



## HARNESSING THE DIGITALIZATION OF CVA MARKETPLACE TO DRIVE BUSINESS SUCCESS



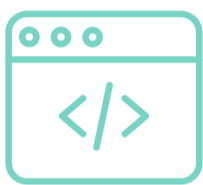
Comercializadora de Valor Agregado

### CVA & THEIR VENDORS



CVA has **increased sales** for vendors, such as Bitdefender doubling sales and Microsoft quadrupling their sales within 3 months

**Increased vendors' visibility** to resellers, opening new opportunities with better impact and less upfront cost



Vendors within CVA Group are now **developing API** to implement digital initiatives and streamline sales due to proven results since launch

### CVA & THEIR RESELLERS

**RESELLERS BENEFIT FROM REVENUE SHARING FROM HIGHER MARGINS**

**REDUCED LEAD TIME AS RESULT OF DIGITAL TRANSFORMATION**

**IMPROVED OPERATIONAL PERFORMANCE LED TO BETTER CUSTOMER EXPERIENCE**

### CVA GROUP

Mexico's best option as a technology provider



**INFORMATION TECHNOLOGY & SERVICES**



**34 BRANCHES ACROSS MEXICO**



**1000+ EMPLOYEES**



"Since the launch of KATY Platform, sales have boosted a significant 35% across all brands. We have also been able to increase our reseller portfolio by 25%."

-Ricardo Lopez, CVA Marketplace Team Leader

**+35%**

**SALES BOOSTED ON AVERAGE ACROSS ALL BRANDS**

**+25%**

**CVA'S RESELLERS PORTFOLIO INCREASED**

**40+**

**RESELLERS INTEGRATED INTO PLATFORM WEEKLY**



**RESELLERS CUT ORDER PROCESSING TIME FROM 72 HOURS TO IMMEDIATELY**

## CVA & THE GCN GROUP

Successful synergy

- Ability to scale using KATY Platform
- Optimized sales process to retain higher margins
- Foster stronger relationships with resellers
- Increased customer satisfaction

**3364**

Active Resellers

**3218**

Active Licences

**39**

Trainings Completed

**66**

Tickets Managed

## POSITIONING FOR GROWTH

Embracing digital transformation

**1**

CVA can confidently compete with current global distributors, obtain better agreements with vendors, and capitalize on the power of being a member of the international GCN Group.

**2**

CVA's active participation within the GCN Group is key to fuel ongoing success, transformation initiatives and mastering the digitalization journey through a global alliance.

