

Company is Born out of the union of two companies in the IT segment.

The group hopes to make an R\$ Million in turnover this year.

For 2010 projections show an expected growth of 20% in business volume

“Transform projects into tangible results”. This is the concept and the mark of the UPTIVA GROUP, which has just been launched into the Information Technology (IT) segment.

The company’s operations are based on four solid pillars: Project management and processes; Development and Maintenance of Web systems, SAP Netweaver and SAP BI; Specific Logistics Solutions. Finances, Financial control, Strategic HR, Mobile (Sales and Marketing); and, Recruitment and the Selection of Specialised Professionals.

This new company was born out of the union of two Brazilian companies: WestBr and Technolog, which have ten years of active experience in large national and multinational companies, developing and implementing essential systems which complement ERPs.

More important than defining strategies, companies need to think about efficient ways of carrying them out and implementing them successfully. UPTIVA’s proposal is to help companies achieve their goals and objectives in carrying out and implementing defined objectives in their strategic planning, that is, transform them into tangible results.

Apart from the proposal of acting together with the client, the UPTIVA GROUP can count on important multinational partners such as Microsoft. It is also beginning to align itself with SAP so that it can consolidate its position in the corporate market.

According to the company’s president, Bernardino Gonçalves da Costa Neto – who has already worked as an administrator and director in companies such as BCP Telecommunications, Banco Safra, Bank Boston and associations like Febraban, Abrafac, Xplor among others-, the Uptiva Group was set up to broaden the company’s ability to deliver and produce in the IT area in companies.

The company hopes to make 18 million Reais this year. “For next year, when the Uptiva group has been totally consolidated, our turnover should grow to around 20%. With the aim of strengthening and complementing our products and services, new mergers are being studied, says the company president.

Among the companies which had previously been attended by the two companies and now are attended by the Uptiva group are companies such as: *Banco itaú, Claro, Saraiva Publishing, the Getúlio Vargas Foundation, Gerdau, Oderbrecht, Pepsico, UOL, Phillips, Siemens, Transbrasa, Unimed, Visanet, WalMart, Yasuda Insurance, Orizon, Schincariol, Marsh and Admix*, among others.

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