# De sleutel tot klantengroei: werk digitaliseren en vereenvoudigen

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CEO Partena Professional

**Partena** PROFESSIONAL

# Partena Professional group is structured in such a way that we can meet different needs

## 1

**MARKET SEGMENT #1 – PAYROLL**

" All payroll-related services under the Partena Professional brand "



## 2

**MARKET SEGMENT #2 – EASYPAY**

" All payroll-related services under the EASYPAY brand and payroll services related to the hospitality sector. "



## 3

**MARKET SEGMENT #3 – UNICORNS**

"Groups of services for the self-employed and entrepreneurs. "



## 4

**MARKET SEGMENT #4 – CONSULTING**

" All consulting projects ranging from HR strategy to legal, Human Capital, and ESG activities "



## 5

**MARKET SEGMENT #5 – OUTSOURCING**

" International payroll and payroll outsourcing services. "

# Driving Acceleration Through People & Tech

# AI by default, human by design

**1**

## For our clients

Making their HR work smarter, more simple and more efficient

**2**

## For our Employees

Smart assistants and task automation

**3**

## For our Organization

Ensure future readiness by developing new AI-powered services

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# We will bring our AI vision to life by focusing on 3 key areas

Customer centric products & services
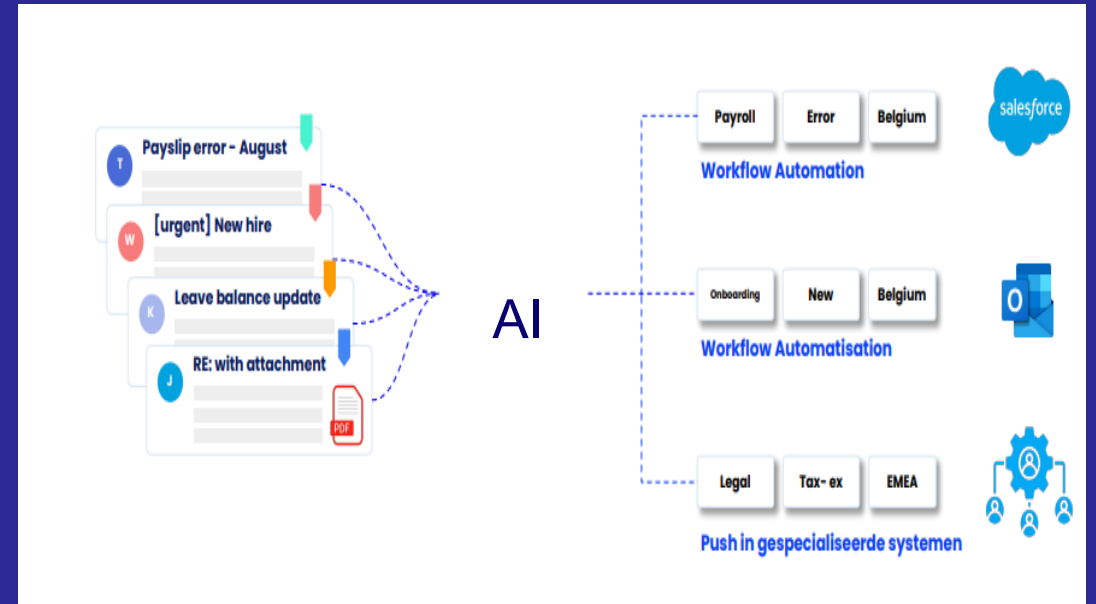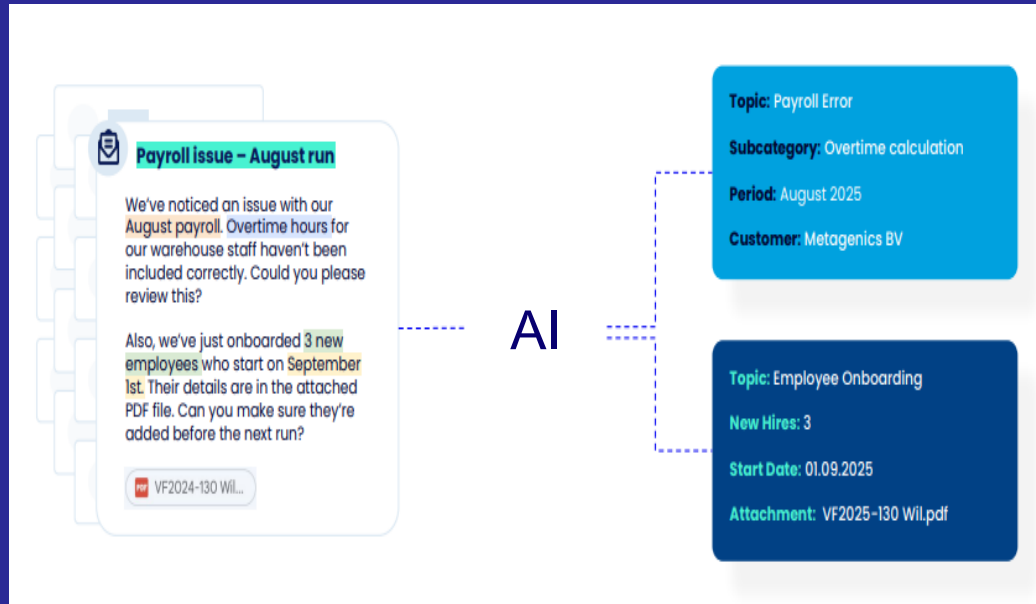
Operational excellence

Drive commercial growth

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Case 1

**HRlinkiT & minggo modules for staffing, vacancy creation and matching tools**

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# Case 2

## Conversation mining | Workflow automation

# Case 3

# **Gecombineerde data leidt tot waardevolle inzichten**

USP : large pool of detailed recent financial information – competitive benchmarking