



## Grupo Globo makes connections with a bold transformation.

If you ask any Brazilian if they know who **Globo**, the answer would be a definite yes. **Grupo Globo** is the broad media and communication conglomerate in Brazil and Latin America, composed of Rede Globo de Televisão, Globo Radio System, Globosat, Infoglobo, Editora Globo, Globo.com, Som Livre and Zap Imóveis, in addition to being a maintainer Roberto Marinho Foundation. With a network that covers 99% of the population, it connects more than 200 million Brazilians inside and outside the country.

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# A cutting edge group needs cutting edge tools.

**Grupo Globo**'s team recognized from the beginning that converting their products to digital would further increase their reach and influence, resulting in possible growth, mainly, of the millennials and zoomers generation. Knowing that in today's world, data is essential to any new strategy, the company knew it needed robust tools to help achieve its goals.

Its commitment to remain a market leader, together with the unprecedented changes in the telecommunications sector, led **Grupo Globo** to radically simplify its products, eliminate internal pain points and create fully digital experiences for customers. As the main digital transformation partner, **Venha Pra Nuvem** aimed to facilitate the work of more than 14,000 employees and change the way they connect with customers.

# Transforming culture and simplifying the complex.

Before **Venha Pra Nuvem, Globo** had systems that could only be accessed at the employee's workplace. Teams often took time to share important information and serve the group's millions of users. With Microsoft SharePoint, we use the structure of team sites, communication and book store to share files, data, news and resources, simplifying the work of the team that is now accessing the company network inside and outside the organization by 90%, on PCs, Macs and mobile devices.

## With an eye on a sustainable future.

The team at **Venha Pra Nuvem** helped to align team leaders and information technology in a common vision to improve the employee experience, resulting in significant improvements in customer service. It also helped drive the adoption of the Microsoft universe, equipping the security, communication and marketing sectors with information, content and training to work more efficiently.

The partnership between **Venha Pra Nuvem** and **Grupo Globo** will last for a long time, as it has already been announced that the group is committed to building a long-term sustainable future for its employees, customers, partners, shareholders and the community, investing in a new era of disruptive technologies such as artificial intelligence, augmented reality and the internet of things, this will further change the way group companies and users connect.

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