The biggest challenge in the Digital Transformation is not to digitalize processes. The biggest challenge is the interface between the new Digital Solution and us Humans. The one KPI for success is whether we as Humans will accept and use the Digital Solution because it improves our lives.

Alex Benincà, Founder of B-Works
B-Works empowers through Digital Competence

We are accountable throughout the process by tracking and benchmarking our work with the KPIs important for your success.
Digital Strategy

Set goals, define KPIs and proactively add ideas
Digital Strategy

We define your business goals with KPIs, proactively add ideas and map out a strategic digital roadmap

Digital Consulting

• Analysis of the Status Quo
• Calculation of Business Affordables (affordable resources for planning, implementation and promotion)
• Proactive Idea Generation and Validation
• KPI and Goal Definition
• Technical Ecosystem Check
• Development of Customer Personas
• System Architecture and Implementation Plan for Software Development
• Marketing Campaign Planning
Digital Implementation

Accept the unknown, trust in your team and talent
Digital Implementation

We are accountable throughout the process by implementing the digital roadmap with agile methods.

**UX, Web & Responsive Design**
- User Experience & Service Design
- Responsive Mobile & Web Design
- Usability & Conversion Optimization

**Interim CTO**
- IT Architecture & Development
- Technology Road Map
- Recruiting Tech. Team

**Web and App Development**
- Front & Back-End Development
- App & Web-App Development
- JavaScript, NodeJS, PHP

**CMS and CRM**
- CRM & CMS set-up
- Drupal 8
- CMS Migration
Digital Optimization

Measure through empirical testing, analyze and improve
Digital Optimization

Following the go-live of the first implementation step, we continuously analyze data to refine and improve in iterations.

Digital Optimization and Marketing

- Setting-up an Analytics Dashboard for Data Measurement and KPI Monitoring
- Empirical User Testing
- Recommendations for Conversion Optimization and Cross Selling
- Web & Mobile Commerce
- Payments & Supply Chain
- Online Marketing
About B-works

An Agile Full-Service Digital Factory at the intersection of Digital Strategy, Web Development and Digital Marketing

We are a Full Service Digital Factory focused on Strategic Planning, Web and App Development, and Digital Marketing. With offices in Zurich, Switzerland and Bolzano, Italy, B-Works consists of a team of leading experts at the intersection of customer psychology and technology to translate client requirements into successful Digital Solutions.

Our Approach starts at defining the Target Actions, Customer Personas and UX Layout, before we begin with Design, Web Development and Digital Marketing. We believe in a holistic approach that involves all parties, from Idea Generation, Strategy, Design, SEO, Testing and Development, in an agile process.

We serve as Consulting and Web Development Technology Partner for medium and large Private Sector Companies, as well as Creative Agencies. We also help Startup Companies grow, by taking on the function of interim startup CTO for selected, promising digital ventures.

B-Works is Agile and uses Scrum to prioritize business value and to shorten the release, feedback and improvement cycle of digital projects.
Alex Benincà, CEO & Product Owner

Alex is a **creative problem solver** with an **engineering, management and marketing background** and experience spanning different industries, including Strategy Consulting and Internet of Things.

- **Key competences**: Product Development, Agile Project Management, User Experience Design
- **Education**: BSc. Aerospace Engineering Ryerson University, Toronto, MSc. Management ETH Zurich, Customer Focused Marketing London Business School, Certified Professional Scrum Product Owner
- **Industry Experience and Projects**: Swisscom, SBB, Post, Biogen International, Wincasa, Bouygues Energies & Services, Securosys, Arthur D. Little, EGL, Axpo, Alstom, Cosmobutler, ÖKK

**Selected Experience & Projects**

**Education & Certificates**

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