



How **Stars** helped **Stefanini Scala** pave the way towards foreign markets

“Our main challenge was to create a new identity for the company as a solution provider instead of an IT vendor . In other words, the company should have an identity of its own, but still carry the strength of the Stefanini Group”

- José Carlos Jerônimo Pires,
President, Stefanini Scala

Overview

Stefanini Scala was created in 2016 as a result of the merger between **Scala IT**, a company focused on integration and BPM solutions, and **Stefanini VANguard**, the IT security and governance arm of the Stefanini Group, which operates in 40 countries.

With the merger, **Scala** expected to see accelerated growth, including the possibility of expanding overseas. With 28 years in the market,

the company is one of **IBM's main partners** in Brazil, and it welcomed the idea of also becoming one of the largest global partners.

But that required performing a series of changes within the company, while facing many challenges. “With the merger, it became clear that the changes would have a much stronger impact than we had ever imagined”, says José Carlos Jerônimo Pires, President of **Stefanini Scala**.

About Stefanini Scala

Stefanini Scala is the result of a merger between **Stefanini VANguard**, specialized in IT Governance, Security and Service Management, with Scala IT, which provides Analytics, Integration, and BPM solutions, and is one of the **main IBM partners in Brazil**.

The merger enabled **Scala** to experience accelerated growth and take its expertise overseas: In 2017, the company launched operations in Mexico and Colombia, and it has plans to reach 3 other countries in 2018, in addition to mapping out a strategy to go into Europe. The company expects to become one of the largest **IBM** partners in the world.

About IBM Cloud Stars

Stars is a support initiative that leverages proven methods and best practices to help our **IBM Cloud Business Partners** grow their business dramatically.

The **Stars** team includes experts in **IBM** channels and programs, cloud technologies, strategic planning, sales and technical enablement, and marketing, all focused on helping your business thrive. Our **Star Partners** sell 10X more than average partner, grow 3X faster, deliver more cloud solutions and are leaders in the cloud space.

Join us today, so your business can also reap these benefits too.

Challenges:

As the merger went through, a list of things needed to be tackled:

- 1 The team had to adapt to the new reality of a large multinational group and needed to prove their worth in order to show the market that **Scala** would not be absorbed by **Stefanini**, thus losing its identity. They also needed to brush up to keep pace with the new market reality, in which their clients are no longer CIOs and IT managers only, but business executives as well.
- 2 The market is going through a phase of digital transformation, and the company needed to keep up with the evolution by introducing solutions to quickly respond to the clients' demands. It was necessary to make a shift: from a company focused on selling IT products, to become a solution provider focused on business demands.
- 3 **Scala's** marketing structure was unique, but it needed to create a new identity and a new portfolio of solutions, which was a monumental task that could not have been accomplished without the stellar help of the **Stars**.
- 4 And last but not least, **Watson** required new development and training from the sales team: "We have clients asking about **Watson**, so there is a demand out there, and we are investing a lot on this new front as well" says Pires.

The importance of the Stars to Stefanini Scala

The merger process which resulted in a new company, **Stefanini Scala**, now required the creation of a new identity and a new portfolio of solutions, a process in which the **Stars** program played a key role. "It was an unusual year due to the significant amount of internal and external changes," says Roberto Luiz Ameriot Junior, Sales Director of Stefanini Scala. "From the economic backdrop to the new reality of the client, which changed its purchase model and began to search for IT solutions, we had to face many challenges."

The **Stars** helped us throughout the process by enabling discussions with independent consultants, experts from **IBM**, and a marketing and communications team that designed a strategy for a new website, a corporate video and digital marketing campaigns, among other actions. "It wasn't easy, because the work was non-stop, we had to make adjustments on the fly," says Ameriot.

Outcomes

It's already possible to point out the outcomes of a year's work: "The **Stars** helped us throughout the transition," says the President Jose Carlos Pires. "We have achieved our space within the group. We are asked to develop projects that involves our expertise. From the market's standpoint – and also **IBM's** – it became clear that we didn't lose our identity, we just adapted it." **Stefanini Scala** is already operating in Mexico and Colombia, and is expected to start operations in three other countries in Latin America. Plans for an expansion to Europe are under progress. Yes, all the work has paid off.

Supercharge your business by securing a dedicated Stars team.

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