



Main clients that participated in the research, development and became users of the unicist object driven business technologies.

CLIENT	INDUSTRY	TECHNOLOGY	OBJECTIVE
ABB	Engineering	Unicist Marketing	Market Laboratory
ABB	Engineering	Objects' design	Catalysis of commercial processes
ABB	Engineering	Unicist Personalized Education	Knowledge Center Development
ABB	Engineering	Business Intelligence	Business intelligence system Implementation
ABB	Engineering	Foundations building	Introduction of the unicist continuous improvement methodology
AG Mc. Kee & Co	Engineering	Unicist management control	Unicist assessment system implementation
AISA	Insurance	Unicist Strategy	Business and Productivity Strategy
American Express	Financial services	Unicist Marketing	Tourism business positioning
Apple	IT	Unicist Ontological Segmentation	Product positioning
BankBoston	Bank	Unicist Ontological Segmentation	Definition of market segments
BASF	Information Technology	Unicist Ontological Segmentation	Product positioning
BASF	Agribusiness	Unicist Ontological Segmentation	Fertilizers positioning
BASF	Agribusiness	Unicist Strategy	Retailers' business strategy
Bayer	Agribusiness	Unicist Marketing	Selling techniques design
Bayer	Pharma	Market research	Cardiac market segmentation
Boca Juniors	Soccer Club	Unicist positioning	Unicist Organizational analysis
Brahma	Consumer goods	Unicist Marketing	Retailers' organizational design
Cablevisión	Mass media	Unicist Ontological Segmentation	Unicist market segmentation (Audience)
Cigna	Insurance	Unicist Ontological Segmentation	Products positioning
Cigna	Insurance	Unicist Ontological Segmentation	Market segmentation
Cigna	Health	Unicist Ontological Segmentation	Market segmentation
Cinzano	Consumer goods	Unicist Ontological Segmentation	Consumers segmentation
Citibank	Bank	Scenario Building	Country scenario building
Citibank	Bank	Unicist value analysis	Foreign Trade Process Design
Citibank	Bank	Unicist Ontological Segmentation	Financial market segmentation
Citibank (SISA)	Bank	Unicist Marketing	Business and product positioning
CMS	Engineering	Unicist continuous improvement	Unicist continuous improvement Technology transfer
Coca Cola	Consumer goods	Market research	Youth market segmentation
Colgate Palmolive	Consumer goods	Subject Driven Marketing	Commercial Productivity
Cronista Comercial	Mass media	Unicist Ontological Segmentation	Readers and sponsors market segmentation
Deutsche Bank	Bank	Market research	Financial market segmentation
Diners Club	Financial services	Subject driven marketing	Sales Productivity Program
Diners Club	Financial services	Object driven marketing	Commercial objects development
Diners Club	Financial services	Unicist Personalized Education	Development of the "Business Development Center"



Diners Club	Financial services	Unicist Continuous Improvement	Unicist continuous improvement program
Emzo	Industrial Assets	Subject driven marketing	Commercial productivity
Emzo	Industrial Assets	Unicist Marketing	Franchise development
Federación Nacional de Cafeteros de Colombia	Consumer goods	Unicist segmentation of Lifestyles	Product positioning
Fundación Favaloro	Health	Unicist strategy	Internal benchmarking development
Gador	Pharma	Client Centered Management	Continuous improvement
Glasurit	Painting	Unicist Marketing	Retailers' CCM
Hewlett Packard	IT	Unicist Ontological Segmentation	Market segmentation
Holderbank	Cement	Unicist Market Research	Users market segmentation
Holderbank	Cement	Unicist Personalized Education	Commercial Processes Catalysis
IBM	IT	Unicist Change Management	Strategy for the introduction of new technologies
IBM	IT	Ontological market research	Market research on PCs
ING	Bank	Unicist strategy	Private banking positioning and segmentation
Johnson & Son	Chemical	Unicist Market Research	Product positioning
Juan Minetti	Cement	Unicist Strategy	Commercial planning
La Caja de Ahorro y Seguro	Insurance	Object driven marketing	Commercial Productivity Program in the Corporative Business
La Caja de Ahorro y Seguro	Insurance	Unicist Strategy	Business strategic analysis
La Caja de Ahorro y Seguro	Insurance	Unicist catalysts	Branches' marketing catalysis
La Caja de Ahorro y Seguro	Insurance	Benefit System	Corporate clients' commercial catalysis
La Caja de Ahorro y Seguro	Insurance	Unicist Personalized Education	Risk Management Corporative School
La Veneciana	Consumer goods	Unicist Marketing	Positioning of season's products and non-season's products
Lloyd's Bank	Bank	Unicist Market Research	Evolution of market segments
Mañana Profesional	Mass media	Unicist Design	Product design
Mañana Profesional	Mass media	Unicist Design	Promotional products design
Mañana Profesional	Mass media	Unicist Personalized Education	Design of learning programs for subscribers and readers
Massey Ferguson	Agribusiness	Unicist Strategy	Business and product positioning
Massey Ferguson	Agribusiness	Unicist Market Research	Users' market segmentation
Massey Ferguson	Agribusiness	Client Centered Management	Structuring of retailers' network
Merck	Chemical	Unicist Strategy	Organization and Commercial Strategy
Monsanto	Agribusiness	Unicist ontological segmentation	Product positioning
Monsanto	Agribusiness	Unicist market research	Market segmentation
Monsanto	Agribusiness	Subject driven marketing	Commercial Productivity Program
Novartis	Pharma	Unicist Marketing	Product positioning (cardiology)
Parexel	Clinical Research	Unicist Strategy	Strategic diagnosis
Parexel	Clinical Research	Unicist objects design	Commercial processes catalysis
Parexel	Clinical Research	Unicist Networking	Building of medical networks
Parque de la Costa	Internet Service	Unicist Marketing	Design of promotions



Pirelli	Tires	Unicist Marketing	Commercial network diagnosis
Radio América	Mass media	Unicist ontological Segmentation	Audience and sponsors segmentation
Renault (30 group members)	Automotive	Client Centered Management	Market orientation
Renault (30 group members)	Automotive	Unicist Personalized Organization	Internal organization
Renault (30 group members)	Automotive	Unicist value analysis	Productivity
Renault (30 group members)	Automotive	Unicist management control	Individual contract-based Executives Assessment System
Sal dos Anclas	Consumer goods	Unicist Marketing	Business and product positioning
Sew Eurodrive	Industrial Assets	Unicist Marketing	New markets development
Shell	Oil and Gas	Scenario building	Oil industry scenario building
Shell	Oil and Gas	Unicist ontological segmentation	“Home” products positioning
Shell	Oil and Gas	Unicist Personalized Education	“Can-do Academy” programs design
Telefónica	Communications	Unicist ontological segmentation	Logistics market segmentation
TIM	Health	Unicist ontological segmentation	Market positioning
Vasalli	Agribusiness	Unicist strategy	Commercial strategy design
Vasalli	Agribusiness	Unicist ontological segmentation	Users market segmentation
Worthington	Industrial Products	Client Centered Management	Organization of the internal value chain
Xerox	IT	Unicist ontological segmentation	Market segmentation
YPF-Repsol	Oil and Gas	Unicist Marketing	Distribution methods
YPF-Repsol	Oil and Gas	Unicist Personalized Education	Leadership management

There is also a group of more than 50 confidential clients that participated in the research and became users of “Business Intelligence” technologies which include information on countries’ scenarios and the evolution of equity value in international markets.

Equity value prognoses monitored with Unicist Fundamental Analysis

COMPANY	INDUSTRY
Aetna	Health Insurance
Allianz	Insurance
Allianz	Insurance
American Express	Financial services
Astra-Zeneca	Pharma
AT&T	Communications
Banco Bradesco	Bank
Banco Santander	Bank
Bank of America	Bank
BASF	Chemical
Bausch & Lomb	Conglomerate
Bayer	Conglomerate
BHP	Mining
Black & Decker	Tools
Blockbuster	Entertaining - video and dvd rental
Boeing	Aviation and defense
Bristol-Myers Squibb	Pharma
Burger King	Food
Cadbury	Sweets and Chocolates



Campbell	Soups
Cigna	Insurance - Health
Cisco Systems	Technology
Citigroup	Banks
Coca Cola	Beverages
Daimler-Chrysler	Automotive
Deutsche Bank	Banks
General Electric	Conglomerate
Hewlett Packard	Technologies
Honda Motor	Conglomerate
HSBC	Banks
IBM	IT and services
ING Group	Insurance
Johnson & Johnson	Pharma and biotechnology
Lufthansa	Transportation
Mc Donald's	Restaurants
Metlife	Insurance
Microsoft	Software and services
Monsanto	Agribusiness
Nestle	Conglomerate
Nokia	Technology
Novartis	Pharma
Pepsico	Food and drinks
Petrobras	Energy
Pfizer	Pharma
Procter & Gamble	Conglomerate
Renault	Automotive
Roche	Pharma
Siemens	Conglomerate
Sony	Conglomerate
Telefónica	Conglomerate
Tokio Electric Power	Utilities
Toyota	Automotive
Unilever	Conglomerate
Vale do Rio Doce	Mining
Volkswagen	Automotive
Wal-Mart	Retail market