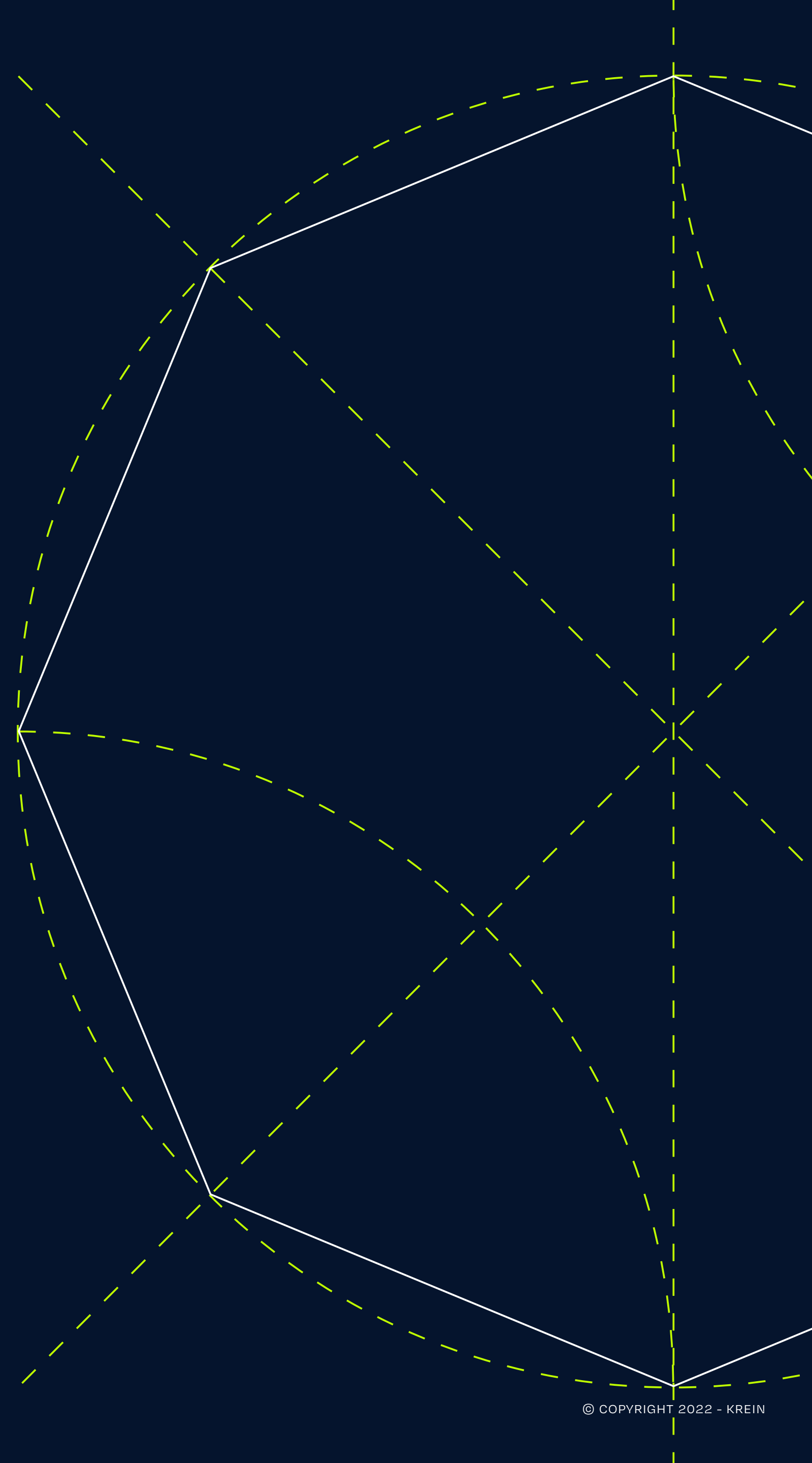




# Krein

Digital Manufacturing for B2B Industries

COMPANY PROFILE \_ 2023





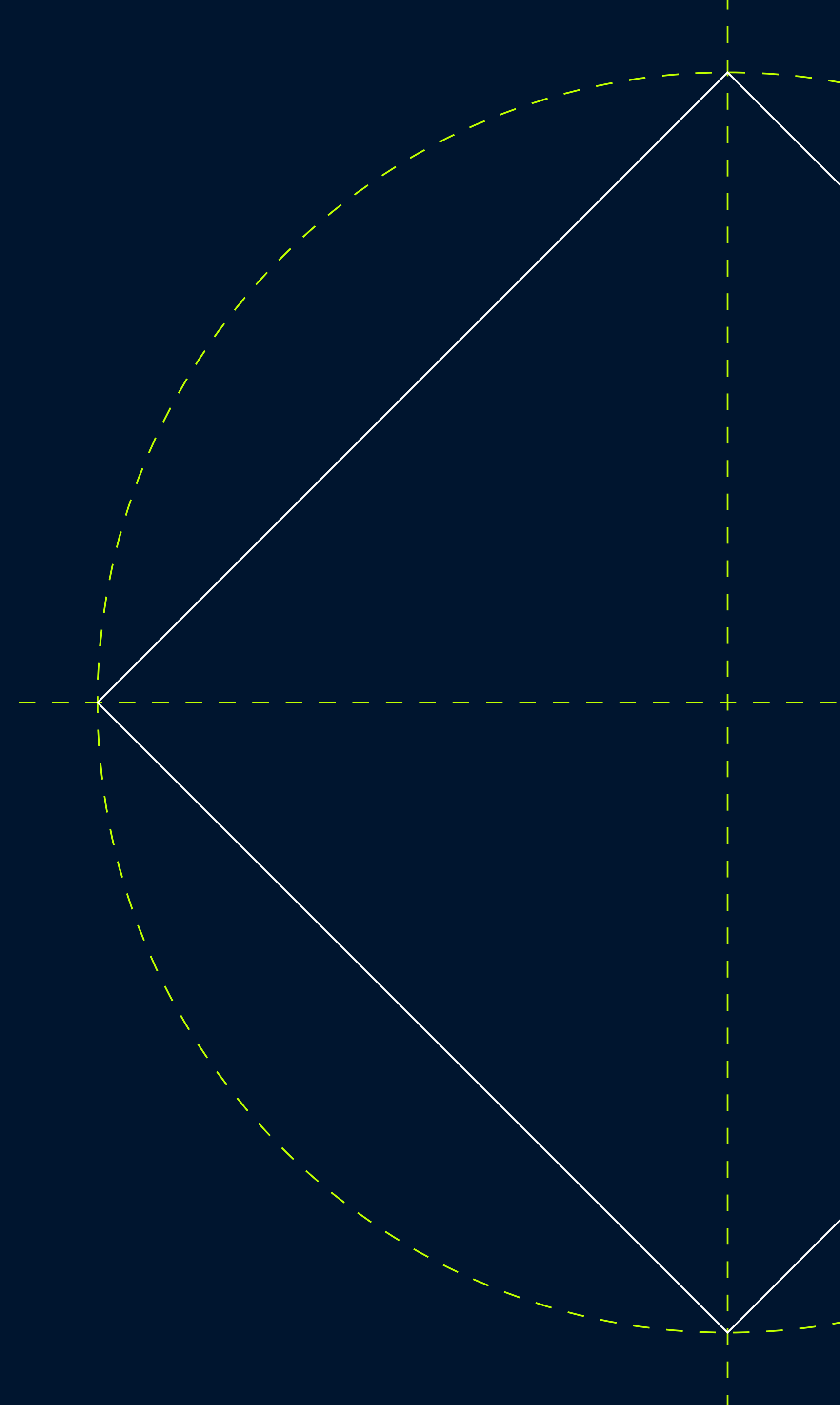
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**01**

# About Krein

Profile · Mission · Vision





# Krein DNA

Mission & Vision

## Mission

To elevate the **value proposition of industrial businesses**  
thanks to the balance of 4 spheres:  
*People, Products, Processes, Technology.*

## Vision

Moving industries from Product-creation  
to unique **Value-generation for our Society.**



# 40+ specialists in a cross-functional blended team

Merging Strategy + Design + Engineering competences



**LAPO CHIRICI**  
CEO & CO-FOUNDER



**CARMELO TRUSSO**  
COO & CO-FOUNDER



**JACOPO CHIRICI**  
CXO & CO-FOUNDER



**FABIO RAGNI**  
KEY ACCOUNT MANAGER



**FRANCESCO DANTI**  
PARTNER & PROJECT MANAGER



**FRANCESCO PERROTTA**  
PARTNER & HEAD OF PRODUCT & DESIGN



**IRENE ACANFORA**  
UX/UI PRODUCT DESIGNER



**CHIARA GELLI**  
UX/UI PRODUCT DESIGNER



**NAOMI CRISCUOLO**  
UX/UI PRODUCT DESIGNER



**CHIARA SCATTOLINI**  
GRAPHIC DESIGNER



**GIULIA PRAYER GALLETTI**  
KEY ACCOUNT MANAGER



**CARLOTTA GHELARDI**  
STRATEGY ACCOUNT LEAD



**LORENZO TRAVELLI**  
COPYWRITER



**STEFANIA RE**  
SR CONTENT MANAGER



**OUAFAE LAHMAR**  
INSIDE SALES SPECIALIST



# One-Stop-Shop solutions for the industries digitalization



## WHAT DRIVES US

We aspire to become your **turnkey technical partner** for your **Innovation, Sales and Marketing growth.**

## WHO WE ARE

Krein is an innovative agency designed to provide **B2B digital services** for high-tech industries.



KREIN COMPANY

# Where We Are

Milan - Florence - Mantua - New York



## NEW YORK

203 PARK PL, 11238, BROOKLYN  
NEW YORK



## HOUSTON

KREIN AGENCY PARTNER



## HELSINKI

KREIN AGENCY PARTNER

## MILAN

VIA FILIPPO SASSETTI, 32  
20124 - MILANO (ITALIA)



## MANTUA

VIA DELLA CONCILIAZIONE, 15  
46100 - MANTOVA (ITALIA)



## FLORENCE

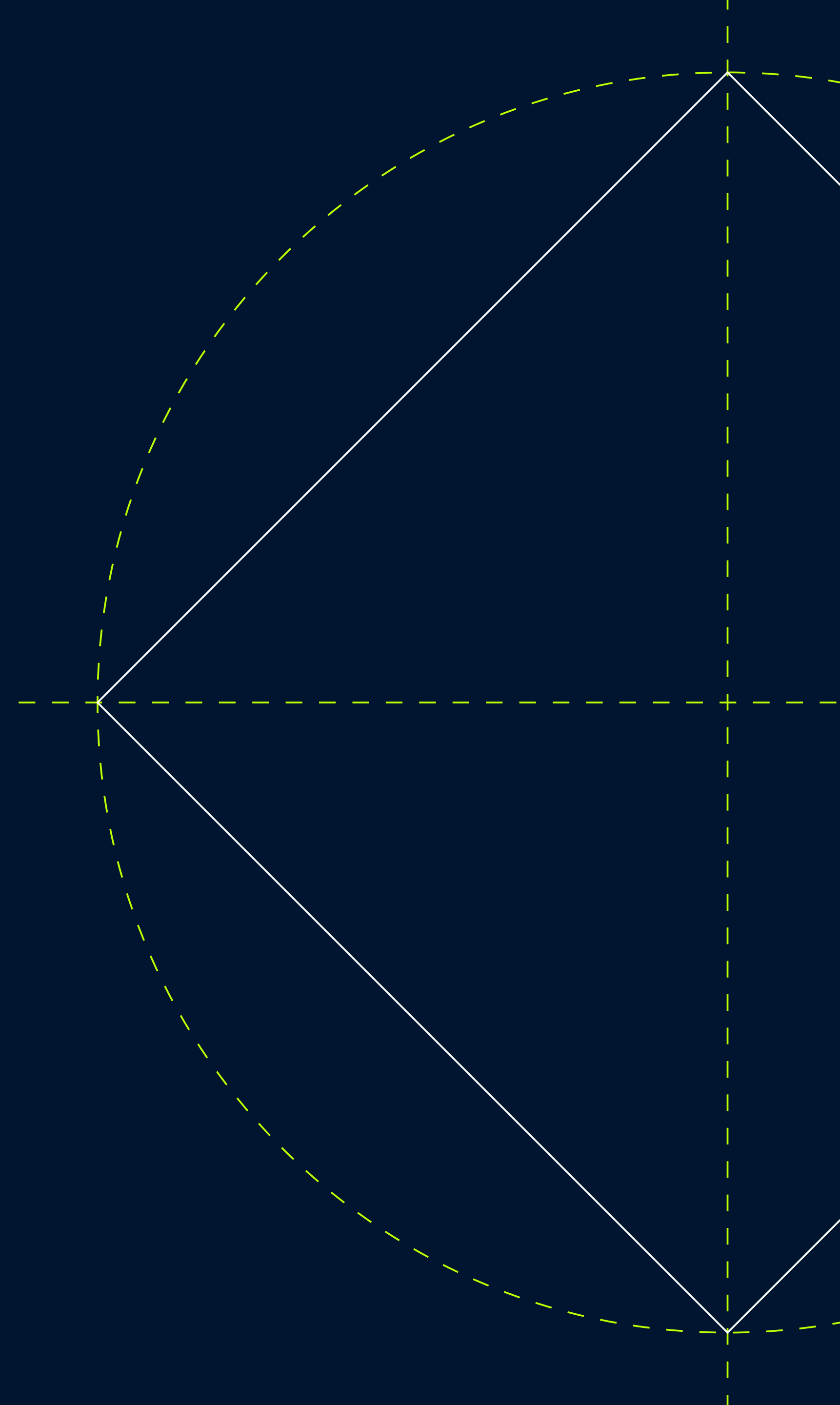
VIA PISANA, 579/B  
50143 - FIRENZE (ITALIA)

JANUARY 2023

**02**

# **Our Services**

Krein's approach and services







# A Strategy Fully Committed on Customer Experience

Bringing the B2C's finesse and empathy into the most high-engineered ecosystems



FROM

## **BUSINESS CENTRIC**

This approach limits the ability to go beyond current solutions and capabilities by analyzing only a central vision

TRADITIONALLY, COMPANIES HAVE FOCUSED EXCESSIVELY ON ITERATING EXISTING SOLUTIONS, LEVERAGING THE CURRENT PATH TO INCREMENTALLY IMPROVE IT



TO

## **PEOPLE CENTRIC**

The fundamental issues lying beneath defined products and solutions.

SHIFTING TOWARDS PEOPLE ALLOWS TO IDENTIFY THE FUNCTIONAL AND EMOTIONAL INGREDIENTS THEY NEED, WITH THE AIM OF BROADENING THE LENS FOR DEVELOPING NEW SOLUTIONS.

# Our pillars

A Customer Experience approach synthesized

## OUR SERVICES

- Digital Spark & Advisory
- Product Design & Advisory
- Innovation & Tech Advisory

## SWEET SPOT

**Design, create and deliver a value proposition** that is based on consumer needs and pain points.

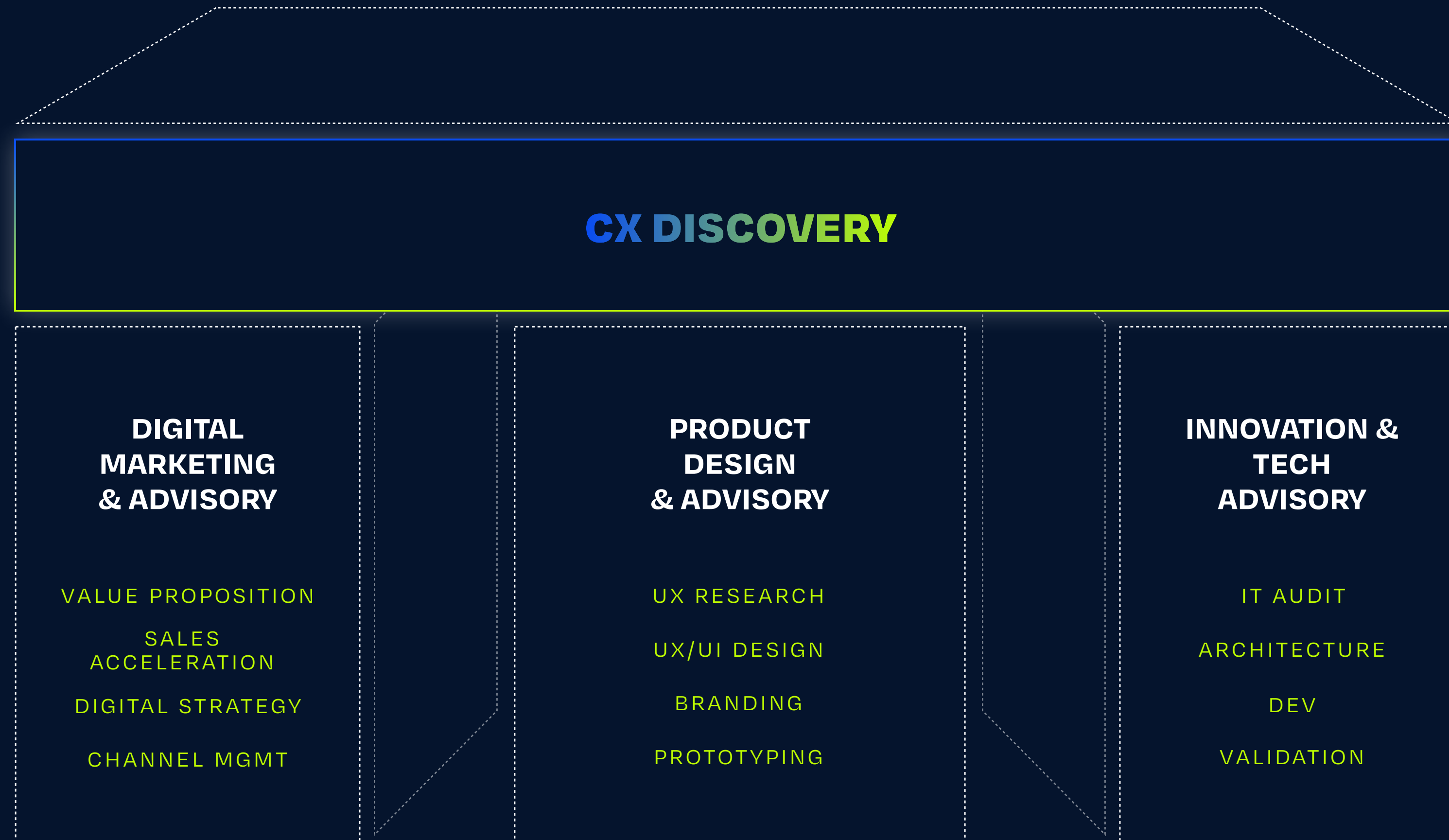
**Identify areas** of opportunity where your company considers business priorities, competitor offerings, and broader best-in-class innovations.





# What we do

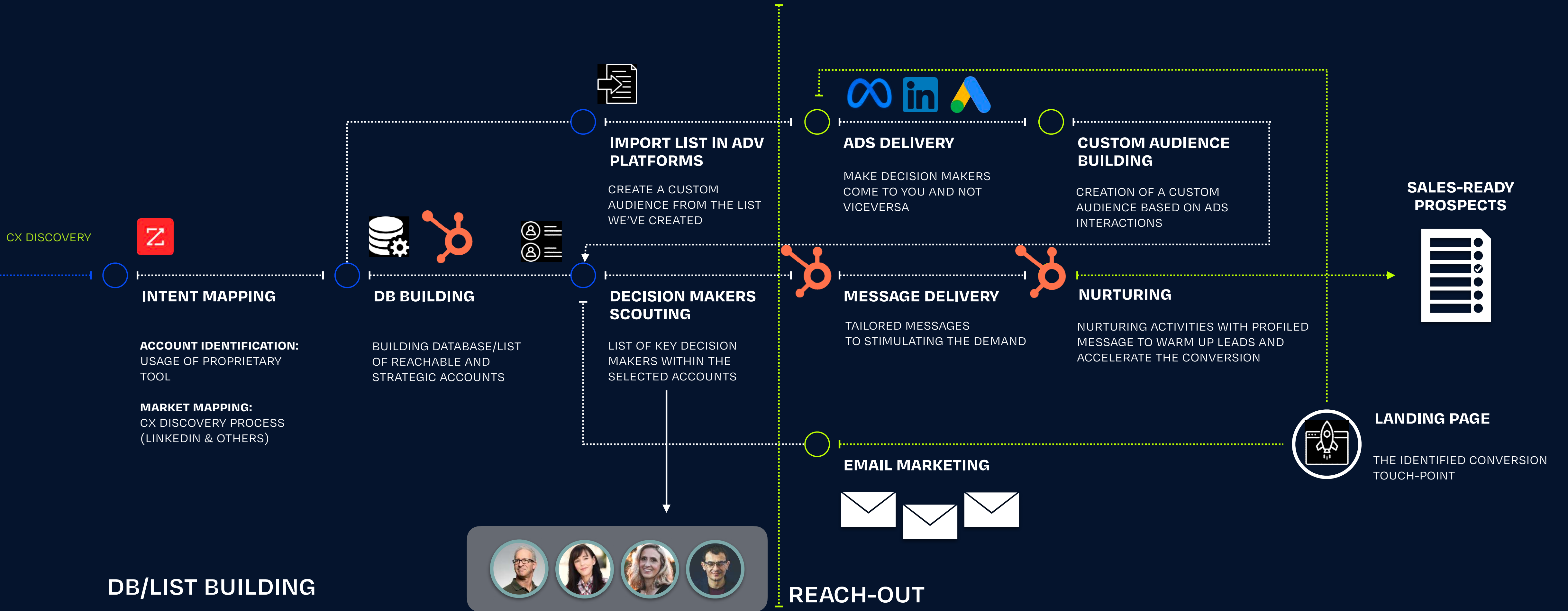
3 Pillars balanced by a CX Approach





# Our specialty: ABM & Inbound Campaign

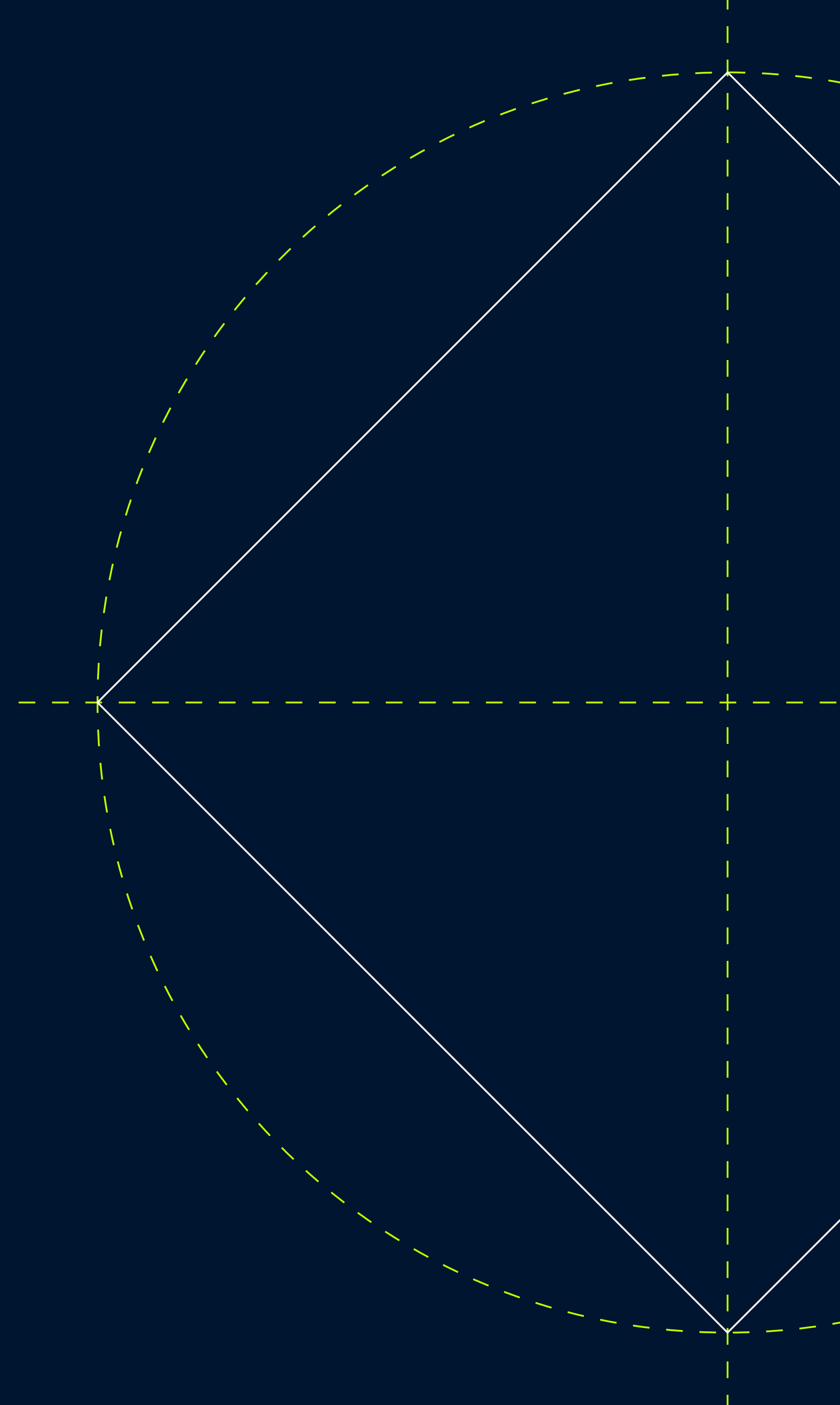
Close-up on our process to align Sales and Marketing capitalizing on B2B Intents detection



**03**

# **Our Expertise**

B2B Verticality



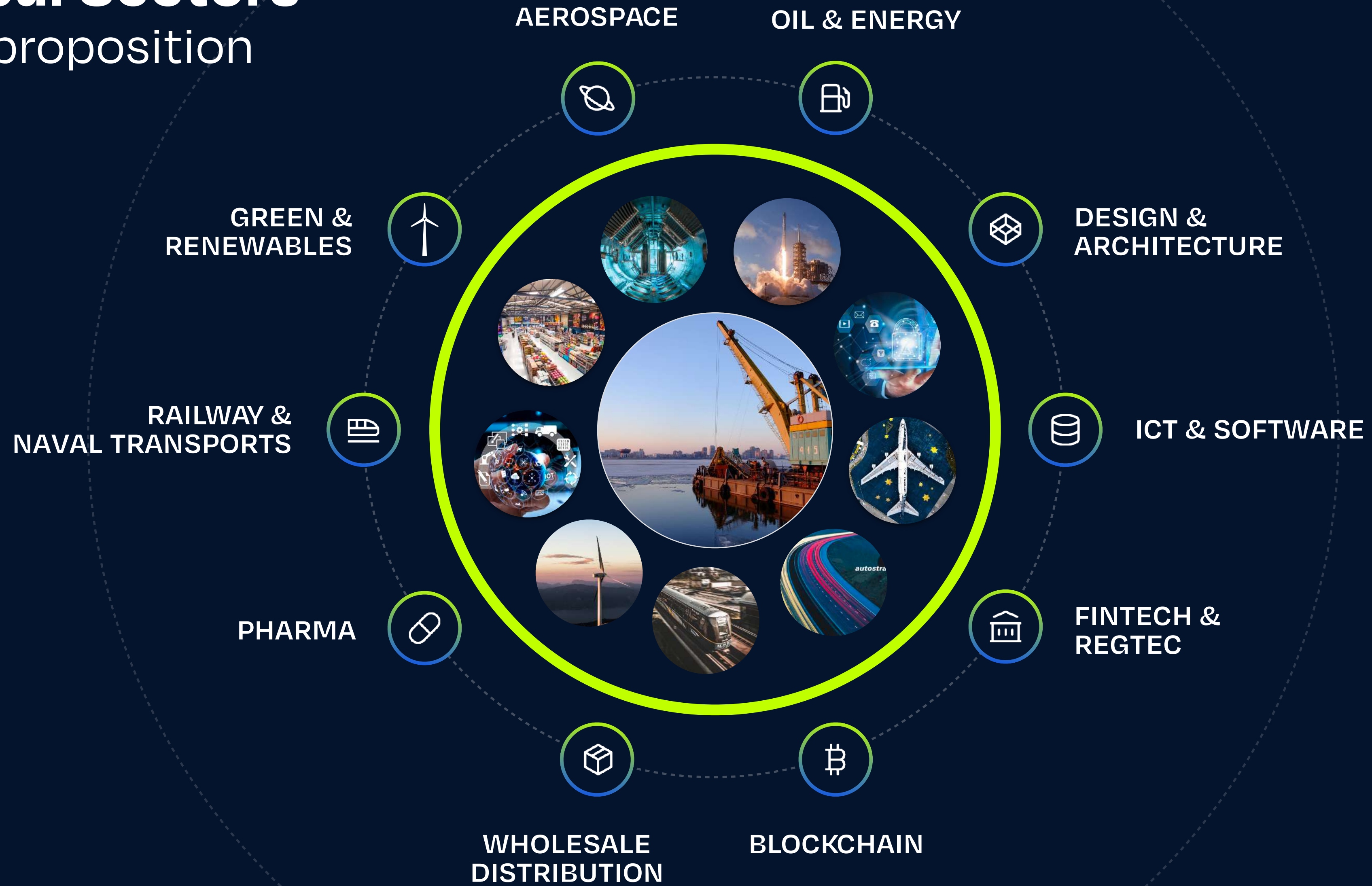


KREIN COMPANY

From ETO to MTS Production Processes

# Vertical Sectors

Broad proposition



JANUARY 2023



# References

## IT & INDUSTRY 4.0



## OIL & ENERGY



## FINTECH & REGTECH



## ENGINEERING



## OTHER INDUSTRIES

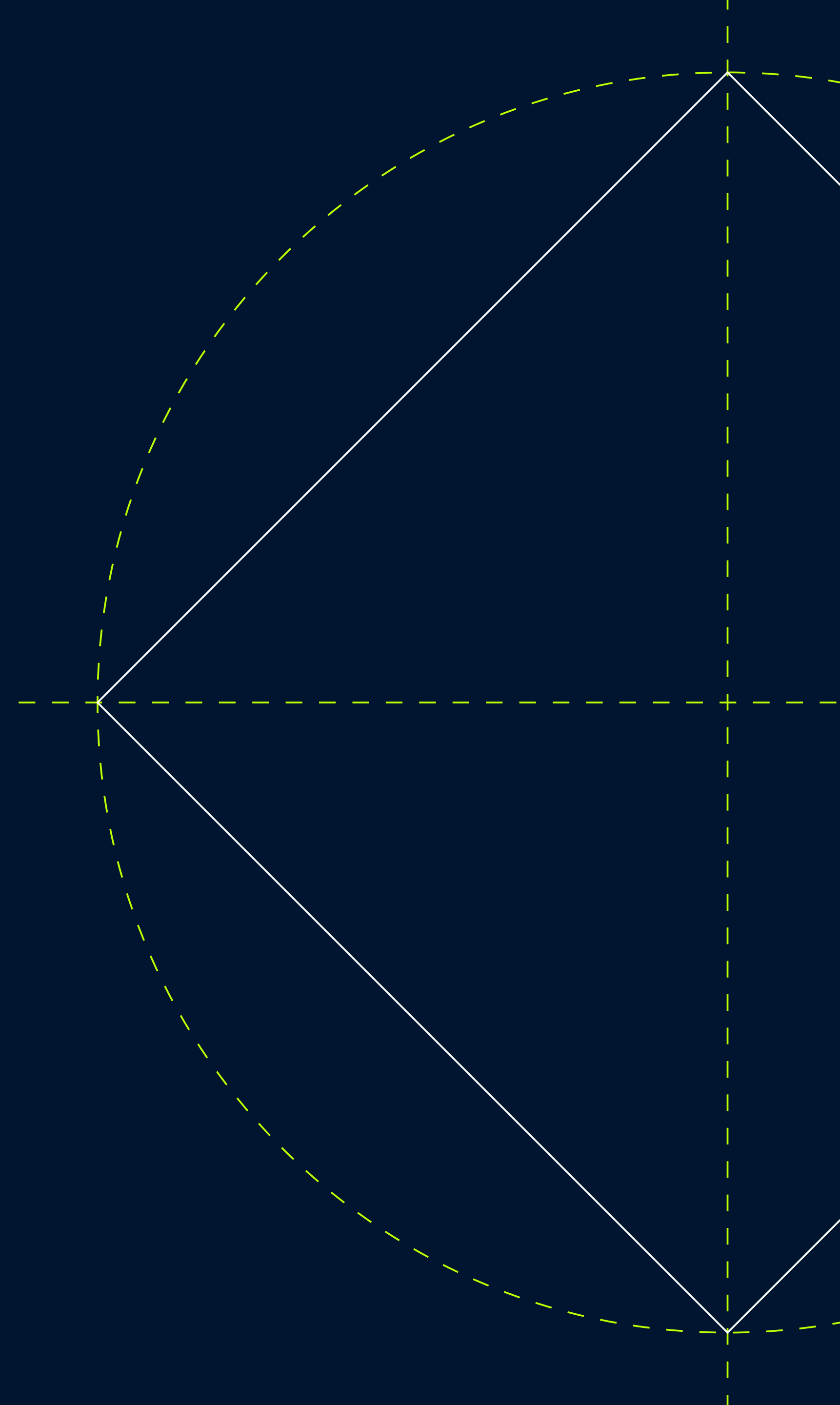


We've grown together with several industrial businesses. Each of them embodies a unique story of fruitful collaboration and success.

04

# Business Cases

Krein's approach realized







# Welt Electronic

2019 - 2021

## REQUEST

Developed a custom approach to streamline International sales process

## SERVICES PROVIDED

Inbound Strategy / ABM / UX Consultancy

## PLATFORM USED

LinkedIn, HubSpot, Google, Facebook

**450**

MQL/Quarter

**14%**

Lead to RFQ Rate

**+237%**

ROAS

**+126%**

ROI





# Ortec Group

2018 - 2019

## REQUEST

Developed an integrated Inbound/ Outbound Strategy on 2500 pre-selected accounts to support international Sales growth of IT products.

## SERVICES PROVIDED

ABM / Inbound Strategy / Lead Generation

## PLATFORM USED

LinkedIn, Quora, Hubspot

**96**

SQL/Quarter

**+27%**

Lead to REQ Rate

**40-60K**

AOV



# Polaris Engineering

Since 2020



## REQUEST

To allow Polaris conveying its value proposition of innovation as creator of digital culture. Rethinking the entire communication apparatus, based on a complete CX analysis.

## +30%

Engagement Digital Channels

- | CX ANALYSIS
- | VERBAL, VISUAL, EXPERIENTIAL IDENTITY
- | BRAND IMPLEMENTATION

## +1

Only **shared identity** for the whole group

FROM

### SITUATION

Polaris, which became a SPA in the transformation process, had to rethink and unify the products and its own way of communicating; repetitive and different from sector to sector.

PROBLEM & SCOPE OF WORK

TO

### IMPACT

**A Unique brand, a new set of products and a unique tone of voice.** Capable of conveying the image of Polaris, its services and its soul in all its development.

THE RESULT, WE WANT AND WE AIM

### RESOLUTION

CX analysis of the scenario and customers, process development and research and discovery workshops. They have led to the generation of Brand, Website, Design System, Brand guidelines & service design.

WHAT WE DO & WILL DO



# Evolvity

Since 2021



## REQUEST

**Evolvity** is a project dedicated to companies that have interest in the wellbeing of their employees. Develop a system capable of analyzing and generating individual and group reports for employee Wellbeing status.

# +200%

Orders for Neocogita  
New Platform

- | CX ANALYSIS
- | UX / UI DEVELOPMENT
- | FUTURE SCENARIO & PRODUCT DESIGN

# +3

System of Wellbeing  
Connected

FROM

## SITUATION

Different Technologies - and a lot of expertise in the sector. To create a unique wellbeing solution for large industries. Develop CX, Analysis, Scenario, BP, User Journey and UX. Supporting UI Developer.

PROBLEM & SCOPE OF WORK

TO

## IMPACT

A Complete **Spark** process, from analysis to Product development. Creating a mixed solution made by different input and tools. Compress and use it in a unique way.

THE RESULT, WE WANT AND WE AIM

## RESOLUTION

CX analysis of the scenario and customers, process development and research and discovery workshops. They have led to the generation of Brand, Website, Design System, Brand guidelines & a complete product service design.

WHAT WE DO & WILL DO



# Frigel Group

2014 - 2019

## REQUEST

Developed a custom approach to lead generation in Off-shore sector (with focus on ATEX and hazardous areas)

## SERVICES PROVIDED

New Website / ABM / Inbound Strategy / Lead Generation

## PLATFORM USED

LinkedIn Ads, Custom tracking system, Workflow automation

**+186K**

Average Deal Amount

**96**

Qualified Leads/Quarter

**+2**

Closed Deals per Quarter





# Stopson Italiana

Since 2015

## REQUEST

Renovated the Company Band Manifesto and then developed technical SEO and ABM strategy oriented to gather profiled prospects for Industrial Soundproofing in Oil & Gas and Power Generation sectors.

## SERVICES PROVIDED

Rebranding / SEO & ABM / Inbound Strategy / Lead Generation

## PLATFORM USED

LinkedIn Intelligence Tool, LinkedIn Ads, HubSpot

**1500**

Qualified Users/Month

**+90**

New Advanced Prospect/Year

**TOP**

Ranked Industrial Soundproofing



# Hexxcell Ltd.

Sector: Information Technology

## REQUEST

Sviluppo nuovo brand, sito e integrazione Inbonud marketing

## PROCESS

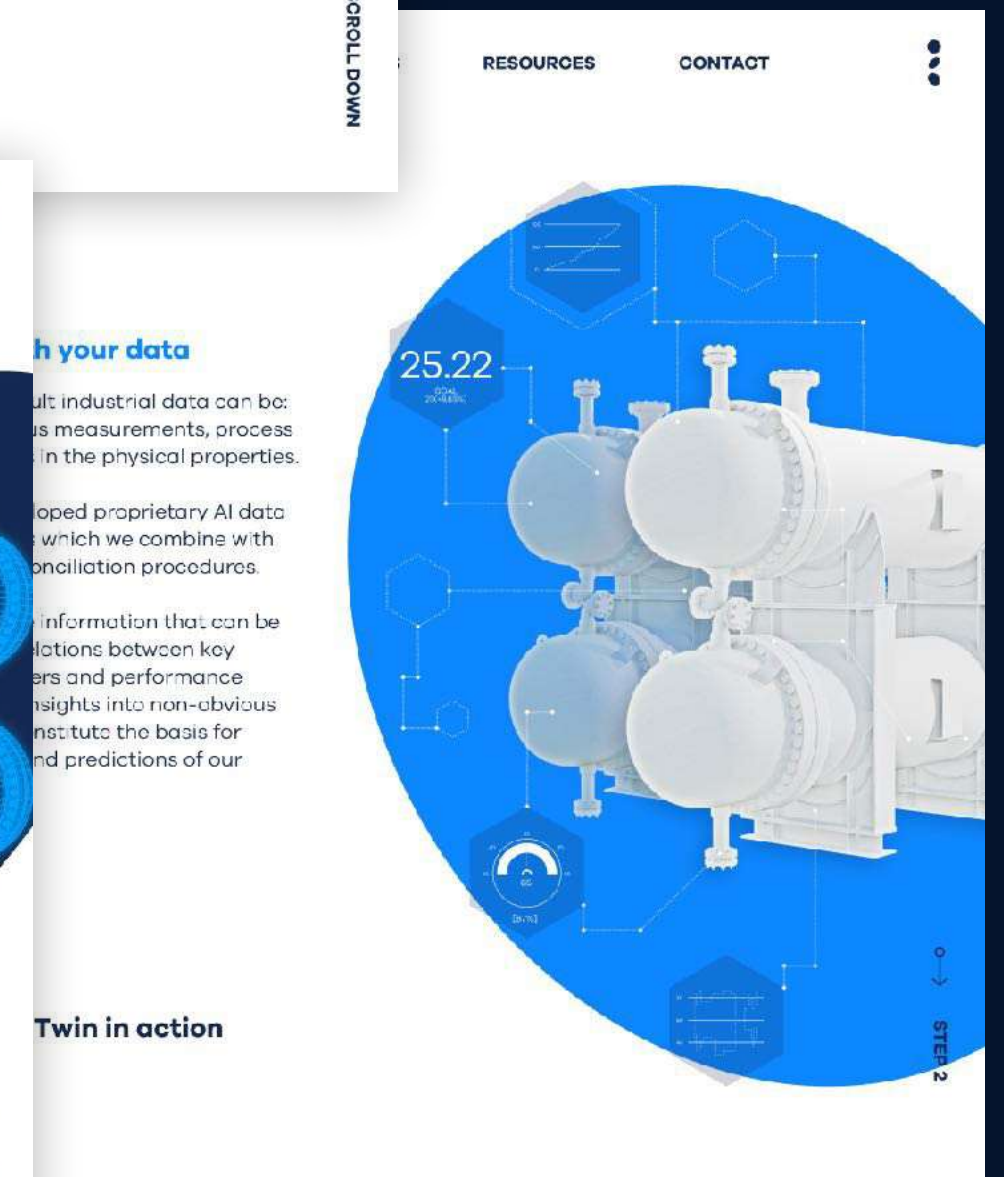
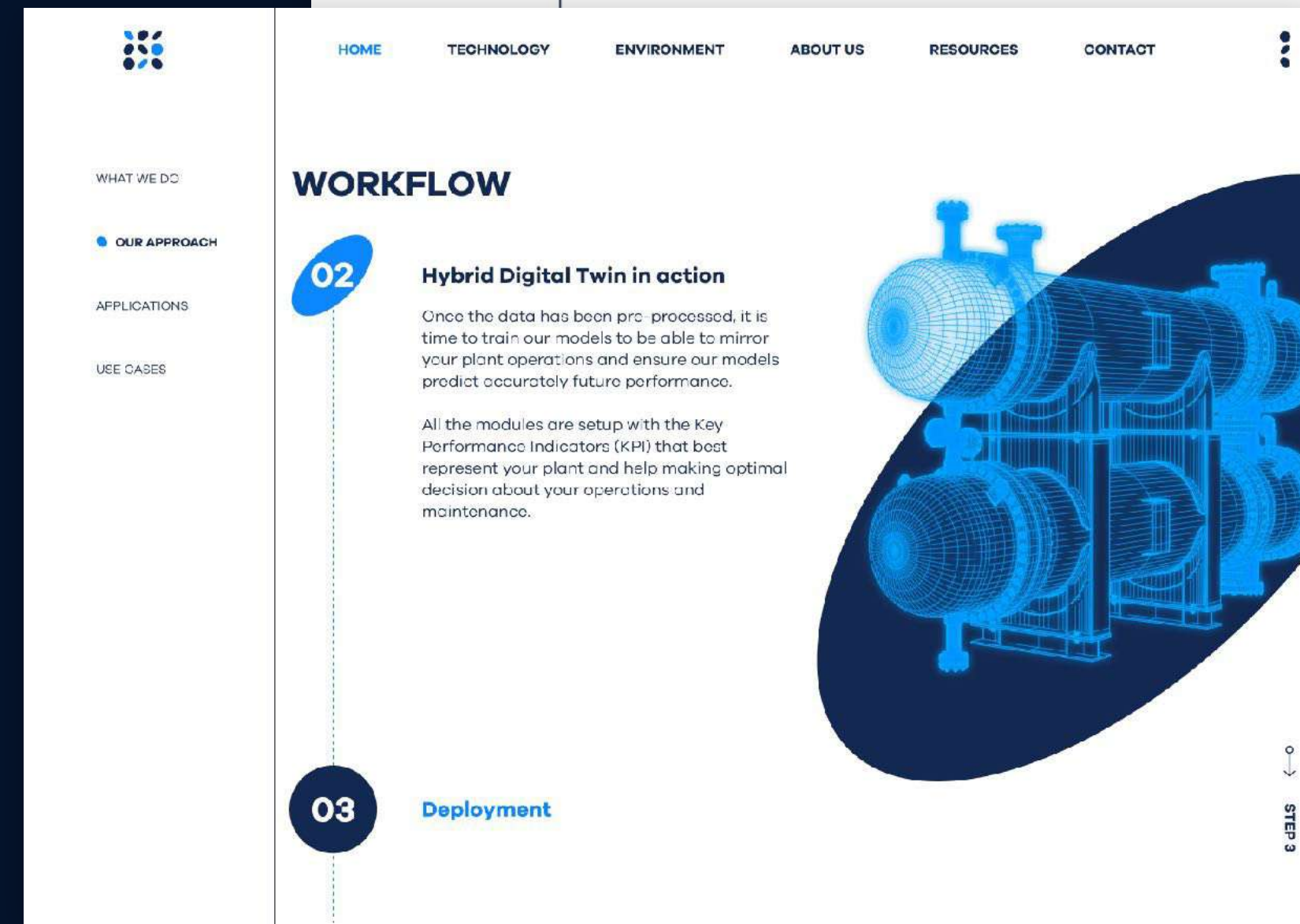
10 WEEKS - Ongoing

## HOW WE WORK

- BRAND ANALYSIS CX WORKSHOP
- WORKSHOP (2) COLLECTION OF SPECIFICS
- UX ANALYSIS
- PERSONAS DEVELOPMENT (2) AND USERJOURNEY (2)
- DEVELOPMENT WIREFRAMES DESKTOP AND MOBILE
- MOCKUP DEVELOPMENT
- WEBSITE DEVELOPMENT WITH DEVELOPMENT ON WORDPRESS PLATFORM
- SUPPORT FOR AUTONOMOUS BLOG AND PAGE GENERATION

## TEAM

- 2 UI Designer
- 2 UX Designer
- PM UI/UX
- Developer FE
- PM



# EV Focus

## Scenario



### User Journey & UI Design

*alperia*

#### REQUEST

DESIGN THE USER JOURNEY AND THE USER INTERFACE FOR THE ESIGNATURE - IN STORE & ONLINE SOLUTION



#### OTHER

SAME PROJECT DEVELOPPED ALSO AT TEA MANTOVA



### Video & Emotional Design

NATIONAL GEOGRAPHIC

ENGIE

#### REQUEST

SUPPORT THE DESIGN OF THE EXPERIENCE EXHIBITION AIMED TO EXPLAIN AND AWARE THE CLIMATE CHANGE





# EV Focus

## Scenario

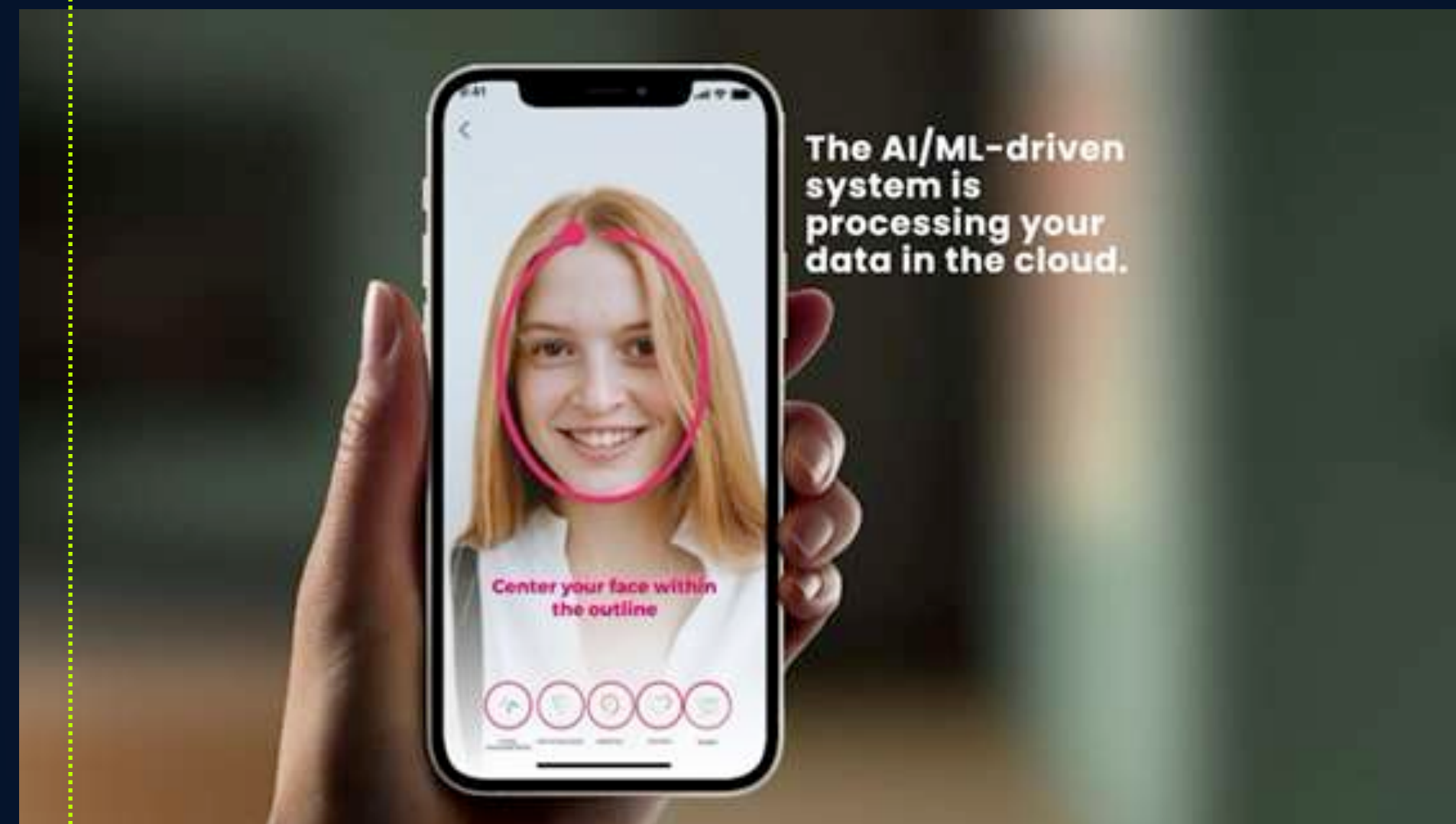


### User Experience Video



#### REQUEST

DESIGN THE USER JOURNEY AND THE USER INTERFACE FOR ENEL POC & VISION



# Others

Sector Finance | 2014 - 2018

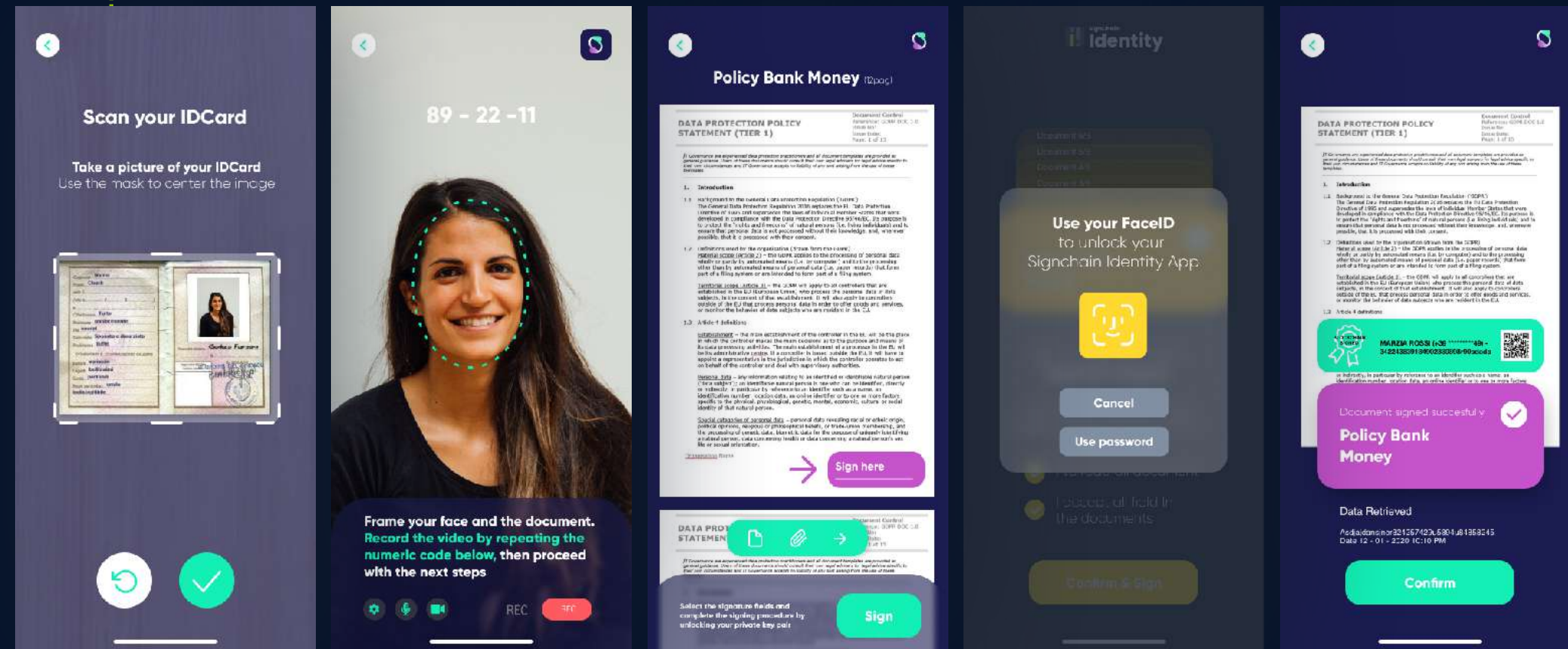


## User Journey & UI Design



REQUEST

DESIGN THE USER JOURNEY AND THE USER INTERFACE FOR THE ONBOARDING UNIPOL APP (MEMI / UNIPOL PAY)



OTHER

SAME PROJECT DEVELOPPED ALSO ON OTHER FINANCE BRAND



## RFP For Autostrade



REQUEST

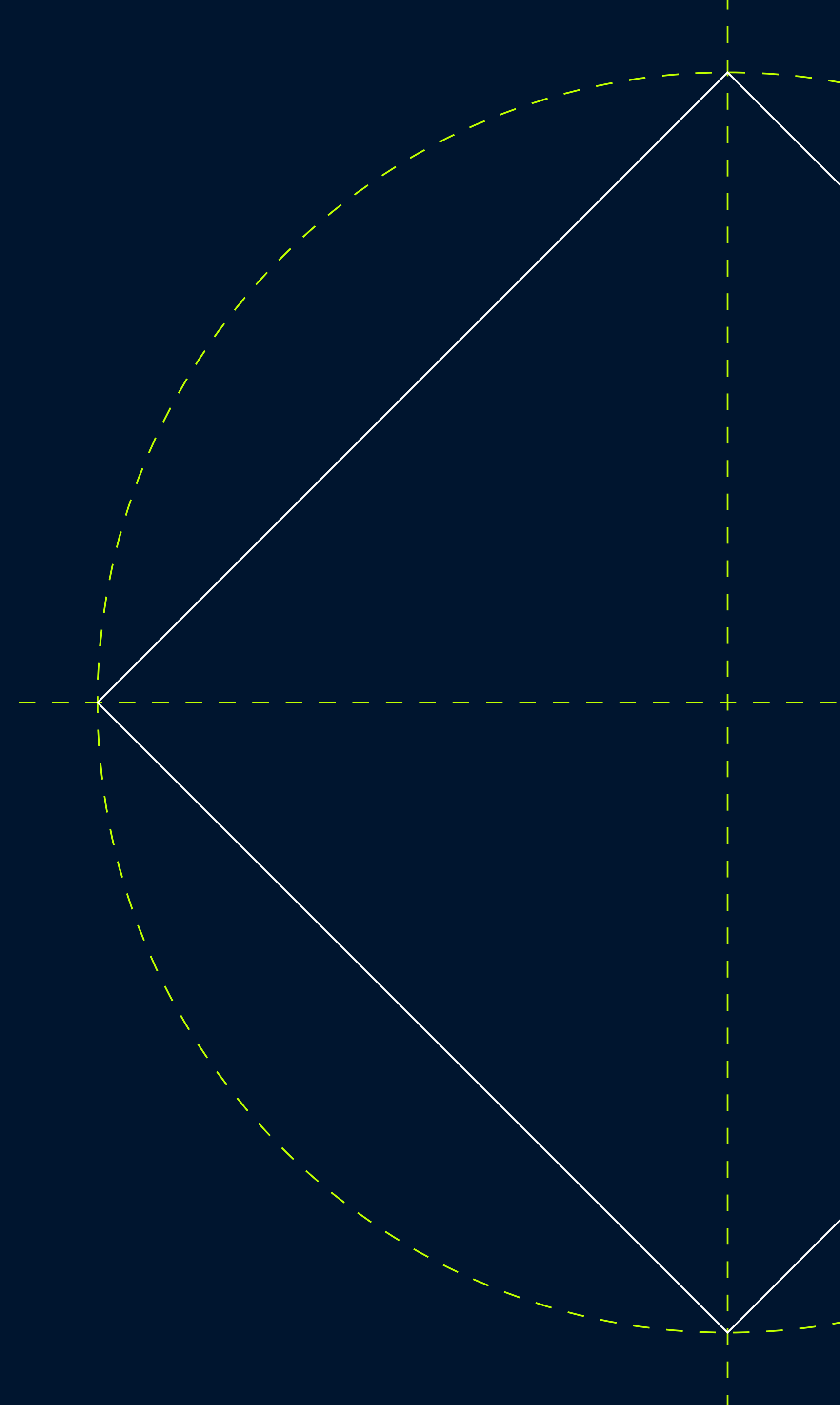
DESIGN A NEW WAY OF ENGAGING PEOPLE WHO USE AUTOSTRADA ITALIANE



05

# Partnerships

Among Academics and Tech providers



# Academic Partnership

Dissemination of digital culture as a backbone of Krein's values

## OUR TRAINING SPECIALTIES

- Digital Marketing & Strategy
- Digital Product Design
- Customer Experience

## UNIVERSITY & INSTITUTIONS

- Istituto Europeo di Design
- Università degli Studi di Firenze
- ISIA
- NTNU Norway



# HubSpot Partners

The best CRM and Sales Automation solution Inbound Marketing, Sales, Lead Nurturing all-in-one.

- Prospect Discovery
- Marketing Automation solution
- Lead Scoring
- Sales Pipeline Acceleration
- Operations Intelligence & Optimization
- Training & Setup



# LinkedIn Product Partners

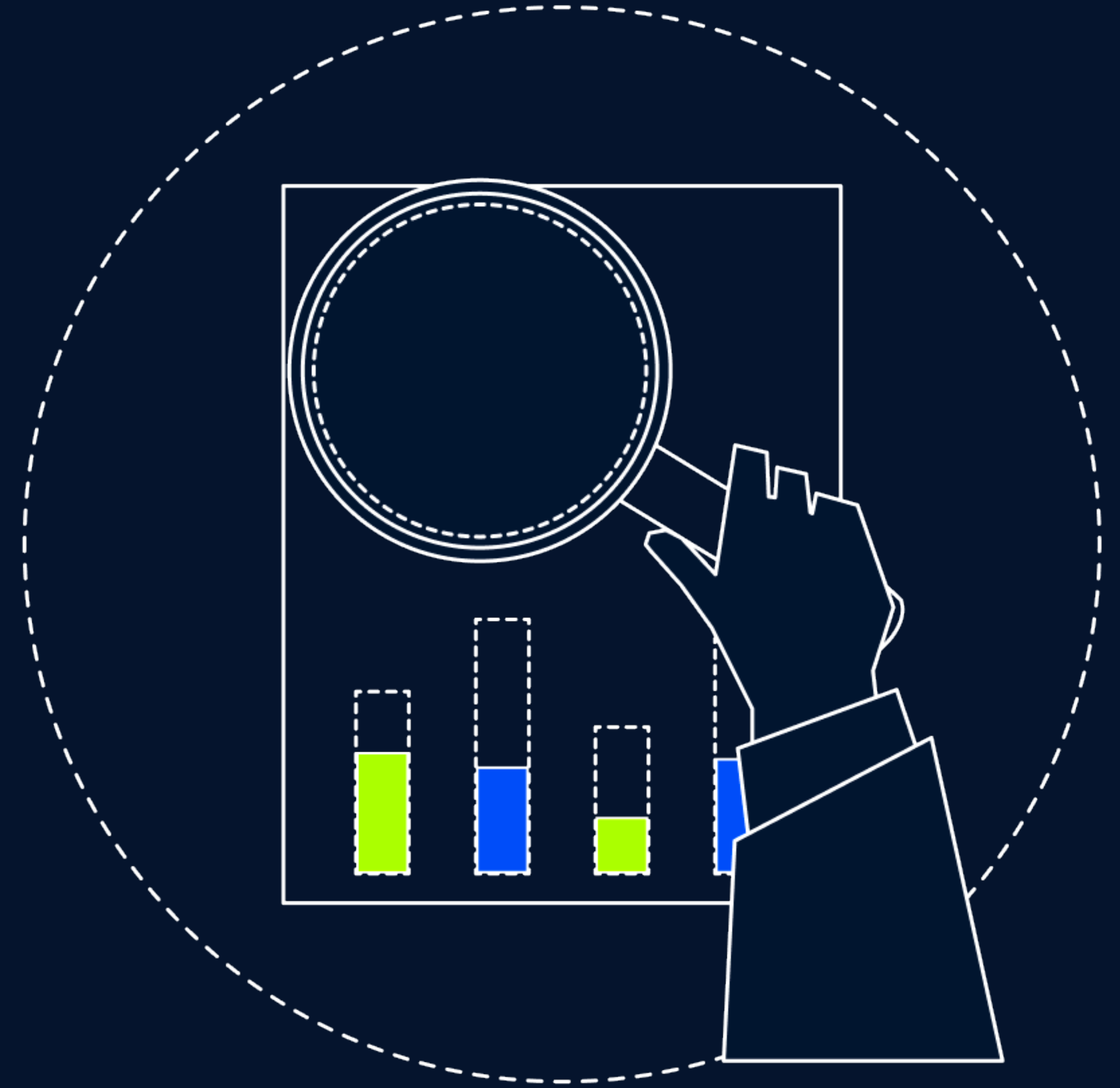
The most effective digital marketing solutions  
for B2B Industries

## FORMAT

- Target InMail Message
- In-Feed Sponsored Content (Image-Video-Carousel)
- Text Ads

## TARGETING

- Account-Based Targeting
- Attributes Targeting Audience
- Matched Audience (Website Visitors)
- Account Lookalike on Client List



# Born To Be Balanced



©KREIN



**THANKS**

*The best has yet to come..*

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[info@krein.it](mailto:info@krein.it)



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20124 (MI)



**FLORENCE**

Via Pisana, 579/B  
50143 (FI)



**MANTUA**

Via della Conciliazione, 15  
46100 (MN)



**NEW YORK**

203 Park Pl 11238  
Brooklyn (NY)