Adaptive **Growth,**

Not Just **Survival**

The **axen** Way

November 27th, 2020

1. Status Quo

Over the past few years we have seen **Global Economic Dynamics** that have transformed, and even destroyed entire industries. The constant in all of them is to "**do more with less**", "**faster**" and "**always satisfying the changing needs of the consumer**". In addition to the above factors, we also have the following:

- Caution Ahead — Keeping Costs In Check

- Indian Ascent — Rethinking The Value Chain

- Trade 2.0 — Localizing The Value Chain

- End of Ownership — Renting Is On The Rise

- Getting Woke — Redefining How Consumers View Business

- Now Or Never — Embracing An "I Want It Now" Mentality

- Radical Transparency — Building A Business Based On Trust

2. Non Status Quo

In addition to the above, during the first week of January 2020 the world news reports warned of the start of an unprecedented health crisis: **Covid-19**
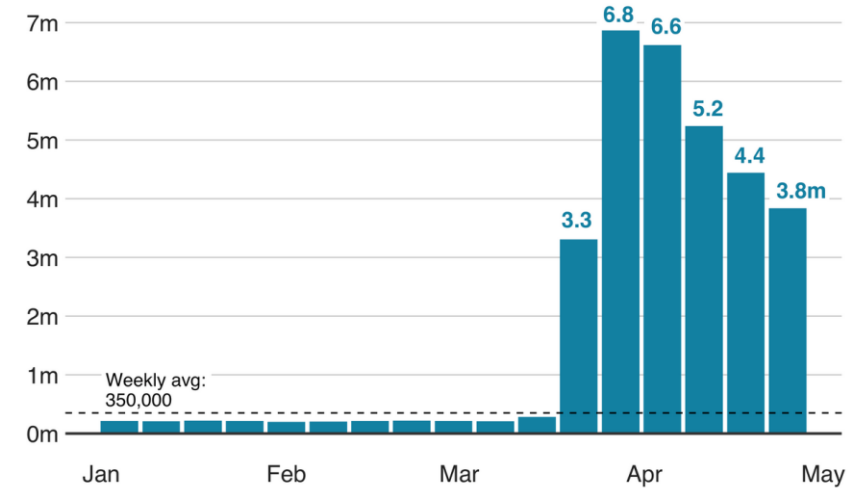
The impact of coronavirus on stock markets since the start of the outbreak

Nikkei: -14.7%
Dow Jones: -18.5%
FTSE 100: -24.5%
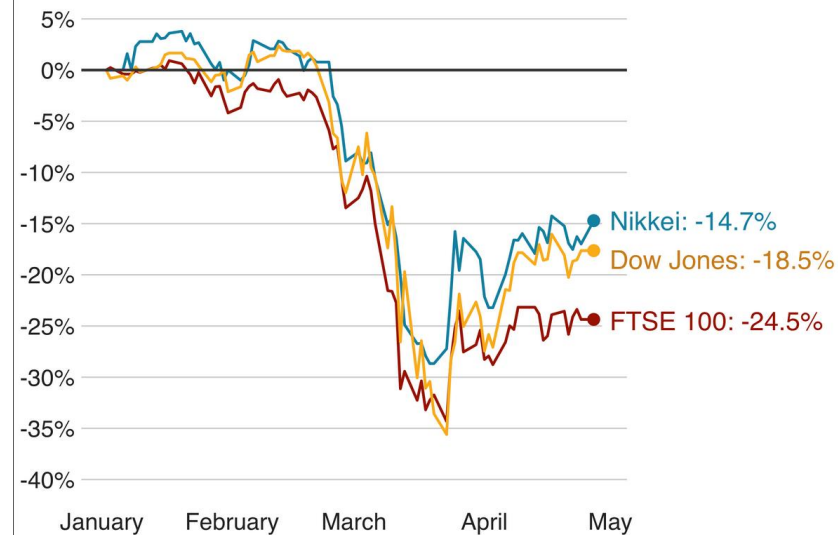
Source: Bloomberg, 27 April 2020, 07:00 GMT

More than 30m people in the US have filed for unemployment benefits in last six weeks

Weekly total of new unemployment claims in 2020

6.8 6.6 5.2 4.4 3.8m 3.3

Weekly avg: 350,000

Source: US Bureau of Labor Statistics, 30 April 2020, 14:00 GMT

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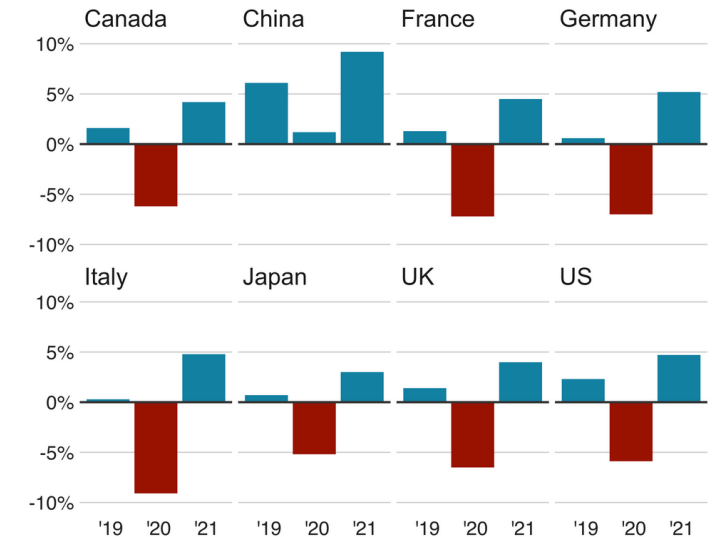
Oil price at 21-year low
Brent crude, US dollars per barrel

$20.59

Source: Bloomberg, 27 April 2020, 07:00 GMT

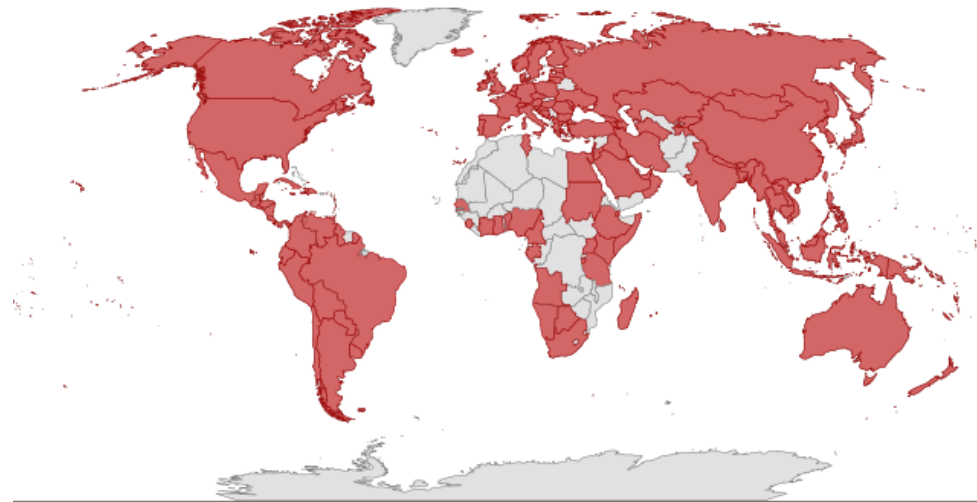**Many advanced economies are expected to enter recession this year**
National annual GDP

Source: International Monetary Fund

2. Non Status Quo

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More than 100 countries have travel restrictions because of coronavirus

Source: International Air Transport Association, BBC research, 24 April 2020

3. Our Region

Economic activity in Latin America and the Caribbean stagnated in 2019, continuing with the weak growth momentum of the previous five years and adding more urgency and new challenges to reignite growth. Indeed, real GDP per capita in the region has declined by 0.6 percent per year on average during 2014–2019—a sharp contrast from the commodity boom's average increase of two percent per year during 2000–2013.

Elevated policy uncertainty in several large **Latin American** countries continues to weigh on growth. For example, uncertainty about the course of economic policy and reforms in Brazil and Mexico likely contributed to the slowdown in real GDP and investment growth in 2019.

Laying low
GDP per capita in Latin America and the Caribbean steadily declined in the last six years, in contrast with the previous decade.
(PPP 2011 international dollars; year-over-year percent change)
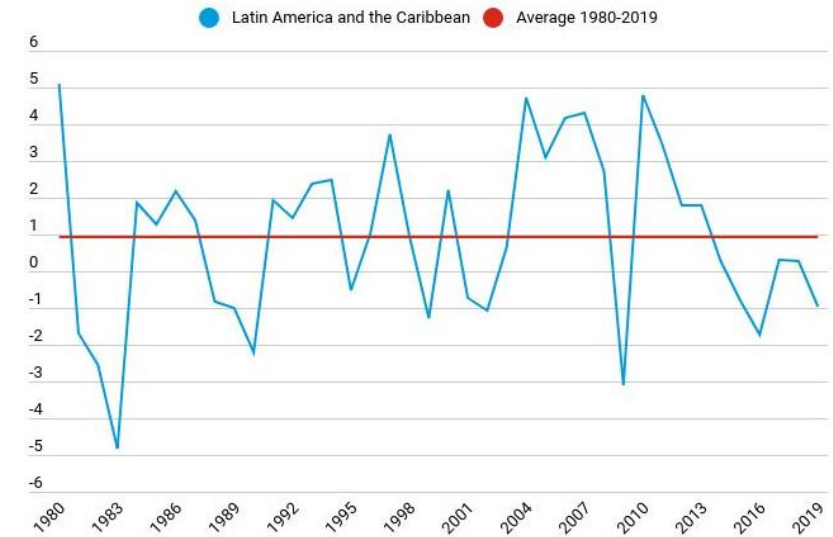
Sources: IMF, World Economic Outlook database; and IMF staff calculations.
Note: LAC = Latin America and the Caribbean; PPP = purchasing power parity.

4. Mexico and its Challenges

In addition to the **Latin American** context in which Mexico is placed, there are political and economic events (reforms to legal and regulatory frameworks, international trade agreements, etc.) that shape the reality of the market in particular, and also complex ways.

Additionally, the **Mexican** market has experienced the incursion of international players in local and niche markets:

- **Digital Banking**: Albo, Bnext, Cuenca, Flink, Hey Banco, Klar, Mibo, etc.

- **Retail**: Amazon, Mercado Libre, etc.

- **Distribution & Logistics**: Amazon, Mercado Libre, etc.

Number of global 500 companies per selected countries

170				
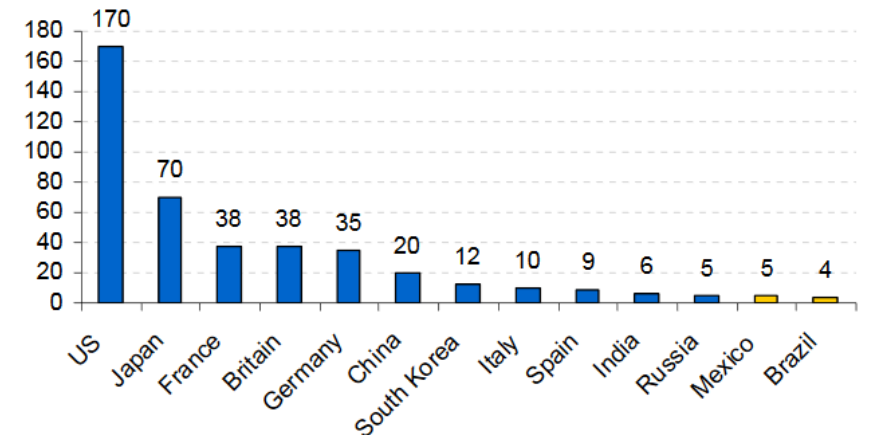
Source: Based on Fortune 500, 2006.

- **Local Transportation**: Uber, Didi, Beat, etc.

- **Entertainment**: Netflix, Amazon Prime, Pluto TV, etc.

- **Consulting Services**: Globant, Everis, Deloitte, etc.

5. The End of the Road?

The global, regional and local scenario is extremely complex and can be perceived as discouraging, but throughout human history, great crises have brought **great opportunities** to those who know where to find them.

The economic environment experienced by your company is the same as that experienced by your competition, the same challenges, the same shortcomings and opportunities.

6. Light at the End of Tunnel

Innovation

Differentiators

Value Generators

UX
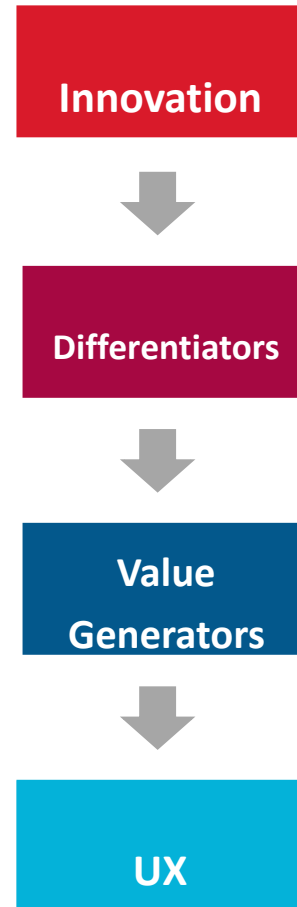
At **axen** we believe in focusing on the opportunities and the potential of an organization.

7. Adaptive Growth – The Axen Way

Regardless of whether it is a **product** or a **service** with which your customer interacts, the different points of contact of this interaction must be evaluated under the following **UX** model:
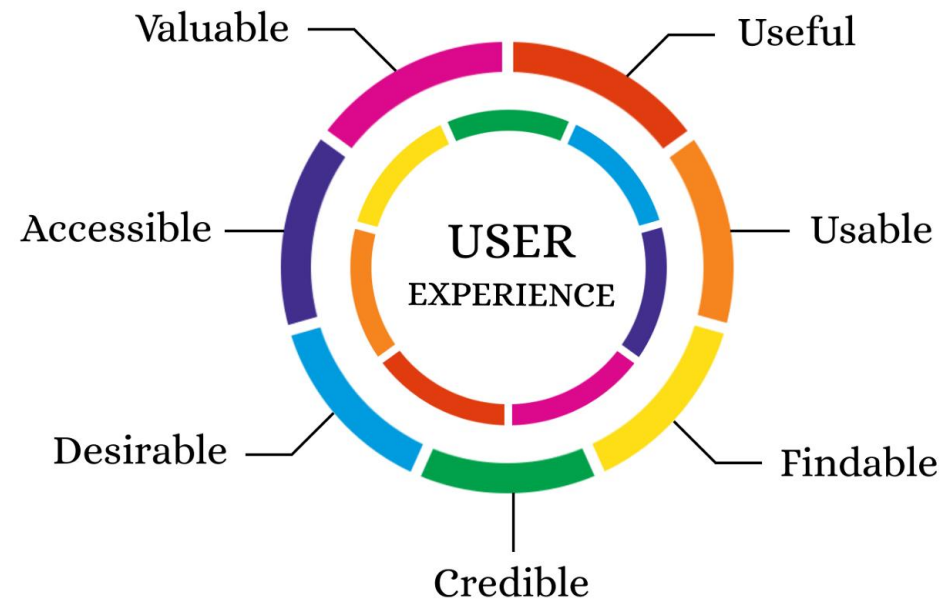

- **New Product Launch**
- **Purchasing Process**
- **Payment Process**
- **Customer Service**
- **Claim Process**
- **Returned Goods**
- **Customer Onboarding**
- **Know Your Customer**
- **Manufacturing Process**
- **Distribution Process**
- **Sales Process**

7. Adaptive Growth – The Axen Way

After the proposed analysis, the next question is: does your technological platform supports and enhance the **User Experience** for your customers?
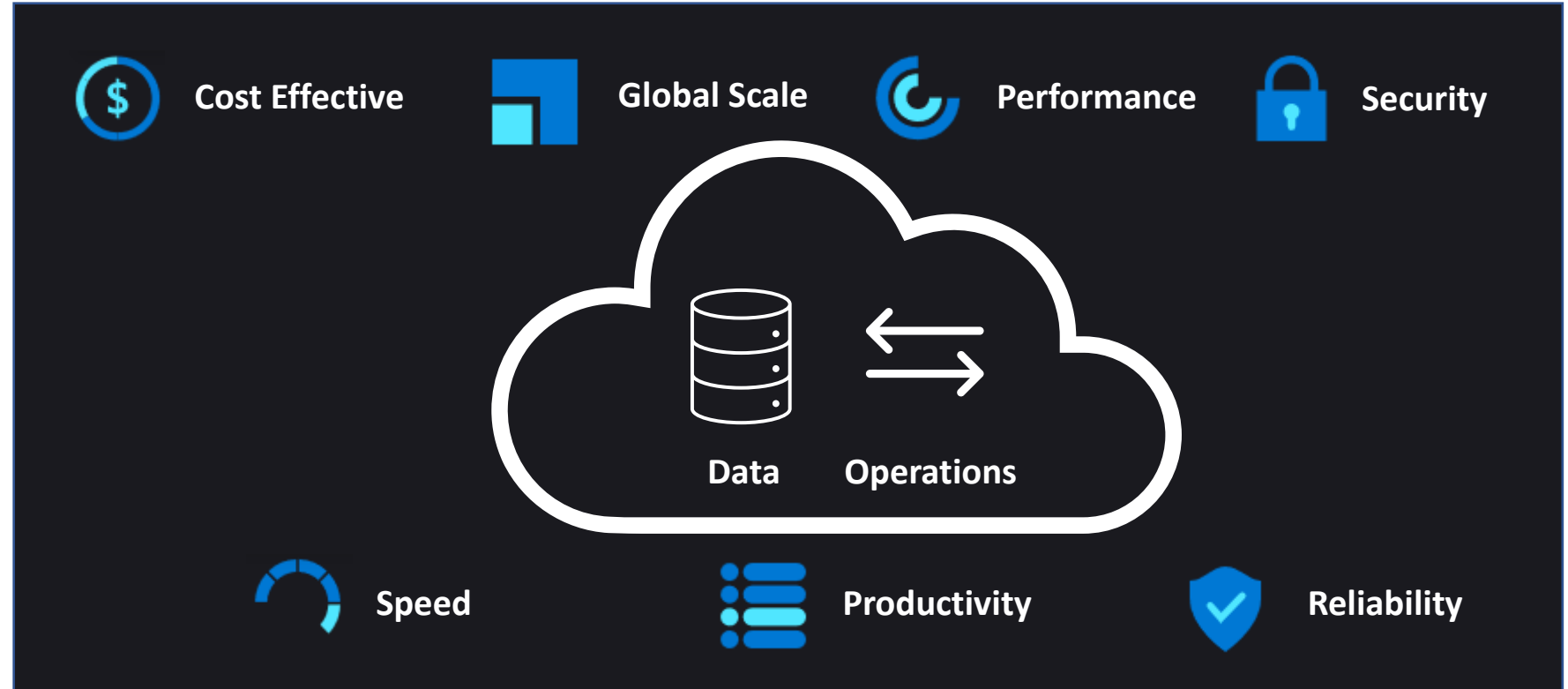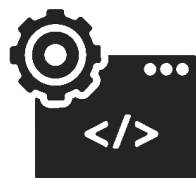
8. Solutions for the New Economy

At **axen** we have prepared a complete portfolio of **Business Solutions** oriented to the **Digital Economy**; offering our services under projects of integral solutions (**Digital Transformation**) or of specific scope (**Development**, **Staff Augmentation**, **Migrations**, etc.):

Consulting

Development

Data Sciences

Robotics & Automation

Machine Learning

Cloud Computing

9. Solutions X Business Need

At **axen** we understand that our **Technological Solutions for Business** must meet the specific **needs** and **requirements** of our customers and that we must speak the same language as them; below we invite you to discover our solutions portfolio:

Business Strategy

Marketing
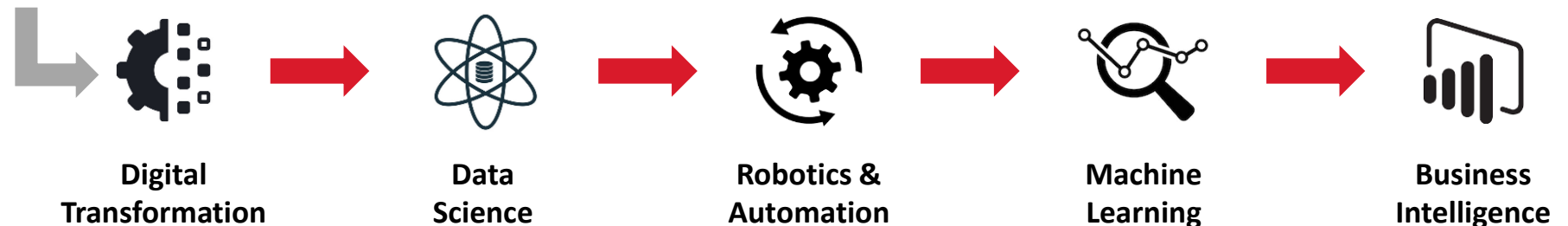
Recruitment

Management

Sales

Technology

Solutions – Business Strategy

Business Strategy

1. Internal Insight
2. External Insight
3. Sound Decision Making

Our Solutions

Digital Transformation → **Data Science** → **Robotics & Automation** → **Machine Learning** → **Business Intelligence**

Digital Transformation	Data Science	Robotics & Automation	Machine Learning	Business Intelligence
• Platform Modernization	• Data Platform Develop	• Process Automation	• Data Mining & Analytics	• KPIs & Dashboards
• Solutions Integration	• Data Architecture	• Data Gathering	• Trends Identification	• Data Visualization
• Applications Optimization	• Data Cleaning	• Bots Implementation	• Model Creation & Simulation	• Reports Generation
• Cloud Migration	• Data Consolidation	• Processes Orchestration	• Predictive Model	• Information Distribution
• Software Development	• Data Procesing	• Automatic Decision Making	• Algorithms Correction	• Measurement of strategy implementation

10. Solutions – Delivery Model

Requirement

Undefined   Partially Defined   Fully Defined

Design Thinking
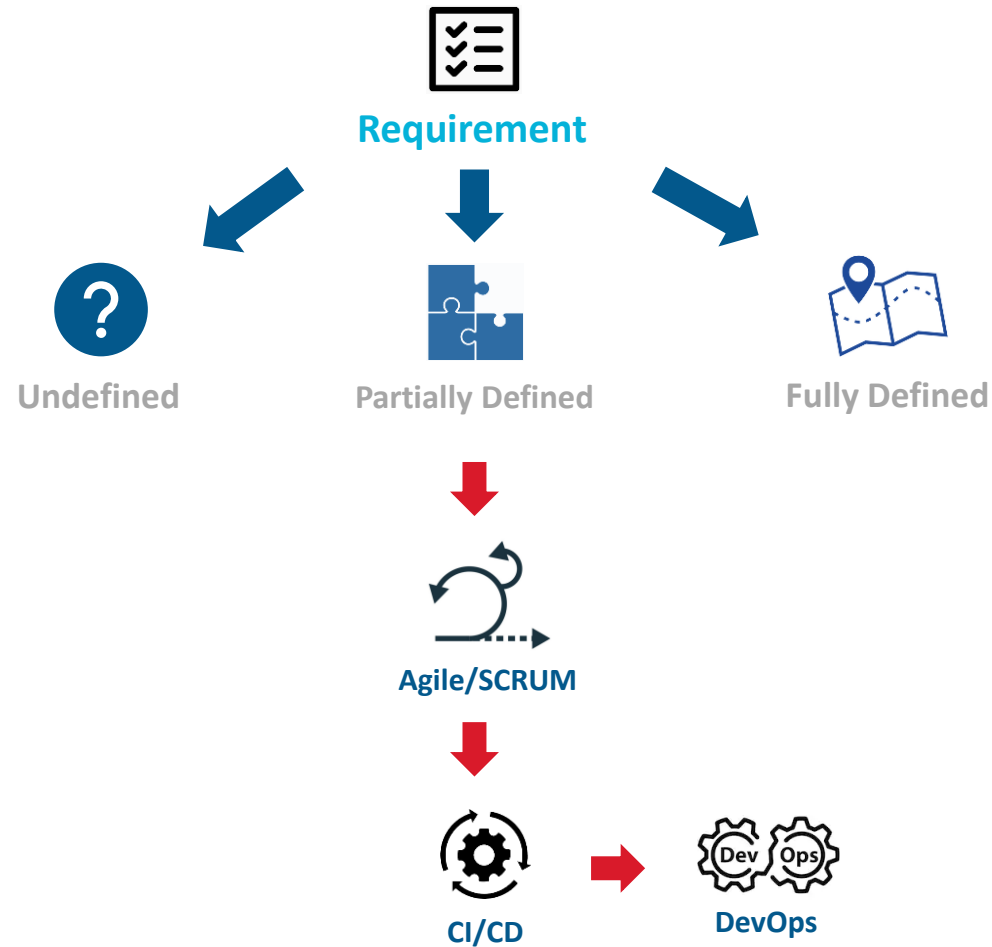
Solution Definition   →   Delivery Model
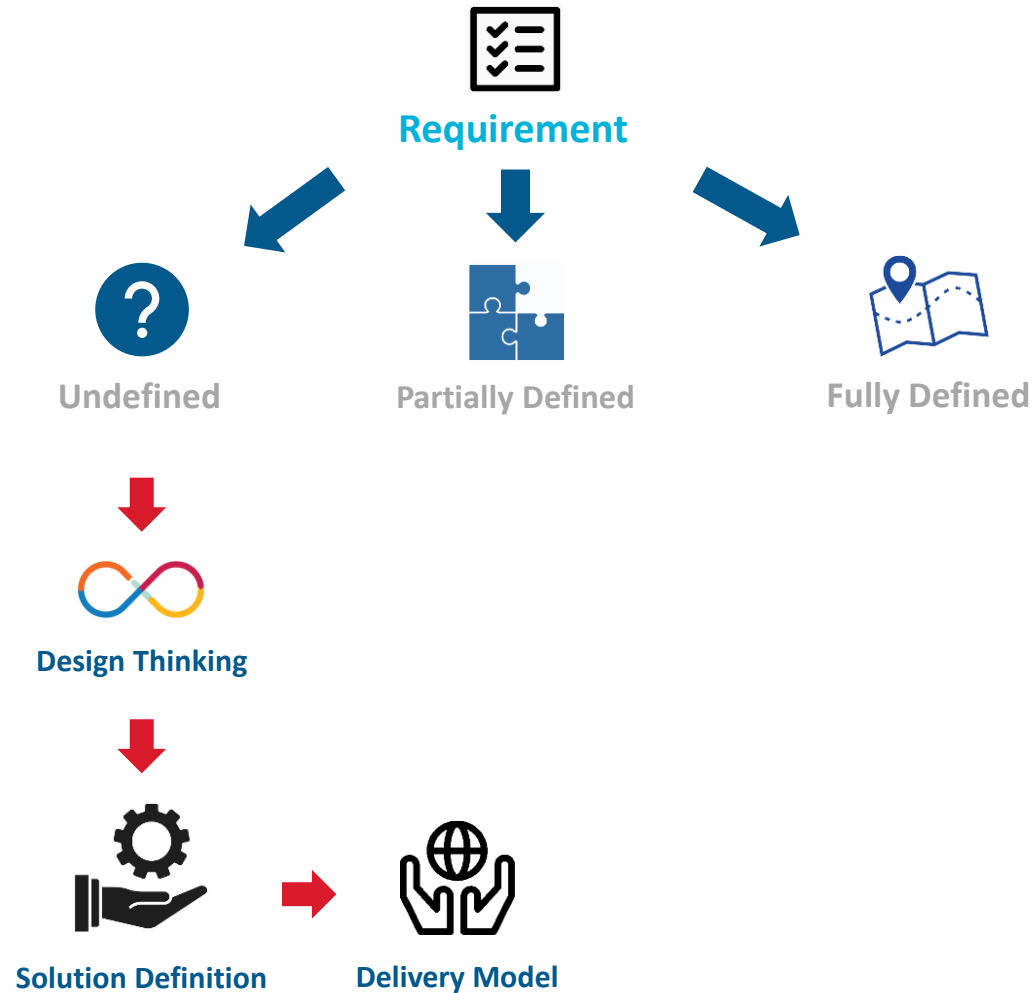
Our Strengths

1. Dedicated Teams
2. Proven Experience
3. Solid Technical Background
4. Staff Augmentation
5. Software Outsourcing
6. Nearshore
7. Turnkey Projects

10. Solutions – Delivery Model

Requirement

Undefined

Partially Defined

Fully Defined

Agile/SCRUM

CI/CD

DevOps

Our Capabilities

1. Digital Transformation
2. Cloud Computing
3. Software Development & Maintenance
4. Technology Implementation
5. Legacy Systems Integration
6. Platform Infrastructure:

   - On-Premises
   - Cloud
   - Hybrid

Our Technologies

Platforms:

- Azure
- BizTalk
- SharePoint
- Power BI
- Xamarin

Programming Languages:

- C# .Net
- C++
- SQL
- PHP
- Java
- Python
- Angular LS
- React

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Waterfall

Production Support

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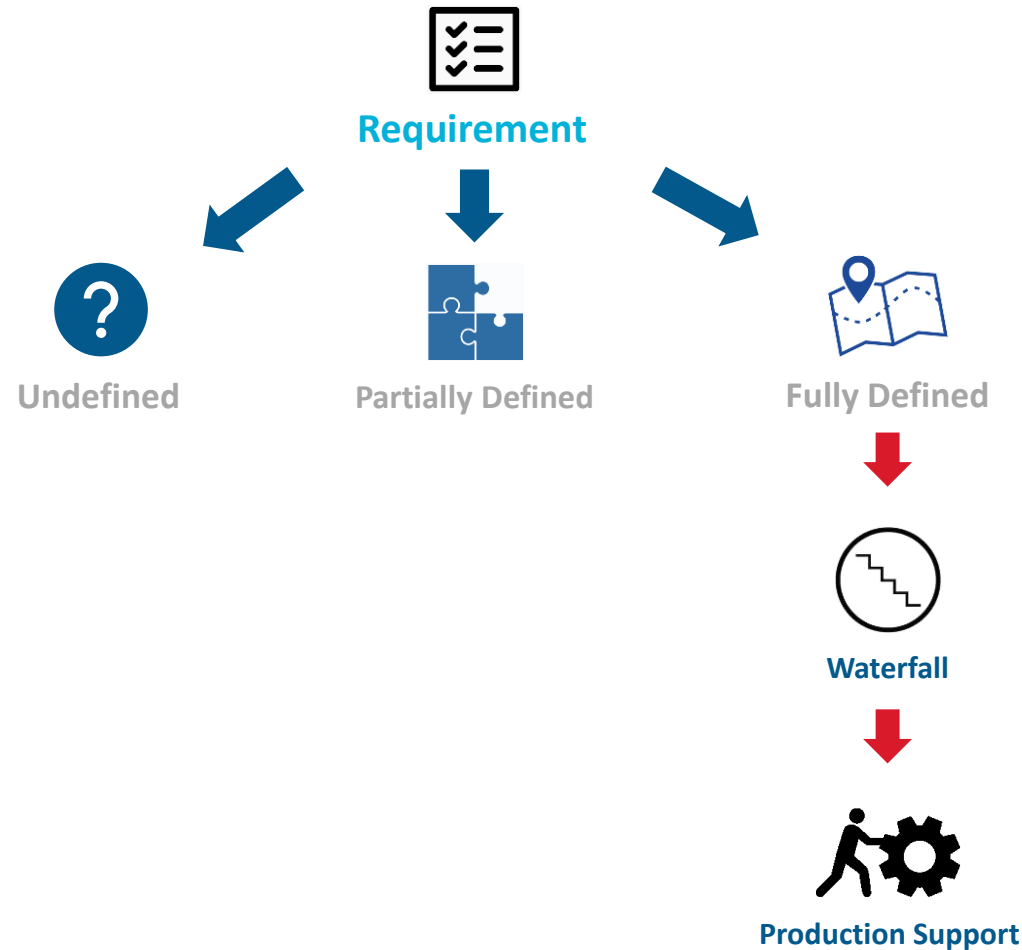   - Cloud
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   - Hybrid

Methodologies

1. Design Thinking
2. Agile/Scrum
   - CI/CD
   - DevOps
3. Waterfall
   1. Production Support

Technologies

Platforms:

- Azure
- BizTalk
- SharePoint
- Power BI
- Xamarin
- Office 365
- Productivity 365

Programming Languages:

- C# .Net
- C++
- SQL
- PHP
- Java
- Python
- Angular LS
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11. Our Experience, Our Support

Customers

- 216 success stories
- 9957 requirements (small, medium and large projects)

* (for 2007 – 2020 period)

Industries

- Banking and Financial Services
- Education
- Food and Beverages
- Health Care
- Manufacturing
- Mining and Extraction
- Pharma
- Professional Services
- Retail
- Telecom

Projects

- Software Development
- Staff Augmentation
- IT Consulting & Advisory
- Production Support
- Products Implementation
- End-to-End Projects
- Training

12. Evolving your Business Together

Let us analyze and discuss with you your specific needs and that one of our consultants shows you the potential that **axen** can generate for your company.

Thank you for your Attention!

Aarón Garibay

Comercial Consultant

aaron.garibay@**axen**.pro