

A black and white photograph of several modern skyscrapers with glass facades, viewed from a low angle looking up. The buildings are partially obscured by a large, abstract geometric shape on the right side of the image, which is composed of blue and teal triangles.

COMPANY PROFILE

Driving solutions and success

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HDC, a leader in Consulting, Marketing, and AI Products to solve the challenges of the future

Hermes Digital Consulting is a leading Spanish consultancy firm with over 20 years of experience and a proven track record of more than 200 projects across 15 countries. The company was founded by a team of professionals with extensive international experience in both public and private sectors, bringing a strategic, multidisciplinary perspective to every project.

HDC specializes in international strategic consulting, digital marketing, and innovative AI products based on new models for integrating and leveraging hardware and software technologies.

HDC helps clients successfully navigate the challenges of an increasingly dynamic and competitive environment. To achieve this, the firm combines experience, industry expertise, creativity, and technological innovation to design tailored solutions that meet each client's specific needs and align digital transformation with their business objectives.

At HDC, we recognize that no two public or private organizations are alike. Consequently, we approach every project from a fully personalized perspective, applying the HDC MODEL—a methodology designed to generate sustainable competitive advantages, drive innovation, and deliver measurable results with a tangible business impact.





Hermes Digital Consulting's Innovative Consulting Model



SERVICES

HDC: CONSULTING

International strategic consultancy focused on customer analysis and opportunities for reorganization and growth. HDC defines strategies based on Business Intelligence to drive competitiveness and expansion—both domestically and internationally.



HDC: DIGITAL MARKETING

Results-driven digital marketing leveraging SEM, SEO, advanced analytics, content, and social media presence. HDC optimizes visibility, acquisition, and conversion to transform data and interactions into sustainable growth.

HDC: AI PRODUCTS

HDC takes clients a step further, thanks to its own advanced technology solutions and AI products with integrated services. Our applications maintain effective control over organizational data and enable the right strategic decisions.





VALUE PROPOSITION

Technology with a Strategic Vision

Many organizations—both public and private—make significant investments in technology without achieving a real impact on their results. Hermes Digital Consulting revolutionizes this approach: through the HDC Model, the process begins with a deep understanding of needs, strategic challenges, and business objectives, followed by the design and implementation of the technology solution best suited to the client's specific reality.

The HDC Model's ability to integrate strategy, technology, artificial intelligence, digital marketing, communication, and data analytics enables a comprehensive view of every project. This multidisciplinary approach results in innovative, efficient, and sustainable solutions that are fully aligned with our clients' goals, focused on generating measurable results, maximizing ROI, and creating lasting competitive advantages.

EXPERTISE AREAS

- Public Administration
- Key Accounts
- Small and Medium business
- Education and training
- Environment and sustainability
- Finance and banking
- Insurance companies
- Industry and services
- Leisure and tourism
- Technology companies

