



## A strategic response to an evolving market.

In today's digital world, it's easy to be impressed by the number and complexity of channels available for collaboration and processes. **Capemisa Capitalização**, which has been operating in the Brazilian market for nine years, is committed to helping its customers communicate in the most perfect and efficient way, from cloud-based portals to next generation applications. In 2019, the company maintained its policy of improving its management and technology processes, in addition to conquering new segments and distribution channels, aiming at a more relevant positioning among the main companies in the segment in the market.

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# A new legacy begins with digital experiences.

Rethinking customer experiences and established business practices is a difficult task, especially for a brand with a legacy of almost a decade. But, the company was willing to take risks, innovate and understand the path the customer wanted to follow.

Before **Capemisa Capitalização** invested and implemented the solutions provided by Come to the Cloud, the company used several legacy processes and systems, some of which were rudimentary and were reaching the end of their useful lives. For example, communications of award receipts were made by distributors via email, a decentralized channel that did not provide a unified view of the data.

# Digital transformation drives growth and competitive advantage.

Since its foundation, **Capemisa Capitalização** has grown rapidly and organically, which has created a new challenge for the IT team: creating solutions that connect the different spheres of the company.

Then, it launched an initiative to optimize and align the front-office business processes, creating a network of excellence to better serve distributors, customers, partners and raffles, increasing cross-sales. For the initiative to work, **Capemisa Capitalização** needed to unite the company on a single agile platform that could be quickly deployed to thousands of people.

## **Capemisa Capitalização** advances with **Venha Pra Nuvem** for collaborative success

Today, this means that the highly scalable and cloud-based solution from **Venha Pra Nuvem** is **Capemisa Capitalização**'s platform that helps the company's customer sales outlets to learn more with each interaction and provides the efficiency they need.

With the Customer Service Portal, for example, more than 3.5 thousand points of sale can now solve 10 million cases per year. More than that, the company can respond quickly on a case-by-case basis, obtain more complete information and establish a unified presence.

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