



Rodrigo Nasif Salum

Consultant in business management, writer, blogger

Leading to the Best Productivity

Industry:

Technology, Business Management, Writing

Location:

Buenos Aires. Argentina

Challenge:

Integrate the processes of information processing, project management, and communicating.

Toolkit:



ConceptDraw
OFFICE

Solution:

Use ConceptDraw Office to integrate the structuring, reporting, and project management efforts with the same tool.

Benefits:

ConceptDraw Office offers a visual format that is easy to understand, easy to integrate, and allows users to follow their own thinking process in approaching business management activity.

Rodrigo Nasif Salum is experienced in leadership positions in companies, such as IBM and the Catalan group, Telstar, occupying management positions in such areas as R&D, IT, and in consultation services. Today, in addition to his corporate responsibilities, he shares his experiences writing about business management for specialized magazines and blogs in order to assist with management development and in identifying future leaders.

As an author, Rodrigo Nasif Salum covers such topics as leadership, business development, and executive career building.

His collection of books aims to help new managers with the first steps in their executive careers. In addition to writing and blogging, Rodrigo also works in IT industry as business developer.

"I have three powerful tools, completely integrated with each other - an excellent choice for cross functional teams... That's really amazing!"

Integration for Success

For Mr. Nasif Salum, the efficiency of an integrated suite of productivity tools is invaluable.

"The Sales Dashboard Solution has helped improve the operation of my IT business," Mr. Nasif Salum proudly proclaims, adding that, when comparing similar products, "if you just do the math, ConceptDraw pays for itself."

As for exactly how ConceptDraw has helped Mr. Nasif Salum increase his own productivity, he has this to say: "Writing a book, a paper, or just scratching some ideas on paper is not simple," says Nasif Salum. "I have always looked for a tool that allows me to: plan my work, sketch up ideas, and keep everything interlocked. ConceptDraw Office is the most powerful tool I've ever used because it allows me to have everything organized."

ConceptDraw Office also enables him to communicate successfully: "I go to client meetings, and take my notes on a mind map. Once I am on my office again, I just create the planning on the Project tool and send it to the customer. I don't have to copy and paste information to a different suite anymore."

Using ConceptDraw Office for structuring and organizing large amounts of information has enabled Mr. Nasif Salum to release his workflow from a number of assorted non-integrated tools and allows him to concentrate entirely on the task at hand: "Before I used ConceptDraw, I used to find and organize all of my information with internet browsers, but it was nearly impossible to keep track of everything at once."

Integration for Simplicity

Mr. Nasif Salum states that the ability to integrate the processes of project management with the reporting processes, due to the internal integration of the ConceptDraw Office products, is a key feature for him.

ConceptDraw Office makes the workflow easier and productive:

"Since implementing ConceptDraw Office, I have integrated

all my reporting and project management efforts under the same

tool, saving a lot of time because I can simply start working with one

ConceptDraw tool and continue with a different one. Depending on what I am doing or planning."

Also he adds: "I can often integrate all of my information into just one suite of products. Exporting and importing from one ConceptDraw tool to another is amazing."

Finally, Mr. Nasif Salum concludes: "I have three powerful tools, completely integrated with each other.

It is an excellent choice for cross functional teams. Teams can create a mind map based on a brainstorming session,

pass the document and the PMO can create a business plan based on the exactly same document.

That's really amazing!"

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