening**, no pre-cooked recipes

8. Flexible



- We won't pick assignments where we can't **add value**
- All information will be strictly **confidential** (NDA)

9. Reliable



- **Bureaucracy-free**
- **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!



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

www.primobonacina.com - slide 31

