

## PARTNER SUCCESS STORY

### IMDIGITAL AND CREATIO GROW TOGETHER WHILE STRENGTHENING THEIR PRESENCE ON THE PORTUGUESE-SPEAKING MARKETS

#### GEOGRAPHY:

Portuguese-Speaking Countries

#### PARTNER TYPE:

Integrator, Regional Language Partner

#### YEARS OF

#### PARTNERSHIP:

Two

## ABOUT THE COMPANY

imDigital is a Portugal-based IT consulting company that supports organizations in their digital transformation. The company helps its customers redesign their business models, automate business processes, and transform customer experience in the digital world. imDigital is Creatio's trusted partner and a dedicated advocate for Creatio's solutions.

## ALIGNING TO GROW TOGETHER

imDigital made tremendous progress in a short period of time and is strongly determined to accelerate its business' growth further. Starting as a reference partner more than 2 years ago, the company soon became Creatio's consultant and grew dynamically to an integrator and regional language partner today. The company's business objectives and activities reflect a close strategic alignment with Creatio. With the main focus on low-code development tools and cutting-edge BPM and CRM solutions, imDigital acts as Creatio's ambassador in the Portuguese-speaking market.

"Creatio fits our vision and strategy completely. It is a flexible and scalable solution that instantly adds value to our customers." – Luis Gonçalves, General Manager at imDigital.



## AS A PART OF COLLABORATION WITH CREATIO, THE COMPANY DOES THE FOLLOWING:

Leverages local sales by channeling Creatio's expertise about low-code technology and business process automation solutions to Portuguese-speaking audience

Carries out project implementation for its customers as well as builds custom-made solutions for them on the basis of Creatio platform

Raises brand awareness of Creatio in the region through joint marketing activities including offline and virtual events, multi-language marketing campaigns, customer advocacy strategies, and more

Conducts Creatio user trainings and trainings for new partners

Supports Portuguese version of the system and generates regular localized content for customers and prospects

### MAKING CUSTOMERS HAPPY

The mission of imDigital is to provide its customers with the best digital transformation solutions to increase their productivity, efficiency, and their customers' satisfaction. Creatio helps imDigital to deliver on this promise.

The system's rich functionality and low-code development capabilities enable the company to cover any type of customer need across its highly diversified customer portfolio. Creatio's all-encompassing functionality and extensive low-code development capabilities allow imDigital to focus on solving business problems rather than fighting technology silos, all while catering to customers from various industries.

"After some time working with Creatio I believe what impresses me the most is the speed and momentum at which the platform evolves and improves," mentioned Luís Azevedo, Operations Manager at imDigital. "Many of the features we wished the system had one year ago is now a part of Creatio."



When working with their customers, imDigital avoids a one-size-fits-all approach. Instead, the company delivers solutions that are tailor-made to specific business requirements. "Close customer relationships are critical to us. For most companies, opting for a new software solution is a serious choice. Therefore, it is highly important for us to build customer trust and cast off any doubts they might have. Once our clients recognize the quality of our services and the robustness of Creatio's platform, they firmly rely on us in delivering more and more complex projects. Also, as we expand our expertise with Creatio continuously, we can deliver greater value to our customers every single day." – Nuno Teibão, Business & Marketing Manager at imDigital.

**LEARN MORE ABOUT CREATIO PARTNER  
GLOBAL CHANNEL NETWORK**

