

A year to remember

Enhancing management and improving the level of governance were the main challenges that **Devex** faced in 2010. After all, the firm's growth forecasts required a steady baseline and long term planning. Three pillars served as basis in the firm's management strategy: guided budgeting – expenditures and investments; separation of the Project and Product groups; and strengthening / development of key areas such as Human Resources, Sales Intelligence, and Occupational Safety. As a result, **Devex** recorded one of the best performances in its history and saw the development of practically all its sectors.

Commitment – Employee satisfaction lies in the heart of the firm's new strategy. Selection processes were enhanced; a Career Plan was developed and implemented; a Profit Sharing program established; and health insurance coverage offered to all associates. The organization's goals were unfolded and assigned to each responsible area, granting employees greater focus and a clearer vision of their role in the attainment of the firm's global objectives. **Devex** CEO Guilherme Bastos explains: 'Our people immediately realized that they share one same greater goal, and that to meet it they have to work intelligently, provide top quality service, tackle whatever challenges that come their way, to ultimately meet our customers' expectations.'

Evolution – **Devex** developed a 5-year strategic plan based on studies and perceptions on the market's situation and demand for products, focusing on market types and solutions for each country. It was not long before good results arrived: the number of projects (new mines), teams, and revenues almost doubled. The firm consolidated its position in Chile as one of the top suppliers of mine management systems – and expanded its offices in the country.

With the ground prepared, **Devex** increased the internationalization process of its products and services. Acquired new contracts and its implementing Smartmine® in the mines of Goro (New Caledonia), Mantos de Oro and Florida (Chile). The firm also opened offices in Brisbane, Australia, to make sure markets are conquered in both sides of

the planet. This is Brazilian high-technology adding to the credibility and pride of our products in the world.

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