



BL Group Business Plan

November 2016



- **Executive Overview**
 - **Latin America Outlook**
 - Executive Summary
 - Financial
 - Market
 - **BL Group Outlook**
 - About BL Group
 - Financial Overview
- **Territory Plan and Coverage**
 - **Business Lines**
 - **SWOT Analysis**
 - **White Space Analysis**



Countries:

21

Area:

- Total

21 069 501 km²

- Largest Country

Brazil (8.514.876,599 km²)

- Smallest Country

El Salvador(21.041 km²)

Population:

- Total

569 millions

- Density

27 hab/km² hab./km²

Idioms:

Spanish, Portuguese and French

The **BL Group** is at an exciting and expansive stage of development. To guide this next stage of growth, we conducted a major planning process. We solicited input from a broad range of interested parties including faculty, staff and external stakeholders, collected data and reviewed performance. Based on this process, we developed a disciplined long-term approach to expanding the scope abroad, which the first step is Latin American. This strategic plan provides a clear blueprint for the **BL Group** future. At its core, the plan shows the way toward building on our strengths as a nexus for innovation and the hub of environment and sustainability business in Latin America. It outlines a focused direction for maximizing our revenues, better informing decision-makers and helping our customers.

Our mission is to set standards of excellence and help our customers effectively and efficiently launch their new business in the marketplace. Among the insights that we can provide to the companies are the following:

Analyzing and Evaluating Business

Opportunities: For example, is the timing right? Is there a market need for your product or service?

Assist in the development of a business model and strategy: Our Business Experts can help identify a potential market and develop relationships with target companies.

Information and Analytics: Help groups analyze and evaluate the resources currently at their disposal and those that will be needed to make their venture a success.

Latin America's outlook remains stable

Heading into the final quarter of the year, the region's growth outlook remained unchanged over [last month](#). The stabilization in Latin America's growth prospects mainly reflects that analysts think that economic conditions in [Brazil](#) and [Ecuador](#) are not quite as bad as they were in September. The group of economists that participated in this month's LatinFocus Consensus Forecast expect regional economic growth to fall 0.5% this year and the economic outlook for 2017 continues to disappoint. Analysts cut the region's 2017 GDP growth forecast by 0.1 percentage points and now expect it to grow 1.9%.

Looking at the countries in the region, economists cut the 2016 growth projections for [Argentina](#) and [Colombia](#), while they left the projections unchanged for six of the economies surveyed,

including the region's major players [Brazil](#), [Chile](#) and [Mexico](#).

Meanwhile, [Ecuador](#), [Paraguay](#) and [Peru](#) were the only economies for which the economic experts raised their forecasts.

The convulsions in financial markets are—once again—taking their biggest toll on emerging markets. In 2015, the Brazilian economy is also mired in a drawn-out recession, and its prospects continue to go from bad to worse. Business sentiment and consumer confidence have fallen to record lows, reflecting the country's messy political situation and a widening corruption scandal. IHS's forecast for Brazil has been marked down again: after plunging 3.8% in 2015, real GDP is expected to drop 3.4% in 2016, before recovering weakly in 2017.

Latin America's strategy issues

Shared prosperity: Latin America underwent a profound transformation over the past 15 years. Between 2000 and 2014 millions of people were lifted out of poverty. The middle class, who lives on US\$10-US\$50 per day, makes now up 35 percent of the region's total population.

Inequality, however, still abounds and millions of Latin Americans live on US\$4-US\$10 per day and remain vulnerable to falling back into poverty. Helping countries get back on track for growth and modernizing their social protection systems is at the top of the Bank's regional agenda.

Spurring economic growth: To set the stage for economic recovery, the region needs to increase productivity, strengthen the business environment, and expose companies to greater domestic and external competition.

Building sustainable infrastructure: Building better and more sustainable infrastructure to support higher growth in the region will require mobilizing investment from both the public and the private sectors. The Bank has played a catalytic role in this effort, providing lending and technical assistance to develop high-quality infrastructure with a lower carbon footprint.

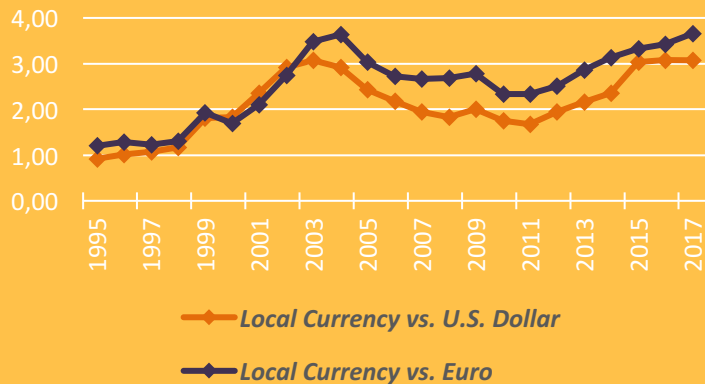
Transparency and accountability: The larger middle class expects more from its governments. At the same time, access to quality public services remains a challenge and there is growing dissatisfaction with the quality and level of services provided by the state – including education and security, among others. Through finance and high-level knowledge exchanges, the World Bank is working to foster more effective and transparent governance to improve services and strengthen institutions.

Real GDP growth: Mid-February forecast

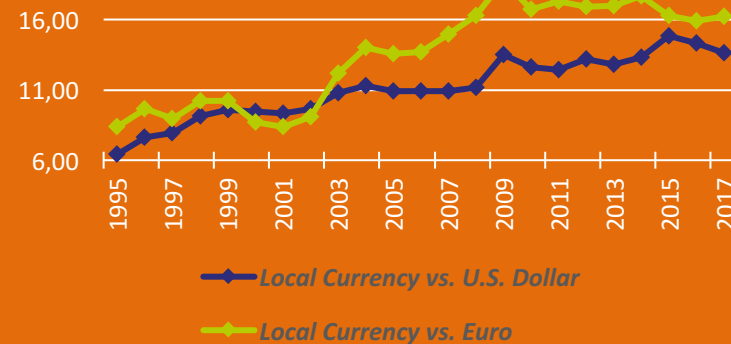
(Percent changes)

	2013	2014	2015	2016	2017	2018
World	2.5	2.7	2.5	2.6	3.1	3.2
United States	1.5	2.4	2.4	2.4	2.8	2.6
Canada	2.2	2.5	1.2	1.3	1.8	2.1
Eurozone	-0.2	0.9	1.5	1.7	1.8	1.6
United Kingdom	2.2	2.9	2.2	2.1	2.5	2.4
Japan	1.4	-0.1	0.6	0.6	0.6	0.7
China	7.7	7.3	6.9	6.3	6.3	6.4
India	6.9	7.2	7.5	7.5	7.6	7.7
Brazil	3.0	0.1	-3.7	-3.4	0.9	2.4
Russia	1.3	0.6	-3.9	-2.2	0.5	2.5

Brazil Exchange rates (Units, annual average)



Mexico Exchange rates (Units, annual average)





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Population and economy size for Latin American countries

Country	Population ^[122] (2010) Millions	2015 GDP (Nominal) ^[123] In Billions US\$	2015 GDP (PPP) In Billions US\$
Brazil	201	1,799.6	3,207.9
Mexico	113.4	1,161.0	2,220.1
Argentina	43.5	601.7	972.3
Colombia	45	274.0	665.0
Chile	17.1	240.0	424.3
Peru	29.1	179.9	385.4
Venezuela	29.0	131.9	491.6
Ecuador	14.5	98.9	181.8
Dominican Republic	10.5	66.6	147.6
Guatemala	15.5	63.2	125.6
Uruguay	3.4	55.0	74.2

Largest cities

The following is a list of the ten largest metropolitan areas in Latin America

↕	City	Country	Metropolitan population (2015)	Gross Domestic Product (USD, 2015)	GDP per capita (USD, 2015)	Global economic ranking by GDP (2015)
1.	Mexico City	 Mexico	22,976,700	\$490.6 billion	\$16,239	12th
2.	São Paulo	 Brazil	20,847,500	\$530.9 billion	\$25,650	10th
3.	Buenos Aires	 Argentina	15,481,800	\$482.9 billion	\$35,906	13th
4.	Rio de Janeiro	 Brazil	12,460,200	\$356.6 billion	\$23,176	28th
5.	Lima	 Peru	10,674,116	\$206.4 billion	\$15,530	48th
6.	Bogotá	 Colombia	9,135,800	\$195.9 billion	\$21,497	51st
7.	Santiago	 Chile	7,164,400	\$191.4 billion	\$28,929	53rd
8.	Belo Horizonte	 Brazil	5,595,800	\$120.7 billion	\$20,134	81st
9.	Caracas	 Venezuela	3,260,200	\$85.8 billion	\$15,890	161st
10.	Guadalajara	 Mexico	4,687,700	\$80.7 billion	\$14,206	162nd



Fierce competition for subscribers in Latin America

Laura Aguilera | October 07, 2016

Since Netflix's arrival in Latin America in September 2011, more than 130 online video services – both local and international – have launched throughout the region. Whilst most have struggled to capture much consumer interest, one local SVoD provider is aggressively competing with the US subscription. VoD giant Claro Video is quickly gaining market share despite increasing competition, and is in fact drawing closer to the market leader Netflix in a number of Latin American countries such as Mexico.

Latin America pay TV set back by economic frailty

Erik Brannon | Harold Vargas | October 28, 2016

The Latin American pay TV business (in Mexico, Venezuela, Colombia, Peru, Brazil and Argentina), while still not a mature business, is also not immune to the general slowdown in pay TV seen in other regions. In Q2 2016 there was a significant decline in pay TV video subscriber additions. There was a net gain of 493,740 pay TV video subscribers in Q2 2016, the weakest growth since Q1 2009.

Latin American fire equipment market offers growing opportunities in automotive, hospitality and transportation industries

Justin Siller | Tim Hewitt | August 16, 2016

The Latin American fire equipment market is forecast to grow at a compound annual growth rate (CAGR) of 4.5 percent, between 2015 and 2020. Despite tough economic conditions in much of Latin America, IHS has identified three industries that offer the largest growth opportunities for fire equipment manufacturers: manufacturing, hospitality and transportation.

5G Americas: After All, 4G Has Long Legs!

Stéphanie Téral | October 12, 2016

As usual at this time of the year, I attended the 5G Americas annual analyst meeting in cowboy nation Dallas, TX. Overall, the analyst community did not miss a chance to challenge AT&T and T-Mobile US, the leading service providers of the non-profit organization, with tough questions about the validity of the shift from 4G Americas to 5G Americas at a time true 4G is finally becoming a reality.

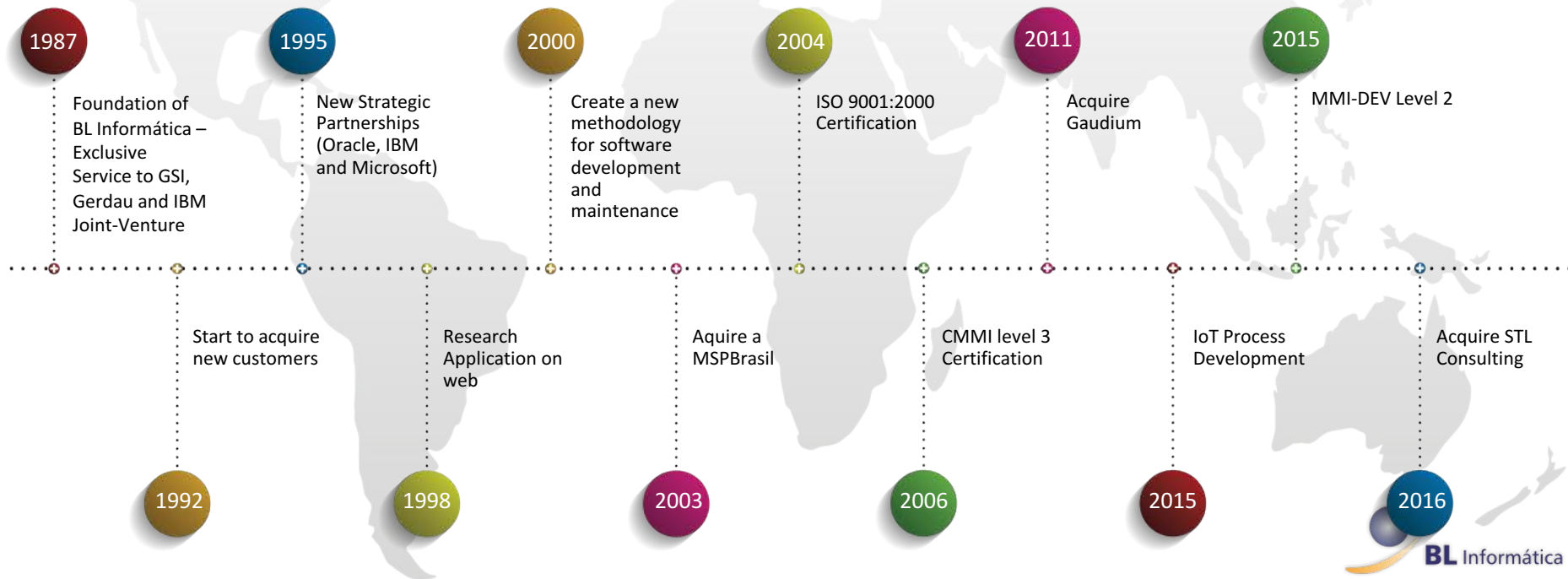


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Timeline

We started in 1987 being focused on getting the satisfaction of our customers. This moves us to develop, create, train, test and acquire knowledge that take us to provide the best service to those customers in the use of information technology, streamlining your processes, the use of technology option and increase the quality of your information.

The main services performed by the BL Group are: Developing and maintaining systems, consultancy and technical assistance and mobile applications. With the BL emerged a group of companies, which has as its horizon to provide services with the same philosophy of the parent company.





MSPBrasil is a IT Management Services Provider. Their commitment is to meet the needs of its customers, offering products and services with productivity, scalability and flexibility.

Citrix, Microsoft solutions, solutions for monitoring, support and help-desk (servers and workstations) and support for mobile solutions are products/services that come with qualified and experienced professionals for its deployment and maintenance.

Learn more through the website: www.mspbrasil.com.br.



The Gaudium is a company that has as main objective to develop mobile applications. For this reason, it offers skilled professionals in iOS and Android, in addition to relying on experienced personnel in other environments aiming at integrating these applications with legacy systems. Today the Gaudium acts strong in sports applications, Health, Financial and Tourism. Some of its applications have achieved first place in the Apple Store.

Learn more through the website: www.gaudium.com.br



The specific goal of every company operating across the country and around the world is to be successful. No company opens its doors hoping to just break even or provide a good service at a loss. So when a company, big or small, is failing to meet its goals and operate successfully what can they do to try and turn the tide? Whether you already have a business in need of help, are considering expanding your business by purchasing a competitor, or are looking to startup new business unit, STL Consulting can help you develop a focused plan to ensure success.

Learn more through the website: www.stlconsulting.net



Offer our customers IT services, Management Consulting and Analytical Research with proven quality, at competitive prices and within the agreed timetable.

We provide to our customers and partners 25 years of experience in IT services with focus in customers satisfaction, timetable, partnership and commitment.

Our Main Customers



Chevron Brasil



Ministério da Saúde



Financial Information

	2015	2014	2013	2012	2011
Q1	3.588.882,23	4.346.363,56	5.039.424,43	4.505.179,55	3.156.384,22
Q2	3.628.318,08	3.922.557,20	4.871.717,00	4.803.249,46	3.850.646,67
Q3	3.646.465,07	3.753.598,28	4.725.747,66	4.962.714,64	4.299.101,10
Q4	2.932.051,05	3.827.502,84	4.576.848,31	5.212.138,35	4.591.092,43
FYT	13.795.716,44	15.850.021,88	19.213.737,40	19.483.282,00	15.897.224,42
AVERAGE MARGIN	7%	8.5%	9.2%	8%	8.1%

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Territory Plan and Coverage



- **Headquarters: Rio de Janeiro**

- **2017**

- São Paulo Office
- Mexico Office

- **2018**

- Argentina Office

- **2019**

- Chile Office

Territory Plan and Coverage

Software
Factory

Systems On Demand
Systems Maintenance
Outsourcing
CMMI-2

Apps

IOs
Android
Windows
Java

IT
Infrastructure

Service Management
Outsourcing
Networking
Security
Project Management and
Consulting Services

Management
Consulting

IHS Technology
Strategy & Organization
Innovation Technology
Sales Process & Improvement
Human Resources Consulting

BL Informática

Gaudium

MSPBrasil
Gestão de Serviços de TI

stlconsulting

BL Informática

Assumptions

IT Market

- \$80B in IT investments in 2017, by Gartner
- The companies will invest in Cloud Services to reduce costs, by Gartner
- Cloud services will increase ~19.8%, by Gartner
- The Meta-Cloud Era Begins and Machine Learning Investment Multiplies; Cloud Services to Reach \$286B in 2020, by IHS
- Off-Premises Cloud Service Market Hits \$57B in 1H16, by IHS:
 - SaaS is the #1 off-premises cloud service and represents 44% of revenue
 - IaaS is #2, representing 40% of revenue
 - CaaS is #3, representing 9% of revenue
 - PaaS is #4, representing 8% of revenue

Assumptions

Research market

- Market research is one of the key factors used in maintaining competitiveness over competitors.
- Market research provides important information to identify and analyze the market need, market size and competition.
- Market-research techniques encompass both qualitative techniques such as focus groups, in-depth interviews, and ethnography, as well as quantitative techniques such as customer surveys, and analysis of secondary data
- market research to be the quintessence of marketing.

by Peter Drucker

Board of Directors

Software
Factory

Apps

IT
Infrastructure

Management
Consulting

Inside
Sales

Account
Manager

Senior
Manager

Inside
Sales
Deal Size
<=\$25k

An Inside Sales representative's job entails selling or introducing corporate products or services to established or new clients. The customers communicate with an Inside Sales representative to request for orders, quotations, and lead times by fax, telephone, or email. Most inside sales person's job is to build quotations on standard products, write orders and communicate pertinent information on them to customers. The primary duty involves tracking and following up on the leads, the organization generates based on web marketing.

Account
Manager
Deal Size
>\$25k

Account management responsibilities include developing long-term relationships with your portfolio of assigned customers, connecting with key business executives and stakeholders. Accounts managers will liaise between customers and cross-functional internal teams to ensure the timely and successful delivery of our solutions according to customer needs.

Senior
Manager
Deal Size
Large Projects

In the world of business, a position in sales is one of the most rewarding roles. Financially, sales consultants get most of the monetary value of the job due to commissions. In order to become a good salesperson, one must have the skill to pursue sales from start to finish. Sales consultants endorse and vend products to consumers and clients. They are the ones who identify the needs of their clients and provide opportunities for those needs to be met through the acquiring a product or service.

Software Factory Responsibility

Inside
Sales
Deal Size
<=\$25k

- Developing and accomplishing a region lead generation plan, meeting or exceeding monthly or annual targets.
- Participating fully in training sessions, meetings, skill building and professional development classes.
- Identifying decision makers amongst the targeted leads in order to start sales process.
- Cooperating with Accounts manager and Sales Supervisor to determine essential strategic approaches for sales.

Account
Manager
Deal Size
>\$25k

- Operate as the lead point of contact for any and all matters specific to your customers.
- Build and maintain strong, long-lasting customer relationships.
- Develop a trusted advisor relationship with key accounts, customer stakeholders and executive sponsors.
- Communicate clearly the progress of monthly/quarterly initiatives to internal and external stakeholders forecasting and tracking key account metrics.
- Identify and grow opportunities within territory and collaborate with sales teams to ensure growth attainment.

IT Infrastructure Responsibility

Inside
Sales
Deal Size
<=\$25k

- Developing and accomplishing a region lead generation plan, meeting or exceeding monthly or annual targets.
- Participating fully in training sessions, meetings, skill building and professional development classes.
- Identifying decision makers amongst the targeted leads in order to start sales process.
- Cooperating with Accounts manager and Sales Supervisor to determine essential strategic approaches for sales.

Account
Manager
Deal Size
>\$25k

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- Build and maintain strong, long-lasting customer relationships.
- Develop a trusted advisor relationship with key accounts, customer stakeholders and executive sponsors.
- Communicate clearly the progress of monthly/quarterly initiatives to internal and external stakeholders forecasting and tracking key account metrics.
- Identify and grow opportunities within territory and collaborate with sales teams to ensure growth attainment.

Management Consulting Responsibility

Inside
Sales
Deal Size
<=\$25k

- Developing and accomplishing a region lead generation plan, meeting or exceeding monthly or annual targets.
- Participating fully in training sessions, meetings, skill building and professional development classes.
- Identifying decision makers amongst the targeted leads in order to start sales process.
- Cooperating with Accounts manager and Sales Supervisor to determine essential strategic approaches for sales.

Senior
Manager
Deal Size
Large Projects

- A sales consultant should be able to properly and professionally interact with potential clients and customers to determine their necessities. After determining a client's needs, a sales consultant should be able to recommend the most appropriate products or services out of the company's portfolio. Sales consultants must liaise among the clients and the post-sales team once the product or service has been sold, to guarantee that customer contentment is maintained.

Lead Generation

Software
Factory

IT
Infrastructure

Management
Consulting

Inside
Sales

- External or internal telemarketing
- Customer database
- E-mail, clipping and other sources

- External or internal telemarketing
- Customer database
- E-mail, clipping and other sources

- IHS telemarketing
- Customer database
- E-mail, clipping and other sources

Account
Manager

- Existing Customer – Organic Growth
- Fortune 500
- E-mail, clipping and other sources

Senior
Manager

- Existing Customer – Organic Growth
- Fortune 500
- E-mail, clipping and other sources

Definição de Território, Carteira e Portfólio de Produtos:

Território

A metodologia de vendas escolhida para definição de território será QNUT (Qualify, Needs, Unique e Time), ou seja, exige uma qualificação adequada do território, levando-se em conta a condição de cobri-lo com os recursos existentes, verificar se dentro desta área existe ou comporta o portfólio de produtos que a empresa oferta, estabelecer parâmetros de competitividade se diferenciando dos principais concorrentes e por último, o tempo que será gasto para ter uma efetividade sem colocar em risco a reputação da empresa.

Qualificação: A empresa é estabelecida no estado do Rio de Janeiro, aonde fica a sede, mas já possui atuação em outras regiões, seja através de parceiros, seja através de oportunidades de negócio. O investimento de deslocamento se dará com a qualificação adequada da oportunidade e da capacidade de atendimento fora do estado. O processo será dividido em (i) Triagem, (ii) Setor de Mercado, (iii) Faturamento e (iv) Tecnologia.

Triagem: Usaremos uma lista (Exame, Valor Econômico, Associação Comercial e Sales Networking) de 200 empresas com sede e/ou área de atuação no estado do Rio de Janeiro, que será o foco principal. Esta listagem estarão excluídas as empresas que já fazem parte do portfólio da MSPBrasil.

Setor de Mercado: Analisaremos que setor de mercado tem mais vocação no estado do Rio de Janeiro, levando-se em conta empresas já existentes ou novos entrantes.

Faturamento: Em um primeiro momento não faremos corte pelo faturamento anual. Caso haja uma concorrência maciça nos maiores conglomerados, realizaremos uma revisão para retroalimentação da mesma.

Tecnologia: Aqui é importante entendermos a maturidade das empresas escolhidas e o apetite para consumo de tecnologias.

Necessidade: Após estabelecer a lista de empresas para serem "tocadas", é necessário um entendimento das necessidades por setor e por tecnologia. Quando entendemos as necessidades e os gaps por setor, aumenta nossa capacidade de conversação e diálogo com os interlocutores para oferecer a capacidade correta do que Eles necessitam para aquele momento.

Destaque: Quais os diferenciais que tornam a MSPBrasil única no mercado? Se não houver nenhum atrativo tecnológico (muito comum no caso da commodities), a palavra flexibilidade e compreensão para com o cliente são marcas fortes para um discurso de vendas.

Tempo: Saber crescer é uma arte, por isso "as dores do crescimento" são as vezes difíceis. Saber manter o foco em um determinado território ou setor é fundamental.

Carteira:

Como levantado no processo de Diagnóstico, a empresa possui hoje aproximadamente 25 clientes sendo que 65% do faturamento está no universo de 6 desses clientes. Também foi explorado que existe uma sazonalidade senoidal o que muitas vezes leva a empresa a hiatos de receita que no final impacta no crescimento. O crescimento é orgânico e vegetativo, uma vez que 90% das vendas realizados são feitas pelo Diretor Geral da empresa. A definição da Carteira de Empresas será de suma importância para atingir o objetivo desejado. A Carteira de clientes deve ser particionada da seguinte maneira:

- i. Clientes Premium – Com maiores métricas de faturamento e crescimento
- ii. Clientes Gold – Com maiores oportunidades de crescimento e faturamento
- iii. Clientes Novos – Ainda sem parâmetros definidos, porém com capacidade de absorção.

Carteira – Clientes Premium

Estes clientes terão um executivo de vendas com dedicação exclusiva para:

- a) Definir um Plano de Negócios Anual com o cliente e metas a serem atingidas
- b) O relacionamento será presencial, com dedicação para estar "na casa do cliente" de pelo menos 70% do tempo útil, Business Days.
- c) Prever possíveis riscos de cancelamento de contrato, por concorrência e/ou ineficiência técnica de atendimento
- d) Reuniões executivas com o Diretor/Coordenador de Vendas para avaliação do atendimento
- e) Retroalimentação do Plano de Negócios Anual a cada trimestre e ajustar conforme necessidade

Carteira – Clientes Gold

Estes clientes terão um executivo de vendas sem dedicação exclusiva para:

- a) Definir um Plano de Negócios Anual de cobertura e metas a serem atingidas
- b) O relacionamento sempre que possível será presencial, com dedicação para estar "na casa do cliente" de pelo menos 40 % do tempo útil, Business Days.
- c) Prever possíveis riscos de cancelamento de contrato, por concorrência e/ou ineficiência técnica de atendimento
- d) Identificar oportunidades de crescimento em novos negócios
- e) Retroalimentação do Plano de Negócios Anual a cada trimestre e ajustar conforme necessidade

Carteira – Clientes Novos

Estes clientes terão um executivo de vendas sem dedicação exclusiva para:

- Definir um Plano de Negócios Anual de cobertura e metas a serem atingidas
- O relacionamento sempre que possível será presencial, porém sem a necessidade de visitas periódicas
- Identificar oportunidades de crescimento em novos negócios
- Retroalimentação do Plano de Negócios Anual a cada trimestre e ajustar conforme necessidade

Carteira de Clientes	Atual	Plano 1. Ano	Plano 2. Ano
Premium	6	10	20
Gold	19	25	30
Novos	0	20	40
Total	25	55	90

Portfólio de Produtos

A definição de Portfólio de Produtos da empresa se divide em vendas de serviço e vendas de software. Os serviços são agrupados em (1) Suporte e (2) Outsourcing. A venda de de software é composta pelos seguintes fabricantes, Microsoft, Citrix, Fortnet, Netapp, Kaspersky e Amazon. Hoje 80% da receita total vem das vendas de serviços e 20% das vendas de produto. A importância de se ter um portfólio bem estabelecido e um conhecimento do mesmo, apesar de simples, é um fator crucial de sucesso de curto e médio prazo. Hoje a maioria de desafios que envolvem esta área é quando um perito técnico vira uma pessoa de vendas e consequentemente possui um bom conhecimento de um determinado produto especialmente um técnico, é fácil de ser pego em um monólogo de todos os grandes recursos que ele oferece e pode ser a grande ruína de muitos.

Carteira – Clientes Premium

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- b) O relacionamento será presencial, com dedicação para estar "na casa do cliente" de pelo menos 70% do tempo útil, Business Days.
- c) Prever possíveis riscos de cancelamento de contrato, por concorrência e/ou ineficiência técnica de atendimento
- d) Reuniões executivas com o Diretor/Coordenador de Vendas para avaliação do atendimento
- e) Retroalimentação do Plano de Negócios Anual a cada trimestre e ajustar conforme necessidade

Carteira – Clientes Gold

Estes clientes terão um executivo de vendas sem dedicação exclusiva para:

- a) Definir um Plano de Negócios Anual de cobertura e metas a serem atingidas
- b) O relacionamento sempre que possível será presencial, com dedicação para estar "na casa do cliente" de pelo menos 40 % do tempo útil, Business Days.
- c) Prever possíveis riscos de cancelamento de contrato, por concorrência e/ou ineficiência técnica de atendimento
- d) Identificar oportunidades de crescimento em novos negócios
- e) Retroalimentação do Plano de Negócios Anual a cada trimestre e ajustar conforme necessidade

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White Space Analysis will help to start a strategic approach to systematically understand:

- What's happening in a territory and customers organization;
- The drivers and issues that are impacting IHS Business across the region;
- The initiatives that they are considering to execute their strategy;
- How we can create value in the market by enabling the customer to succeed;

These insights enable to identify a customer's performance gaps or challenges, and where IHS Technology solutions and capabilities align with those issues.

The Latin America IHS Technology White Space Analysis

Report is a preliminary study to guide and map opportunities around Latin America. It will provide clear vision about two main markets (Brazil and Mexico) and opportunities against Sales Quota and Forecast objectives to be recognized.

All information came from (i) IHS Global Sales Operations, (**not updated**), (ii) Exame 500 List (such as Fortune 500), and Mexico Fortune 500. The criteria is to have a macro view about the region, picking up ~10 major by segment. The universe by industry sector is greater than 100.

The segmentation will be represented by:

- MEDIA & COMMUNICATION
- POWER & UTILITIES
- IT & TELECOMMUNICATION
- AUTOMOTIVE AND PARTS
- MANUFACTURING & NATURAL RESOURCES
- FINANCIAL
- OTHERS

These sectors will partially cover (in the first phase of LA Business Plan) IHS Technology research areas are organized and related market insights.



Automotive Technology

Insights and analysis, from automotive semiconductors to ground-breaking vehicle technologies.

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Displays

Industry leading research spanning the entire display value chain, with detailed coverage of cost, touch panels and materials.

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Enterprise & IT

Industry research, covering enterprise, computing equipment & storage, cloud & IT infrastructure, connectivity, and the rapidly expanding "internet of things".

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Mobile & Telecom

End to end analysis of the mobile and telecommunications industry from silicon to devices, networks, services and subscribers.

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Mobile, Consumer & Connected Devices

Extensive coverage of mobile and connected consumer devices, conventional and smart appliances, digital signage, and lighting.

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Power & Energy Technology

Extensive coverage of the power and energy technology markets, encompassing solar and wind energy, energy storage, smart utilities, and power supplies.

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Healthcare Technology

End-to-end global data and analysis on Medical Devices and Healthcare IT

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Manufacturing Technology

Unmatched coverage of Capital Equipment and Machinery, Electric Motor Systems, and Discrete Process and Automation

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Media & Advertising

Tracking the markets and strategies of media & home entertainment. Detailed media intelligence covering television, film, gaming, music, and advertising.

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Security Technology

Data and information on threat mitigation technologies including cybersecurity, video surveillance, critical communications and digital identification.

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Semiconductors

Every facet of the semiconductor industry analyzed in detail, from raw materials and wafer fabrication through forecasts of end market consumption.

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Teardowns & Cost Benchmarking

Benchmarking performance to determine BOM cost and drive electronic device competitiveness.



White Space Analysis

TECHNOLOGY

NETWORKING COMMUNICATION

ANALYSIS

INTERNET

TEAMWORK

GLOBAL

SEARCHING PEOPLE

DATA

GROWTH TEAM

SALES

CONCEPTS

TEAM

BL Informática

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