

## Independent Management Consultancies Network IMCN

European

Professional

Personal



**ABINITIO**

Consulting · IT Advisory · BPO Services

*Name of the Firm*

**Abinitio Consulting, S.L.**

*Full address  
(incl. Phone, Fax etc.)*

**C/ Guitard 43 3º  
08014 Barcelona  
Spain  
Tel +34 93 454 84 08  
Fax +34 93 487 31 62  
Mobile +34 609 525 608  
E-mail akubek@abinitio.es  
Internet www.abinitio.es**

*Established*

**2008**

*Other offices/Daughter Companies  
(location)*

**Abinitio Office (Madrid)**

*Responsible Person for the  
Network*



**Andreas Kubek**

*Name of Managing Partner(s),  
Executive Director(s)*

**Joan Palau  
Ramón Cases  
Andreas Kubek**

*Total Number of Consultants*

**11**

*Number of Associate  
Management Consultants  
(at least one entire assignment  
together)*

**3**

**November 2016**

(The profiles of the members are permanently up-dated. Please ask for the latest version.)

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### Abinitio Consulting

*Specialisations  
(FEACO classification/  
Main Field of activity)*

- Corporate and business strategy
- Post merger integration
- Turnaround management
- Channel and customer based management
- Business process strategy and reengineering
- Process automation
- Data management
- IT strategy
- Environmental and sustainability

*Type of Clients/Branches  
(Industry areas)*

Energy, utilities, industry  
Telecom, IT software  
Banks and insurances  
Public administration  
Infrastructure

*International Practice  
(Foreign countries where assign-  
ments were completed;  
in order of priority)*

Spain  
Portugal,  
Italy  
Austria  
UK  
Latin America  
North Africa

*Language ability in the firm*

Spanish  
English  
French  
German  
Catalan  
Japanese

*Professional Membership  
and Cooperations*

ACEC – Business Organisation of Catalan Management Consultant Companies  
AECE – Association of Spanish Management Consultant Companies  
KDF – Kreis Deutscher Führungskräfte Barcelona  
The Global Compact of the United Nations  
FEDIT – Federación Española de Centros Tecnológicos  
Fundació Tallers  
Fundació Apunts

*International Certification  
and Date*

Approved supplier of the Spanish Government  
Approved supplier of the Catalan Government  
Certified LOPD (Certified Spanish data protection Law)

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### Abinitio Consulting

*Mission statement / consulting philosophy*

Abinitio's mission is to help its customers to achieve operational excellence in their business. In this process we cover the full spectrum from management strategy to detailed operational processes. We always deliver fully functional solutions which deliver the promised operational results. In addition, Abinitio is an expert in how new technologies will impact your business model and your market. We help you in how you can best apply these new technologies in your operations to achieve a competitive advantage.

*Credentials (short description of some typical assignments)*

- Type of client / Branch (Industry area)
- Field of activity
- Assignment summary and results

#### **BARCELONA – COMMERCE IN THE WEB**

Barcelona's small commerce typically does not have a web presence and so does not show up in the tools tourists use like Google maps.

- Analyse the size of the problem and develop a strategy how to change this situation.
- Implement solution on behalf of the City of Barcelona using mobile technology and cooperation with Google to bring 6000 small businesses to the web within 18 months.

#### **GAS COMPANY ENTERING INTO ELECTRICITY BUSINESS**

A medium size Spanish gas company wants to start selling electricity to its customers:

- Analyse existing customer base and existing sales channels to build a complete business case for market entry.
- Design integrated gas and electricity organisation and expertise needed to make it a success as well as identify possible candidates to hire in the Spanish market with the relevant expertise.
- Design system requirements for this integrated business.

#### **DUE DILIGENCE AND STRATEGIC SOCIAL AND ENVIRONMENTAL ASSESSMENT IN THE PRE-FEASIBILITY STUDY OF THE SYSTEM AIRPORT**

Environmental analysis of the airport system, identifying risks and impacts.

- Identification of system characteristics for expansion and / or new sites.
- Analysis of environmental and social costs linked to the purchase of new land.
- Social implications in structured and unstructured settlements.

#### **TOURISM DEVELOPMENT FOR AFRICAN TOURIST REGION**

- Social and environmental impact study of territorial development linked to tourism in the region.
- Study of the risks of tourism development on biodiversity of a major National Park
- Incorporation of measures for conservation and sustainable development in the Tourism Development Plan.

#### **IMPLEMENTATION OF REMOTE TELESUPERVISION OF CONSTRUCTION OF GAS NETWORK**

This project resulted in a complete culture change and high efficiency gains for a utility company. Instead of physically inspecting all construction work by an engineer of the utility company the engineers can now use the latest mobile technology remotely.

- This project included a complete change management process , assessment of skills and training program as well as development of the IT platform and the new operating procedures.
- Involved 1200 employees of the utility company.
- Currently 93% of client construction projects are done through this channel.

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### Abinitio Consulting

*Selection of important and well known clients (location)*

Gas Natural Fenosa  
Endesa  
Repsol  
Agbar  
Primagas Energia  
Spanish National government  
Catalan Regional government  
Agència de l' Habitatge de Catalunya  
Ajuntament de Barcelona  
Audax energia  
Abertis Infraestructura  
EURONA Telecom  
COFELY - GFD Suez  
REHAU  
Enerkia

*Partners / Senior Consultants short profile*

#### **JOAN PALAU - Partner and Board Member**

Joan was born in 1959, married and has two daughters. He has graduated in Msc Economics & MBA.

He started his career in 1982 as Head of Section in the Catalan Regional Administration. From 1988 he took on various management roles in Gas Natural, among them Commercial Director of Gas Natural Ban in Argentina, CEO of Gas Navarra and CEO of Gas Natural Servicios. During this time he was not only in charge of restructuring many different businesses and managing the separation of the distribution and commercialisation business, but also building a world class sales and marketing organisation from scratch. In 2008 he founded Abinitio. Since then Joan has led many different consultancy projects especially in the utilities sector and the public administration.

#### **RAMON CASES - Founding Partner and Board Member**

Ramon was born in 1958, married and has one daughter. He has graduated at Esade Business School and has an MBA degree for the same School, PDD for IESE.

In 1986 he became Head of Systems at Catalana de Gas and then he became CFO at Gas Natural Informàtica as well as Project Manager and CIO at Gas Natural BAN in Argentina. In 1998 he became Head of IT and customer processes and IT International Manager in Gas Natural Fenosa Group until 2008 he founded Abinitio together with Joan Palau. Ramon is an expert in process design and application of technology to improve customer processes. In the last year he has led many consultancy projects of process optimization and customized IT solutions.

#### **ANDREAS KUBEK - Partner and General Manager**

Andreas was born in 1972, married and has two children. He has graduated in Bsc & Msc International Business Administration at Vienna University and holds an MBA degree from IESE Business School.

His career started in 1999 with various Management roles at BP, where he was in charge of restructuring various businesses around the world and also led a part of the integration of Castrol and BP as Strategy Implementation Manager. He also was CEO at BP Gas in Austria leading the turnaround of the company. In 2009 he founded the consultancy company KAAN solutions in Barcelona and also was President of Primagas Energía.

In 2016 he joined to Abinitio as partner and General Manager. Andreas speaks English, German, Spanish, Italian and Japanese and has extensive international consultancy experience.