

SEIDOR

Press Kit



SEIDOR | 2022



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General management letter



Congratulations are in order. SEIDOR turns 40. In 1982, we set out on an adventure that today has a brighter future than ever before, and which has been successfully undertaken as a result of the effort, talent and courage of thousands of people.

Today, in 2022, we have reached this anniversary on the back of a complex year, faced with major challenges looming in the short and medium term: these notably include the health crisis and the vaccination process, supply shortages, climate emergency, geopolitical conflicts and the change of work models. Such challenges present increasingly uncertain scenarios to which organisations must respond with agility, honesty, and determination. Our sector is also seeing increasing complexity, accompanied by the emergence of new technological ecosystems and stakeholders. It is worth giving a special mention to the penetration of teleworking, to which we have adapted naturally, learning a new way of collaborating, and even improving the quality of our services.

we have developed a new visual identity enabling us to communicate more and in a better way who we are, how we do things, and fostering a clear purpose: "Humanising the world through technology".

Against this complex backdrop, we have been able to give the best of ourselves and to look to the future with pride. This future begins now, in 2022 and with a period characterised by a new brand strategy seeking to make the company a benchmark technology consultancy not only in Spain, but worldwide. As part of this strategy, we have developed a new visual identity enabling us to communicate more and in a better way who we are, how we do things, and the value we contribute. Featuring a comprehensive portfolio, a standout value proposition for corporates, SMEs and the public sector, and fostering a clear purpose: "Humanising the world through technology". This is a purpose that sums up our culture, our reason for being and our aspirations.

At SEIDOR we are convinced that we can only continue to grow if we understand that people come first; that's why our clients take centre stage.

We are technology activists and experts, whose abilities with which we contribute to the development of customers, partners, collaborators and society in general. But our core approach to this technology is to serve people. That's why we focus on the human side of any activity: we try to make any of the services or solutions we offer conducive to making the world a better place.

For this reason, we gear our efforts towards undertaking an activity that guarantees sustainability in all areas: on an environmental, economic, social and business level. We do this because we believe that the only way to do so is by holding deep-lying respect for people. We always keep in mind that relationships of any kind are based on a common denominator: the human side. At SEIDOR we are convinced that we can only continue to grow if we understand that people come first; that's why our clients take centre stage. Their projects and challenges are ours as well. We live their success as if it were our own, and we learn from each experience. We accompany their growth, walking side-by-side and with an enthusiastic eye towards the future. I said at the start that we are celebrating the beginning of an adventure that began 40 years ago. Looking back upon our origin and history, I am convinced that we will overcome any challenge we set ourselves. By adding our standout fundamentals to everything we do, the value of the human side, the future can only be extraordinary and exciting.

Josep Benito
CEO of SEIDOR

Who are we?

We are a global technology consultancy with a comprehensive portfolio that responds to any type of challenge that large companies, SMEs or the public sector may face in order to be more competitive through technology. Our comprehensive portfolio of innovation solutions and services, customer experience, ERP, analytics, employee experience, cloud, workplace and cybersecurity is specifically designed to help organisations overcome their challenges and achieve their goals.

The main sectors in which we offer services are: Public Administration, Agri-Food, Food & Beverage, Banking & Insurance, Ceramics, Construction, Pharmaceutical Distribution, Education, Pharmaceuticals, Automotive & Aeronautics, Engineering & Machinery, Processing Products, Retail, Healthcare, Professional Services and Transport.

At SEIDOR we have believed in the transformative power of technology for more than 40 years, always with a clear objective: to care about, and take care of, people.

40 Years / 41 countries / +8.000 Clients / +6.500 Professionals

Values

OPEN: Transparent, accessible, close, global, collaborative, self-critical.

RELIABLE: Honest, reliable, committed, loyal, self-demanding, socially responsible.

BRAVE: Non-conformist, innovative, determined, transformers.

Mission & Vision

MISSION: To promote the competitiveness and transformation of organisations based on the opportunities presented by technologies and business knowledge, always focusing on the value of human beings and committed to talent and social development.

VISION: To be the best technology consultancy to collaborate with and work with, both nationally and internationally.

Purpose

Humanising the world through technology.

Presence in the world

We have a direct presence with commercial and technical capabilities in 41 countries through our 80+ offices around the world. We are also represented in more than 100 countries through our network of partners, serving more than 8,000 customers.

Headquarters – Barcelona

Europe Belgium • Spain • Andorra • France • Italy • Portugal • United Kingdom

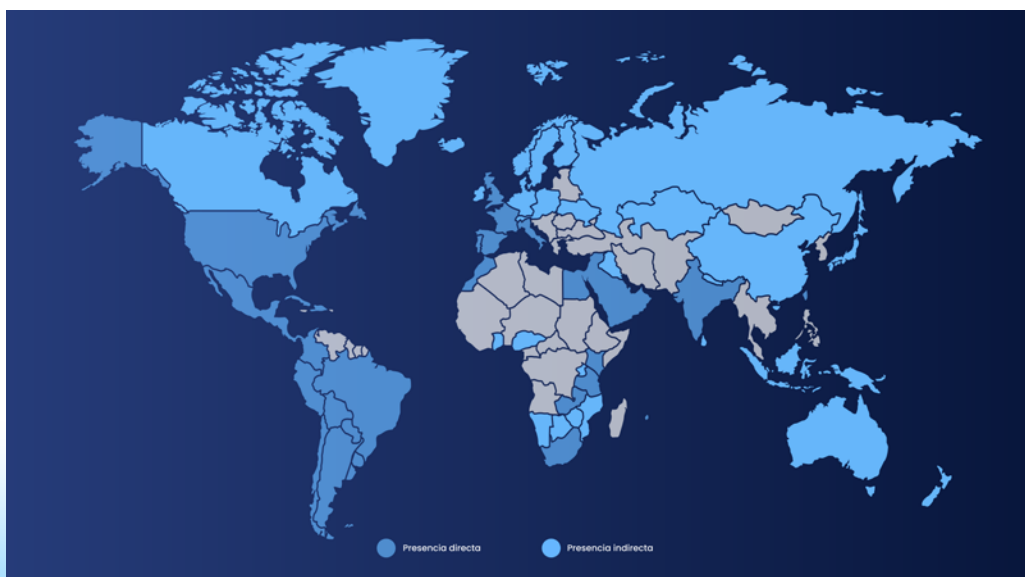
North America United States • Mexico

Central America Costa Rica • El Salvador • Guatemala • Honduras • Nicaragua • Panama • Dominican Republic

South America Argentina • Bolivia • Brazil • Chile • Colombia • Ecuador • Paraguay • Peru • Uruguay

Middle East Saudi Arabia • Arab Emirates • Israel • Kuwait • Lebanon • Oman • Qatar

Africa Egypt • Kenya • Morocco • Mauritius • South Africa • Tanzania • Zambia
Asia Taiwan • India



40 Years of history

1982

SEIDOR was founded in Vic (Osona) by brothers Santiago and Andreu Benito.

1984

The company begins to manage the microcomputing business through the creation of Microsistemes.

1991

SEIDOR opens its first office in Madrid. The company's main activity begins with the implementation of market-standard ERP business management software.

1992

Josep Benito, the younger brother of the founders, joins the company.

1996

The company becomes an SAP partner.

2003

SEIDOR carries out its first major corporate operation with the acquisition of Saytel. It starts developing business for the large accounts.

2005

The company begins its international expansion by opening offices in Chile, Argentina and Mexico. SAP business development for SMEs begins.

2006

Together with All4One, SEIDOR creates United Vars, which is a step towards becoming a global delivery company.

2010

SEIDOR starts its activity in Brazil. Closes its first corporate operation led from outside Spain by acquiring Crystal Solutions in the field of Analytics.

2012

SEIDOR starts Cloud business.

2013

The company begins expansion in the Middle East and the US.

2014

SEIDOR opens offices in Portugal and Brussels. It starts collaborating with global institutions and organisations such as the European Union, the United Nations and the World Bank.

2015

SEIDOR buys Dispal in Asturias and creates the Learning Services division.

2016

SEIDOR begins operations in Africa (South Africa, Kenya, Tanzania and Mauritius), Egypt and the UK. The Digital Transformation, Innovation, Cybersecurity and Venturing areas are created. Becomes a partner of Amazon.

2017

It starts operations in Morocco and the first international SAP CX competence centre is created in Peru, Valencia and Taiwan.

2018

The company starts work in Israel through a joint venture with a local player, SEIDOR Malam.

2019

SEIDOR strengthens its presence in the Middle East and opens its first office in Italy. Direct connection to Silicon Valley is established.

2020

The company acquires Clariba, thus strengthening its commitment to Analytics. In Spain, the company strengthens its presence in the Basque Country with Deusto Sistemas. SAP, IBM and Microsoft recognise SEIDOR as partner of the year.

2021

SEIDOR is already present in 41 countries, serving large enterprises, SMEs and the public sector, with a direct presence in Europe, LATAM and the United States, the Middle East, Africa and Asia. It has innovation centres in Silicon Valley, Tel Aviv and Barcelona, CX Competence Centres in Peru, Valencia and Taiwan, Workplace Competence Centres in Barcelona and Cloud Competence Centres in Mexico, Brazil, Peru, Zaragoza and Barcelona. SEIDOR acquires the Basque company NTS, allowing them to become Salesforce partners and integrate their CX solutions into the portfolio. It also boosts the relationship with other technology providers, such as Google and AWS. The complete redesign of the brand strategy is initiated.

2022

The company is driving its brand strategy based on a series of key axes in order to strengthen its corporate identity. The company signs its landing in France with the purchase of WorkWell. In its bid to strengthen its communications, networking, security and connectivity unit, SEIDOR buys Impala. The company becomes a CISCO partner.

Areas of expertise

Business:

TRANSFORMATION: Company evolution strategy in terms of technology, processes, people and digital business model.

INNOVATION & VENTURES: Drive Innovation, embrace NewTechs (IoT, AI), and connect with the startup and I+D ecosystems.

Experiences:

CUSTOMER EXPERIENCE: Unique and personalised omnichannel experiences: Digital Marketing, E-commerce, CRM, Web, APPs.

EMPLOYEE EXPERIENCE: Transforming people management and improving the employee's experience of their relationship with the company.

Management:

ERP ECOSYSTEM: Solutions for integrated business management, with ERP at the centre.

DATA & ANALYTICS: Optimal data collection and analysis to facilitate and improve the decision making process.

Platforms:

CLOUD: Evolution of the ecosystem of applications and infrastructures to Cloud models.

SMART WORKPLACE: Transforming the workplace to increase people's collaboration and productivity.

Technology:

TECHNOLOGY MANAGEMENT: Management and continuous improvement of IT applications and infrastructures.

CYBERSECURITY: Optimising digital and information security.

SEIDOR Products:

OWN SOFTWARE: SEIDOR's own software for warehouse management, asset tracking, consulting certificates issued by universities, viewing details of Microsoft Cloud service contracts, ensuring productivity in the workplace and assistance in the event of any queries.

Main partners

SAP

SEIDOR has a business unit specialising in end-to-end services in the SAP ecosystem: consultancy, implementation and maintenance of applications and infrastructures, and software sales. We are one of the largest SAP solution providers and a Platinum Partner, the highest category of SAP partnership. In addition, we are a founding member of United VARS, the world's largest alliance of SAP consulting firms. This alliance enables us to provide services in more than 100 countries.

- +2,000 customers worldwide
- +1,300 Projects
- +20 proprietary industry solutions
- +3,200 Consultants

IBM

Advanced technology and solutions to meet our customers' challenges. We are an IBM Platinum Business Partner.

- +100 IBM Specialists
- +1,000 Projects executed
- +200 Technical Certifications
- +700 Clients

Microsoft

SEIDOR empowers its partners with Microsoft business solutions and services.

- +730 Active Services
- +16 Gold Partner Competencies
- +7 Advanced Specialisations
- +350 Specialised Consultants
- +2,100 Projects completed

Adobe

Technology, control and knowledge. SEIDOR and Adobe join forces to create differentiated customer experiences and help organisations succeed in the digital sphere.

+20 Years of experience
+30 Certifications
+50 References

CISCO

At SEIDOR we design, implement, maintain and manage corporate communications and security solutions with CISCO technology to meet the needs of connectivity, mobility, IT security, collaboration, data centre and cloud.

+ 50 specialist engineers
+ 600 active service contracts
+ 5,500 projects completed

AWS

At SEIDOR we have several business units specialised in providing managed services aligned to the requirements and technological needs supported in the Amazon Web Services cloud.

We work with the objective of developing more scalable, secure and flexible infrastructures, making applications more available and protecting the most critical data.

+70 Clients
+200 Projects
+30 Cloud Specialists
SAP Competence
AWS Consulting Partner of the Year 2020 in Peru.
Advanced Partner Level

Google

As a Google Workspace and Google Cloud Premier Partner, SEIDOR has different business units focused 100% on digital business transformation through the different Google solutions, from productivity solutions covering the different needs: licensing, technology adoption, migrations and managed support to Google Cloud solutions covering the process of migration to the cloud with deployment and transformation of all types of Cloud solutions (VMs, analytics, SAP). In the process of achieving SAP specialisation.

+ 100 customers
+ 3800 users
+10 Cloud Specialists
Level: Premier

Salesforce

At SEIDOR we have a Salesforce consulting unit specialised in innovating and improving business processes related to Customer Experience (CX) with a focus on the design of interactions and relationship models that bring value to our customers, integrating the value of data and the power of intelligent automation, impacting the main business metrics.

- + 1,200 Projects
- + 500 Clients
- + 260 Salesforce Cloud Certifications
- + 250 Consultants globally (150 of them in Spain).

Ability to integrate Artificial Intelligence, IoT, Mobility and Intelligent Automation into our clients' business processes.

Lenovo

SEIDOR boosts its partners with Lenovo technology solutions.

- +15 Years of maximum partnership
- +30 Platinum Partner Competencies (Workplace & Data Center)
- +350 Specialised Consultants
- +2,500 Projects completed

A committed company

As an influential player in the business world, at SEIDOR we carry out our activities taking into account aspects that are essential for life, such as human rights, the well-being of people, equal opportunities, the environment and scrupulous respect for transparency measures and good business practice.

The major challenges of tomorrow are to acquire and develop a range of competencies and skills related to social and environmental awareness. They require organisations and leaders capable of transforming reality towards a better future and at SEIDOR we want to drive this change through technology.

For years, at SEIDOR we have been setting Corporate Social Responsibility objectives that serve to ensure a future for people and the planet in general. As part of this social responsibility, in 2014 SEIDOR took a step further by joining the United Nations Global Pact. This Pact presents a firm commitment to the 10 principles that should govern business actions around the world to achieve the final objectives of the United Nations, under the name Sustainable Development

Goals (SDGs). We have grouped these 10 Principles into 4 broad areas: Human Rights, Labour, Environment and Ethical Management.

Human rights

- Accessibility to technology: at SEIDOR we believe that technology only makes sense if it is available to people.
- Knowledge transfer: through the sponsorship of different Chairs with centres throughout the country, such as the Chair of Business and Humanism at the University of Valencia, with which we have recently developed the 1st Barometer of digital transformation in companies in the Valencian Community and Murcia, or the Seidor Chair of Digital Agenda for Senior Management with the San Telmo Business School, as well as other collaborations with business schools such as IESE or the Faculty of Computer Science at the Universitat Politècnica de Catalunya.
- Development of the local productive network: SEIDOR strengthens its commitment to the local business network thanks to its presence in associations such as FADE o AUSAPE

Work

- Gender equality: our commitment to the development of female leadership and talent has been recognised with various international awards such as the 'Empowering Women's Talent' label, a powerful talent development programme focused on female empowerment and leadership. Our strategy is to promote the interest and enhance the knowledge of women in the technology sector and to increase the attractiveness of the sector for diverse talent, as well as to apply loyalty measures to achieve an optimal working environment in terms of diversity and well-being, to offer maximum value to both our clients and the people who form part of the organisation.
- Work-life balance: we take care of our talent, providing them with flexible conditions that allow them to combine their personal life and professional development.
- Development of ICT talent: we have the SEIDOR Academy, our tool for training university talent with the aim of strengthening and expanding knowledge and skills that complement those acquired at university and enable them to enter the world of work in the most productive way possible. We train more than 200 professionals every year in different technological areas such as cybersecurity, ERP, cloud, workplace... in all

those areas demanded by the market and in technologies linked to today's benchmark manufacturers.

Environment

At SEIDOR we are committed to an Environmental Policy based on principles that contemplate how to carry out our services and work in an environmentally friendly way, preventing pollution and minimising the environmental impact that may arise from our work. We train our employees in environmental practices through our Guide of Good Environmental Practices, which we complete and improve periodically, including, for example, advice and training in efficient driving, as we are aware that when it comes to the environment, everything adds up:

- Environmental policies: we have ISO 14001 Environmental Management System Certification, which allows us to guarantee, control and minimise the environmental impact produced in the exercise of our activity, as well as the significant environmental aspects, energy efficiency and correct waste management. All of this, of course, ensuring compliance with the environmental legislation in force at territorial and state level.
- Waste management: in December 2021 we started our participation in the REPLAY project, promoted by the Galician Innovation Agency, which aims to recycle up to 60% of plastic waste from different sectors of the industry to give them a new use, such as additive manufacturing or 3D printing.

Ethical management

we have a corporate Code of Conduct in which we assume a series of commitments that we extend to all our collaborators and employees. We require all our employees and collaborators to be honest, transparent and impartial in the performance of their duties:

- Training and awareness-raising: we carry out specific training actions to ensure that all our employees have sufficient knowledge of this code of conduct and its content. In addition to general training, we have specialised training programmes for those groups of managers or employees who, due to the tasks they perform, must have a more precise and detailed knowledge of the rules of conduct applicable to their area of activity.
- Anticorruption: One of the company's strongest commitments is to fight corruption in any form. This commitment, set out in our Code of Conduct, translates into a rejection of all forms of corruption, both direct and

indirect, and a programme to fight corruption called the Zero Tolerance to Corruption Plan.

- **Compliance:** SEIDOR has an adequate monitoring and control system that verifies compliance with the Code of Conduct without waiting for complaints or allegations to be received. In addition to the bodies responsible for day-to-day management, those responsible for internal auditing are involved in monitoring and controlling compliance with the code of conduct and report directly to the Compliance Committee.

Working at SEIDOR: Development and Diversity

SEIDOR is an organisation where you can develop professionally and personally, surrounded by a great team, with shared values and the best work experience. People make our organisation unique. We grow thanks to you and we want you to feel at home. Here are nine important aspects of the culture that characterises us:

- **Flexible working hours and work-life balance:** we take care of our talent, providing them with flexible conditions so that they can combine their personal life and professional development.
- **SEIDOR Academy:** our specialised academy trains and remunerates talent in key technologies and professional skills, and incorporates them into our teams.
- **Teleworking:** At SEIDOR, teleworking is another way of working and is fully integrated into our culture, providing flexibility and comfort to our teams.
- **A welcome that you deserve:** our onboarding programme is ready to welcome you and accompany you throughout your adaptation process. You will have a team at your disposal and a mentor figure of reference.
- **We care for your well-being:** SEIDOR has a programme dedicated to taking care of people's health, Programa#S, in which we share activities, meetings and advice on how to take care of our physical and mental health.
- **Great working atmosphere:** At SEIDOR we lend each other a hand and teamwork is part of our way of understanding work. We love teamwork and learning from each other.
- **We work with big challenges and brands:** we have an environment in which to exchange knowledge and opportunities. Great professionals are part of

SEIDOR's ecosystem of customers, suppliers and partners.

- Global mindset, local cooperation: our company has a family background and a global mindset that is locally sensitive, inclusive and respectful of all the environments and spaces in which it operates.
- Close leadership and participatory management: we believe in leadership that helps develop your potential, encourages participation and is sensitive to the needs of our teams.

Testimonials

Hedaia Neiroukh (Consultant in Dubai): *"A collaborative, flexible and highly specialised work environment that brings out the best in you. Every year is a different experience."*

Chester Lin (Business Manager in Taiwan): *"A challenging organisation where every day is different and work is linked with creativity."*

Maxine Paul (HR Manager in Africa): *"Togetherness and growing together, those are the words that come to mind when I think of what I experience at SEIDOR. An exciting journey with an exceptional group of people."*

Dustin Coombe (Sales and MKT Director in England): *"The company believes in people, and that manifests itself in the fact that we have a great deal of autonomy and the ability to organise work in our own way. In this way, work and personal life coexist peacefully."*

Claudia Millán (Cloud Business Unit Manager in Chile): *"We help the world to progress in technological terms, developing projects for leading companies in their respective sectors. SEIDOR opens the door to top experiences and that security is very comforting."*

Fernando Canha (Marketing Specialist in Brazil): *"Two fundamental aspects to understand the SEIDOR culture: concern for its human team and continuous development. I am proud to be part of it."*

Krishnan Viswanathan (Business One Project Manager in the USA): *"A second family, no more, no less."*

Mireia Peral (Logistics Functional Consultant in Spain): *"In SEIDOR every challenge in our business unit brings us knowledge and high specialisation. Feeling how you are growing professionally and humanly is an unbeatable feeling."*

SEIDOR's manifesto

At SEIDOR ...

We believe that another way of facing the future is possible.

We believe that to face the new challenges of the digital era, we have the best allies: technology, and above all, people.

We believe that by focusing on human beings we move forward and by being brave, we evolve.

That is why, since our beginnings, we have illuminated every path with the transforming power of technology. Looking from near and at the same time from afar, so as not to miss opportunities and challenges.

And above all, focusing on the essential: the human.

Focusing on our customers, transforming their business and putting innovation within their reach.

Focusing on our partners, listening to them and collaborating closely to achieve their goals.

And nurturing talent, offering opportunities for people to develop.

Fostering more disruptive, transparent, open and sustainable environments.

Demonstrating that it is possible to humanise the world through technology.

We believe in change and we are activists to build a better future.

SEIDOR. Human focused Technology experts



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