

# COMPANY PROFILE

*Driving solutions and success*



## Contact

+34 670 057 048  
digital@hermesdc.com  
www.hermesdc.com



## Headquarters

C/ San Ildefonso, 4  
45002 Toledo  
Castilla-La Mancha Spain - EU





## **HDC, a leader in Consulting, Marketing, and AI Solutions to solve the challenges of the future**



Hermes Digital Consulting is a leading business consultancy with over 35 years of experience and a solid track record of more than 500 projects carried out across over 25 countries. The company was founded by a team of professionals with extensive international experience in public and private sector organizations, bringing a well-established strategic and multidisciplinary perspective.



HDC specializes in international strategic and commercial consulting, digital marketing and communication, and innovative AI solutions based on the development of new models for integrating and leveraging hardware and software technologies.

HDC helps organizations successfully navigate the challenges of an increasingly dynamic and competitive environment. To achieve this, it combines experience, industry expertise, creativity, and technological innovation, designing tailored solutions that address specific needs and align digital transformation with business objectives.

At HDC, we understand that no two public or private organizations are alike. Therefore, every project is analyzed from a fully personalized perspective, applying the HDC MODEL—an exclusive HDC methodology designed to generate sustainable competitive advantages, drive innovation, and deliver measurable results with a real impact on projects.





Hermes Digital Consulting's proprietary "All-in-One"  
business consulting model

**NATIONAL AND INTERNATIONAL  
ENVIRONMENTS**

HDC MODEL provides the best solution to the challenges of public and private organizations inside and outside the country.

**ACHIEVEMENT OF OBJECTIVES**

The HDC MODEL optimizes and significantly improves the strategy of public and private organizations to guarantee their objectives.

**FOR EVERY CHALLENGE WE HAVE A  
SOLUTION**

There are no standard formulas.  
Each challenge is solved with the HDC MODEL.

**SERVICES**

HDC MODEL provides International Strategic and Commercial Consulting, Digital Marketing and Communication, and its own Innovative Technological Solutions with AI Products to solve the challenges of public and private organizations.

**KPIs**

HDC generates clear KPIs, ensuring that ROI is a consequence, not a promise.

# SERVICES

## HDC: CONSULTING

International strategic and commercial consulting focused on customer analysis and opportunities for reorganization and growth. HDC defines strategies based on business intelligence, as well as strategic and business plans, to drive competitiveness and expansion—both domestically and internationally.



## HDC: MARKETING

Result-oriented digital marketing and communication driven by 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 SOLUTIONS

HDC takes clients a step further through its own advanced technology solutions, AI product development, and custom software with integrated services. Our software enables effective control over organizational data and facilitates 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, it begins by gaining a deep understanding of needs, strategic challenges, and desired objectives, subsequently designing and implementing the strategic and technological solution best suited to the organization's specific reality.

The HDC MODEL's ability to integrate strategy, technology, artificial intelligence, digital marketing, communication, and data analysis enables us to offer a comprehensive view of every project. This multidisciplinary approach translates into innovative, efficient, and sustainable solutions that are fully aligned with our clients' objectives and focused on generating measurable results, establishing clear KPIs, accelerating ROI, and creating lasting competitive advantages.

## EXPERTISE AREAS

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

