



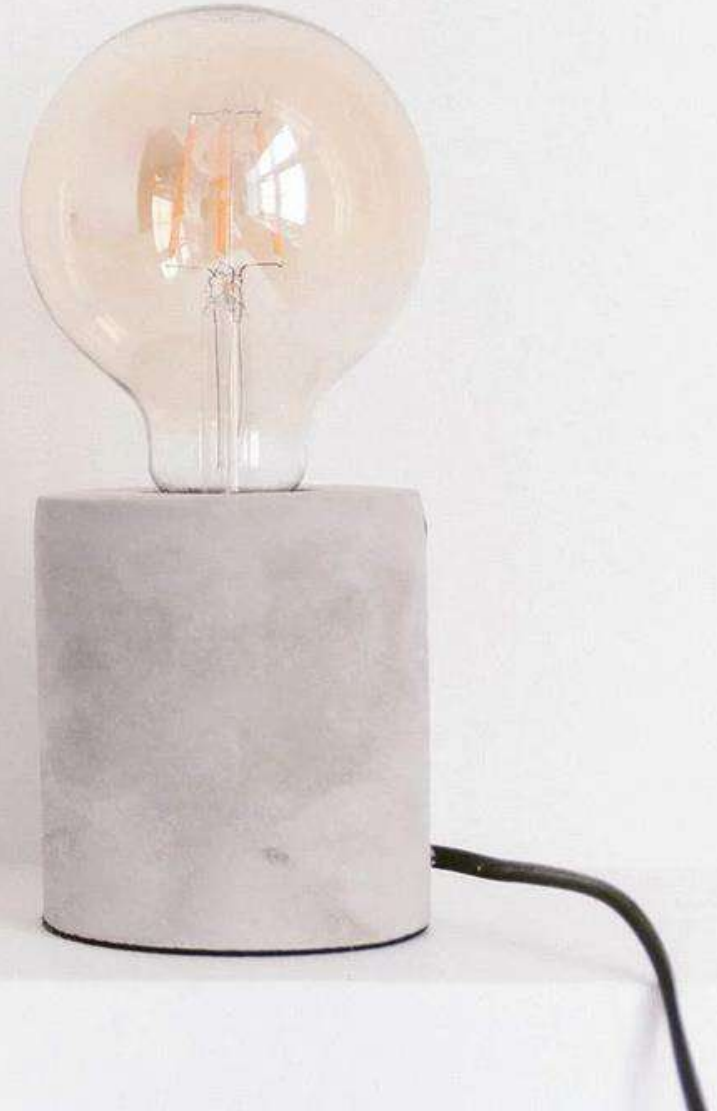
# THINK CARE

*... Partners View*



*The electric light did not come from the continuous improvement of candles*

*Oren Harari*



We

- Argentina
- Brasil
- Canada
- Costa Rica
- Colombia
- United States
- Guatemala
- Honduras
- Panama
- Dominican Republic
- Venezuela



**+ 25 Years** building technologies for **Global Enterprises**

**+ 500 Projects** experiences in **12 industries.**

**+150 Direct** Professionals in our **International Team.**

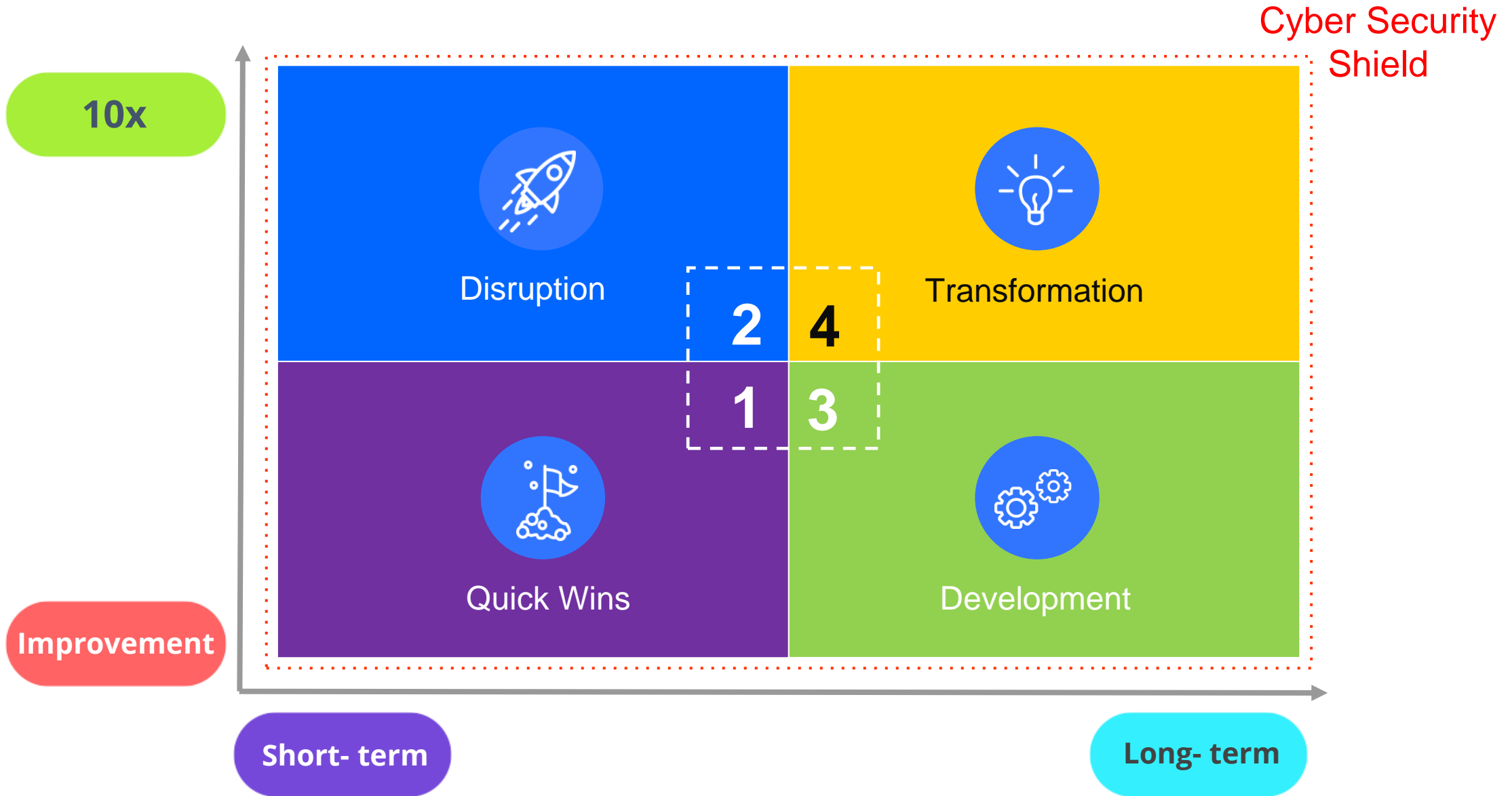
# Business Growth Acceleration

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*...digitally*

# Digital Acceleration of Business Growth Framework





# THINK CARE





# DIGITAL ACCELERATION GROWTH IN MASS CONSUMPTION

IT CAPABILITIES

DEMAND GENERATION

FINANCIAL PERFORMANCE MANAGEMENT

COMMERCIAL ORCHESTRATION

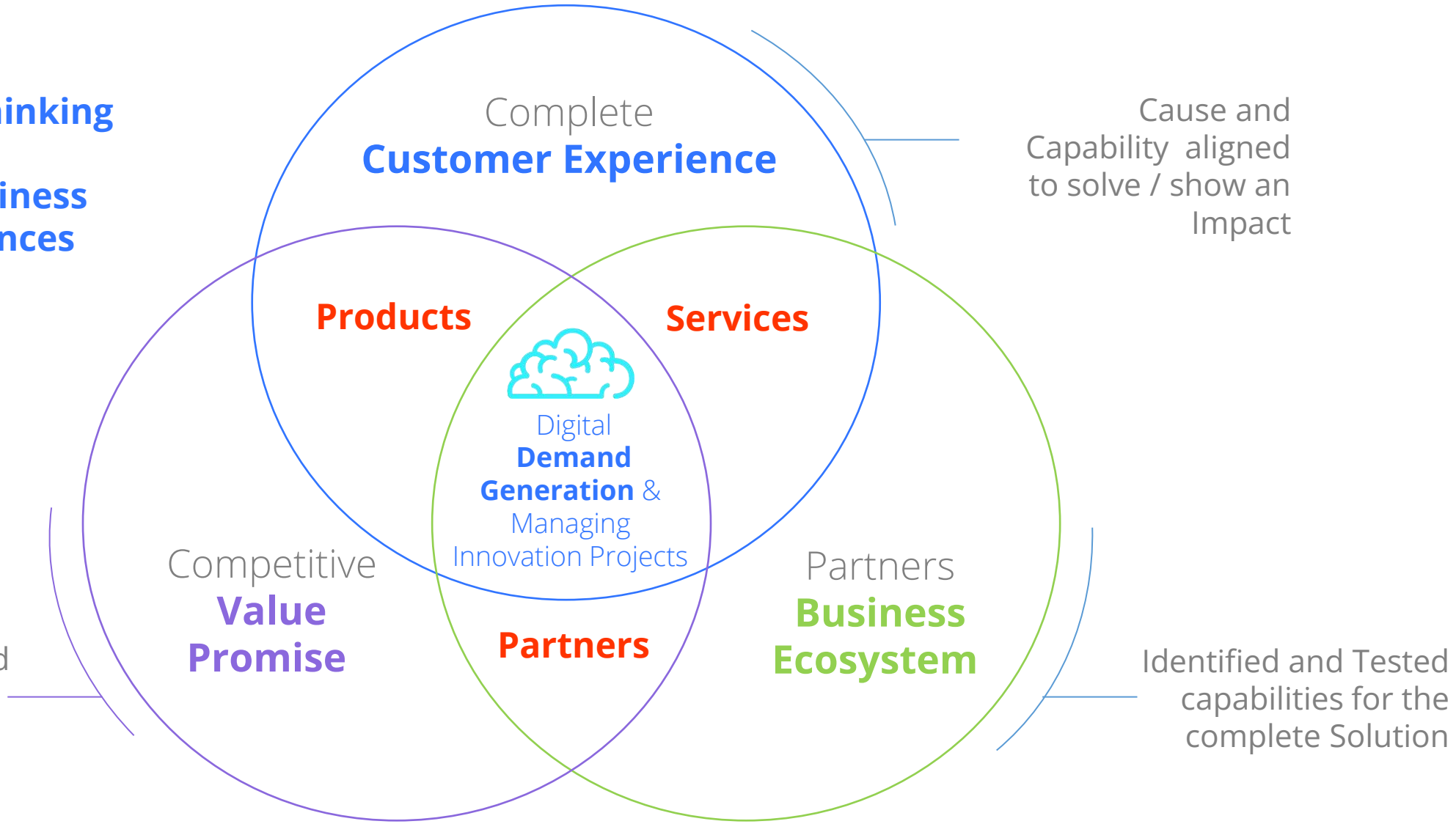
SUPPLY CHAIN MANAGEMENT

TRADE PROMOTION MANAGEMENT



BUSINESS ARCHITECTURE		
SUPPLY MANAGEMENT	IBP	DEMAND MANAGEMENT
MARKETING	SALES	FINANCIAL
DATA DRIVEN INNOVATION		

**Whole Solution Thinking**  
To Deliver  
**Total Digital Business Growth Experiences**



Cause and Capability aligned to solve / show an Impact

Positioning aligned with the whole solution

Identified and Tested capabilities for the complete Solution

*... Partners Products and Services Totally Customer Aligned*





**ONE BUSINESS VERSION  
4 ALL**

**DIGITAL  
CEO**

**CBI:**  
RESTORE & ACCELERATE  
BUSINESS GROWTH

**DIGITAL  
ACCELERATION  
GROWTH STRATEGY**

**TECH SERVING  
THE BUSINESS**

**STRATEGIC  
IT**

**CBI:**  
REAPPRAISE BUSINESS  
ARCHITECTURE

**FUNCTIONAL  
CHAMPION**

**CBI:**  
CFO / COO / CHRO / CMO  
CASH FLOW / PRODUCTIVITY / RETENTION / DEMAND  
GENERATION

**BUSINESS WALK  
THE TALK**

**CBI:** CRITICAL BUSINESS ISSUE



Way to go

Success Product  
and / or Service



Sales Cycle  
Management



Capability  
Validation

**THINK CARE**  
Business Building  
Machine

Digital Demand  
Building



Reciprocity  
Framework

# Complete Digital Experiences

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# Complete Digital Experiences



22 Millones de usuarios de Instagram en México. / 16,810 MDP en taquillas de cine durante 2018.

# mercadotecnia publicidad medios Merca2.0

Año 17 No.213, noviembre 2019 \$80.00 líderes en mercadotecnia, publicidad y medios www.merca20.com

## RANKING 500

**Kirén Miret**  
Escritora, conductora, productora y directora de radio y televisión. **Pág. 78**

**Buen Fin, ¿verdaderas ofertas?**  
¿El Buen Fin es en una oportunidad para el ahorro de los consumidores? **Pág. 78**

### MARCAS CON MAYOR DOMINIO DIGITAL

EL TERRENO DIGITAL CAMBIA LAS REGLAS DE MANERA RADICAL Y EN PERIODOS MAS CORTOS. ESTE CONTEXTO OBLIGA A LAS MARCAS A ADAPTARSE SIGUIENDO UNA ESTRATEGIA CAPAZ DE CONSTRUIR VALOR. **Pág. 24**

**SIGUIENTE PASO: CONTENT EXPERIENCE**  
El content marketing es considerado la técnica de marketing digital más efectiva por los expertos. **Pág. 48**

**WHATSAPP ADS ¿SON ATRACTIVOS?**  
La app social lanzará un nuevo formato de publicidad, ¿será interesante para las marcas? **Pág. 30**

**INBOUND EN RELACIONES PÚBLICAS**  
La industria de relaciones públicas generará ingresos durante 2020 por más de 19 mil mdd. **Pág. 31**

**27 MILLONES DE PERSONAS EXPUESTAS SEMANALMENTE**  
EL MEJOR MODO DE VIA PÚBLICA



... Partners View

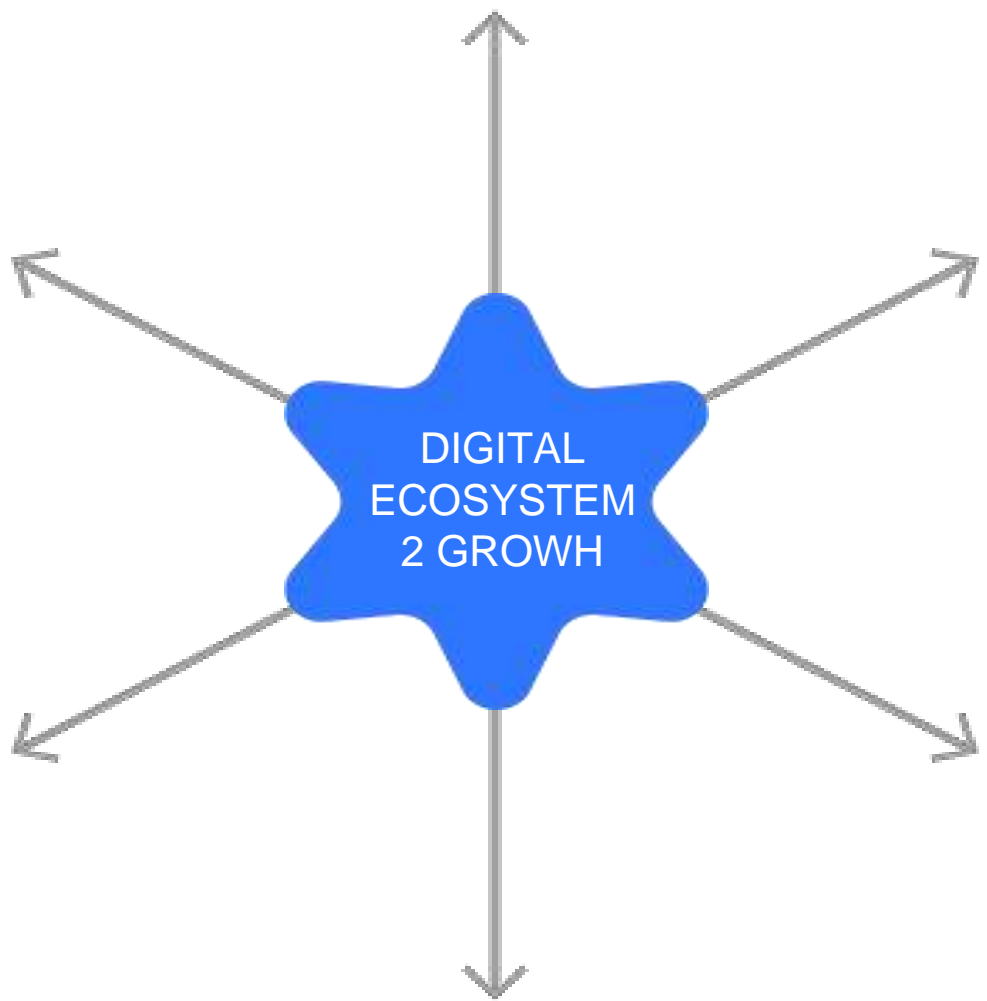


# Driving Forces 4 Grow Together

**+ KNOW HOW & TECHNOLOGY**

**ACCES 2 GLOBAL MARKETS**

**DEMAND GENERATION**



**SUSTAINABILITY**

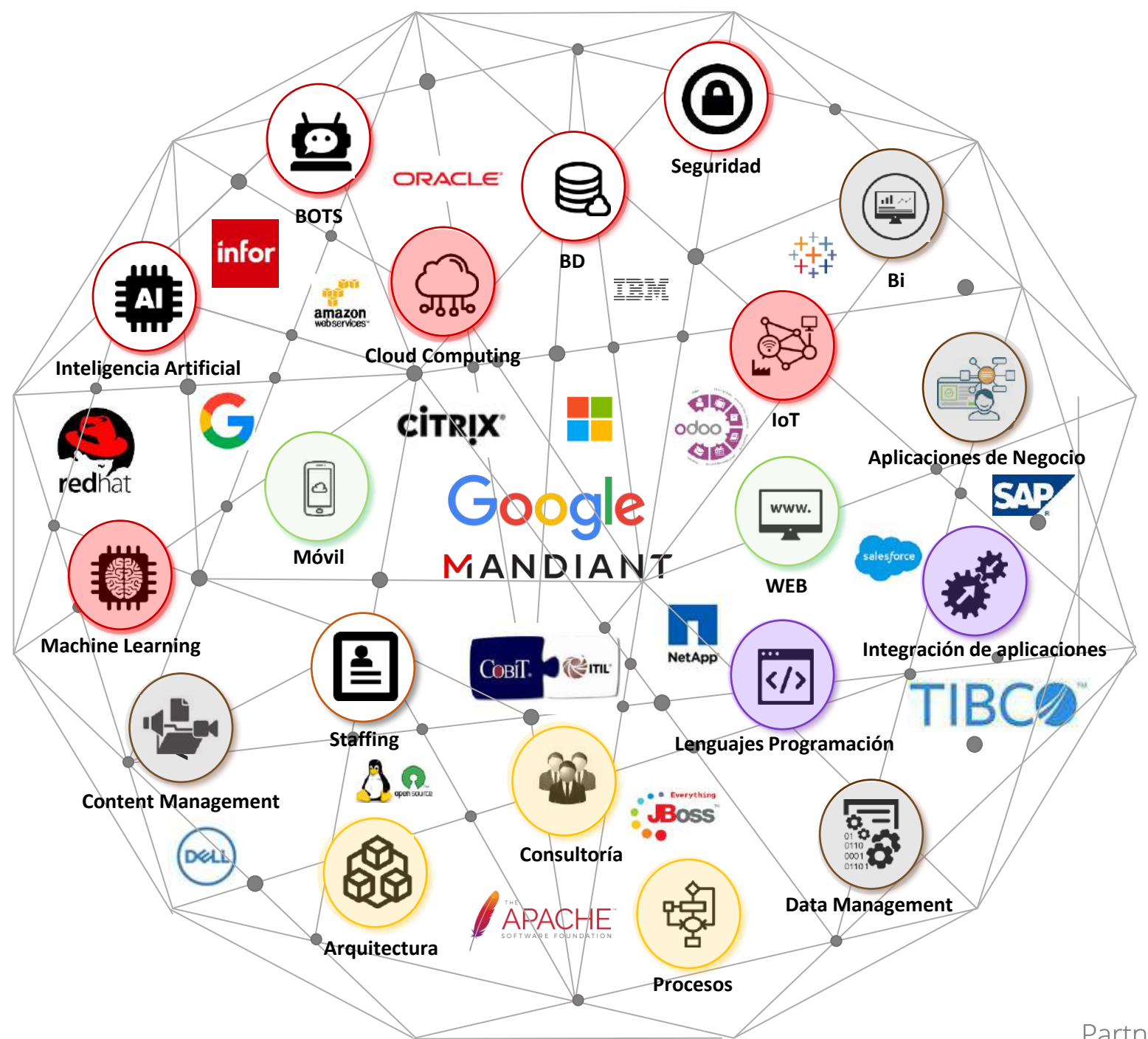
- ✓ Competitive
- ✓ Productive

**CERTIFICATIONS**

**INNOVATION PROJECT MANAGEMENT**



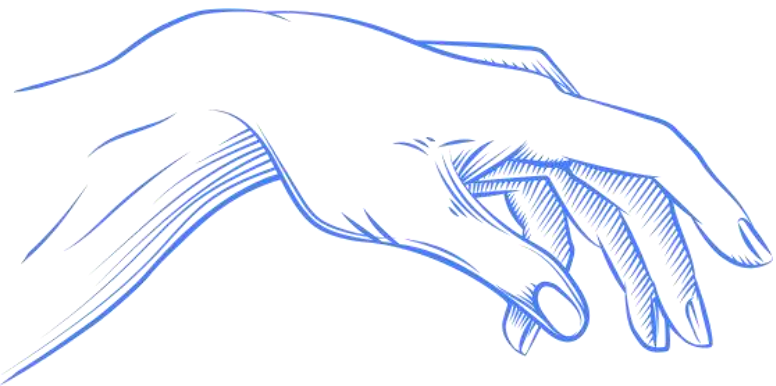
# Main Available Tech´s & Certifications



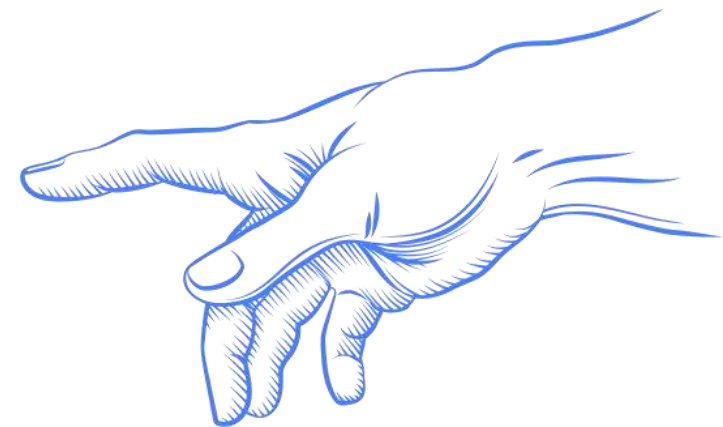
Value creation

+ 25 Years  
+ 500 projects





# THANKS!



¡SAY HELLO! AND GET IN TOUCH

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