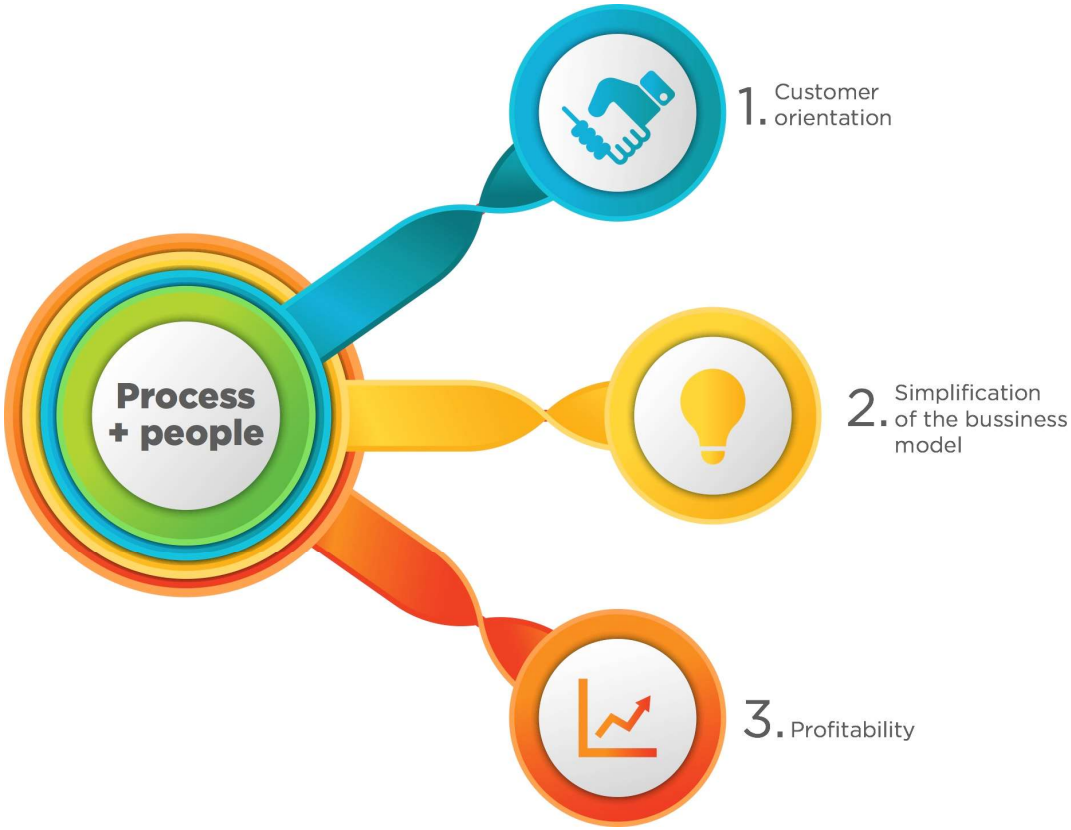
PASSIONATE ABOUT MACHINES

Geographical Footprint

Key Figures (M€)

	2003	2008	2016
Turnover	30	370	115
Ebitda	10	150	30
Employee	600	2.800	1.000
Market Cap	-	900	100
Company	generalist	generalist	especialist

Company Transformation



Customer Orientation Approach

1. Training commercial programme: active listening to the customer

2. New complementary services (maintenance, training, trade machinery, etc)

3. Multichannel to increase customer base, visibility and greater efficiency of the commercial force (call center and digitalization of services portfolio).

More in detail: Projects regarding customer engagement

1. Comercial process Digitalizacion + mobility (CRM)

2. Boost sale through alternative channnel Call center

3. Digitalizacion of services portfolio (ecommerce platform)

More in detail: Projects regarding internal efficiency

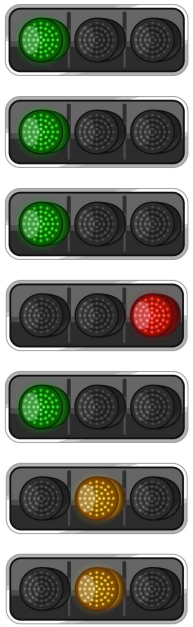
1. Implementation integrated, robust and consolidated ERP (SAP)

2. Digitalization of the internal processes (no paperworks)

3. Mobility (logistic, workshops)

4.0 Industry Main Tecnologies

- Integration of information tecnologies (ERP, CRM, APP, etc)
- Bigdata (small data for us)
- Vision Reality (VR), augmented Reality (AR), 3D models, simulator
- Automation, robotization
- Drones
- Additive manufacturing (AM) 3D printing
- Internet of things (IOT)



GREEN: in some way working on it
ORANGE: First analysis
RED: not planning in short run

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