

PBS - Primo Bonacina Services

Introducing the
Digital, Actionable, Measurable
consultancy firm



December 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**
- We don't enjoy a **relationship** with some **key market 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- Our web/social/e-commerce **presence** is **unattractive, difficult to maintain, outdated**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



Updated: 13/5/20

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 Enterprise Companies
(any sector, kind, size)



Digital, Actionable, Measurable: our motto, spelled out

The Digital

IT & Digital markets
Addressing Companies
in Digital
Transformation
Innovation through
Digital best practices

Actionable

Experience,
credibility
Established
network
Associates
No set-up
needs

Measurable

Action plans
Metrics,
KPIs
Success
Fees

Consultancy

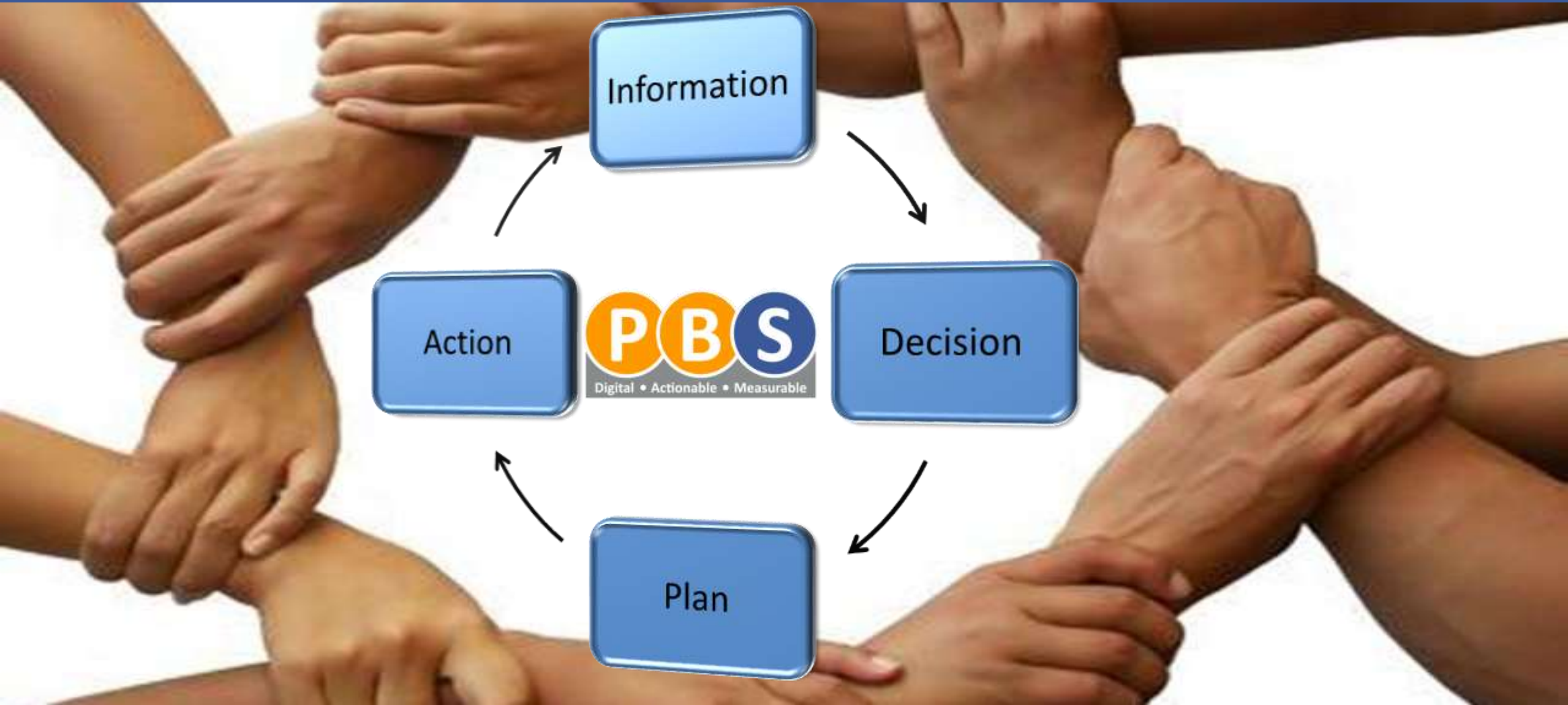
100%
consultancy
Best
practices via
associates,
partners,
customers

Company

Lean as a
freelance,
powerful as
a network



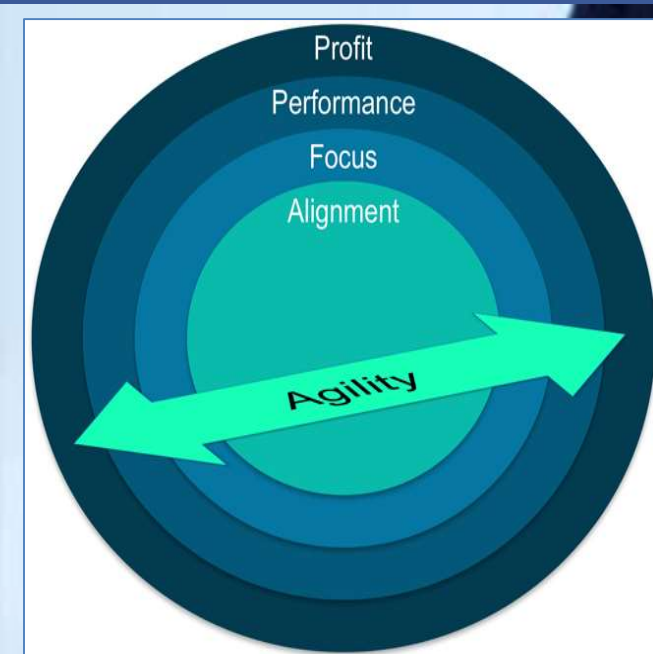
We just offer «Operational Consultancy»: the virtuous circle of making things happen!



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



... therefore CEOs need Agility/Digital/Innovation to boost growth, profits



Who are our customers

Business
Development

Training,
organization,
people,
process,
project
effectiveness

Companies
that want to
**expand,
improve,
agilize their
business**

Channels

Recruiting the
right people
at the right
time/cost

Marketing,
PR, Branding,
International

Online
presence &
advertising, e-
commerce

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



BEST PRACTICE



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



Broad service portfolio (www.primobonacina.com/services)



Service Portfolio, #1

- Digital Recruiting
- People assessment
- Incentive plans
- CV clinic
- Training, Workshops
- 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
- Podcasting
- 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 our top-selling service: your recruiting needs solved in 2 weeks!



Keynote Speaker, Chairman, Trainer: focus on Innovation, Digital, Social Selling (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

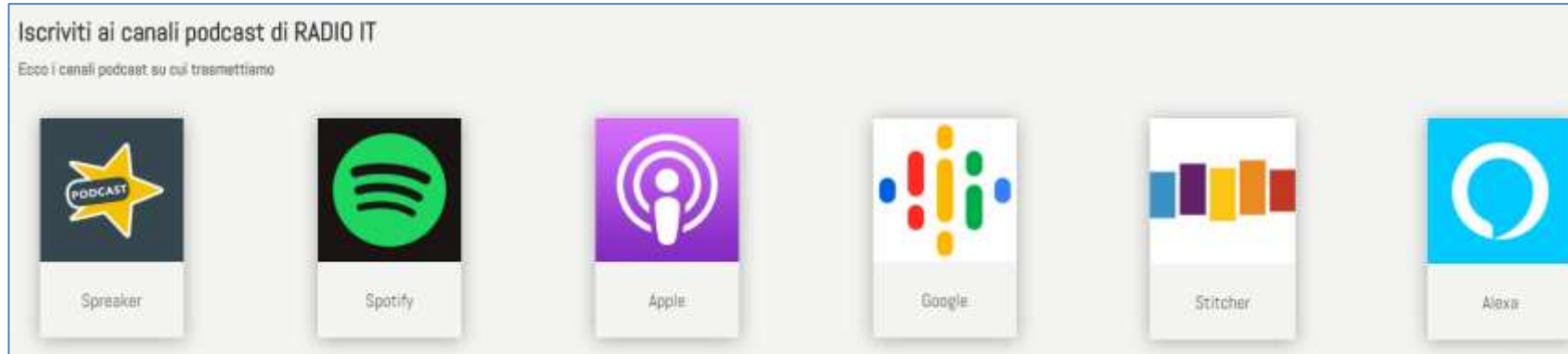
[ITA] [PBS, Attiva, SOIEL] Attiva Incontra: Vivere la Digital Transformation governandola - Padova, 21 Settembre 2017

[ITA] WORKSHOP GRATUITO: Scopri come assumere con i Social, il Nuovo Metodo - 25/9/17, 16:30-18, Milano Talent Garden via Merano

SOCIAL RECRUITING EVENTS

[ITA] WORKSHOP GRATUITO!
L'approccio vincente al Digital Recruiting (Milano TAG Merano, 2 ottobre 2020, ore 9:30-13)

2019: RADIO IT is a platform for company podcasts (Italian and English language) w/ NO effort and investment! (www.radioit.it)



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

1000

transactions

€1.7M

revenue since start

1.2M

Top Alexa web site rank

90

events

280

customers

€458k

2019 revenue

19

countries of business

29

brands/customers
(Google Ads)

50

sponsors (podcasting)

17

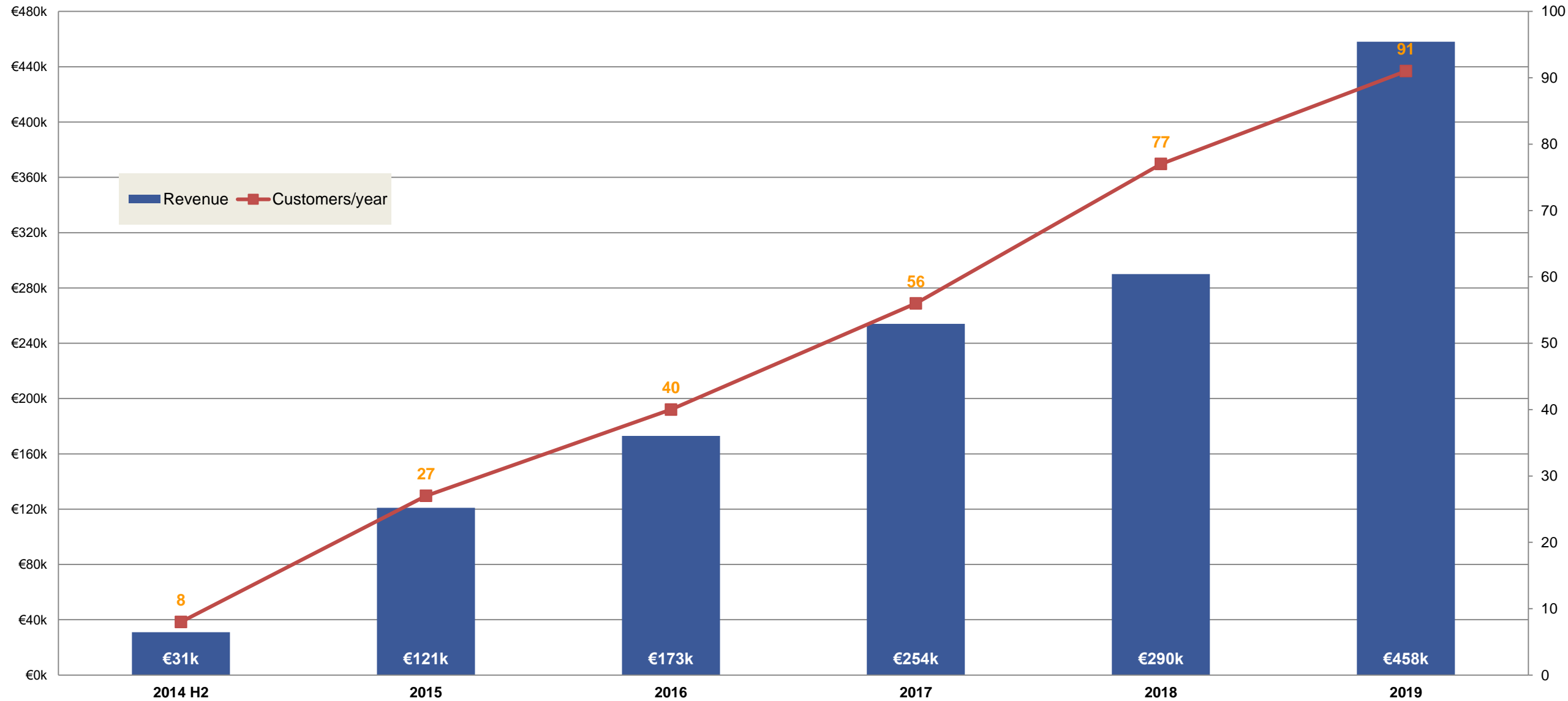
managed companies
(social media)

400

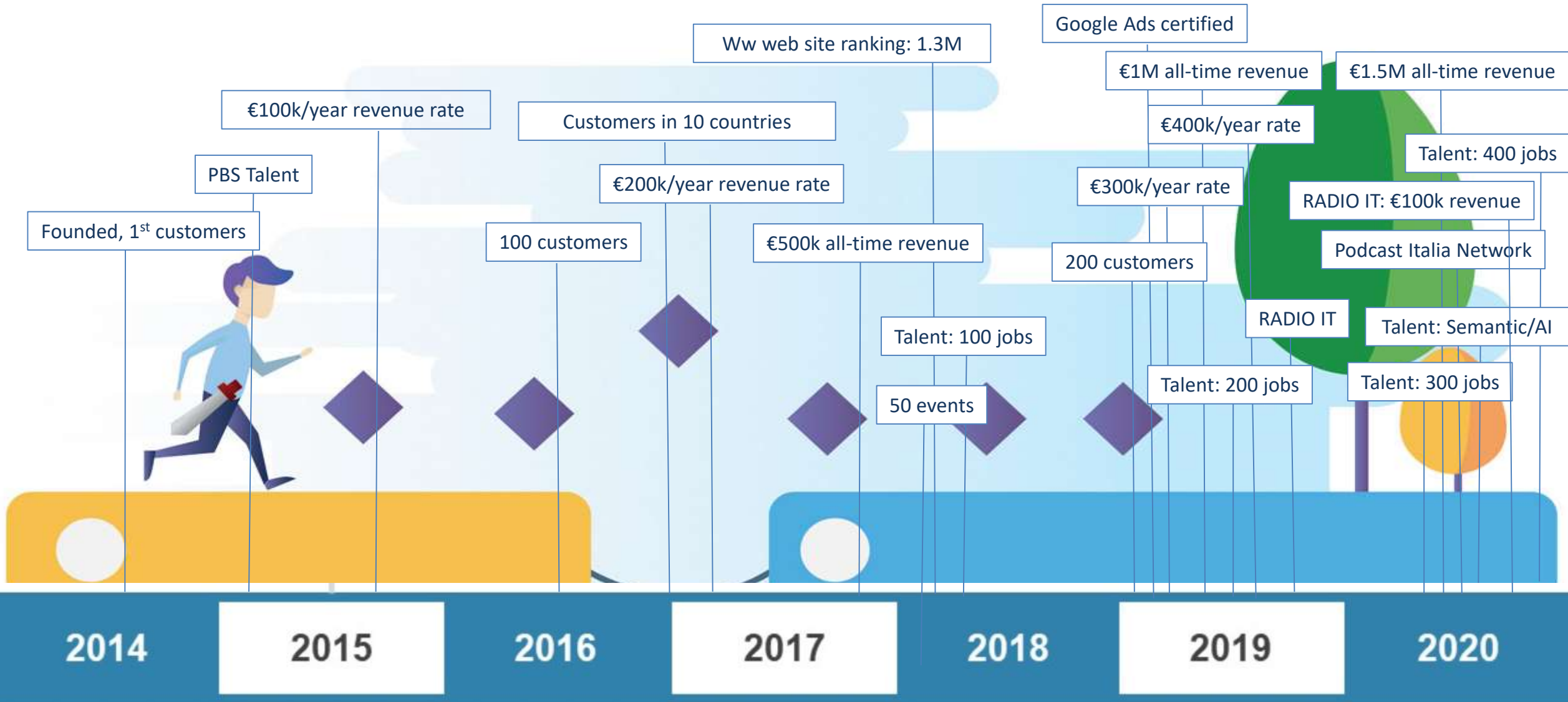
job posts
(digital recruiting)

Updated: 1/12/2020

Constant growth



Milestones



Customers in 19 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/Online, Games				Publishing, Events, other Distribution	Consultancy, Finance	
abas ERP	acer	Appian	AVIRA	AVNET	BB TECH group	BREVI	arkadin	ALTAIR	betterhelp	Betting sites.me.uk	ARROWWELD	Anna Fonseca	AZIMUT	
AXIS COMMUNICATIONS	Bitdefender	BOOLEBOX	CloudFuze	COMPUTER GROSS	edis	esprinet	CoreTech	Brand Reflections	BroadbandSearch	COMPETITION	GENI gamma	convet.it	ENTRIAGE	
CLOUDIAN	CYBERARK	CYBEROO	DARKTRACE	EXCLUSIVE NETWORKS	ITWAY	Ingecom	Easy CLOUD.it	CONTENT	DIGITAL EXITS	exetèra	DBInformation	eulab consulting	BANCA GENERALI PRIVATE	
DELL Technologies	E4	equip	F-Secure	Logicom	newtech	NUVIOS	fastERA	DONSHARE	EDILFORMAT	eVELOXIA	DIGITAL4	GENERALI	FACCINI BRIOSCHI ASSICURAZIONI	
HWG	INFINIDAT	INTSIGHTS	ivanti	QUESTAR	TechData	TechData	netalia	gopib	EDILFORMAT	LA POGE	GUIDETTI TECHNOLOGY	GLG	PHLOEMO	
Kentico	lande	levelone	NetIQ	TIP	zycko		NEON	MILLE OTTANI	LeanRank	MSA	NETMEDIA	Proserpina	SCS	
NUTANIX	ORACLE	ORACLE NetSuite	panda				SREEVO	outreach mama	online money page	QUORUM PR	Politecnica CETAI		The Innovation Group	
QCT	RUBICA	SANGFOR	SELTA					ServicePro	radvocate	ROCK	Reportec			
SOPHOS	syneto	Tenda	tufin					SOLUZIONE	Sound	US MEDIA HOUSE	SOIEL INTERNATIONAL			
zscaler														

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, Transportation		



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, Datech Manager Italy, Tech Data	 Mirco Gasparotto, Co-Founder, OSA Community	 Rosario Libraro, CEO, Proxy	 Antonella Cascio, Marketing Manager, NFON Italia
 Paolo Marsella, CEO, Aditinet	 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, Business Angel, Advisor for Applan Corporation	 Giampaolo Bombò, 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	 Pleter 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 Bernabei, Marketing Manager, TechData Advanced Solutions	 Thomas Ferrari, Sales Director, ZeroUno Informatica	 Massimiliano Ruiu, CEO & Owner, Login SRL	 Nicolò Chialvetto, Responsabile Area Export presso Frandent	 Alessandro D'Aloiso, Sales & Marketing Manager at OTS Assembly & GST Machinery
 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, Annet Technology Solutions (now Tech Data EMEA)	 Carlo Piazza, Board Member, ZeroUno Informatica	 Marco Coppolino, CEO & Owner, Consys.it	 Sandro Pigatti, former Client Sales Executive, Hewlett-Packard Enterprise	 Gabriele Longhi, Technical Sales Engineer, OTS Assembly
 Antonio Pusceddu, Sales Manager, F-Secure Italy	 Marco Ferlenghi, Sales & Marketing Mgr, Lande Italy	 Donatella Gallerio, 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	 Serge Rota, Owner, RTS Austria
 Andrea Oldano, former 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	 Carla Popp, Joint Owner	 Marco Pasculli, Managing Director Italy, NFON	 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	 Raffaella Ferrotti, Owner, RF Raffaella Ferrotti
 Antonio Cortella, CEO, Adelante Dolmen	 Alberto Zanetti, Strategy & Innovation Advisor, Zerogroup	 Mariana Pereira, Director, Darktrace EMEA	 Marco Caselli, Brand Marketing Manager & Digital Strategy, Cyberoo									

Our vision



Summary: 12 great reasons for choosing us

- 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
- Available **platforms & services**
- **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

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