





catenon®

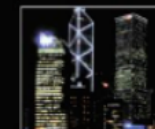
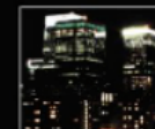
*The smart global search*

ONE PLANET · ONE OFFICE



ACERCA DE CÁTENON

FORO MEDCAP 2015



ASIA · EUROPE · AFRICA · AMERICA · OCEANIA



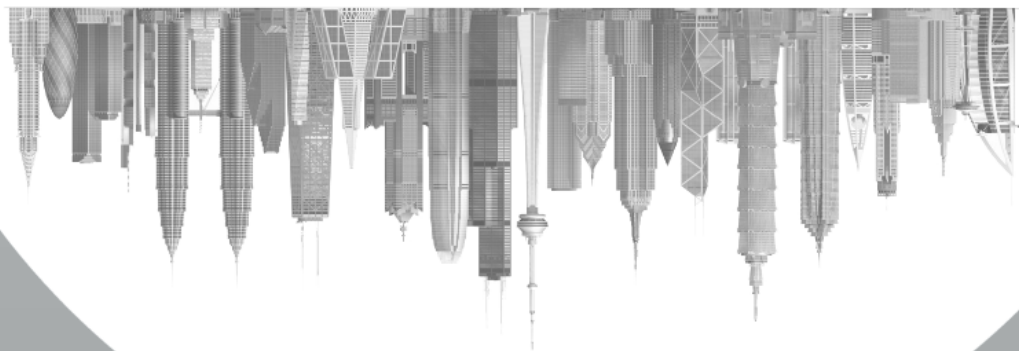
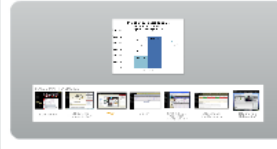
1. ¿Quiénes somos?



2. Una oportunidad única:  
La movilidad global del talento.



3. Nuestros resultados



# 1. ¿Quiénes somos?





**THE FIRST GLOBAL NETWORK OF DIGITAL RECRUITERS**

cambiamos las reglas del juego de la industria

las reglas  
del juego

# PRESENTES EN 20 PAÍSES Y ENFOCADOS DESDE LA UE A: ASEAN - GCC- LATAM- USA



# CON OPERACIONES EN MÁS DE 100 PAÍSES DE LOS 5 CONTINENTES





## 2. Una oportunidad única: La movilidad global del talento.



# 1970-1990

## síntomas globales

### EXPATRIACIÓN

#### 1970-1990

International assignments are mostly driven by large multinationals based in the US and Europe. These organisations send talent from the HQ country out into the field to manage operations in other parts of the world. Many assignments are from the US into Europe, but oil and gas, mining, and other industries dependent on natural resources regularly send staff to more far flung destinations. Assignees are usually sent off for a two-to five-year period and are incentivised with attractive expatriate packages.



## 1990-2010 síntomas globales

### MERCADOS EMERGENTES

1990-2010

Demand for global mobility of talent increases as new markets emerge for companies to sell their products and services, and also manufacture their goods at lower cost. Offshoring gathers pace. A new breed of mobile worker emerges alongside the expatriate and meets the globalisation demand through commuter, rotational, and technology-enabled virtual assignments. The flow of talent is still predominantly from West to East or intracontinental, but companies begin to tap into rich talent pools in emerging markets, particularly India.



PRICEWATERHOUSECOOPERS 

# 2020

## síntomas globales

Future view

### REVOLUCIÓN


2020

Global mobility continues to grow in volume. Within the context of closely aligned international regulatory frameworks, the growth of cross-border acquisitions by sovereign wealth funds, lingering public investments in private business concerns, greater security co-operation between nations,

and information technology that can identify and connect talent in an instant, global mobility becomes part of the new normal. Mobility of talent is fluid. For example, a Chinese company may engage a European team to manage an investment in Africa.

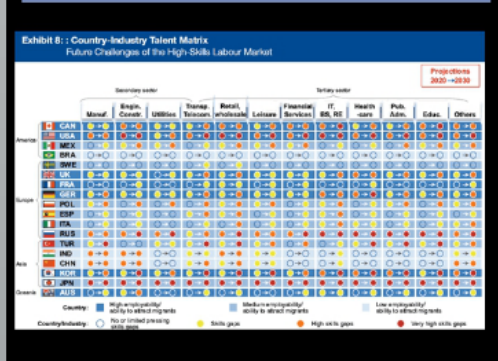
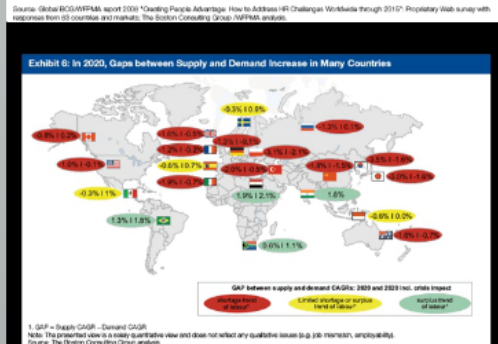


# LOS PLAYERS ?... SXX

AÑO DE CONSTITUCIÓN	FIRMAS TRADICIONALES COTIZADAS		EQUITY VALUE
1978		LSE	€ 1.570 MM
1948		NYSE	€ 2.612 MM
1986		LSE	€ 1.619 MM
1953		NYSE	€ 354 MM
1969		NYSE	€ 248 MM

# LA OPORTUNIDAD

## Déficit global de profesionales cualificados



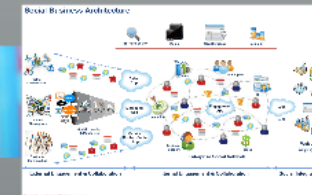
## Nuevo candidato y nuevo cliente DIGITALES

### ANALÓGICO



### DIGITAL

### SOCIAL BUSINESS



# LA ECUACIÓN A RESOLVER = La visión de CATENON



# ¿CÓMO SE RESUELVE?: LA SOLUCIÓN DIGITAL

## DIGITALIZACIÓN Y TECNOLOGÍAS PARA GESTIONAR EL CONOCIMIENTO

### Captación candidatos



### Valoración de candidatos

#### MODELO DE "PRODUCCIÓN INDUSTRIAL DEL SERVICIO"



## MODELO DE NEGOCIO WEB2



## DIGITALIZACIÓN Y TECNOLOGÍAS PARA LA CONECTIVIDAD TIEMPO REAL (UEX)

### MULTIMEDIA



### SMART PHONES





# MULTIMEDIA

The screenshot displays a recruitment software interface for a candidate named EDWIN TETSUYA OMURA. The interface is titled "Candidate Overview" and includes a navigation bar with "METHODODOGY", "SEARCH STRATEGY", "CANDIDATE OVERVIEW", and "SALARIES". The candidate's profile is shown with a video player, a resume summary, and a list of interview questions. The video player shows a man in a suit and glasses, with a progress bar at 0:00/17:45. The resume summary includes details about his current role as an Employment Operations Coordinator at Universal Studios, his education (General - Graduate), languages (English, Japanese), and fixed salary (70000). The interview questions are listed below the video player.

**gatenon**  
The smart, good, simple way  
HOW PLANNET CAN HELP YOU

METHODODOGY SEARCH STRATEGY CANDIDATE OVERVIEW SALARIES

Candidate Overview JAPAN Regional Sales Representative

### FILMED TECHNICAL INTERVIEW

**EDWIN TETSUYA OMURA**

Employment Operations Coordinator  
Universal Studios

Company: Universal Studios  
Education: General - Graduate  
Languages: English, Japanese  
Fixed Salary: 70000

Personal Analyst  
Functional Experience

VIDEO: 0:00/17:45

**FILMED TECHNICAL INTERVIEW**

- 1 Describe your current roles and responsibilities including business size and geographic scope.  
0:00
- 2 How do you ensure that the operations of a project/business are functioning efficiently? What are the important aspects to be adhered to ensure the same?  
0:30
- 3 How do you ensure Brand awareness amongst the target audience? What are the effects of branding in a franchise model of business?  
1:10
- 4 How will you overcome conflict of interests with partners/franchisees without compromising the working relationship with them?  
1:40

All Candidates

### 3. Cómo aportamos valor?

#### UN EJEMPLO



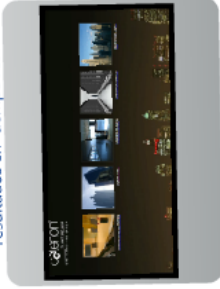
la red de talento y conocimiento global. UPICK (16)



creamos valor por la objetividad y por la reducción de tiempos



una oferta única: demostramos la especialización en cada cliente



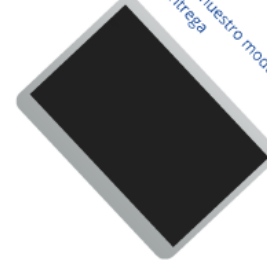
una oferta: compartimos resultados en "tiempo real"



creamos valor aplicando las mejores metodologías del momento



una oferta única: compartimos el conocimiento generado

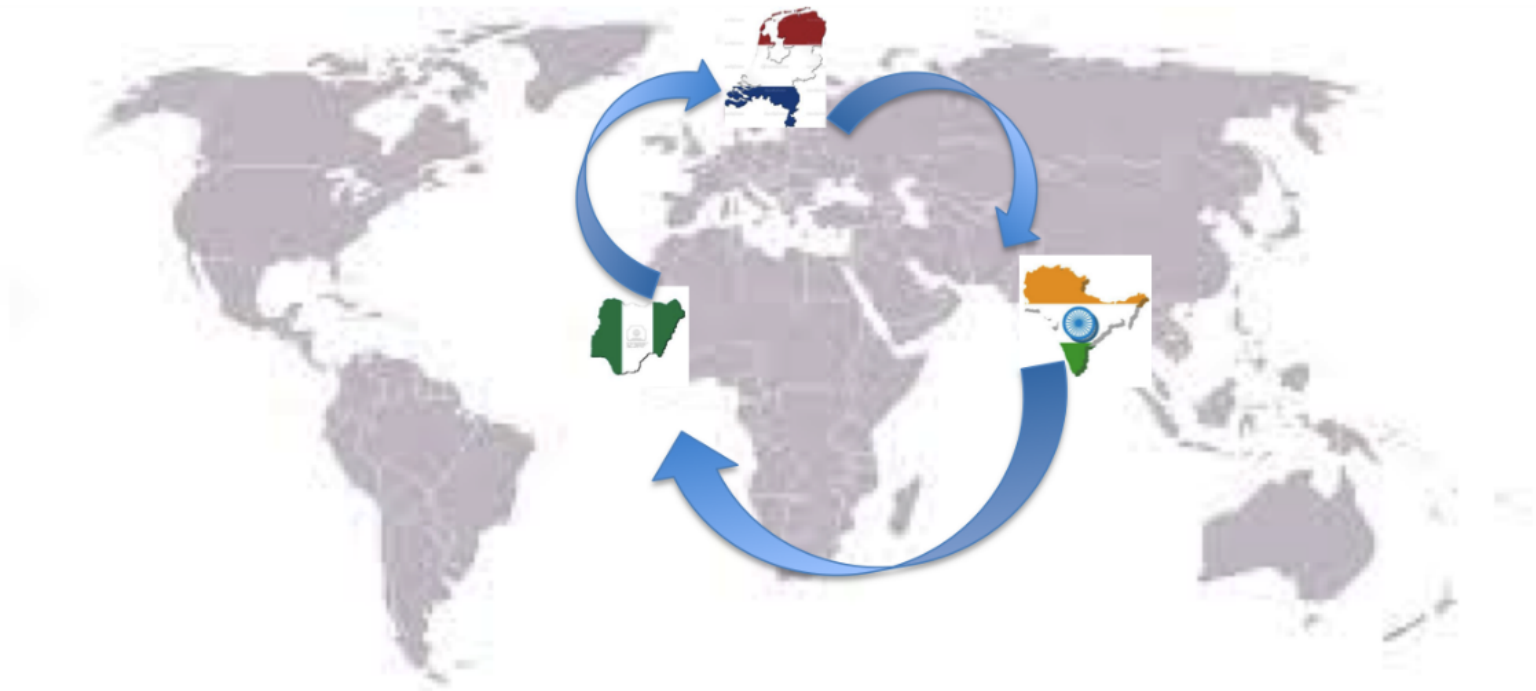


por nuestro modelo de entrega

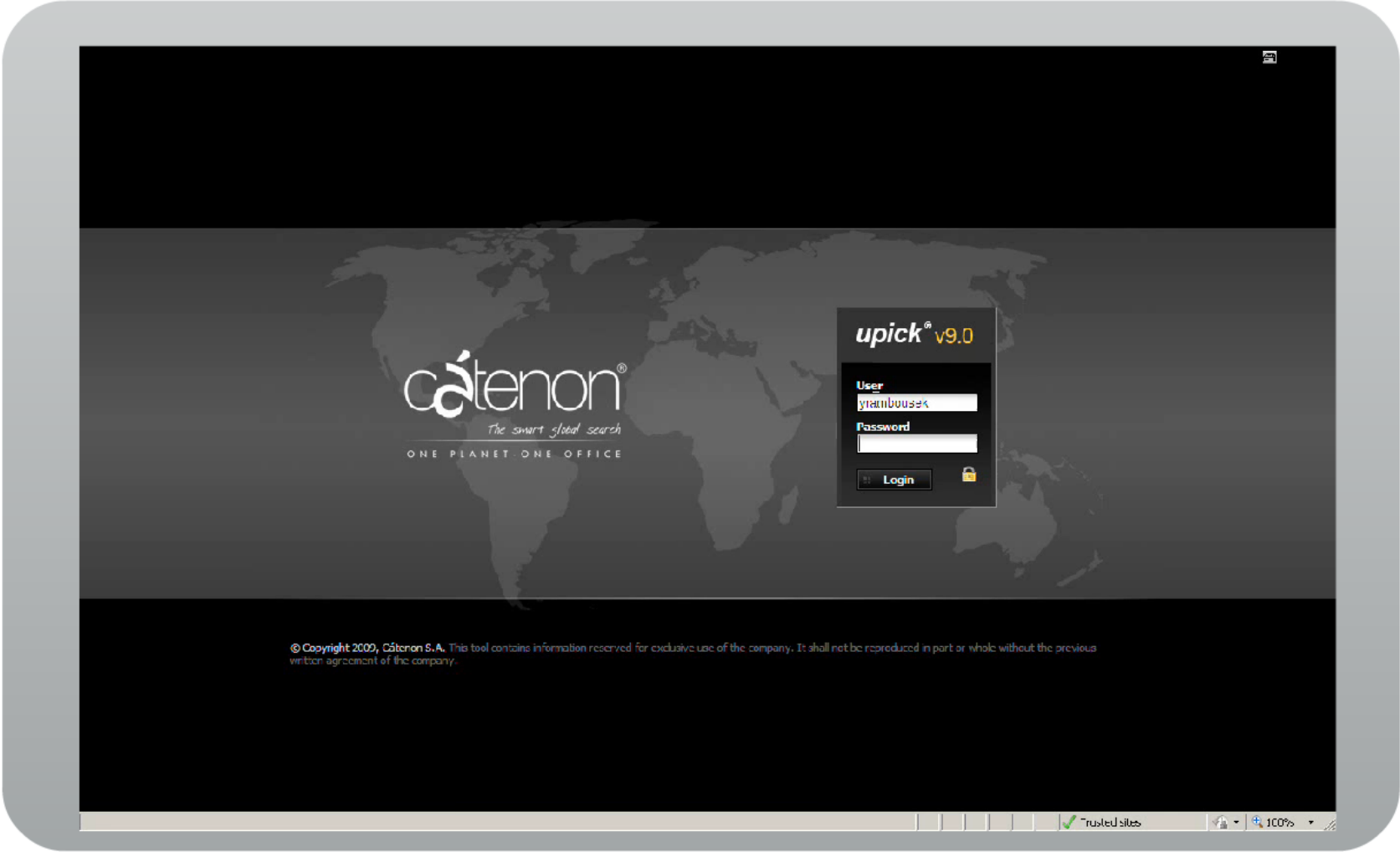


creamos valor en la localización del talento

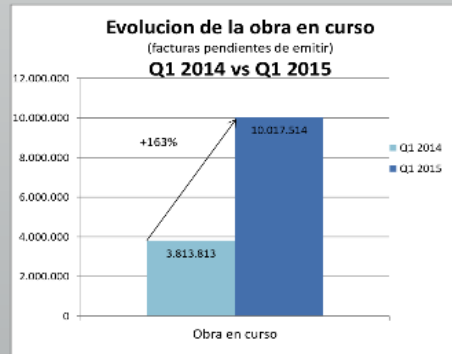
# UN EJEMPLO



# la red de talento y conocimiento global: UPICK (R)



# 3. Nuestros resultados



## PLATAFORMAS TECNOLÓGICAS



KM Crawler®



CTC Catenon Training Center®



Web<sup>2</sup>



Upick®



CATS Catenon Application Tracking System®



CQC Catenon Quality Control



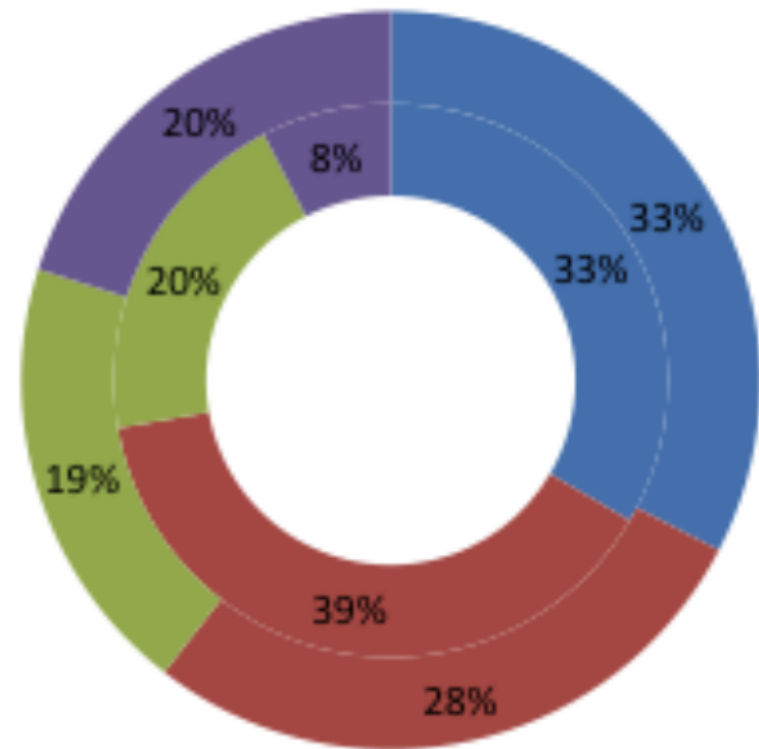
CRS Informe Multimedia®

## 1.- NEGOCIO INTERNACIONAL

### Distribución geográfica de la cifra de Negocios

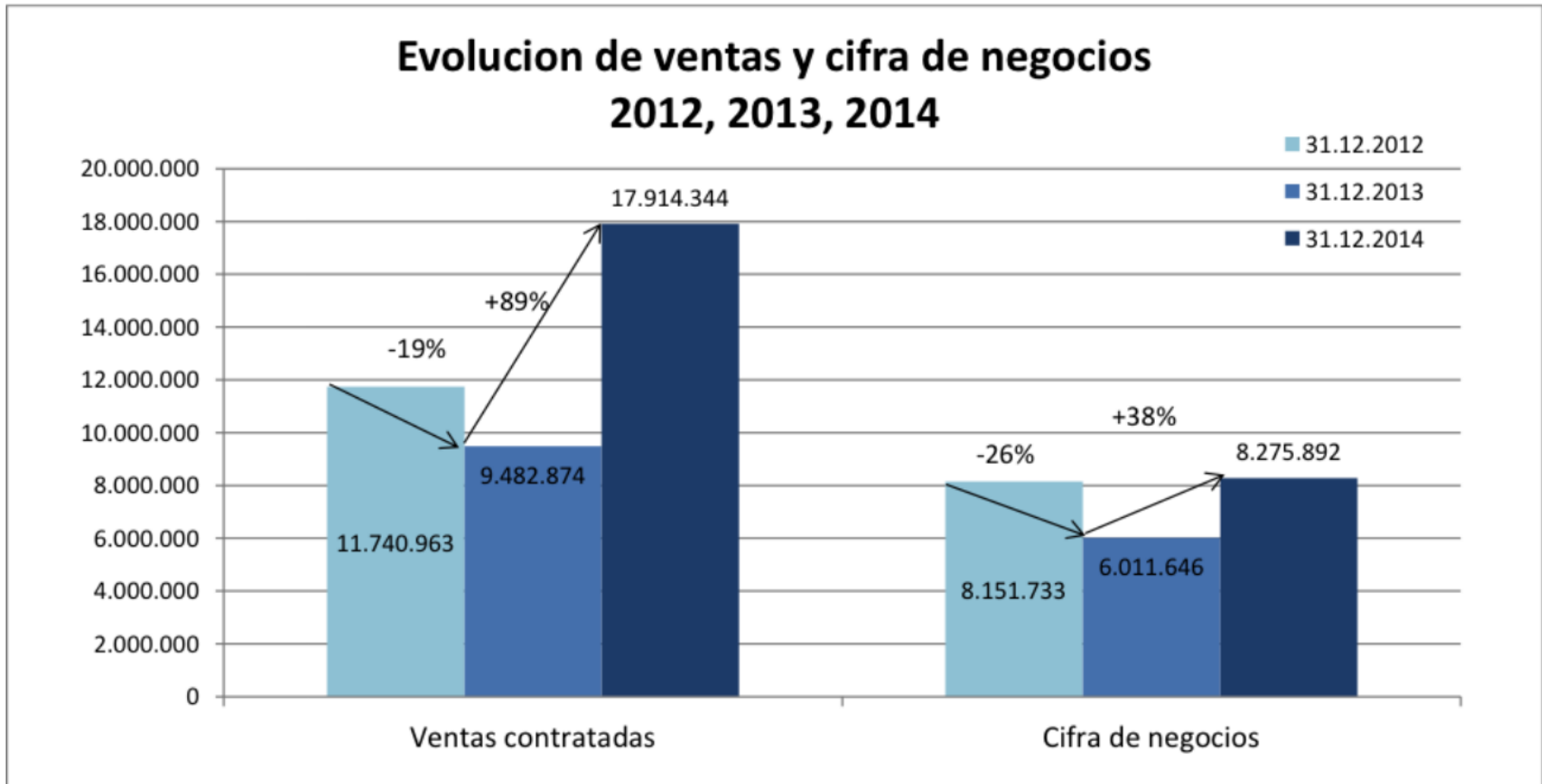


circulo interior: 2013  
circulo exterior: 2014



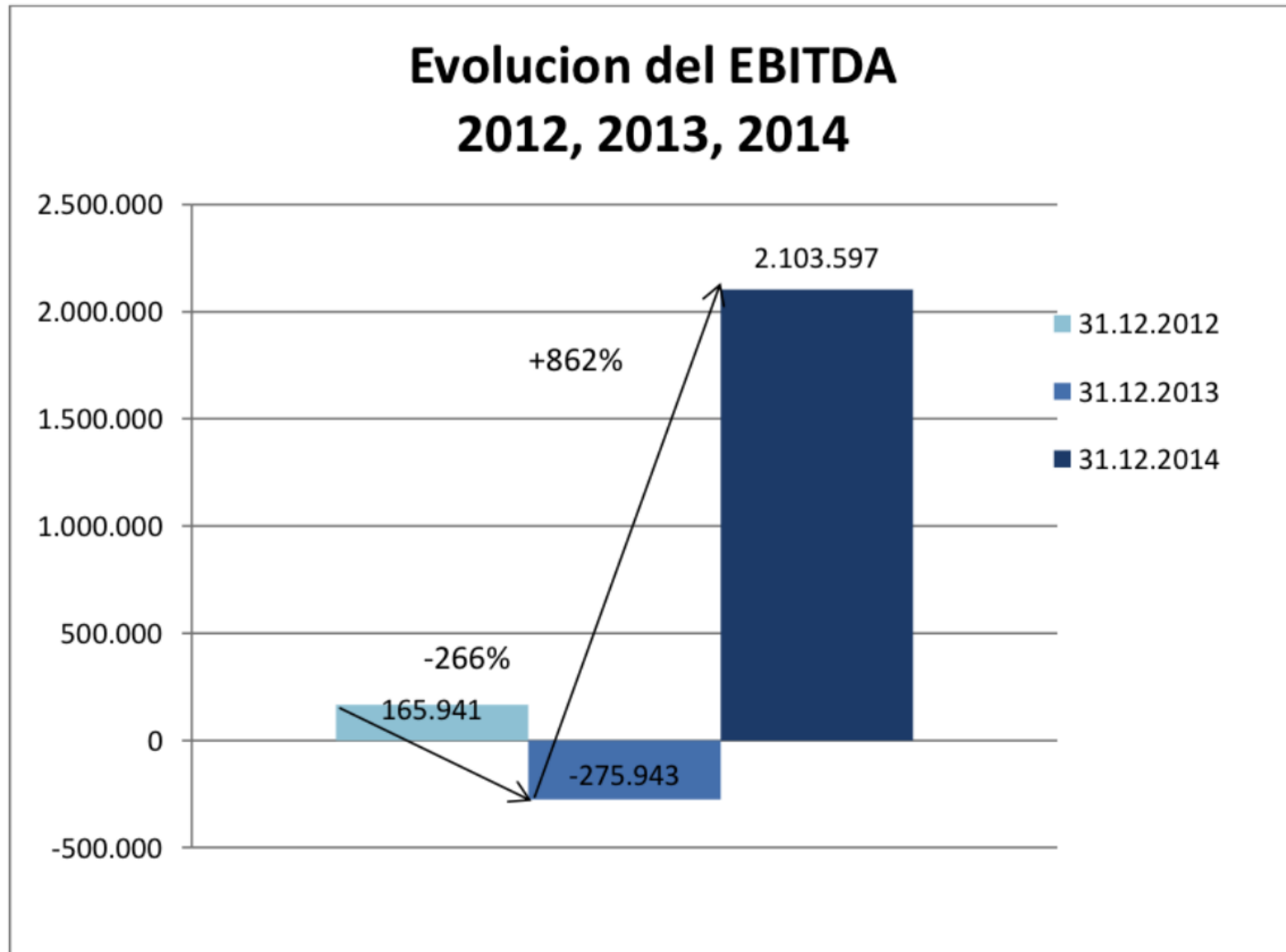
# EVOLUCIÓN DE LAS VENTAS CONTRATADAS Y CIFRA DE NEGOCIO 2012-2013-2014

REDEFINICIÓN DEL MODELO DE EXPANSIÓN: GGCC / LIC / TKP



# EVOLUCIÓN DEL EBITDA 2013-2014-2015

REDEFINICIÓN DEL MODELO DE EXPANSIÓN





## ESTABILIZACIÓN DE BALANCE : Restructuración, AK1, AK2

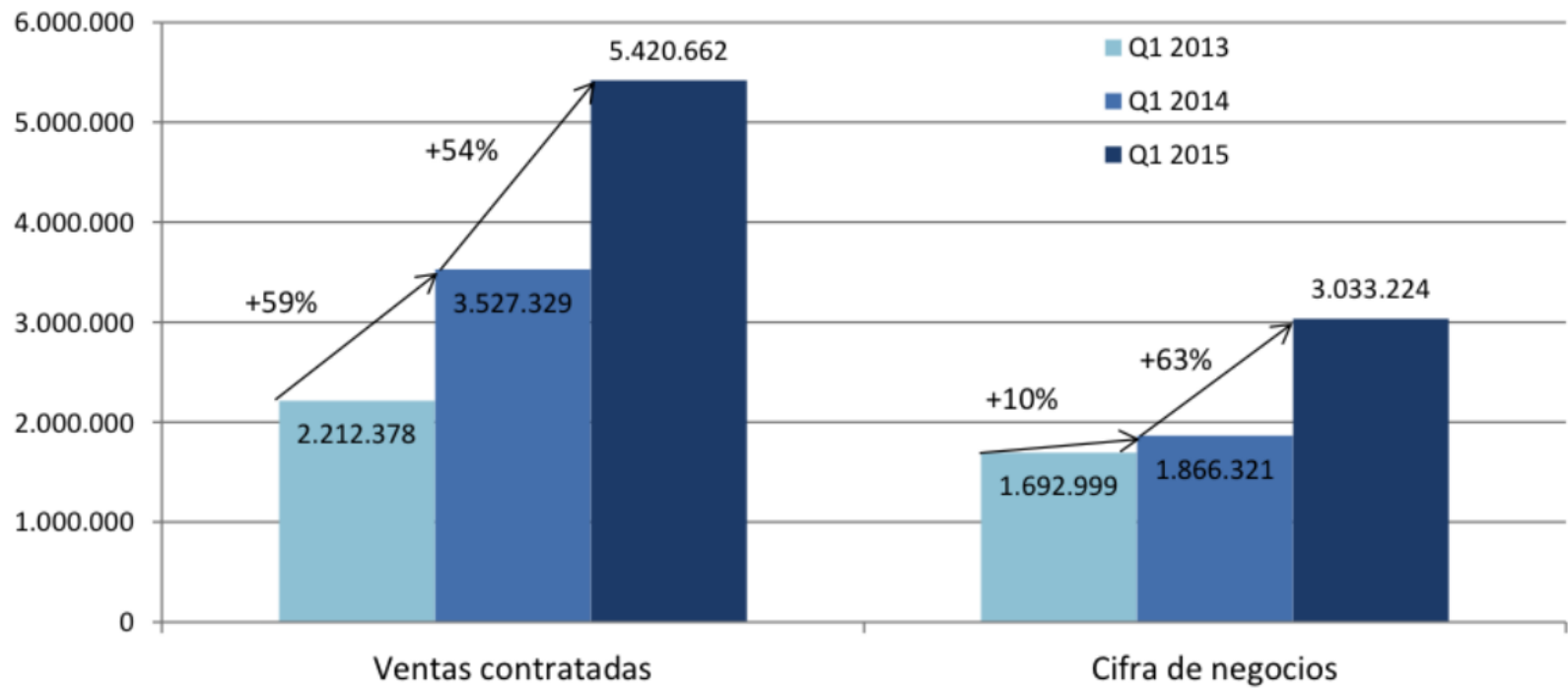
	2013	2014	var %	var MM €
<b>Fondo de maniobra</b>	522.884	3.522.410	+574%	+3,0
<b>Pasivo sobre fondos propios</b>	37.145	3		
<b>Deuda financiera sobre fondos propios</b>	26.530	1		

**Q 1**

**2015**

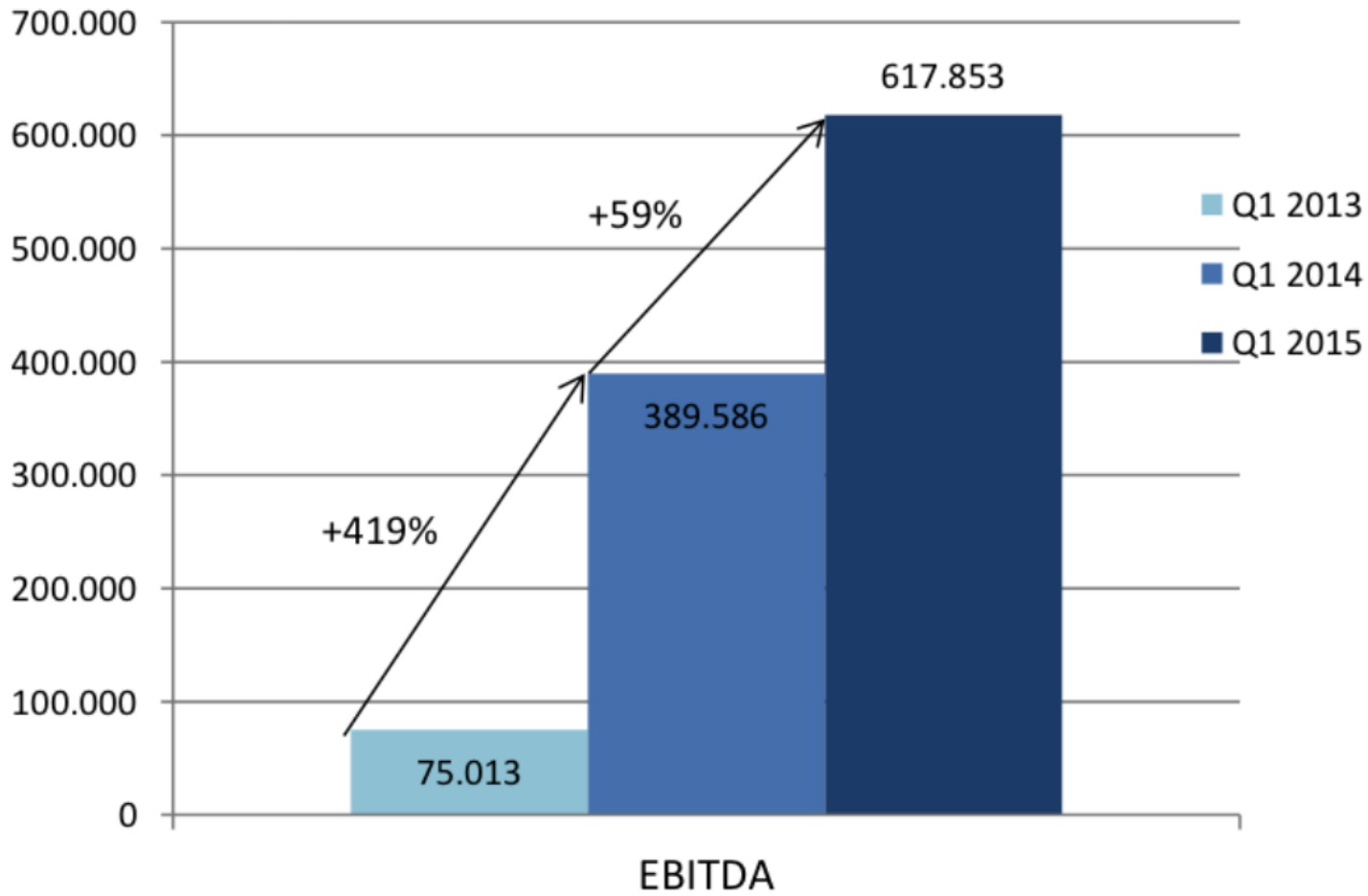
EVOLUCIÓN DE LAS VENTAS CONTRATADAS Y CIFRA DE NEGOCIO  
Q1- 2015 vs 2014 vs 2013

**Evolucion de ventas y cifra de negocios  
Q1 2013, 2014 y 2015**

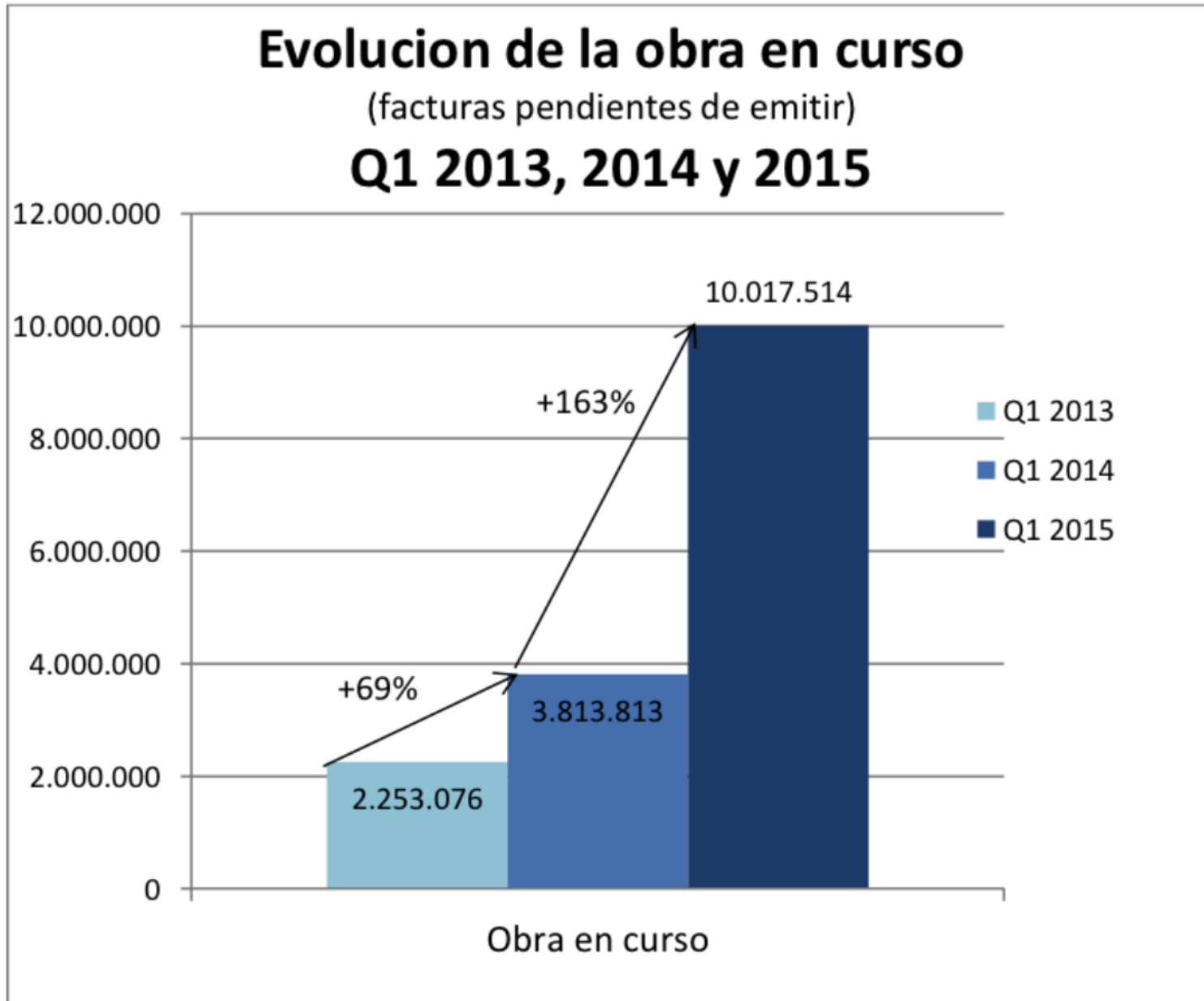


EVOLUCIÓN DE LA EFICIENCIA (EBITDA)  
Q1- 2015 vs 2014 vs 2013

### Evolucion del EBITDA Q1 2013, 2014 y 2015



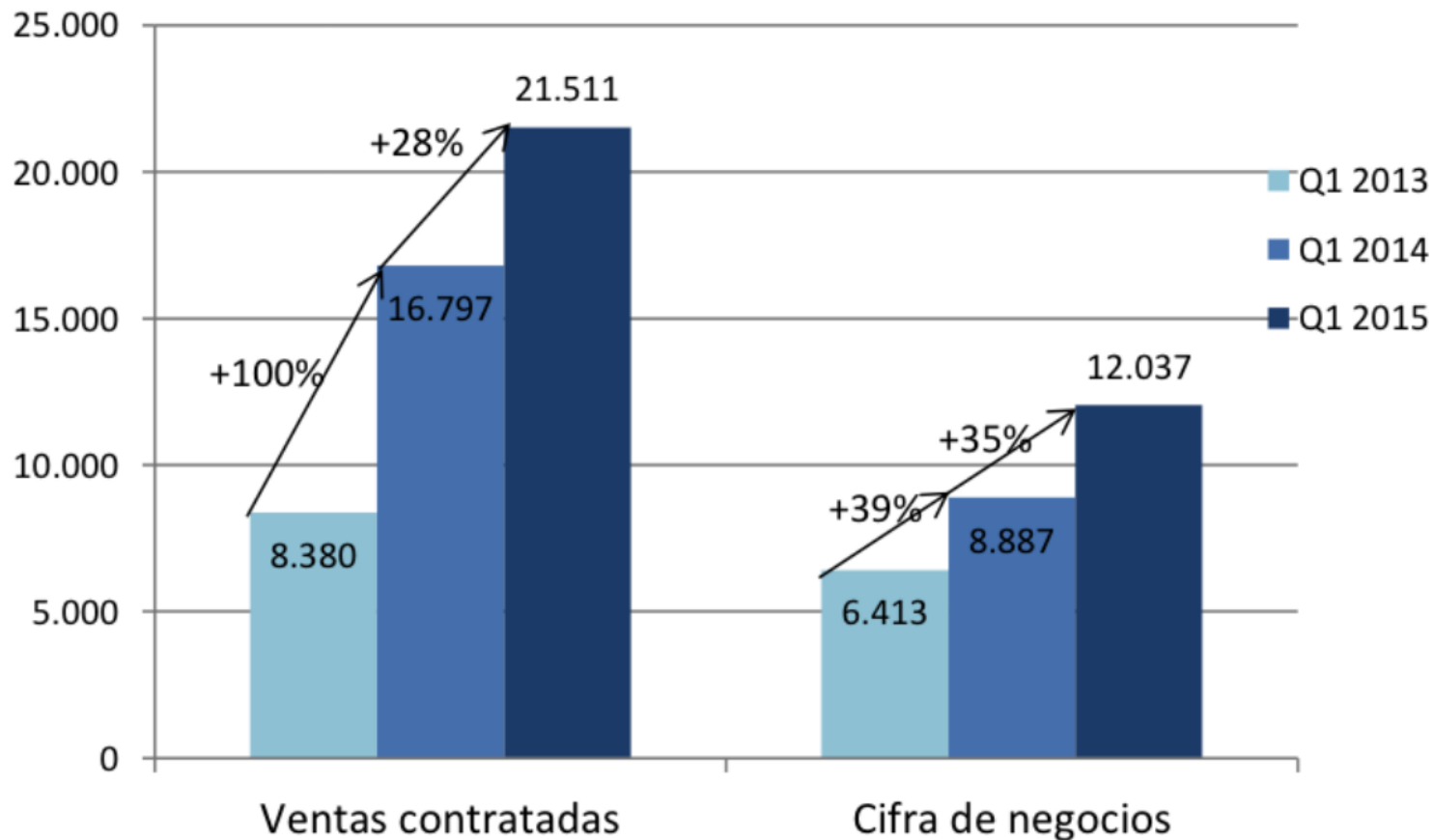
EVOLUCIÓN DE LA OBRA EN CURSO  
Q1- 2015 vs 2014 vs 2013



# EVOLUCIÓN DE LA PRODUCTIVIDAD

Q1- 2015 vs 2014 vs 2013

## Evolucion de ventas y cifra de negocios mensual por empleado Q1 2013, 2014 y 2015



RATING MABIA 20.05.2015

1º "Eficiencia financiera"

2º En cómputo global

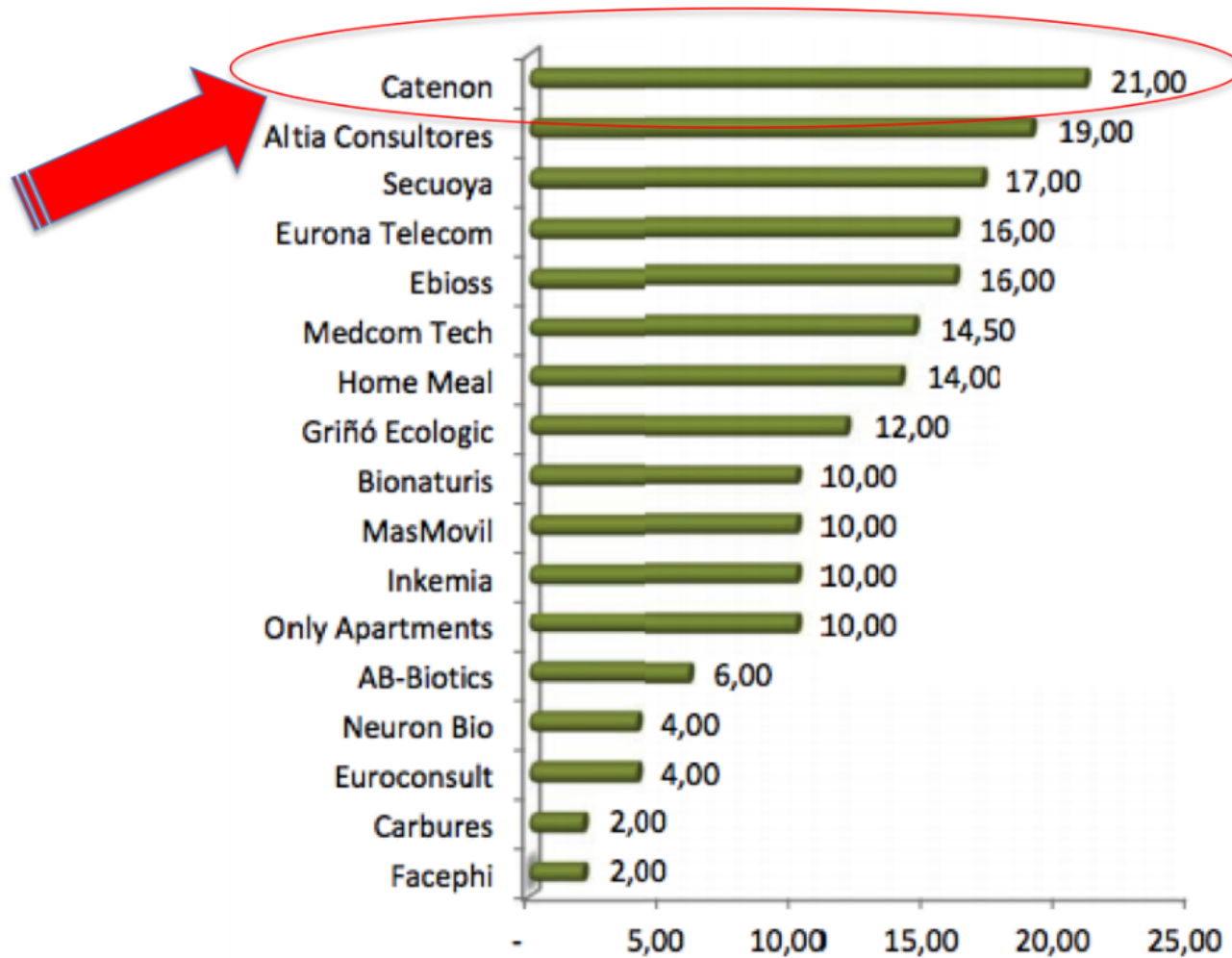


Tabla 2. Rating Eficiencia Financiera. Fuente: Elaboración propia

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INSEAD e IESE, en su iniciativa "Acelerador de Empresas", eligen a Catenon una de las 8 empresas en crecimiento más interesantes en Europa.

Certificado de calidad ISO 9001:2008

