



Expertos en Soluciones Empresariales

# Corporate Profile

We increase the productivity of companies with solid and integrated business solutions.

We differentiate ourselves by our service attitude that accelerates the success of all projects in which we participate.

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# About us

GCG's success is due to two key elements: our people and our quality of service. We hire, train, develop and retain professionals who go on to become exceptional technology application consultants. The talent and experience of our people, combined with a culture of attentiveness and service attitude, allows us to consistently exceed our clients' expectations and ensure successful projects. It is not for nothing that we are recognized as the Microsoft Partner that maintains the highest levels of Microsoft Dynamics user satisfaction in Latin America.

GCG is a consulting services company founded in 1985 and since then, has focused on selling and implementing integrated business solutions in medium and large companies. It has a multidisciplinary team of more than one hundred highly qualified professionals who know the requirements of a wide range of industries and who have obtained important recognitions for the quality of their work in hundreds of implemented projects.

GCG offers robust, solid and integrated solutions that are based on components that are not only limited to technology but to a compilation of diverse good business practices that have proven to be key elements to achieve successful projects and satisfied customers. GCG's extensive experience in the market has allowed it to create business models based on the correct application of information technology tools that help increase the productivity and competitiveness of the companies that use them.

The services GCG offers include training, implementation consulting, migration, support and development. The business strategy is based on the attention of specialized teams in various sectors including: Distribution, Retail, Manufacturing, Banking and Financial Services, Construction, Real Estate Developers and Professional Services.

## We are a company distinguished by:

- To have a solid and experienced consulting team specialized in Microsoft Dynamics 365.
- To be the strategic business partner of our customers.
- Build long-term relationships with your customers.
- To be committed to excellence in the services offered.



We distinguish for maximizing your return on investment in technology and focusing it on your business objectives.

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*I want to thank and acknowledge the extraordinary work of GCG and its consulting team for the implementation of Dynamics in our organization. And this is not only because the project was delivered on time and within budget, but also because, now that we are using this tool, our level of productivity and competitiveness has improved significantly. We are proud to have GCG as our strategic IT partner and we congratulate them for the excellent level of commitment and professionalism they have been demonstrating since we started our business relationship.*

”

*Nicolás Rubió*

CEO

*Industria Farmacéutica Andrómaco*



# Our thinking

Our Vision, Mission and Values are the guide for all our actions

## Vision Ensuring excellent results

We base our success on the extent to which we exceed the productivity, competitiveness and information needs of each of our clients.

## Mission Solving needs through IT

We guide and advise our clients to have an optimal and deep control of their business through the use of technology.

### COLLABORATION

#### HELPING SPONTANEOUSLY WITH OTHERS, EVEN IN THE SMALLEST DETAILS

**Teamwork. Whoever does not add is subtracting**  
Your problem is my problem. I identify the real problem, not blame. I seek to contribute at all times and evolve from "why not" to "HOW YES".

**Communication. I respond constructively to any circumstance.**  
I communicate openly and participate in problem solving.  
I offer all the information available to me to solve a problem and make difficult decisions in a timely manner.

### SERVICE

#### TO PROVIDE EXCELLENT SERVICE TO MY CLIENTS, BY KNOWING, MEETING AND EXCEEDING THEIR EXPECTATIONS.

**Professionalism. Fulfill my commitments in time and quality**  
I make sure that my deliverable is always the best alternative.

### INTEGRITY

#### THINK, SAY AND ACT IN THE SAME LINE, IN A RESPECTFUL, HONEST AND EXEMPLARY MANNER.

**Respect. Treat any person with dignity.**  
I do not abuse my position.  
I respect differences (beliefs, gender, opinion), and above all I perform with integrity.

**Honesty. Always tell the whole truth.**  
I behave and express myself with sincerity and coherence.  
I seek adherence to truth and justice, even beyond my own interests.

**Exemplary attitude. I lead by example and act with humility.**  
I plan my activities and consider the time of others by being punctual.  
I look for new ways of doing and learning.





## What we offer

The quality of our service is what differentiates us from the competition. In addition to the fact that we integrate and automate each of your business processes, we provide you with tools that will allow you to analyze the company's performance at all times.

What distinguishes us in the service we offer is that, from the beginning, we dedicate the necessary time to clearly understand the objectives, strategies and information needs of our clients. Based on this, we design and build a proposal that includes Microsoft business applications, implementation and maintenance services. This allows us to clearly delineate what is in and out of scope of the project and document how we will integrate and optimize the operations of each area of the company.

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## Business solutions


The solutions we implement allow our clients' operations data to flow in a consistent and orderly manner. This makes it easier to have a good control of the operation, an improvement in productivity and an optimal measurement of the business, to know exactly not only what is happening in any particular area but also to anticipate or contain any problem that may arise.

- Microsoft Dynamics 365
- Microsoft Modern Workplace
- Microsoft Power Platform
- Microsoft Azure

We offer a wide range of cloud technology applications that will help you increase the productivity of your business and maximize your return on investment in technology.





 Microsoft | Dynamics 365

Sales  
Customer Service  
Field Service  
Human Resources  
Finance  
Supply Chain Management  
Retail  
Marketing  
Artificial Intelligence  
Business Central

 Microsoft | Modern Workplace

Microsoft 365 Apps Enterprise  
Teamwork  
Security  
Compliance  
Adoption and  
change management

 Microsoft | Power Platform

 Power BI  
 Power Virtual Agents  
 Power Automate  
 Power Apps

 Microsoft | Azure

Server migration  
High Performance Computing  
Virtual desktop  
Advanced networking  
Advanced Security  
Azure enablement

Depending on the company's line of business, we ensure that business practices, which happen to be particular to each type of industry, are covered and processed as required.

- Retail Sector
- Financial Sector
- Real Estate Sector
- Public Sector
- Energy Sector
- Professional Services
- Academic Sector
- Manufacturing Sector

On the other hand, we ensure that the following areas of the business are automated and fully integrated:

- Administration and Finance
- Human Resources
- Distribution and Logistics
- Manufacturing
- Project Management
- Service & Support
- Sales and Marketing
- Quality Assurance
- Maintenance





The services GCG offers are oriented to establish a long term relationship and a quick return on investment. For this reason, we provide different types of services before, during and after the implementation of a project through an experienced team of consultants focused on several areas.

## Consulting Services

GCG is a Microsoft Gold Partner and since our origin in 1985, we have focused on marketing and implementing enterprise solutions. This ensures that GCG consultants have the highest levels of certification, knowledge and experience to implement the applications we offer in the shortest possible time and cost. The consulting team is world class and includes specialists in various types of industries who know how to guide and advise companies wishing to operate with a new ERP and/or CRM. The main services we offer are the following:

**Project management:** Our project managers are a key component of the success of any of the projects in which we participate. They are the people responsible for the planning and follow-up of the different phases and tasks that we execute throughout the entire implementation process.

**Implementation:** It consists of various consulting services including installation, training, analysis, design, construction, operation and release of the project. The support we offer is backed by the Microsoft Dynamics Sure Step 365 methodology described below.

**Training and installation:** Training is a task to which we attach great importance. We prepare a detailed training plan that includes the sites, dates, schedules and attendees for each of the sessions. Once we deliver it, we install the applications that will be used so that our clients can practice the new knowledge that was acquired in the training sessions.

**Release:** In every project where we participate, we offer our clients support and advice directly at their facilities. We normally do this for a month so that we can ensure that all the closing processes are executed correctly. This allows users to gain more confidence in using the system and ensures that they get a good experience during the first weeks of operation.

Once the business solution has been implemented, we have a commitment to each of your customers to maximize the value of your solution and ensure that it is kept running in optimal condition.

# SOS - Solution Optimization Service

At GCG we believe that we have incorporated several practices that are innovative and that are related to the way in which we offer our support services. In particular, they are oriented not only to keep the client's systems operating in a stable way, but also to optimize the way in which they use them. This is one of the most important elements that help to maintain the high level of satisfaction of our customers year after year.

Includes the following services:

- Consulting.
- Operational support via telephone, remote or on-site support
- Technical assistance and support
- Advice on how users can use additional functionality to meet other needs
- Migration to new versions
- Development and customizations
- Training and education

There are three different mechanisms that we use to support and advise our customers who contract the maintenance service:

## *Telephone*

*Operational and technical support to solve any doubt or incident that may arise.*

## *Remote*

*Remote connection to our clients' systems to have the same scenario that is being viewed by the person making the query.*

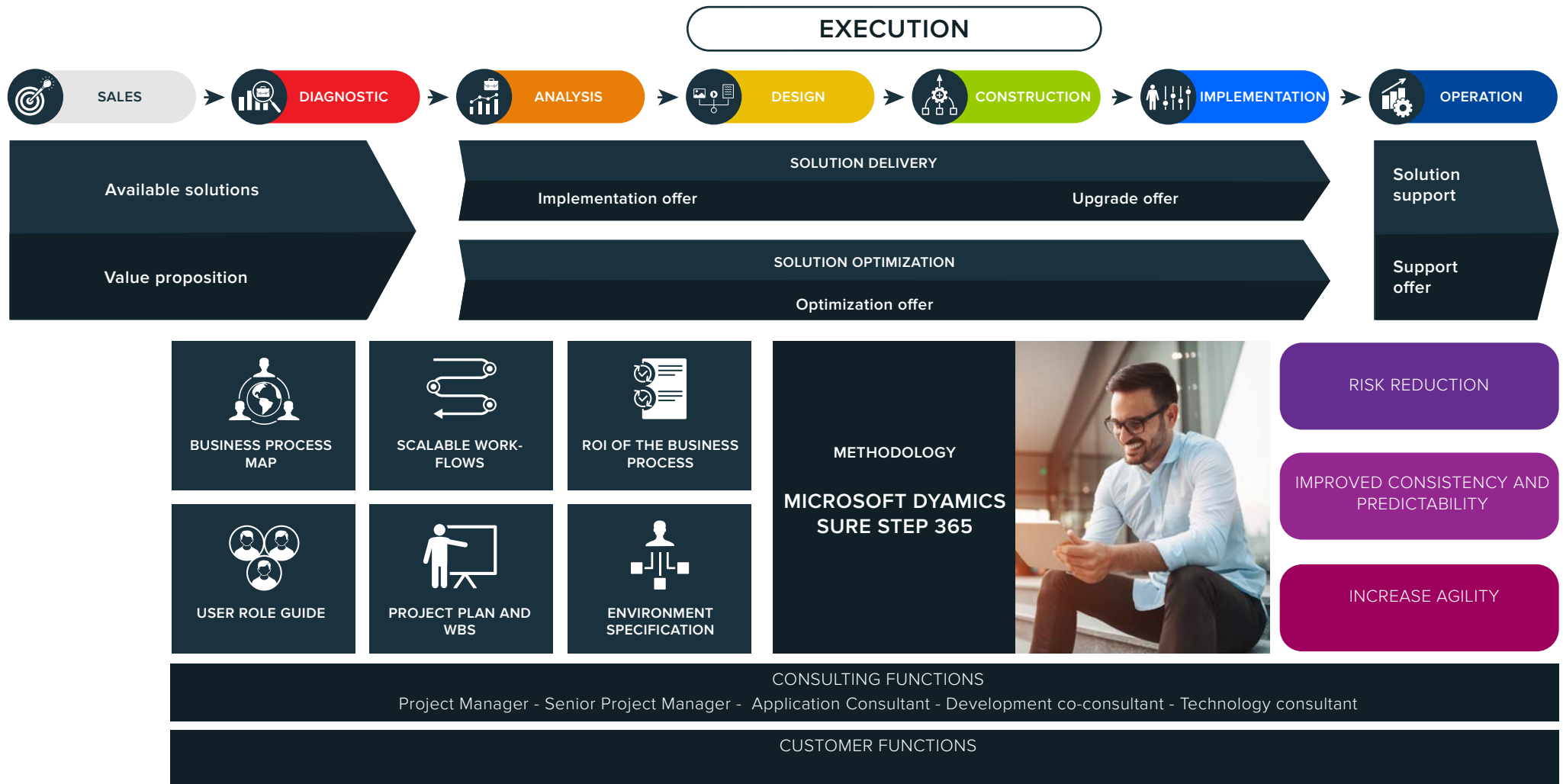
## *On site*

*For more complex cases and whenever necessary, we assign Technical Support personnel to provide the service at the customer's facilities.*

Each time Microsoft releases a new version, our customers can install it and take advantage of the new features and functionality that has been added. It is convenient to stay on the latest version so that you can take advantage of all the benefits of operating with a system that will always be at the forefront. Customers who keep their maintenance service current receive these new versions at no additional cost and, if required, GCG can help them with the installation and migration process of their data and developments.

# Sure Step 365 implementation methodology

Sure Step is a methodology developed by Microsoft and has been used by most of the companies that have implemented any Microsoft Dynamics product. That is why at GCG we use this same methodology. This tool integrates a very strict discipline to carry out the project management along with a series of best practices for implementation, migration and upgrade of ERP and CRM systems. It is designed to accelerate user productivity and is divided by stages.





# Group companies



D4B is a GCG Group company that specializes in the implementation of business intelligence and data analysis projects; we offer business leaders the tools that allow them to better understand their organization's performance, understand market trends, predict patterns and statistics, as well as measure the impact of their decisions.

We offer Business Intelligence, Advanced Analytics and Business Intelligence solutions that will allow you to take advantage of the maximum potential of your data, through services such as:

Advanced Analytics Design - Artificial Intelligence - Data Extraction and Modeling - Plug & Play" Analytical Solutions

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In RELATIO we specialize in providing solutions that help you grow your customer base and keep you close to them; we provide consulting services for the implementation of business solutions based on the Microsoft Dynamics 365 platform. RELATIO is part of GCG, leader in Latin America in the implementation of the Dynamics platform; 35 years of experience and more than 800 projects support us.

We distinguish ourselves by:

Having a solid and experienced consulting team experienced in Microsoft Dynamics 365 for customer engagement.

Being the strategic business partner of our customers

Building long-term relationships with our customers

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GrowIT is a strategic partner in implementations and outsourcing development services for Microsoft Dynamics solutions, we offer access to a series of pre-built solutions to meet the most common business requirements. We seek to optimize the final client's investment through complementary solutions that facilitate the implementation and operation, considerably reducing the fixed costs involved in investing in the creation or growth of an own technological development area.



Latam Microsoft  
**Partner  
of the Year**  
Awards 2022

2022/2023  
**INNERCIRCLE**  
for Microsoft Business Applications

**GCG was recognized as one of the most important certified  
Partners worldwide for Microsoft Business Solutions**



# Awards

There is probably no other company in Latin America that has received more Microsoft Dynamics awards in recent years than GCG. We are pleased to share some of the most important ones that are related to our quality of service, performance and best business practices.

## Microsoft Dynamics Partner of the Year LATAM.

This recognition has been awarded by Microsoft since 2001. Since then, GCG has received it nine times.

## Microsoft Dynamics Inner Circle

This recognition is awarded to a very small group of companies known as the "Inner Circle". It represents the most outstanding partners whose performance places them at the highest level of recognition that a company in our line of business can aspire to. It is made up of the top 1% of Microsoft Dynamics partners worldwide. Since 2001, GCG has received it ten times.

## Microsoft Dynamics President's Club

Microsoft Dynamics Partners who year after year grow their business and whose performance level is among the top 5% of the worldwide channel, are recognized as "President's Club" GCG has been awarded consecutively for the last fourteen years

## Microsoft Gold Certified Partner

This is Microsoft's highest level of certification and is awarded year after year to ensure that the companies that receive it maintain their personnel with the necessary experience and knowledge to ensure successful implementations. GCG has consistently maintained this level.



# Some of our clients

## Distribution

Alpezzi Chocolates  
Avante  
Citrojugo  
Clarimex  
Comercial Anforama  
Dominion  
Electrónica y Medicina  
Equipos de Gás  
Farmacia Guadalajara  
Flint Mexicana  
Fotorama de México  
Grupo Ibarra  
Hollister  
Home Interiors de México  
Hunter Douglas  
Leviton  
Mexicana de Electrónica Industrial  
Moto Repuestos Monterrey  
Okidata de México  
Pastelería Champlitte  
Sellcom Solutions  
SNF Floerger México  
Sport City  
Travers Tool  
Univar de México  
Viva Optique de México  
VZComm  
Würth México

## Services

Agencia Funeraria Gayosso  
Apligen  
BAL  
CFEnergía  
Club de Industriales  
Coexpan México  
DocSolutions  
Ecco Servicios de Personal  
Gasoductos Servicios  
Heliservicios Campeche  
Hoteles City Express  
Hotelera Plaza Dalí  
Ingeniería y Mantenimiento Industrial  
Insumos Internacionales  
Intercom  
Internacional de Sistemas  
Mendoza Sánchez Agencia Aduanal  
Norgren  
Normalización y Certificación Electrónica  
Radar Holding  
Red Ambiental  
Saam Remolques  
Servicios Empresariales  
Servicio PanAmericano de Protección  
Shenkin  
Solid Servicios  
SRL Soluciones  
TEC Electrónica  
Técnica Eléctrica Parral  
Terminal Marítima de Mazatlan  
Transportes Bonampak

## Financial Institutions

Arrendamas  
Banco Credit Suisse  
BNP Paribas  
Bolsa Mexicana de Valores  
Cecoban  
Crédito Real  
Financiera Independencia  
Fintonic  
Gerbera Capital  
Gravitas Capital Group  
Grupo Elektra Punto Casa de Bolsa  
Grupo Financiero Mifel  
HITO  
Intercom Casa de Bolsa  
Kueski  
Kuspit Casa de Bolsa  
Monex Grupo Financiero  
NAVIX de México  
Neltia  
Onix Financiera  
PagaTodo  
PROSERV (Banco ITAU)  
Protego Asesores  
Servicios Financieros EquipaT  
Up Si Vale  
Valores Mexicanos  
Vision Fund México  
Zendere Holdings

## Some of our clients

### Public Sector

COFECE  
COFEPRIS  
IFT  
IMSS  
INEGI  
PENSIONISSSTE  
SAT  
Sociedad Hipotecaria Federal

### Process Manufacturing

BEPENSA Bebidas  
CitroFrut  
Electro Industrias Asociadas  
Expo Pack de México  
Flint Mexicana  
Foli de México  
GIMSA  
Hongos de México  
IACI  
IDESA  
Industria Farmacéutica Andrómaco  
Maquinova  
Mexenil  
Plasti-Envases  
PTE Compounding de México  
QMAX de México  
Química Blantex  
Rancho el 17  
Servicios Administrativos Calidra  
Vizcaya

### Entertainment

Delphinus  
Dolphinarius  
Experiencias Xcaret  
PickWin

### Discrete Manufacturing

BEPENSA Industrial  
Cierres Automáticos  
Creaciones Industriales  
CUPRUM  
EMDO  
Etiflex  
Hunter Douglas  
Lavartex  
Masterbind  
PSAP - Palets Empaques y  
Embalajes  
Río Sul  
RYASA  
Tex No Tej  
Válvulas de Control  
Xanik

### Retail

Grupo Zorro Abarrotero  
Riverland Ergonomic  
SIMSA  
Tiendas Cuadra  
Watch my Watch

### Professional Services

Arquitectura Fiscal  
Bacher Zoppi  
Mantenimiento Express Marítimo

### Education

Red de Universidades Anahuac  
ITAM  
Red de Colegios Semper Altium  
Universidad Latinoamericana

### Construction and Real Estate

Lumbreras y Túneles  
Mexicana de Presfuerzo  
Mira Companies  
Promotora CBG  
Promotora Revitas  
URISA  
SECEYCO

### Others

Comsustenta  
Kulttiva Domestic Farming  
Multimedios Estrellas de Oro  
Pro Mujer



# Locations

## Mexico City:

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**GCG**

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