

Introdução:

Serviços são bens intangíveis e por isso devem ser contratados com a utilização de critérios bem mais rigorosos do que produtos. A exigência dos 3Rs, *Recomendações, Referências e Resultados*, é fundamental para reduzir a chance de insucesso e as frustrações na contratação de serviços. A Petrobras, por exemplo, uma das maiores empresas no mundo e referência de qualidade, exige dos prestadores de serviços a apresentação do que chama de “*Comprovação de Tradição*”, que consiste basicamente na apresentação de recomendações escritas e assinadas por contratantes de projetos semelhantes ao que está sendo proposto à empresa.

Desta forma, para dar mais segurança ao cliente na contratação dos nossos serviços, sentimos a necessidade de publicar este documento com as recomendações feitas pelos patrocinadores e integrantes dos [projetos já implantados](#).

Sinta-se portanto à vontade para ligar e dirimir eventuais dúvidas.

Abraços,



UpTime / BI Tools
Jorge S. Couto – Sócio-Consultor

Consultor e Instrutor de Produtividade de Vendas & B.I.

BI Tools

“I know Jorge since many years ago. First while working together for HP in Latinamerica and currently partnering in the development and delivery of key Channel Partner Global development projects, in Brazil and in the rest of the Region. I am glad to recommend Jorge, based in his strong set of Personal and Professional attributes. Jorge knows very well the ITC industry business in Brazil and Latinamerica, but also knows: A - The business & relationship models of the global companies operating in multi-country and multi-cultural markets, including Brazil. B - The local country size SM&L companies that work independent or partnering as distributors or channels, with global vendors or solution & technology developers. C - How to define and deliver successful go-to-market strategies and action plan to attract, develop and execute profitable operations of vendors and channel distributors, selling and implementing value solutions and product offerings in different market types and levels. D - How to plan and execute effective professional plans to develop sales, management and channel business skills and capabilities, at different levels of both the Vendors and the Channel Partners organizations. He has been able to develop all of the above based in experience, ITC industry business knowledge and industry, markets & channels knowledge, supported by a positive attitude, collaboration and team-working skills, a results driven mindset and a proven network of qualifed resources ready to partner for execution of projects. Jorge is a results oriented professional, trustable and hard worker individual, with solid ethics and personal values.” 6 de Junho de 2010

Salvador Quirarte, *Director General, INTUITION LATINAMERICA*
gerenciou Jorge na BI Tools

“Recomendo fortemente a BI Tools para os canais VARS e VADs que queiram crescer e fortalecer o relacionamento com seus clientes e vendedores . Nós na HP Brasil tínhamos um sério problema com acuracidade de forecast junto aos nossos canais e vendedores internos, após a consultoria do Jorge Couto tudo mudou e hoje podemos nos orgulhar de termos um forecast bastante acurado. O Jorge é honesto , tem muita experiência em vendas e conhece profundamente o mercado de VARs e VADs no BRASIL.” 9 de Novembro de 2009

Gedeon Viana, *BRAZIL CHANNELS SALES MANAGER, HP Brazil*
estava em outra empresa quando trabalhou com Jorge na BI Tools

“Jorge is an excellent professional with great skill in analyzing and defines business processes and tools to support business decisions. We worked together in many situations in the past 13 years and his job helped me and the company to achieve many results as he helped us provide accurate information and business control. Jorge

RECOMENDAÇÕES PROFISSIONAIS



is also a very good professional who you can trust in terms of business and personnel behaviors.” 12 de Dezembro de 2008

[Jorge Brasil](#), *Business Critical Servers Country Sales and Products Manager, Hewlett-Packard do Brasil*

era consultor ou prestador de serviço de Jorge em BI Tools

“I strongly recommend Jorge due to his outstanding skills and business / IT knowledge. He also brought great results.” 11 de Dezembro de 2008

Principais qualidades: Ótimos resultados, Especialista, Alta integridade

[Fabio Noboru](#)

contratou Jorge como Consultor de TI em 2008, e contratou Jorge mais de uma vez

“Jorge is a result driven marketing executive, with strong knowledge on business and sales intelligence, he helps a lot to provide clear guidance to where companies should aim their efforts. He is also a great leader, driving his team with great success and passion.” 24 de Julho de 2008

[Sergio Porto](#), *sales director, hewlett packard*

estava em outra empresa quando trabalhou com Jorge na BI Tools

Líder do Siebel Analítico na América Latina

Hewlett-Packard

“Jorge's knowledge was quite in-depth and his follow-through exceptional. He was a pleasure to work with. Joel” 9 de Junho de 2008

[Joel Buxton](#), *PMP, Project Mgr, Hewlett Packard*

trabalhou com Jorge na Hewlett-Packard

Gerente de Qualidade e de TCE (Percepção do Cliente)

Hewlett-Packard

“I've been in contact with Jorge since his early days in the Service area within EDISA . After that we both had worked for HP a number of years. Jorge is a self directed professional with business and service skills highly developed and a very rare sense of accomplishment. It has been a plesure work with him, because he is serious, reliable, and deliver on promises.” 26 de Junho de 2009

RECOMENDAÇÕES PROFISSIONAIS



[Raul Papaleo](#), *Director, Hewlett-Packard Brasil Ltda*
gerenciou Jorge indiretamente na Hewlett-Packard

“Jorge is a knowledgeable professional in several areas which I can mention: Total Customer Experience, business and tools controls, Business Intelligence Tools and reporting (the best I've ever knew), Total Quality Control, Business Operations and Planning Management.” 19 de Junho de 2008

Principais qualidades: Ótimos resultados, Especialista, Alta integridade

[Jose Sergio](#)

contratou Jorge como Consultor comercial em 2006, e contratou Jorge mais de uma vez

“Jorge is a great worker He made all the extra efforts in all projects. He knows how to manage a quality project using the six sigma methology. I recommend him.” 19 de Junho de 2008

[Luz Maria Arbelaez](#), *Workforce, TCE and Processes and Quality for Latin American, Hewlett-Packard*
gerenciou Jorge indiretamente na Hewlett-Packard

Líder do Módulo de Vendas do Oracle CRM na América Latina

Hewlett-Packard

“Jorge is a committed and dependable professional who manages projects from design to completion. His leadership during Oracle CRM implementation allowed the LAC Services Team to easily implement the tool and obtain it's objective of +/- 3% forecast accuracy. I wholeheartedly endorse Jorge.” 15 de Janeiro de 2009

[Cynthia \(Cindy\) Castillo](#), *Business Development Manager, HP*
trabalhou com Jorge na Hewlett-Packard

“Trabalhei com o Jorge em diversas oportunidades, ele sempre se mostrou comprometido e desempenhou as suas atribuições com qualidade e profissionalismo.” 14 de Dezembro de 2008

[Andrea Lacerda](#), *Sales Director, Hewlett Packard*
trabalhou com Jorge na Hewlett-Packard

“Jorge has developed a key service to HP that allows business growth and focus on sales pipeline management. He deliver a high-quality service on time and shows expertise in the development of criative ideas.” 25 de Abril de 2008

Principais qualidades: Ótimos resultados, Especialista, Bom investimento

RECOMENDAÇÕES PROFISSIONAIS



Marcos Moutinho

contratou Jorge como Consultor comercial em 2007

“Jorge is very knowledgeable and effective. I would recommend him to manage any project related to database information management and business intelligence. He is very professional and a great person to work with.” 25 de Abril de 2008

Jose Weis, *Business Analyst, Hewlett-Packard*

trabalhou indiretamente para Jorge na Hewlett-Packard

Gerente de Inteligência de Marketing – América Latina

Hewlett-Packard

“Jorge is an expert on CRM and Analytics. He has developed HP’s own CRM system and on following years, led the implementation of off-the-shelf application packages such as Goldmine or Siebel. He’s a Senior professional with a strong sense of teamwork.” 27 de Junho de 2009

Paulo André Correia de Novaes, *National Sales Manager, Manufacturing Industry, HP Brazil*

trabalhou diretamente com Jorge na Hewlett-Packard

“Jorge is a very detail-oriented professional and can take a large project into smaller pieces till its completion. He knows what needs to get done and work relentlessly to get all the steps fulfilled. He is expert in modeling and organizing market and customer data to get meaningful information for management decision. All projects he managed have yield great results.” 15 de Dezembro de 2008

Airton Airton Gimenes, *Senior Vice President, Hewlett-Packard*

gerenciou Jorge indiretamente na Hewlett-Packard

“Jorge is extremely competent and knowledgeable in this area of expertise and his work is extremely accurate.” 10 de Dezembro de 2008

Pedro Pasqualin, *Latin America Regional Account Manager, Hewlett Packard*

trabalhou diretamente com Jorge na Hewlett-Packard

“I had a very good experience working with Jorge. He is focused on business objectives. He is very organized, analytical and process driven professional what is very important on the work he does.” 10 de Dezembro de 2008

Lilian Schaffer, *Software Business director, Hewlett-Packard do Brasil*

trabalhou diretamente com Jorge na Hewlett-Packard

RECOMENDAÇÕES PROFISSIONAIS



“I was fortunate to work with Jorge in the beginning of my career and I learned from his behavior and experience some values that made part of my professional development: professionalism, ethics and hard work.” 6 de Junho de 2008

Ricardo Mimura, *Business Intelligence trainee, Hewlett-Packard*
era subordinado direto de Jorge na Hewlett-Packard

“Jorge has a knack for understanding the issue at hand, finding suitable solutions and implementing them in cost effectively. In addition, Jorge pays extreme attention to details, timetables and process automation.” 2 de Abril de 2008

Rafael Taquechel, *Customer Relationship Manager, Hewlett-Packard Co.*
gerenciou Jorge na Hewlett-Packard

Gerente de Marketing de Canais no Brasil

Hewlett-Packard

“I worked with Jorge for two years at the Channel Marketing division of HP Brasil and learned a lot from his vision, ethics, and commitment to the business. However, it was his passion and commitment to the resellers that I remember the most. Jorge was not only interested in the sales results, but also committed to make the reseller succeed and helping the reseller grow and improve his business model.” 23 de Maio de 2010

Marcos Cantarelli, *HP BRASIL: Channels Systems Engineer / Consultant, Hewlett-Packard*
trabalhou diretamente com Jorge na Hewlett-Packard

“Jorge is a results oriented manager and/or consultant with extreme ability in developing instrumentation for Marketing , Sales, Channels teams. He has an extensive list of innovations in Sales Pipeline Management, Channel Training and Recruiting, Sales Effectiveness and Sales, Services and Marketing Program development and deployment. He is a very rare professional that can address several organizational needs in growing Companies.” 10 de Novembro de 2009

Raul Papaleo, *Director, Hewlett-Packard*
gerenciou Jorge indiretamente na Hewlett-Packard

“Jorge é um profissional extremamente competente e totalmente orientado para alavancar os resultados de seus clientes , todos os trabalhos feitos pelo Jorge de consultoria resultaram em um crescimento forte para os canais que trabalham com a HP . Jorge tem uma vasta experiência e entende o dia o dia de vendas e os obstaculos que todos os vendedores tem que vencer. Recomendo o Jorge pelo seu grau de comprometimento com a satisfação do cliente , ele é honesto e altamente qualificado naquilo que faz.” 12 de Dezembro de 2008

Gedeon Viana, *BRAZIL CHANNELS SALES MANAGER, HP Brazil*
trabalhou com Jorge na Hewlett-Packard

RECOMENDAÇÕES PROFISSIONAIS



Principais qualidades: Ótimos resultados, Especialista, Bom investimento 12 de Dezembro de 2008

FRANCISCO FERRI

contratou Jorge como Consultor comercial em 2008, e contratou Jorge mais de uma vez

“Jorge is very committed and focused on results. He has participated in strategic activities, and has good experience and skill to do sales planning.” 11 de Dezembro de 2008

Carlos Rigato, Marketing Manager, HP Brasil
trabalhou com Jorge na Hewlett-Packard

“Jorge was a business oriented manager helping Channels to be more efficient and effective” 9 de Junho de 2008

Raul Papaleo, Board Member, several Companies
gerenciou Jorge indiretamente na Hewlett-Packard

Gerente Nacional de Serviços

Compaq Computer Brasil

“I had the opportunity to work with Jorge when I was at Compaq several years ago. He always got my attention for his professionalism and dedication to the job. Even after I left Compaq I keep watching his career development and achievement. He is a great professional to work with.” 19 de Junho de 2008

Antonio Julio, Server Product Marketing, Compaq Computer
gerenciou Jorge indiretamente na Compaq Computer Brasil

Consultor e Instrutor em Produtividade de Serviços

BI Tools

“Em minha experiencia com Jorge, posso dizer que é um profissional de grande capacidade analitica e capaz de entender e propor soluções de alto valor para as empresas ou Clientes. Sua experiencia em serviços de Clientes é sua grande fortaleza. JPW” 8 de Agosto de 2008

JOSE PAULO WITTLIN, Latin America Services Manager, hp
trabalhou diretamente com Jorge na BI Tools



Gerente Nacional de Serviços

Edisa Eletrônica Digital S.A.

“I worked with Jorge when I was managing the Services organization in Brazil. Jorge is a very detail oriented person with a consultative approach when dealing with problem/process fixes. He has a very strong capability associated to simplify and improve business processes. He was a strong collaborator of ours for cross HP, very successful relationship with him on every assignment.” 15 de Dezembro de 2008

[Arturo. De-La-Pena](#), *Diretor Industrial, Edisa Eletrônica Digital S.A.*
era consultor ou prestador de serviço de Jorge em Edisa Eletrônica Digital S.A.

“Jorge Couto had an outstanding contribution as a manager in the largest and dispersed Services group that Hewlett Packard has ever had in Brazil. That team was integrated by 16 branches, more than 450 maintenance engineers, a sophisticated logistic and thousands of customers locations. His contribution facilitated HP managers to merge the acquisition of Edisa Electronica and made that integration preserving the efficiency of the day-to-day operation. Even though Jorge didn't report directly to me, I had the opportunity to interact with him every day due to the importance of his job.” 10 de Dezembro de 2008

[Octavio Leon](#), *Several executive position in LA, Hewlett Packard*
gerenciou Jorge indiretamente na Edisa Eletrônica Digital S.A.

“Jorge is a serious and clever IT service professional. He is a kind of person everyone wants to have in it's working group, as a colleague, subordinate or boss. Milton Scorza - Ex Edias Vice-President” 10 de Agosto de 2008

[Milton Scorza](#), *Diretor Comercial, Volta Sul América*
gerenciou Jorge na Edisa Eletrônica Digital S.A.

“One of the main qualities of the Jorge, is his capacity of understand the necessities of customer and to consider effective solutions. Many professionals develop spectacular solutions, but impossible to practise.” 28 de Abril de 2008

[Eduardo Trigo](#), *Collection Supervisor, HP BRASIL*
trabalhou com Jorge na Edisa Eletrônica Digital S.A.

“Jorge is a focused and get-things-done executive.” 26 de Abril de 2008

[Ronald Kellermann](#), *Director, Service Delivery, Hewlett Packard*
trabalhou diretamente com Jorge na Edisa Eletrônica Digital S.A.