

# Company Profile 2020

September 2020



# Company profile content 2020

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# Company Introduction



We are a Mexican company established since 2010 in the city of Monterrey, N.L. México with the mission of producing value to its customers from different action areas: business, technological and financial.

Convinced that in our lives the only constant is change, we seek with our offers to accompany our customers in the improvement, innovation or transformation of their businesses, promoting changes in paradigms, which enable them to new actions and therefore new results.

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# From our Board of Directors

People are who do business and companies generate loyalty and brand presence

We have traveled from 1994 to date with the fascinating task of supporting companies to face new challenges and to contribute with our experience in proposed solutions or sometimes being one more piece of a puzzle of more complex solutions.

The story is always the same, complex challenges, fair time windows and budgets under scrutiny of market returns and negotiations to agree on prices, deliverables, and fair payment terms for all.

At times, when the game of business turns into that, a game,

where finding the best client or the best supplier sometimes represents a challenge equal or more complex than the projects themselves, that's when we realize that business is made by people who represent a name or a brand but that only with honesty, loyalty and justice can great business be achieved under a win-win strategy.

We seek in Linnoit to support the consolidation of a better society and a competitive industry of high standards.

This is what we believe in and this is what we look for.



01. The business games  
The perfect customer and supplier



02. A better society and a competitive industry

# Creating Values



The values in the companies represent the desire that the Management has to see them reflected in the actions of the personnel that integrate them.

Not only should they be framed and displayed on some wall in a boardroom, the challenge for all organizations is to live them and be guided by them to achieve a positive and healthy work environment, but above all a mentality that can clearly lead to the marketing of services and products.

We look to our staff and collaborators for the values we believe in and on which we base our business and service principles.



» *Leadership*

» *Integrity*

» *Ethics*

» *Collaboration*

» *Commiment*

# Linnoit's distinctive success factors



## Personality

Our employees and partners maintain an approved service-oriented personality.



## Credibility

We rely on facts and objective solutions that contribute to maintaining high levels of credibility in our network of consultants.



## Collaborations

The collaboration and integration of diverse profiles and experiences has led us for some years to the enrichment of high impact and multidisciplinary teams.



## Creativity

Creativity is the cornerstone on which our teams work, when designing or redesigning processes, architectures, robots or high impact technological solutions, at the lowest cost.

## Growth and innovation by improving processes?

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Seeking growth based on higher sales and better contribution margins seems to be the holy grail of business, but paying due attention to the processes that will sustain that longed-for growth, we might find ourselves with the unpleasant surprise of wanting to fill with water a great rate with many holes through

which the liquid leaks. Then we will ask ourselves, "How do we stop these leaks?" Having optimal, efficient, measurable, and improvable processes will be the foundation for operating them at the desired operating volumes and profitability.

*Contact us to learn more.*

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Seeking improvement in our customers is our daily task.

Be part of us.

Stay strong in your markets.

# Our promise value

## Specialization and experience

Consolidate as a service company in the branch of business process consulting, information processes and technological infrastructure processes is our main objective, for this we have specialized adopting methodologies, the best practices of the industry and the indispensable documentation for the design and construction of automated processes. Our experience of more than 20 years in process optimization gives us the confidence to offer and fulfill our services in the times and ways expected by our customers.



### Business Process Consulting

Analyze, Design or Redesign business processes according to methodology and aligned with the client's Business Process Architecture.



### Information Process Consulting

Generate and maintain reliable information in a timely manner.



### TI Architecture Consulting

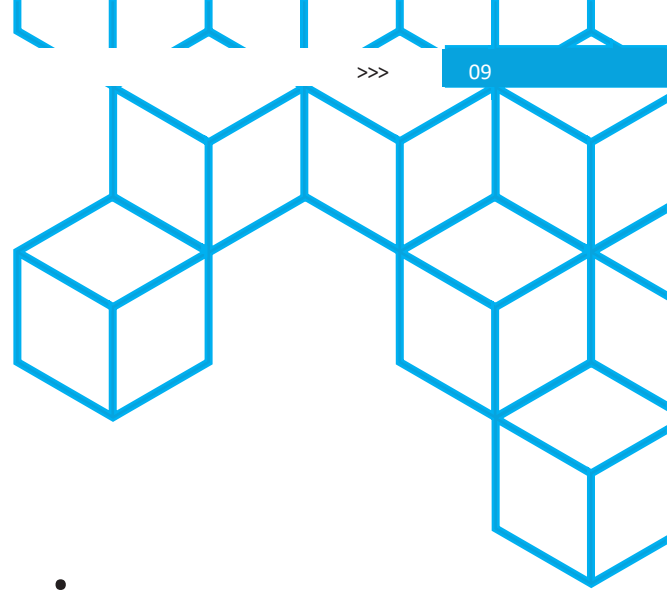
Ensure the necessary technological infrastructure that optimally supports the business' business processes.



### Business Innovation

Design, automate and implement business processes, generating the necessary culture for "rapid adoption" by the organization.





“The first step in innovation is not to have a good idea, is to start doing something with it.”

*-E. López*



### Sustainability

Seek efficient processes that avoid over time exhausting the resources used in them or damaging the environment.



### Business Vision

Develop an efficient and effective business model that allows the growth of the company and the generation of value to customers.

# The future market in Business Process Management

BPM US market  
value 2014

**\$4.71 B USD**

*Source: Market Reports Hub*

BPM US market  
value 2019

**\$10.73 B USD**

*Source: Market Reports Hub*

Market summary CAGR  
2014 -2019

**+17.9%**

*Source: Market Reports Hub*





There is only one boss.  
The customer. And he  
can fire everybody in the  
company from the  
chairman on down,  
simply by spending his  
money somewhere else.

We seek to evangelize among our customers and prospects the relevance of focusing annual efforts on challenging their business processes, creating dynamics of continuous improvement, studying processes from start to finish, with the aim of improving services and improving the perception that we can generate in the final customer, thus creating virtuous ecosystems.

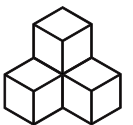
# Thank you & Summary

To our clients,  
collaborators, and  
business partners

Special thanks to our clients who, over time, have allowed us to build a vision and a process-oriented culture with them.

Our thanks to our collaborators and business partners, who have contributed to our permanence as a company.

To you who read this document, thank you very much for giving us the opportunity to make ourselves known and take the time to read this profile that we have prepared with much enthusiasm.





# Company Profile 2020

## **Contact us**

[contact@linnoit.com](mailto:contact@linnoit.com)

Calzada del Valle 255  
Planta Baja Interior A  
San Pedro Garza García, Nuevo León  
México 66220  
Tel. +52 (81) 8368-2513