Introducing the Digital, Actionable, Measurable consultancy firm
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- Our web/social/e-commerce presence is unattractive, difficult to maintain, outdated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

A long-standing protagonist in the IT & Digital sectors

Managed BUs, companies, regional teams (sales/channels, marketing, services/support)

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

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

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

Broad international experience: Milan, Paris, London
PBS in 4 simple steps

Our sole purpose is to **add value**

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

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

of Enterprises (any sector, type, size)
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 via associates, partners, customers

Company
- Lean as a freelance, powerful as a network

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

www.primobonacina.com - slide 6
We offer just «Operational Consultancy»: the virtuous circle of **making things happen!**
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
Who are our customers

Enterprises that want to expand, improve, make more agile their business

- Sales, Business Development
- Lead Generation, Channels
- Organization/people/process/project effectiveness
- Recruiting the right people at the right time/cost
- Marketing/PR, Visibility/Brand, International/Languages
- Online presence & advertising, e-commerce

Who are our customers?
By working together, we help you exercise your Digital Muscles

Continuous refinement & cross-pollination of modern Best Practices delivers value to our Customers
A broad service portfolio provides real consultancy to companies (www.primobonacina.com/services)
Service Portfolio #1: HR/Operations, Sales, Management, Technology

1. HR & Operations
   - Digital Recruiting
   - CV clinic
   - People assessment, Coaching
   - Incentive plans
   - Training: Recruiting, Sales, Presentation Skills, Media Relations, Social Media, Customer Touch
   - Organization/Change management
   - Project Management
   - Purchasing negotiations

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

3. Management Consulting, Partnerships
   - Company assessment/improvement
   - Management/operational consultancy
   - Fractional Executive (Temporary/part-time Management)
   - Business Planning
   - M&As
   - Market/Technology/Vendor scouting & partnering

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

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

5. Web & Social Media
- Web site design
- E-commerce sites
- Online Product Catalogs
- Online Communities
- SEO
- Online advertising
- Social Media Management
- Content Curation
- E-mail newsletters
- Infographics
- Blogging, Storytelling, Copywriting

6. Marketing
- Marketing check-up
- Marketing strategy
- Press/Media Relations
- Brand/Sentiment analysis
- Success Stories
- Language services
- Company visuals
- Naming, Taglines
- Presentation materials
- eBooks
- Videos
Digital (Marketing applied) to Recruiting is our top-selling service: your recruiting needs solved in days. Or your money back!

Your recruiting needs

INPUT x

FUNCTION f:

Digital marketing activities for 6-12 working days

OUTPUT f(x)

A set of «dossiers» of relevant people willing to be hired by you! Or your money back!
Digital Recruiting reinvents recruiting, as Amazon did for retail

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 will 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.

- 400-500 qualified job post visitors
- 60-100 candidates
- 30-50 «Match»
- 12-24 «Dossiers» (company selection)
- 1:1 interviews (6 finalists + 6 backup)

Filters

Copywriting, Databases, Advertising

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Keynote Speaker, Chairman, Trainer: focus on Innovation & Digital (www.primobonacina.com/events)
A new joint initiative: a platform for creating company podcast radio channels w/ NO investment and effort!
How to take benefit of PBS: some more ideas, #1

<table>
<thead>
<tr>
<th>Start-up of products &amp; initiatives</th>
<th>Expand your solution to new channels</th>
<th>Identify, sign, start up the best channel partners</th>
<th>Enjoy a fresh, appealing web &amp; online presence</th>
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<tbody>
<tr>
<td>• Choose the product/solution to launch</td>
<td>• Reseller segmentation/profiling by market/competence/geography</td>
<td>• Channel segmentation, portfolio analysis</td>
<td>• We will build web/blog/e-commerce sites for your company</td>
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<td>• We will present it to our network of end-customers/channels via mailers, social/web posts, press articles, lead generation activities, webinars &amp; other events</td>
<td>• Preparation/assessment of launch materials</td>
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<td>• We will perform with autonomy (including copywriting), delivering you a web site in a matter of weeks, including e-commerce &amp; online marketing automation</td>
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<td>• 1:1 contacts &amp; meetings: follow-up process to secure maximum returns</td>
<td>• Mailing to focus channels</td>
<td>• Mailers, 1:1 contacts &amp; meetings</td>
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<td>• 1:1 contacts &amp; meetings: follow-up process to secure maximum returns</td>
<td>• Screening of most fitting candidates</td>
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<td>• Preparation of tailored business plans &amp; agreements</td>
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<td>• Initiation of sales &amp; marketing activities</td>
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How to take benefit of PBS: 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/outside 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
Constant growth

Revenue: €31k, €121k, €173k, €254k, €290k, €434k

Customers/year: 8, 27, 40, 56, 77, 96

Customers in 14 countries
(www.primobonacina.com/customers)
Some of our customers, #1
(www.primobonacina.com/customers)

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<th>IT Vendors</th>
<th>IT Distributors</th>
<th>Cloud Players, Service Providers</th>
<th>Marketing, PR, Business Development, SEO, Blogs</th>
<th>Publishing, Events, other Distribution</th>
<th>Consultancy, Finance</th>
<th>Games, Healthcare, Online</th>
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PBS – Primo Bonacina Services: the Digital, Actionable, Measurable consultancy firm
www.primobonacina.com - slide 26
Some of our customers, #2
(www.primobonacina.com/customers)

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<th>IT VARs/System Integrators/Resellers</th>
<th>Software Factories</th>
<th>Manufacturing</th>
<th>Training, No-Profit, Associations</th>
<th>HR, Design, Beauty, Trading, Real Estate, Interiors, Water, Airport Services</th>
<th>Fashion, Health, Energy, Cleaning Services, Agriculture, Chemical</th>
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They had a word of appreciation for us (www.primobonacina.com/appreciations)
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

1. Specialized
   - Just the IT/Digital sector
   - Careful understanding of customers’ needs
   - Specialization provides fast, execution, measurable value

2. Comprehensive
   - Wide set of services
   - Strategy & execution
   - Network of certified associates

3. Ready-to-run
   - Experience & credibility in the IT/Digital markets
   - Connections & associates
   - Minimal set-up needs
   - Seniority
   - Consistency

4. Time-centric
   - Easy to define, quantify, activate, measure, stop, extend
   - Any assignment will be defined in time & scope
   - No lock-in

5. International
   - Italy & abroad
   - Expertise across territories & with global companies

6. Hands-on
   - Proven enterprise culture/approach: not yet another consultant
   - Ready for teaming up with your staff

7. Visible
   - Proactive approach
   - Presence in front of customers, channels, media
   - Blog + social activities

8. Flexible
   - 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

9. Reliable
   - We won’t pick assignments where we can’t add value
   - All information will be strictly confidential (NDA)

10. Easy to partner with
    - Bureaucracy-free
    - Transparent, all-inclusive, detailed, action-oriented approach

11. Safe & Measurable
    - Sharing your risk & success: initiatives will have target metrics/KPIs
    - Continuous growth

12. Affordable
    - Cost-effective
    - Reduced entry point: start-up + success fee
    - All costs included: no hidden charges/overheads
    - No per-day charges: just per-project quotes
Affordable cost, measurable value, NO risk: Connect with us to improve your agility!