

PBS - Primo Bonacina Services

Introducing the
Digital, Actionable, Measurable
consultancy firm




March 2020

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 - Our web/social/e-commerce **presence** is **unattractive, difficult to maintain, outdated**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

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

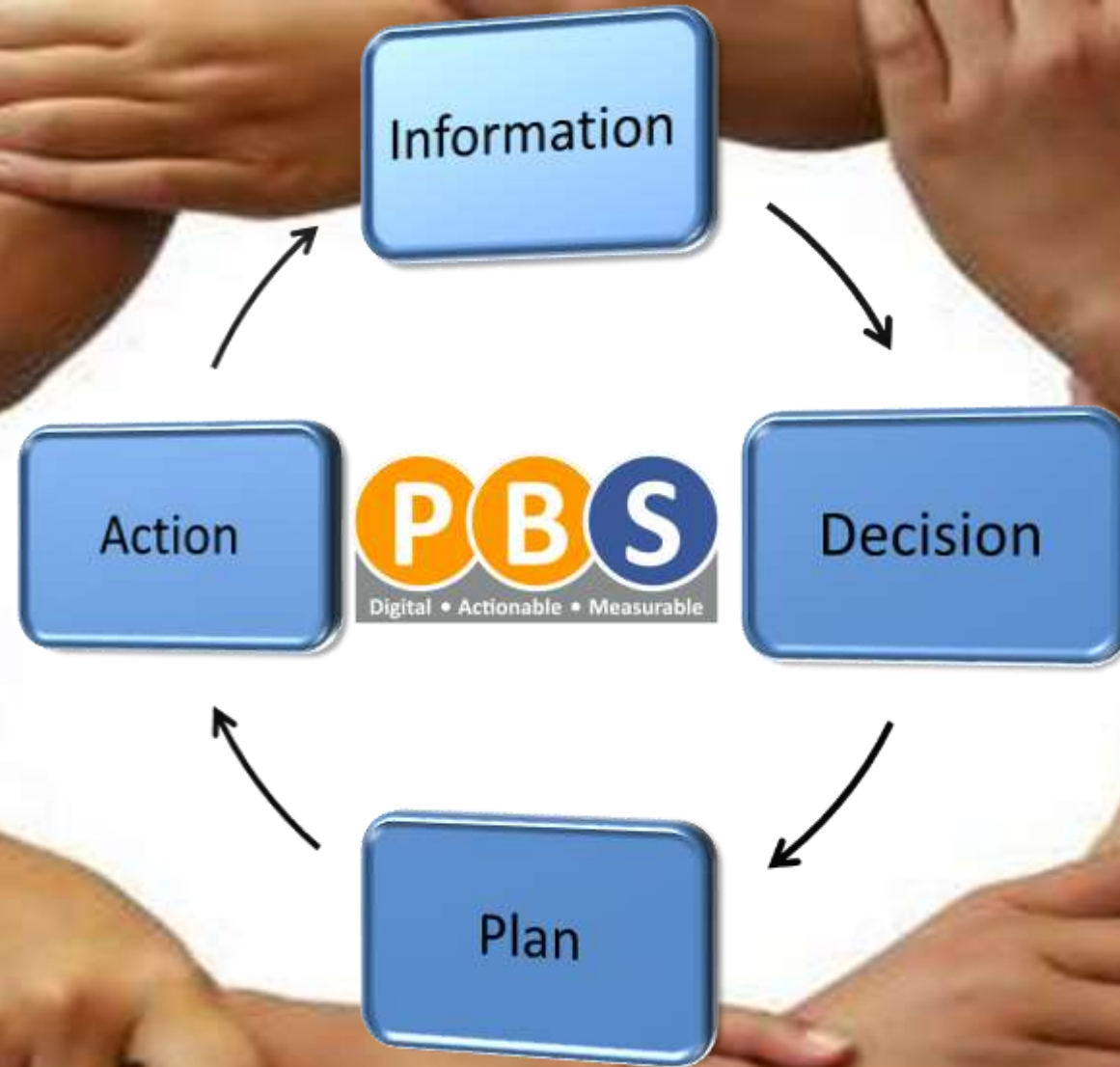
100% consultancy
Best practices via associates, partners, customers

Company

Lean as a freelance, powerful as a network



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



Who are our customers

Sales, Business
Development

Organization/
people/
process/
project
effectiveness

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

Lead
Generation,
Channels

Recruiting the
right people at
the right
time/cost

Marketing/PR,
Visibility/
Brand,
International/
Languages

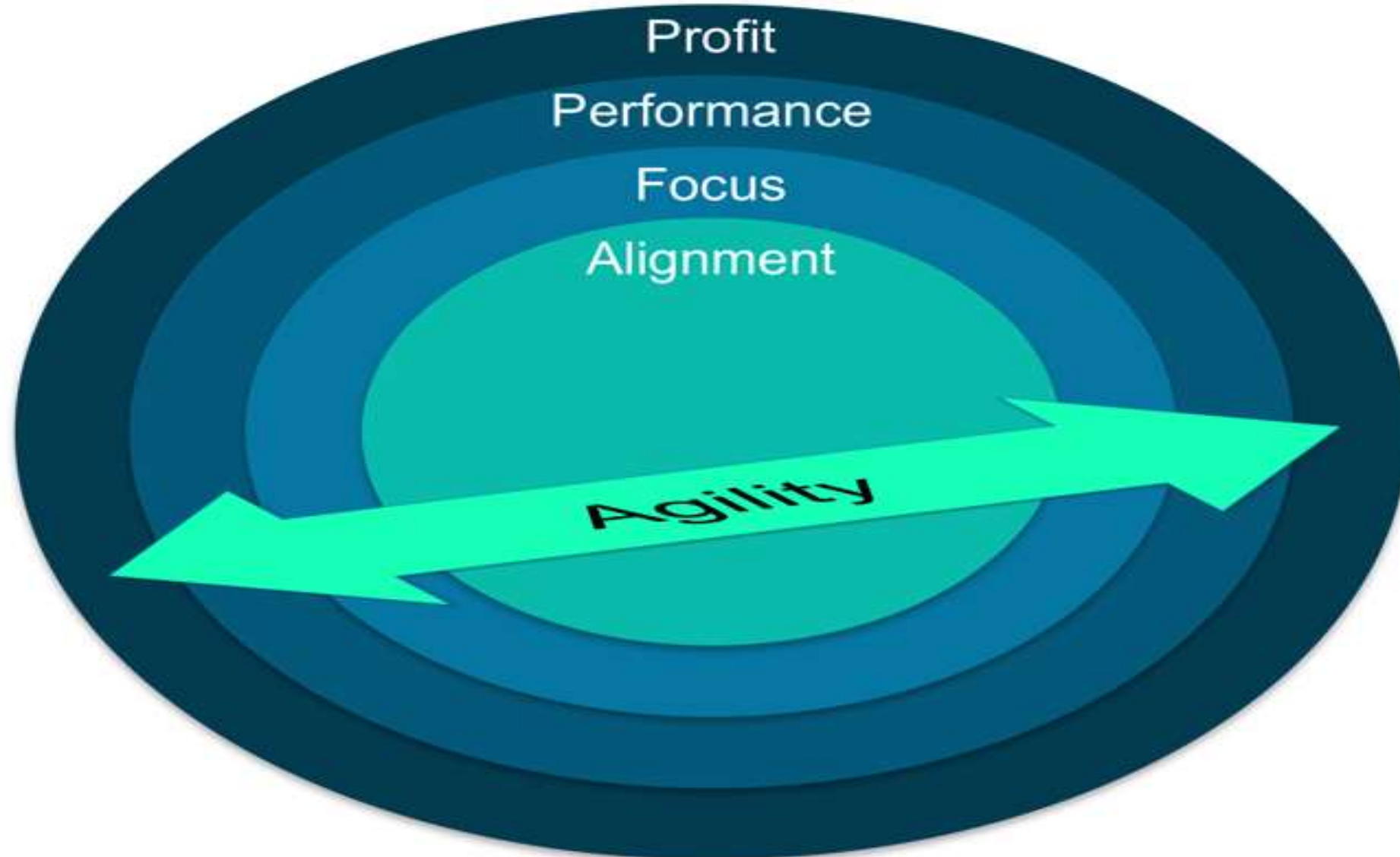
Online
presence &
advertising, e-
commerce



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



... therefore CEOs need **Agility via Digital Innovation** to 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



Continuous refinement & cross-pollination of modern Best Practices delivers value to our Customers



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



- Podcasting
- Web sites
- E-commerce sites
- Web podcast Radios
- Online Product Catalogs
- Online Communities
- SEO
- Online advertising
- Social Media Management
- Content Curation
- E-mail newsletters
- Infographics
- Blogging, Storytelling, Copywriting

5. Web, Podcasting, Social Media



- Marketing check-up
- Marketing strategy
- 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 a top-selling service: your recruiting needs solved in days. Or your money back!



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)



SOCIAL RECRUITING EVENTS



[ITA] WORKSHOP GRATUITO!
L'approccio vincente al Digital Recruiting (Milano TAG Merano, 13 marzo 2020, ore 9:30-12:45)

[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

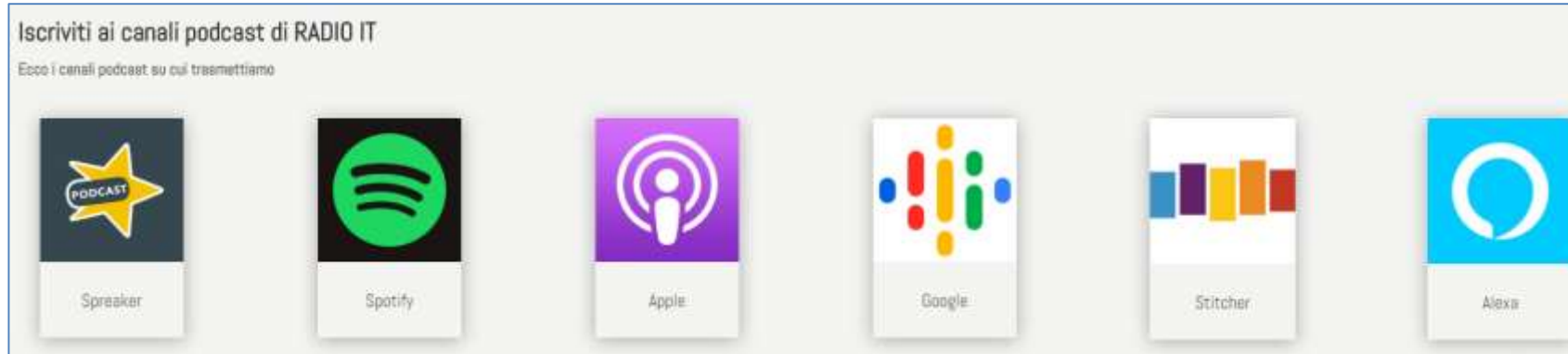
[ITA] [PBS con Obiettivo50] Percorso di cultura manageriale "L'Innovation Manager per la PMI", Milano, 27 e 28 settembre

[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



2019 initiative: a platform for creating company podcast radio channels w/ NO upfront investment and effort! (www.radioit.it)



RADIOIT

LA PRIMA PODCAST RADIO DELL'IT

More ideas, #1



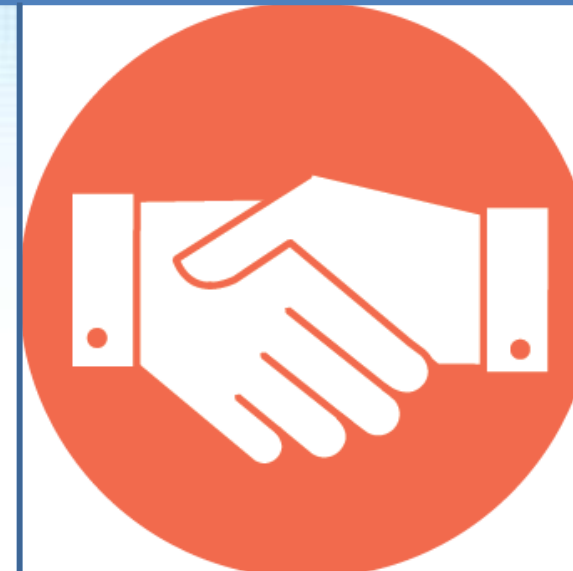
Start-up of products & initiatives

- 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

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

850

transactions

€1.4M

revenue since start

1.2M

Top Alexa web site rank

80

events

230

customers

€458k

2019 revenue

14

countries of business

28

brands/customers
(Google Ads)

17

managed companies
(social media)

290

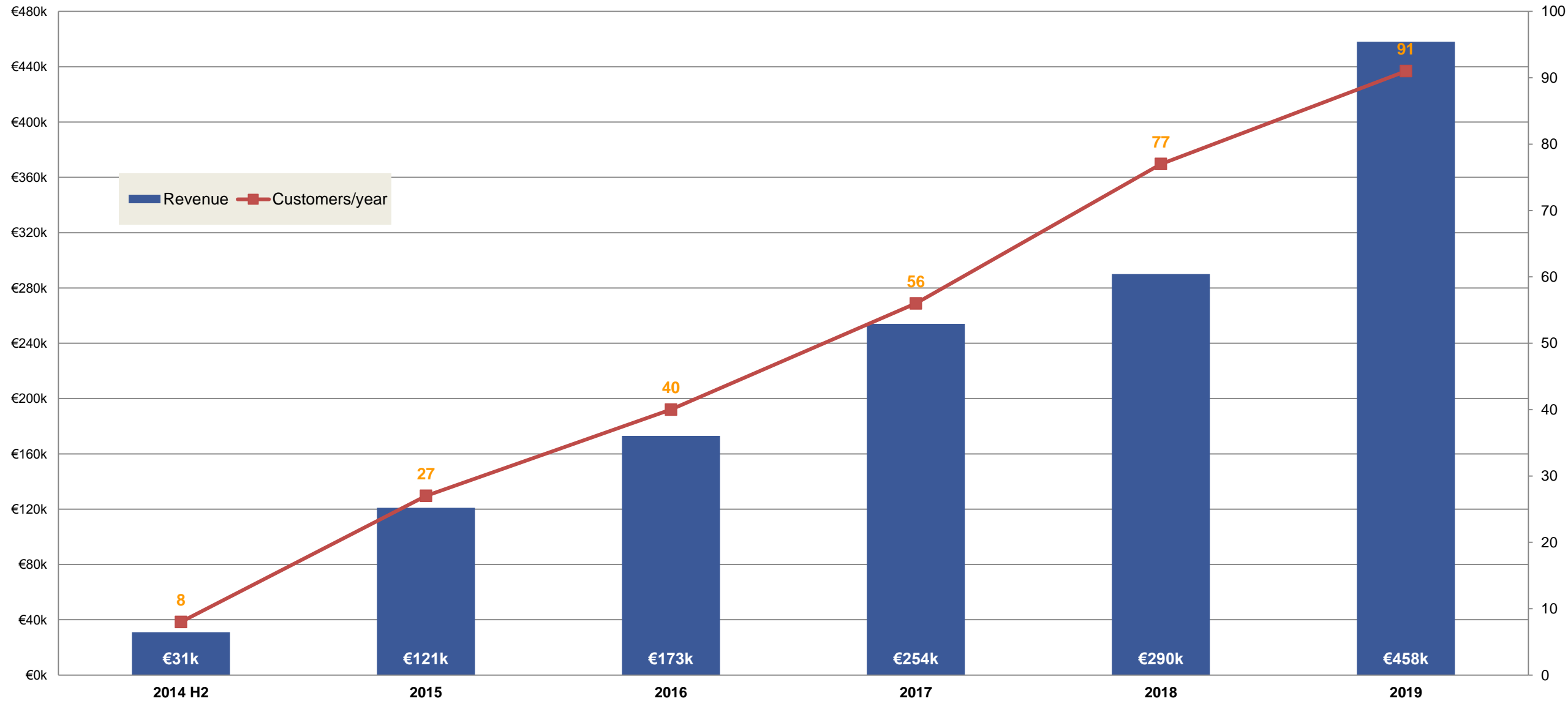
job posts
(digital recruiting)

20k

Podcast listens
(RADIO.IT)

Updated: 20/2/20

Constant growth

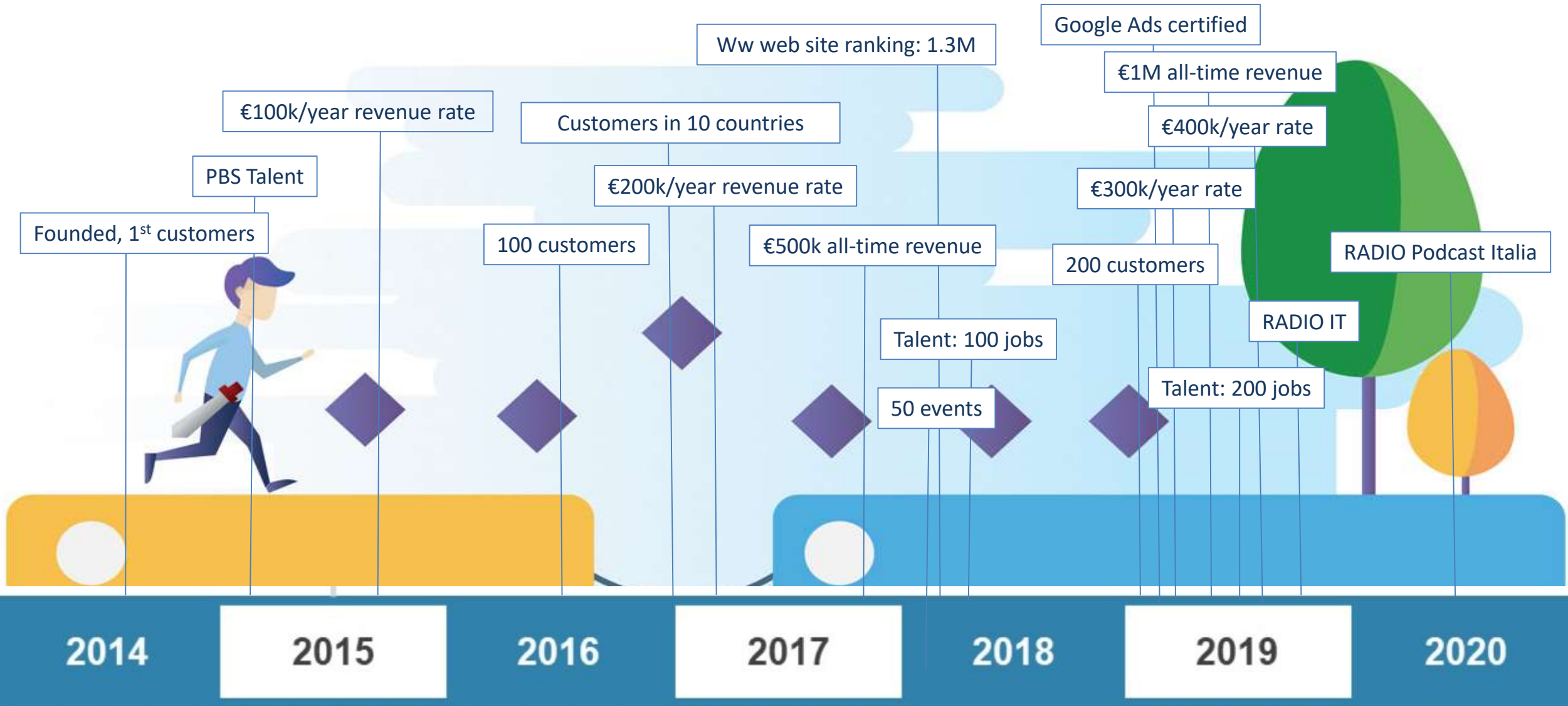


Customers in 14 countries

(www.primobonacina.com/customers)



Major milestones



Some of our customers, #1

(www.primobonacina.com/customers)

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

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, Building Restructuring		

Words of appreciation

(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, Datch Manager Italy, Tech Data	 Mirco Gasparotto, Co-Founder, OSA Community	 Rosario Libraro, CEO, Proxy	 Antonella Cascio, Marketing Manager, NFOF Italia
 Paolo Marsella, CEO, Adinet	 Riccardo Maffioletti, 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	 Gian Maria Masiero, Marketing Manager, SET Group	 Maurizio Aprili, Owner, Vivai Aprili	 Marco Cappella, Country Manager, Acer Italia
 Fausta Pavesio, Entrepreneur, Advisor for Aplian 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	 Pietter 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	 Luca Scanu, Owner, Solarsi	 Salvatore Furnari, General Manager, Farmacia British
 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 Bernabel, Marketing Manager, TechData Advanced Solutions	 Thomas Ferrari, Sales Director, ZeroUno Informatica	 Massimiliano Ruiui, CEO & Owner, Login SRL	 Nicolo Chialvetto, Responsabile Area Export presso Frandent	
 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	 Sandro Pigatti, former Client Sales Executive, Hewlett-Packard Enterprise	
 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	 Francesco Cellamare, Marketing & Operations Manager, E-Servizi	 Valerio Minero, Executive Consultant & CxO	 Daniele Romani, CEO, AD Consulting	 Roberto Zampese, Innovation Business Solution Architect, Oracle	 Angelo Porta, former Client Sales Executive, Hewlett-Packard Enterprise	
 Andrea Oldano, former Branch Manager, ARKIGEST srl - Agenzia per il Lavoro	 Doris Brotto, Controller, Arrowled Italia SpA	 Carlo Corollo, Former VP HR EMEA, Stanley Black & Decker	 Claudio Paccanaro, Owner, Medical Tourism Italy	 Maurizio Riva, VP EMEA, Quanta Cloud Technology	 Carla Popp, Joint Owner	 Marco Pasculli, Managing Director Italy, NFOF	 Daniel Giaconia, CEO, Alta Moda Belt	 Paolo Dal Fabbro, CEO, Kreacta	 Stefano Baldoni, CEO, Sinergy Swiss	 Jimmy Clarini, CEO; Entriage	 Roula Karam, Research & Innovation Analyst at Antares Vision	

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, 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. Wide



- **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

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!



Primo Bonacina
Managing Partner, PBS - Primo Bonacina Services

Phone: +39 334 6381071
primo.bonacina@primobonacina.com
Skype: primo.bonacina
www.primobonacina.com

