

*TRANSFORM YOUR  
DIGITAL JOURNEY*

DINAMICA CX CONSULTING

# DINAMICA CX CONSULTING

D I G I T A L A D V I S O R

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From vision to adoption, a unique  
approach to generate business  
value through CX technologies

## **DINAMICA CX**

Unique and creative CX services and Salesforce deployments that meet clients' expectations by realizing business objectives through our strict adherence to ethical principles of corporate guidelines, public relations and privacy regulation



# DINAMICA CX

## VISION. MISSION. CHARTER.

**Vision:** Gen AI and Agentic technologies will drive a new wave of Digital Transformation beyond the convergence of making & sales; any business, despite its market focus is called to develop a solid and highly automated engagement and customer support strategy. Agents will likely be effective co-workers.

**Mission:** Provide the expertise, the services and the technologies to leverage the new digital landscape and support businesses to accomplish their business goals.

**Charter:** Leverage skills and in house resources to support our customers in the design, deployment and adoption of their next generation customer.





## WHO IS DINAMICA CX

A business unit created in 2025 within [Dinamica srl](#) legal entity.

Dinamica CX is benefiting of the expertise and assets aggregation by Dinamica srl, Omnia Group srl and Antlia srl and features +300 SW FE & BE Developers, Salesforce Consultants and CX Expert

Digital Marketing Automation experts to support businesses in sales & marketing transformation

*YOUR CX AND SALESFORCE  
CONSULTING PARTNER*



## DINAMICA'S DISTINCTIVE FACTORS

- Broad in-house ICT & cloud expertise
- Expertise in CX design
- Know how in digital marketing automation platforms and services
- Experience in sales & marketing processes





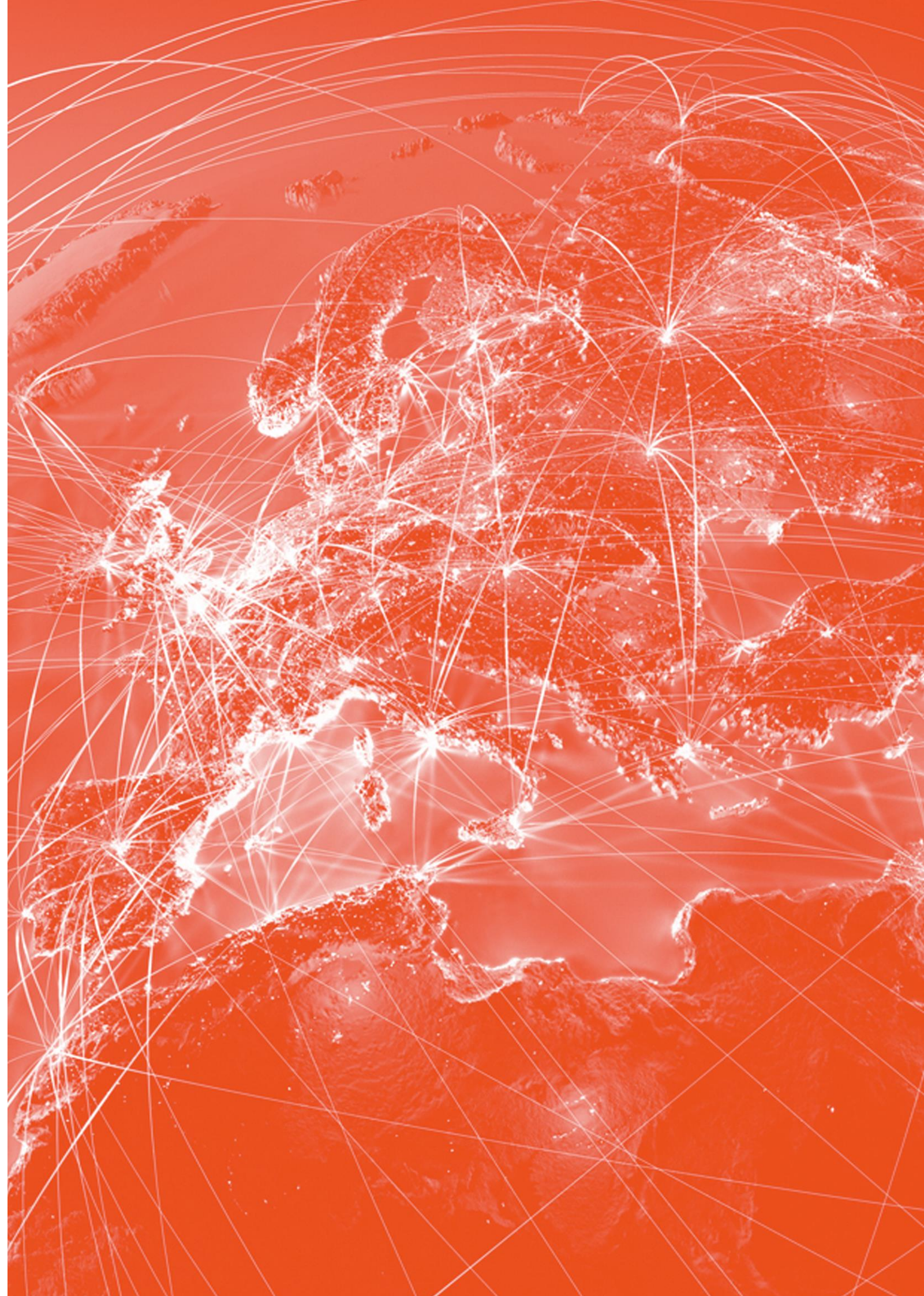
# WHERE DINAMICA CX DELIVERS.

Global market expertise.

With Dinamica you can:

- Start in Italia
- Crossing the USA, UK, Spain, Portugal, France, Greece and Israel
- End where you want

## START IN ITALY, END WHERE YOU WANT





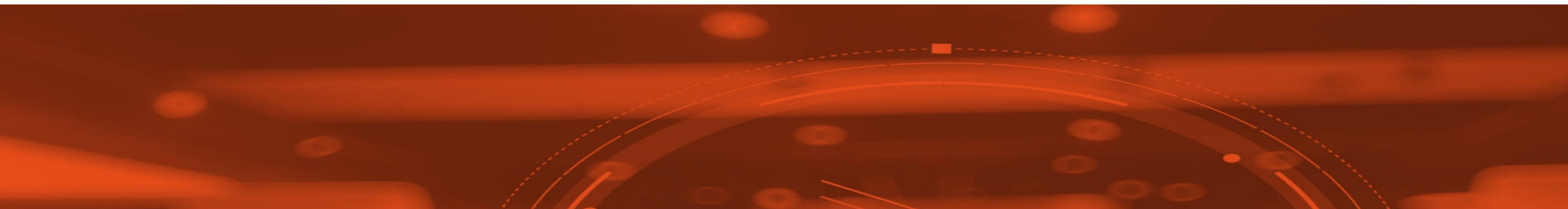
# CONSULTING, SERVICES, SOLUTIONS & TECHNOLOGIES

## MANAGING CONSULTING

- Define and align CRM vision, objectives and KPIs with overall business goals
- Access and improve CRM and CX processes across marketing, sales and service for efficiency and consistency
- Design data models, ensure data quality and implement governance frameworks for actionable customer insights
- Shape Gen AI strategy in the Agentic Era

## CHANGE MANAGEMENT & TRAINING

- Drive user adoption through structured change management & stakeholder alignment
- Boosts adoption and engagement across new tools and processes
- Builds employee readiness with targeted training programs
- Minimizes resistance and accelerates organizational alignment





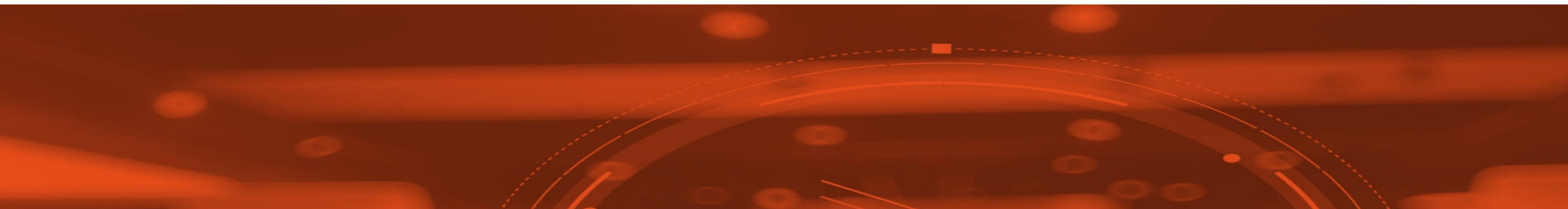
# CONSULTING, SERVICES, SOLUTIONS & TECHNOLOGIES

## SYSTEM INTEGRATION & SW DEVELOP

- Enclose technologies, platforms and data sources into one cohesive digital ecosystem
- Designs and develops scalable, secure and high-performance applications tailored to client needs
- Enables businesses to modernize legacy systems to adopt cutting-edge technologies efficiently
- Manages the full lifecycle - from architecture to deployment - with Agile methods and robust quality assurance

## SYSTEM MIGRATION

- Manage system transitions with minimal disruption
- Migrates data securely and accurately across platforms
- Customizes CRM/ERP to fit business needs and processes
- Delivers post-migration optimization for peak performance and ROI



# COMPETENCIES

## STRATEGY

### SECTOR EXPERIENCE

The many years of experience acquired in the TLC, Utility, Transportation, Retail, Manufacturing context allows Dinamica to have a unique perspective of business processes and user needs. This allows us to design solutions

### TECHNOLOGY KNOW-HOW

Knowledge of the market-leading CRM platforms and strategic partnerships with vendors allow Dinamica to define, together with the customer, the best technological solution on the market to propose based on the company processes.

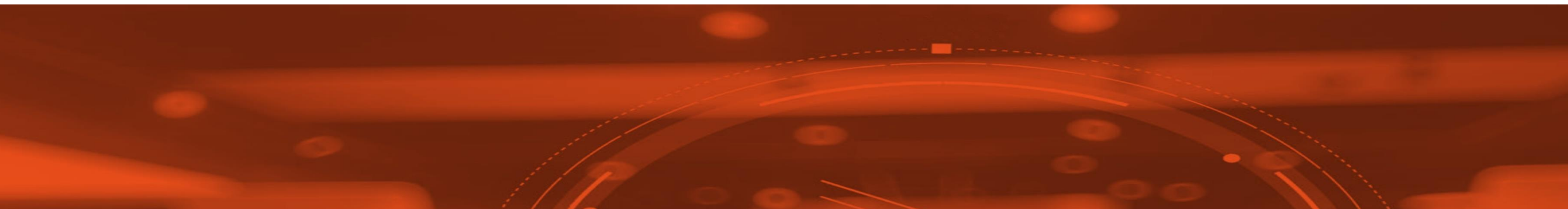
## FOUNDATION

### PROOF OF CONCEPT

Capacità di definire Proof of Concept orientati a soluzioni innovative che possano dar luogo a sperimentazioni basate sul mercato di riferimento.

### END TO END

Coverage of the E2E delivery process, from requirements definition, to architecture and solution definition, to production and monitoring of the released solution.



# COMPETENCIES

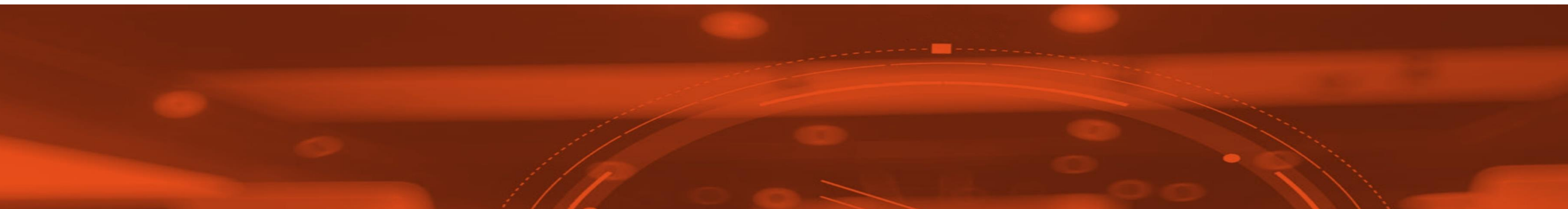
## DELIVERY

### AGILE METHODOLOGY

Support the evolution of the business in an agile and rapid way, in order to adapt to the needs of the customer while remaining focused on the results. The Agile methodology allows to rectify some decisions taken and to adapt priorities and requirements based on the results obtained during the development.

### CERTIFICATIONS

Through appropriate specialized training courses of through the training on the job mode, our resources and certified on the Salesforce.com platform and are constantly updated on the latest market releases.



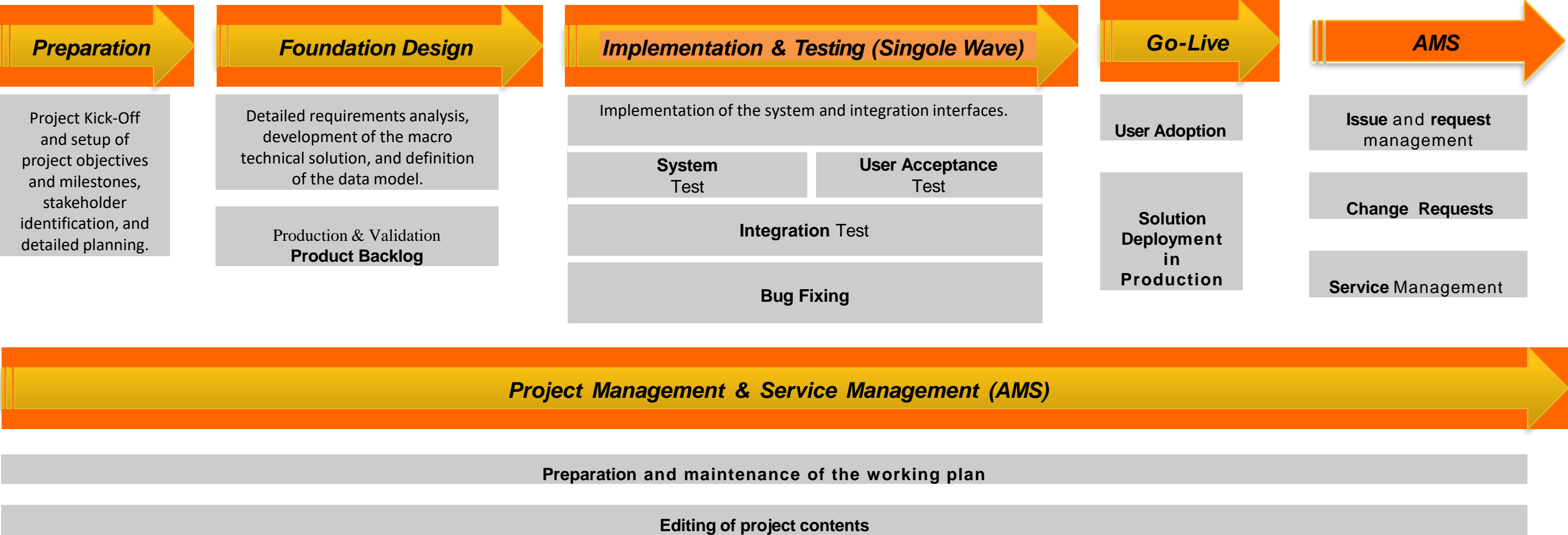


# DINAMICA DESIGN METHOD AND PIPELINE

Dinamica extended Team is capable of executing projects using various project management methodologies recognized in the market.

We have the expertise to carry out projects using both Waterfall and Agile approaches, depending on the context and the specific needs of our clients.

Here following an example of a Semi-Agile structured approach



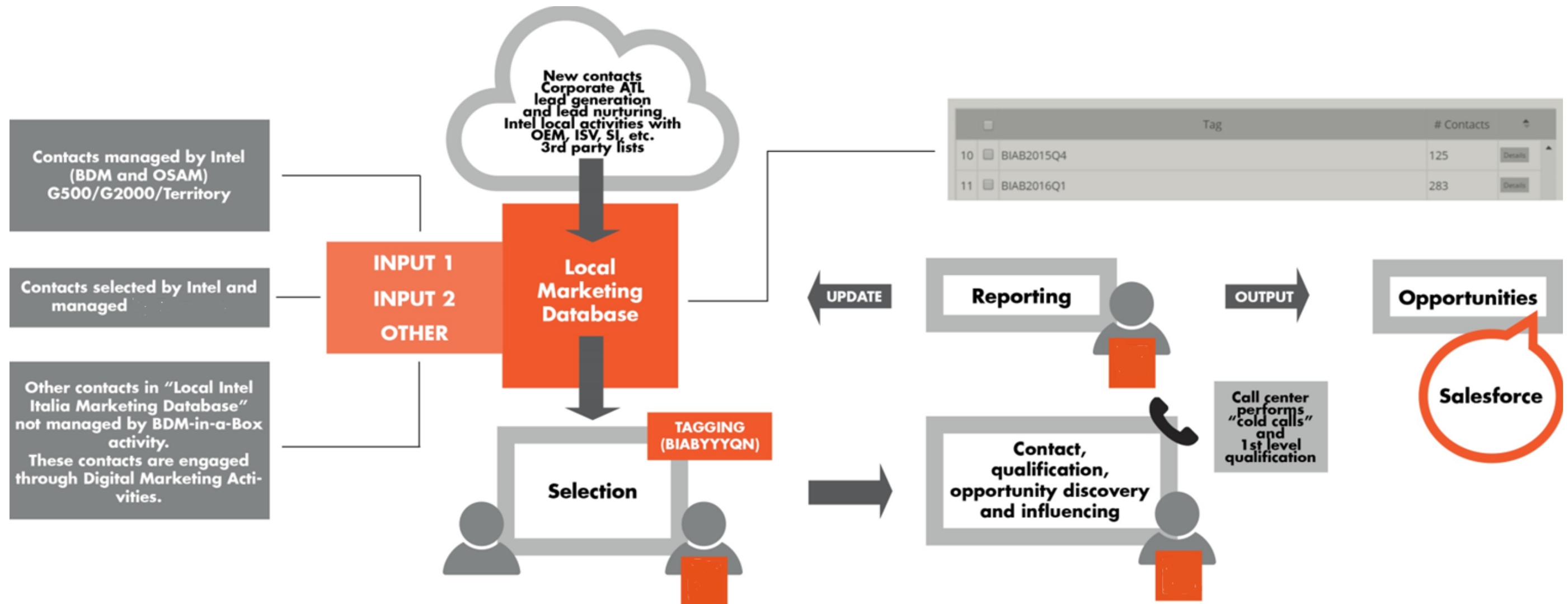
## WHY DINAMICACX

Because Dinamica means a unique approach to generate value through CX technologies

- **CRM EXCELLENCE THAT DRIVES GROWTH:** Our intelligent CRM solutions empower businesses with 360° customer insights, boosting retention and lifetime value.
- **CUSTOMER ENGAGEMENT THAT CONVERTS:** We deliver personalized, omnichannel engagement strategies that deepen loyalty and increase ROI.
- **USER EXPERIENCE BUILT AROUND YOUR CUSTOMERS:** Seamless, intuitive interfaces designed to enhance satisfaction and streamline every touchpoint.
- **MARKETING AUTOMATION THAT PERFORMS:** AI-Driven automation tools that simplify campaigns, optimize performance and scale with your business.

*LOOK AT THE INSIGHTS NOT NUMBERS*

# EXAMPLE OF MKTG & CRM CONTACT MANAGEMENT.





# CONTACTS.

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