

### NEORIS Drives Innovation and Gains Momentum in the Digital Transformation Space

*By playing a critical role in CEMEX Go, a fully digital customer integration platform*

Miami, FL, November 6, 2017 - NEORIS, a global Digital Consulting Services company, today announced the launch of CEMEX Go, one of its most important client projects in its history.

CEMEX Go, an initiative of CEMEX, is the first-of-its-kind, fully digital customer integration platform. With a strong customer-centric approach, it allows customers to increase their productivity, make better business decisions, and have more control over their businesses.

NEORIS played a critical role in the initiative by designing and developing the customer-centric strategy, as well as implementing the system.

The joint effort between CEMEX and NEORIS is a step to advance the building materials industry to the interconnected business age.

"NEORIS has been a strategic ally for CEMEX, helping us to stay competitive in a rapidly shifting global marketplace," said Fernando A. Gonzalez, CEMEX CEO. "From the beginning, NEORIS has played a key role in the development of CEMEX Go. With multidisciplinary teams across the globe and an acute business consulting perspective, NEORIS has become one of the most successful providers in the digital transformation space."

Martín Mendez, NEORIS CEO, said: "The CEMEX Go project adds momentum to our transformation as a digital consulting company. During this specific project, our objective was to help CEMEX create the best customer experience in its industry by revamping its commercial model and enabling it with the latest digital technologies."

#### About NEORIS

NEORIS is a leading global consultancy that co-creates disruptive solutions for digitally aspiring companies to boost their connections with their customers, employees and stakeholders; ignited by creative teams with deep industry knowledge and technical expertise. Headquartered in Miami, FL., NEORIS has a network of global delivery centers, design studios and operations in the U.S., Europe, Latin America, Africa, the Middle East and Asia.

More information is available at [www.neoris.com](http://www.neoris.com), on Facebook, LinkedIn, Instagram or Twitter @NEORIS.

# NEORIS

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