

S I M M A C O_{SRL}

M A N A G E M E N T C O N S U L T I N G





WE ARE MANAGEMENT CONSULTANTS AND OUR MISSION IS HELPING OUR CUSTOMERS:

- IN IDENTIFYING THEIR STRATEGIC TARGETS AND THE MARKETS IN WHICH THEY WANT TO COMPETE OR DEVELOP
- IN CARRYING OUT STRATEGIC AND OPERATING CHANGES, STRATEGIC REPOSITIONING, RATIONALIZATION AND INTERNATIONALIZATION PROCESSES
- IN IMPROVING THEIR COMPETITIVE POSITION AND FINDING THE EFFECTIVENESS DRIVERS TO IMPLEMENT THEIR STRATEGIES

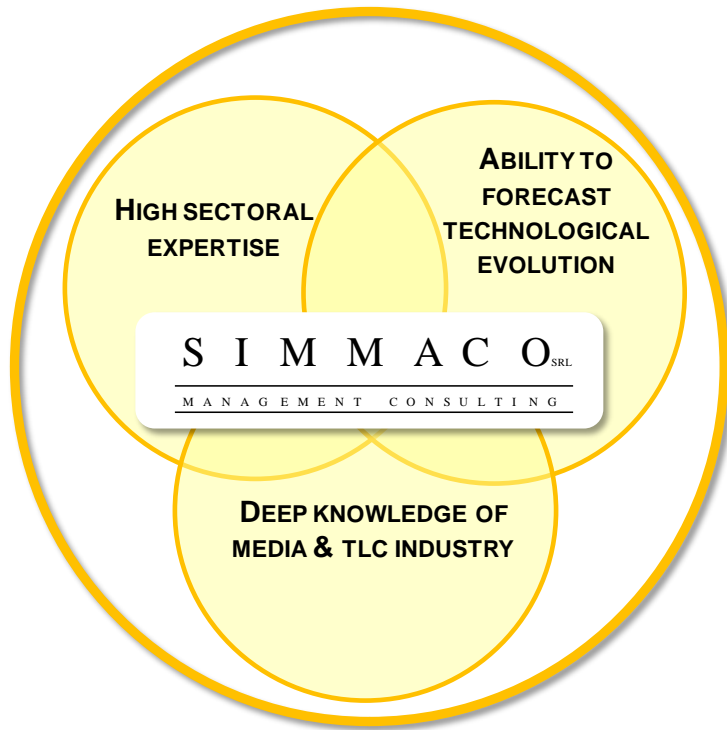
OUR ACTIVITY IS DEVOTED TO IDENTIFYING ACTUAL STRATEGIC ISSUES AND KEY SUCCESS FACTORS THROUGH OUR HIGHLY PROFESSIONAL PROFILE TEAM MEMBERS, WHO ARE SKILLED IN SEVERAL INDUSTRIES. WE HAVE EXCELLENT KNOWLEDGE OF THE ICT, MEDIA AND FINANCIAL INSTITUTIONS INDUSTRIES WHICH ARE OUR CORE COMPETENCIES AND THAT WE USE IN CARRYING OUT PROJECTS IN THE DIVERSE INDUSTRIES WE ARE COMMITTED WITH



THE TEAM OF SIMMACO IS MADE UP OF HIGH SENIORITY PROFESSIONALS WHO MASTER BOTH SPECIFIC COMPETENCIES OF COMPANIES' STRUCTURES AND WORKING MECHANISMS AND ECONOMIC RESEARCH TOOLS.

SIMMACO WORKS EVEN IN NETWORK WITH OTHER CONSULTANTS. OUR CONSULTANTS HAVE MATURED A MEANINGFUL EXPERIENCE:

- IN ANALYZING THE DIFFERENT INDUSTRIES AND THE IMPACTS OF THE NEW INFORMATION TECHNOLOGIES
- IN IDENTIFYING THE VALUE DRIVERS FOR THE SETTING UP OF FORECAST MODELS AND RUN QUALITATIVE AND MARKETING RESEARCHES.



- PROJECTS ARE CARRIED OUT IN EQUIPE THROUGH TEAM BUILDING AND TEAM WORKING WITH OUR CUSTOMERS
- OUR STRUCTURE IS FLEXIBLE IN ORDER TO REACH EFFICIENTLY OUR COMMITMENTS
- WE HAVE DEVELOPED SPECIFIC COMPETENCIES TO FIND OUT AND SELECT THE RELEVANT INFORMATION NEEDS
- WE ADOPT A MULTIDISCIPLINARY APPROACH TO PROBLEMS IN ORDER TO IDENTIFY THE ENVIRONMENT COMPLEXITY AND INDIVIDUATE THE PROPER WAYS TO INTERACT WITH IT



DURING THE LAST YEARS SIMMACO HAS CARRIED OUT PROJECTS FOR COMPANIES AND ORGANIZATIONS

IN THE FOLLOWING INDUSTRIES: INSURANCE, BANKING, ELECTRICITY, E-COMMERCE, ENTERTAINMENT, INFORMATION & COMMUNICATION TECHNOLOGY, MOTION PICTURE INDUSTRY, TELECOMMUNICATIONS, TELEVISION, UTILITIES

...WITH FOCUS ON THE FOLLOWING ISSUES AND TOPICS:

- CUSTOMER CARE
- CUSTOMER SATISFACTION (BUSINESS TO BUSINESS)
- CUSTOMER NEEDS AND REQUIREMENTS (BUSINESS TO BUSINESS)
- STRATEGIC DIAGNOSIS AT BOTH CORPORATE AND BUSINESS LEVELS
- IDENTIFICATION OF THE BEST PRACTICES AND BEST PRACTICERS
- INTERNET AND E-COMMERCE
- RE-FOCUSING OF STRATEGIC AND OPERATIONAL MARKETING AND SALES UNITS
- OVERALL RE-ORGANIZATION, ORGANIZATIONAL AUDITS AND RIGHTSIZINGS
- TECHNOLOGICAL DEVELOPMENT SCENARIOS

SOME RECENT ENGAGEMENTS



- **ADVERTISING** - FOR A LEADING ADVERTISING AGENCY, IDENTIFICATION OF THE CHANGES PRODUCED IN THE ADVERTISING BUSINESS AND THE ADVERTISING MEDIA MIX BY TV ADS PRICE GROWTH, EVEN WITHIN THE SCENARIOS OF OTHER MEDIA REACTIONS
- **BANKING** - FOR A LEADING ITALIAN GROUP, ANALYSIS OF THE ADVERTISING EFFECTS ON THE BUSINESS - RETURN ON INVESTMENTS AND CUSTOMERS' LOYALTY - AT BOTH NATIONAL AND LOCAL LEVEL; ENGINEERING OF CORPORATE COMMUNICATION STRATEGY'S OBJECTIVES IDENTIFICATION PROCESS, PLANNING AND MONITORING OF THE ADVERTISING ACTIVITIES AT BOTH CORPORATE AND LEGAL ENTITIES LEVELS; SETTING UP OF THE CONNECTIONS WITH THE CUSTOMER SATISFACTION ANALYSIS AREA AND OF THE COMPARISON WITH COMPETITORS AT LOCAL LEVEL
- **BROADCASTING/ENTERTAINMENT** - FOR ONE OF THE MOST IMPORTANT ITALIAN TELEVISION COMPETITORS, COMPARATIVE ANALYSIS OF THE ENTERTAINMENT BUSINESS IN EUROPE, THROUGH A COMPARISON OF THE TELEVISION VARIETY SHOW IDEATION, PRODUCTION AND ORGANIZATION MODELS AND PROCESSES

SOME RECENT ENGAGEMENTS



- **BROADCASTING** – FOR ONE OF THE MOST IMPORTANT ITALIAN TELEVISION COMPETITORS, IDENTIFICATION OF THE CUSTOMER CARE KEY PROCESSES IN THE PAY TV SECTOR AND OF THE MAIN FUNCTIONS AND K-ISSUES WITHIN THE PROCESSES, THROUGH A COMPARISON AMONG SEVERAL COMPANIES OPERATING IN DIVERSE INDUSTRIES. START UP OF A NEWCO OPERATING IN FILM PRODUCTION AND DISTRIBUTION AND IN MOVIES/DRAMA/CARTOONS RIGHTS ACQUISITIONS AND SALES (STRATEGIC AND BUSINESS PLAN, BUSINESS PROCESSES AND OVERALL ORGANIZATION)
- **E-COMMERCE** - FOR THE ITALIAN FEDERATION OF INFORMATION & COMMUNICATION TECHNOLOGY FIRMS, IDENTIFICATION OF THE INTERNET INDUSTRY ECONOMICS AND VALUE CHAIN, THE RELATIONS AMONG THE DIFFERENT INTERNET FIRMS OPERATING IN THE ITALIAN MARKET, AND THE CHARACTERIZATION OF COST STRUCTURES AND RELATIVE BUSINESS MODELS ELECTRICITY FOR THE ITALIAN HIGH VOLTAGE ELECTRIC GREED OPERATOR, ANALYSIS OF RELATIONSHIPS BETWEEN THE MOTHER COMPANY AND THE PARENT COMPANIES, ORGANIZATION CHECK-UP AND REDESIGN (UP TO THIRD LEVEL FROM CEO), BUSINESS PROCESS DESIGN

SOME RECENT ENGAGEMENTS



- **ICT** FOR THE ITALIAN BRANCH OF A WORLD LEADING COMPANY IN IMAGING BUSINESS, IDENTIFICATION OF THE BENCHMARKS AND THE BEST PRACTICES IN THE ITALIAN MARKET (FORECAST, ORDER HANDLING AND AFTER SALE PROCESSES, SALES NETWORK ORGANIZATION MANAGEMENT) FOR THE LOCAL HEADQUARTER: RE-ORGANIZATION AND SET UP OF THE NEW MARKETING DIVISION (MISSION, MARKETING BUSINESS PROCESSES, CORE AND ROLE COMPETENCIES)
- **ICT** FOR THE ITALIAN BRANCH OF A WORLD LEADING COMPANY IN THE OFFICE AUTOMATION BUSINESS, ASSISTANCE TO THE MANAGEMENT IN RE-POSITIONING THE COMPANY AS SYSTEM INTEGRATOR AND SOLUTION STRATEGY IMPLEMENTATION (BUSINESS PROCESS REDESIGN, CORE AND ROLE COMPETENCIES UP-GRADING); DEVELOPMENT OF BUSINESS ANALYSIS TOOLS FOR DEALER POSITIONING AND S.W.O.T. AND ROLL OUT OF AREA MANAGERS COMPETENCIES DEVELOPMENT PROGRAMS
- **MISCELLANEOUS** (ADVERTISING, BANKING, BROADCASTING/TELEVISION PRODUCTION, COMPUTING, ELECTRIC DEVICES AND SYSTEMS, HEALTHCARE, INSURANCE, ICT, SYSTEM INTEGRATION) FOR MANY ITALIAN AND MULTINATIONAL COMPANIES: IMPLEMENTATION OF SEVERAL TRAINING WORKSHOPS, COURSES AND PROGRAMS ON COMPETITIVE POSITIONING, BUSINESS AND S.W.O.T. ANALYSIS, VISIONING, CORPORATE CULTURE DEFINITION AND DEVELOPMENT, STRATEGIC ACCOUNTS MANAGEMENT, VALUE DRIVEN SELLING, CHANGE AND PROJECT MANAGEMENT



ECONOMIC AND SOCIAL ENVIRONMENT ANALYSIS

- QUANTITATIVE FORECAST MODELS
- FUTURE DEVELOPMENT SCENARIOS CONCERNING INDUSTRIES AND TECHNOLOGICAL INNOVATION
- ANALYSIS ON THE ECONOMIC IMPACT AND ON THE EFFECTIVENESS OF PUBLIC POLICIES
- ECONOMETRIC ESTIMATES OF THE DEMAND CURVES AND OF ELASTICITIES
- ANALYSIS ON COMPETITION AND REGULATION POLICIES

CONSULTANCY ON STRATEGIC REPOSITIONING AND BUSINESS PROCESSES REDESIGN

- ANALYSIS ON THE COMPETITIVE SCENARIO EVOLUTION
- ANALYSIS AND RESEARCHES ON COMPANY'S COMPETITIVE ENVIRONMENT
- INDUSTRIES AND BUSINESSES ANALYSIS
- CORPORATE OR BUSINESS COMPETITIVE POSITIONING AUDIT AND S.W.O.T. ANALYSIS
- RESEARCHES AND ANALYSIS ON THE INFORMATION TECHNOLOGIES IMPACT IN THE MARKET
- SUPPORT TO THE DEFINITION OF COMPANIES AND BUSINESS STRATEGIES
- SUPPORT IN BUSINESS AND MARKETING PLANNING
- CUSTOMER SATISFACTION ANALYSIS (BUSINESS TO BUSINESS) AND MANAGEMENT



COUNSELING FOR IMPLEMENTATION STRATEGIES

- ANALYSIS OF THE MARKETS INFORMATION NEEDS
- ENGINEERING SERVICES FOR THE CREATION OF MARKETING INFORMATION SYSTEMS
- PLANNING OF NEW BUSINESS ORGANIZATION STRUCTURES AND ORGANIZATION REDESIGN
- PLANNING OF NEW MARKET INTELLIGENCE AND MARKETING ORGANIZATION STRUCTURES
- DEFINITION, IMPROVEMENT AND REDESIGN OF THE FIRM ORGANIZATIONAL BUSINESS PROCESSES

ADVICE AND ASSISTANCE IN COMMUNICATION AND TRAINING PROCESSES

- LECTURES, MANAGEMENT TRAINING PLANS AND PROGRAMS
- WORKSHOPS AND SEMINARS AIMED TO SUPPORT THE FIRM STRATEGIC RE-FOCUSING
- VISIONING AND COMPETITIVE DIAGNOSIS WORKSHOPS
- SEMINARS ON STRATEGIC AND OPERATIVE MARKETING



HUMAN RESOURCES AND ORGANIZATION

- AUDIT OF INTERNAL COMMUNICATION PROCESSES AND CONSISTENCY WITH THE CORPORATE CLIMATE
- CORPORATE CLIMATE ANALYSIS
- ANALYSIS OF THE ORGANIZATIONAL SYSTEM AND OF THE SUBSIDIARIES PERFORMANCES
- KNOWLEDGE MANAGEMENT OF INTERNAL BEST PRACTICES: IDENTIFY, RECORD AND DISSEMINATE
- ENHANCEMENT OF THE NETWORK'S ABILITY TO DEVELOP CUSTOMERS' ENGAGEMENT
- TRAINING AND TEAM BUILDING FOR MANAGERS, STAFF AND SALES FORCE
- LAUNCH OF NEW PRODUCTS/SERVICES: IDENTIFICATION/DEVELOPMENT OF MANAGEMENT TOOLS
- ANALYSIS AND DEVELOPMENT OF TRANSVERSE PROCESSES IN HIERARCHICAL-FUNCTIONAL COMPANIES
- ROLE REDEFINITION: RE-DESIGN OF ORGANIZATION CHART AND REDEFINITION OF INTERNAL AND EXTERNAL PROCESSES



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