

## OpServices arrives in Colombia

Since June 2009, OpServices has a new partner in Latin America, MV-Tel, a Colombian company which is part of the international group HMV Engineers and Project Managers with over 40 years experience, specializing in various areas of engineering.

The partnership is the result of mutual trust and the certainty that both complement each other commercially. This became clear when representatives of the MV-Tel not only visited the headquarters in Porto Alegre, but also OpServices' customers. According to the Marketing Director, Madeleine M. Brigidi, the business team from MV-Tel was impressed with the products and services. "It all started when our representative in Colombia identified the needs of the company and invited them to visit us," says the director. With the lack of companies that offer such a service there and given similar offers, what swung MV-Tel was the

flexibility of the platform OpMon, the best value-for money and the personalized service provided to its customers, based on the SaaS (Software as a Service) model. "This partnership," Brigidi says, "allows us to further expand our presence in the international market, with the advantage of having a company of reference in the Colombian market and other Latin American countries."

The director believes that MV-Tel adds even more value to its recognized support and infrastructure services, as the OpServices' products provide a platform to support the IT governance of the companies, monitoring business indicators and information technology.



## OpMon integrates Latin-Americans



In the last 5 years, Brazil has stood out in Latin America as a leader in the development and implementation of infrastructure and technology. The performance of Brazilian groups in neighboring countries proves this statement. According to the owner of UCCORP SA, Carlos A. Muriel, representative of OpServices in Colombia, the tag "Made in Brazil" is one of the most respected today. "In the case of Colombia, an example was the arrival of the Brazilian group Synergy, which bought the national airline Avianca and saved it from bankruptcy, leading it to be ranked among the best and most profitable airlines in Latin America in less than 4 years" he recalls.

Muriel reports that the Latin American corporate market outside of Brazil has found, with OpServices products, a new business model in SaaS, which had not hitherto existed, providing solutions for process management in real time. "In the case of Colombia, where operations started this year, the only option on the market was traditional software licensing, which prevented customers deploying 100% of the licenses purchased for the monitoring process, because of the high operating cost involved in assembling and maintaining such solutions. With OpMon, customers can achieve full results in a short time, thanks to its flexibility and a SaaS model in which the client pays only for what is managed, and levels of service," he explains.

Sensitive to niche marketing in Latin America, Muriel predicts that partnership with OpServices will bring customers the solution they expect with cost reductions in all their processes. He concludes: "Today we have OpMon distributors in Colombia, Peru and Panama, hopefully in a few years, there will be local distributors in key markets as important as Mexico, the countries of Central America, Chile and others"



## OpDate 2009

NOVEMBER 11TH, OPSERVICES' CLIENTS WILL BE THE CENTER OF ATTENTION.



PROGRAM

- Reception / Breakfast
- Presentation of the solution of Tractebel Energia  
"Implementation of an IT infrastructure Monitoring Solution"
- Presentation of OpMon 4.0 - The Way Ahead
- Lunch

### Free Event

**Date:** November 11th, from 8 am to 1 pm.

**Where:** Hotel Quality Berrini

Rua Heinrich Hertz, 14 Brooklin Novo – São Paulo.

**Further Information:** Phone (51) 3275-3588, or by e-mail vendas@opservices.com.br A/C Ana.

OpServices is holding OpDate 2009, for those who wish to update and exchange technical and management information. OpDate is an opportunity to talk about practical experiences with OpMon, and was created so we could listen directly to you, our customer.

The event will include the presentation of the solution for Tractebel Energia and the first impressions of those already operating the new version of the OpMon platform, as well as how OpServices' products provide higher yield. It is an exchange that will undoubtedly enhance the knowledge of the participating businesses and professionals.



## IT BANKING

October 29th, 2009, **OpServices** took part in the **Banking IT Services Summit** in Sao Paulo, done held by **Corpbusiness** and that marked the evolution of banking technology in the country.

The event encourages integration and promotes the production of innovative solutions for financial institutions. It introduces new products to market and encourages the participation of leaders from banking institutions.



## BNDES - INVESTMENTS

**OpServices'** innovation and efficiency has been further strengthened by the support obtained from the **National Development Bank (BNDES)**. The resources provided by the bank will permit investments in new projects and the expansion of **OpServices**, so enabling us to meet the demands of our customers and new markets. The endorsement of the BNDES with the supply of resources to **OpServices** also demonstrates the level of commitment and transparency of the company in the market.

## OPMON EXPERIMENT

Now you can download a full version of **OpMon** directly from our site. Thus, it is easy to experience **OpMon** in your environment and understand how it can be important for you and your company.

Access it, download it. Try it!  
[www.opservices.com.br](http://www.opservices.com.br)



## NEW CLIENTS



### **Eletrosul**

A subsidiary of **Centrais Elétricas do Brasil S.A. - ELETROBRÁS**, holds the concession to provide public electricity generation and transmission services mainly in the Southern states and Mato Grosso do Sul. It conducts studies and designs, builds and operates electrical energy generating and transmission facilities, invests in research and development, promotes the use of alternative energy sources, provides telecommunication services and acts in other areas linked to these activities.

Business actualized by **HA Projects** with the support of **OpServices**.



With a visionary performance focused on a broad market knowledge and continuous investment in human capital and technology, **Santa Cruz** is one of the leading distributors of pharmaceutical products. It serves the major national and multinational industries in the segment, and more than 27,000 pharmacies in the South, Southeast, Midwest and Northeast, concentrating about 85% of this market.

Trading actualized by **HA projects**.



[www.opservices.com.br](http://www.opservices.com.br)

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