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ILLUSTRATIVE SAMPLE — NOT A CLIENT DELIVERABLE

Illustrative sample: How a US SaaS company could enter Colombia

Market Snapshot · Prepared for a hypothetical US B2B SaaS company · Data as of October 2026

Executive summary

The question

Should a US field-service-management (FSM) SaaS company (50–200 employees) sell into Colombia's mid-market in the next 12 months, and where should it start?

Bottom line: Go with conditions

The base of field-service companies is large, and a shorter legal workweek makes every technician hour more expensive. Buyers expect Spanish onboarding, local billing options and invoicing that fits DIAN rules. Enter remotely with a local implementation partner, and wait on a local entity until pipeline repeats.

Recommended first move

Start with HVAC/refrigeration and elevator maintenance contractors in Bogotá and Medellín. Sell direct and remote, and sign one Colombian implementation partner for onboarding and ERP/DIAN integration.

Key findings

1. **36,189** businesses registered in the five field-service activity codes renewed their registration in 2025–26, and 86 rank among Colombia's 10,000 largest companies.[7][8]
2. Ley 2101 cuts the maximum workweek in steps to 42 hours, with the last step due in July 2026.[9]
3. Global suites start at US$105–175 per user/month.[13][14] Only 1 of the 9 vendors we reviewed shows prices in COP.[17]
4. None of the 9 vendors advertises native DIAN e-invoicing on its own pages, and DIAN requires validated e-invoices.[10]
5. Demand is growing, but money is expensive: GDP grew 3.5% YoY in Q2 2026, inflation was 6.24% in August, and the policy rate is 12.25%.[1][3][4]

About this sample. Real: every figure, law, competitor and company comes from public sources, cited on each page. **Hypothetical:** the US company and its product category. Judgments are labeled *Orezer assessment*. Target-account names are masked. No personal data is included.

[1] DANE, Boletín técnico PIB II trimestre 2026, 18 Aug 2026 (accessed 03 Oct 2026). dane.gov.co/files/operaciones/PIB/bol-PIB-IItrim2026.pdf
[3] DANE, Índice de Precios al Consumidor, Aug 2026, 07 Sep 2026 (accessed 03 Oct 2026). dane.gov.co/index.php/estadisticas-por-tema/precios-y-c...
[4] Banco de la República, Board of Directors decision, September 2026, 30 Sep 2026 (accessed 03 Oct 2026). banrep.gov.co/en/news/board-directors/september-2026
[7] Orezer analysis of Confecámaras RUES open data, dataset c82u-588k (updated 04 Sep 2026); active registrations, CIIU 3312, 4321, 4322, 4329, 8020 (accessed 03 Oct 2026). datos.gov.co/resource/c82u-588k.json
[8] Orezer analysis of Supersociedades, "10.000 empresas más grandes del país", dataset 6cat-2gcs, cut-off year 2025 (accessed 03 Oct 2026). datos.gov.co/resource/6cat-2gcs.json
[9] Congreso de Colombia, Ley 2101 de 2021 (15 Jul 2021), arts. 2–3, via Función Pública (accessed 03 Oct 2026). funcionpublica.gov.co/eva/gestornormativo/norma_pdf.php...
[10] DIAN, Resolución 000165 de 2023, art. 9 (factura electrónica de venta), 01 Nov 2023 (accessed 03 Oct 2026). normograma.dian.gov.co/dian/compilacion/docs/resolucion...
[13] Salesforce, Field Service pricing (annual billing) (accessed 03 Oct 2026). salesforce.com/service/field-service-management/pricing/
[14] Microsoft, Dynamics 365 Field Service (Español – Colombia), pricing (accessed 03 Oct 2026). microsoft.com/es-co/dynamics-365/products/field-service
[17] MPsoftware, MPservices plans and pricing (USD/COP) (accessed 03 Oct 2026). mptotal.com/fsm-mpservices/precios-y-planes-mpservices/

Market snapshot

Context

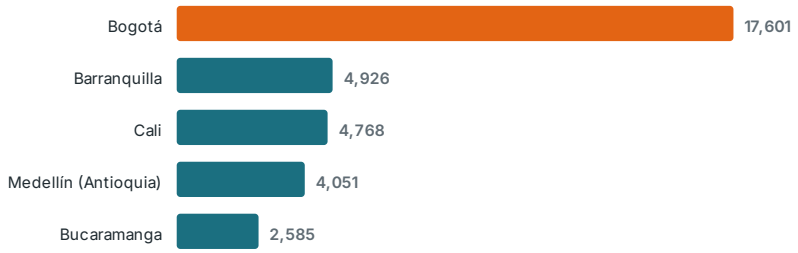
Indicator	Value	Src
GDP growth, 2025 (real)	+2.6%	[2]
GDP growth, Q2 2026 YoY	+3.5%	[1]
Inflation (CPI), Aug 2026, annual	6.24%	[3]
Policy rate (from 01 Oct 2026)	12.25%	[4]
TRM, 02 Oct 2026	COP 3,307.73 / USD	[5]
Fixed internet accesses, Q1 2026	10.49 million	[6]
5G users, Q1 2026	10 million	[6]

Segment size, bottom-up

Funnel step (CIIU 3312, 4321, 4322, 4329, 8020)	Count
Active registrations, all sizes	57,737
… of which legal entities (sociedades and ESAL)	35,636
… renewed registration in 2025 or 2026	36,189
In Supersociedades' 10,000 largest companies (2025)	86
Accounts profiled in this sample (page 7)	25

Sources: [7] for the first three rows; [8] for the fourth. These are Orezer counts from raw registry data, not a published statistic. The "renewed" row counts all registrations, not just legal entities.

Active registrations in the five ICP codes, by chamber of commerce



Source: [7] Counts are by chamber of commerce, not by department. Medellín's figure may undercount; check it before relying on it.

Demand drivers

- **Fewer hours per technician.** The legal workweek falls in steps to 42 hours,[9] so the same crew must cover the same contracts in less time.
- **The back office is already digital.** DIAN requires validated electronic invoices[10] and electronic payroll support documents.[11] Field data has to flow into those systems.
- **A large labor pool to equip.** Construction employed 1.79 million people in Aug 2026, 80,000 more than a year earlier.[12] Mobile connectivity is in place to equip them: 10.49 million fixed accesses and 10 million 5G users.[6]

SO WHAT The market is big enough for a focused entry. Start with the roughly 86 largest firms and the mid-sized ones in Bogotá, then use the same playbook on the Caribbean coast and Cali.

[1] DANE, Boletín técnico PIB II trimestre 2026, 18 Aug 2026 (accessed 03 Oct 2026). dane.gov.co/files/operaciones/PIB/bol-PIB-IItrim2026.pdf
[2] DANE, Boletín técnico PIB IV trimestre 2025, 16 Feb 2026 (accessed 03 Oct 2026). dane.gov.co/files/operaciones/PIB/bol-PIB-IVtrim2025.pdf
[3] DANE, Índice de Precios al Consumidor, Aug 2026, 07 Sep 2026 (accessed 03 Oct 2026). dane.gov.co/index.php/estadisticas-por-tema/precios-y-c…
[4] Banco de la República, Board of Directors decision, September 2026, 30 Sep 2026 (accessed 03 Oct 2026). banrep.gov.co/en/news/board-directors/september-2026
[5] Superintendencia Financiera, Tasa de Cambio Representativa del Mercado (TRM), datos.gov.co dataset 32sa-8pi3 (accessed 03 Oct 2026). datos.gov.co/resource/32sa-8pi3.json
[6] MinTIC, "Colombia llegó a 10,49 millones de accesos fijos a internet y 10 millones de usuarios de 5G" (Q1 2026), 06 Aug 2026 (accessed 03 Oct 2026). mintic.gov.co/portal/inicio/Sala-de-prensa/Noticias/440…
[7] Orezer analysis of Confecámaras RUES open data, dataset c82u-588k (updated 04 Sep 2026); active registrations, CIIU 3312, 4321, 4322, 4329, 8020 (accessed 03 Oct 2026). datos.gov.co/resource/c82u-588k.json
[8] Orezer analysis of Supersociedades, "10.000 empresas más grandes del país", dataset 6cat-2gcs, cut-off year 2025 (accessed 03 Oct 2026). datos.gov.co/resource/6cat-2gcs.json
[9] Congreso de Colombia, Ley 2101 de 2021 (15 Jul 2021), arts. 2–3, via Función Pública (accessed 03 Oct 2026). funcionpublica.gov.co/eva/gestornormativo/norma_pdf.php…
[10] DIAN, Resolución 000165 de 2023, art. 9 (factura electrónica de venta), 01 Nov 2023 (accessed 03 Oct 2026). normograma.dian.gov.co/dian/compilacion/docs/resolucion…
[11] DIAN, Documento Soporte de Pago de Nómina Electrónica (Resolución 000013 de 2021) (accessed 03 Oct 2026). dian.gov.co/impuestos/Paginas/Sistema-de-Factura-Electr…
[12] DANE, Boletín técnico GEIH, Aug 2026, table 1, 30 Sep 2026 (accessed 03 Oct 2026). dane.gov.co/files/operaciones/GEIH/bol-GEIH-ago2026.pdf

Who buys

Ideal customer profile

Criterion	Definition
Sector (CIIU Rev. 4 A.C.)	4321 Electrical installation · 4322 Plumbing, heat & air-conditioning installation · 4329 Other construction installation (elevators, fire protection) · 3312 Repair of machinery · 8020 Security systems services
Size	51–1,000 employees; a sociedad (S.A.S. or S.A.) with its own technician crews
Cities	Bogotá and Sabana, Medellín metro area, Cali, Barranquilla, Bucaramanga
Technology signals	Sells preventive-maintenance contracts; promises 24/7 support; has several branches; runs a Colombian ERP such as Siigo or Siesa[18]
Buying triggers	New branch or city; revenue growth; new maintenance contracts; the 42-hour workweek[9]; upgrades to e-invoicing[10]

Buying committee OREZER ASSESSMENT

Title in Colombia	US equivalent	Role in the decision
Gerente General	CEO / General Manager	Final approver
Director de Operaciones	VP / Director of Operations	Economic buyer
Gerente de Servicio Técnico / Jefe de Mantenimiento	Field Service Manager / Maintenance Manager	Champion and daily user
Director de Tecnología / Jefe de TI	CTO / IT Manager	Technical evaluator (ERP and DIAN integration)
Gerente Administrativo y Financiero	CFO / Finance & Admin Director	Budget and procurement

Titles and buying processes don't map one-to-one from the US. In mid-sized Colombian firms, the Gerente General often signs the deal and the finance manager also runs procurement.

How they buy OREZER ASSESSMENT

1. The service manager names the pain: missed visits and manual dispatch.
2. Live demo in Spanish, using the buyer's own work orders.
3. IT checks integration with the ERP and the invoicing provider.
4. Finance compares quotes (cotizaciones) in COP or USD.
5. The Gerente General approves a paid pilot, then a rollout.

Buying criteria and evidence

- **Spanish product and support:** table stakes. 8 of the 9 vendors reviewed have Spanish pages.[14][15][16][18]
- **DIAN e-invoicing:** mandatory for the buyer.[10]
- **Price in COP or USD:** one regional vendor bills locally in COP.[17]
- **Local references:** Fracttal lists 26 Colombian clients.[16]
- **Offline technician app:** a selling point for the local vendor Mántum.[18]

SO WHAT Sell to the service manager and the operations director, and win the IT and finance reviews. A Spanish demo using the buyer's own work orders, plus an answer on DIAN invoicing, gets you through both reviews.

[9] Congreso de Colombia, Ley 2101 de 2021 (15 Jul 2021), arts. 2–3, via Función Pública (accessed 03 Oct 2026). funcionpublica.gov.co/eva/gestornormativo/norma_pdf.php...
[10] DIAN, Resolución 000165 de 2023, art. 9 (factura electrónica de venta), 01 Nov 2023 (accessed 03 Oct 2026). normograma.dian.gov.co/dian/compilacion/docs/resolucion...
[14] Microsoft, Dynamics 365 Field Service (Español – Colombia), pricing (accessed 03 Oct 2026). microsoft.com/es-co/dynamics-365/products/field-service
[15] Zoho, contact page (Zoho Corporation Colombia SAS, Chía); El Tiempo on Colombia office opening, Nov 2022 (accessed 03 Oct 2026). zoho.com/es-xl/contactus.html
[16] Fracttal, contact page and "Find Fracttal clients by region" (accessed 03 Oct 2026). fracttal.com/en/find-fracttal-clients-by-region
[17] MPsoftware, MPservices plans and pricing (USD/COP) (accessed 03 Oct 2026). mptotal.com/fsm-mpservices/precios-y-planes-mpservices/
[18] Mántum, company site and CMMS solutions page (accessed 03 Oct 2026). mantum.com.co/soluciones/soluciones-tecnologicas-cmms-f...

Competitive landscape

Name	Type	Presence in Colombia	Pricing visibility	Spanish	Strengths	Gaps	Src
Salesforce Field Service	Global	Office in Bogotá + partners	Public: US$175/user/mo	Yes	AI scheduling; unified data	Highest price; partner-led	[13] [33]
Microsoft Dynamics 365 Field Service	Global	es-CO site + local partners	Public: US$105/user/mo	Yes	Remote expert assist	USD pricing; partner-led	[14] [33]

Included in the full Market Snapshot
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Strengths come from each vendor's own positioning. Gaps are *Orezer assessment* based on the vendor pages cited. Prices are list prices as published, billed annually where stated.

What the landscape shows

- **Two price tiers, a gap in the middle.** Enterprise suites start at US$105–175 per user/month;[13][14] the lowest regional option starts at COP 44,250 per user/month.[17]
- **Local presence is real.** Zoho, Fracttal and MPservices have Colombian offices,[15][16][17] and Salesforce and Microsoft sell through Colombian partners.[33]
- **DIAN isn't native.** None of the 9 advertises native DIAN e-invoicing; Zoho's route goes through a partner and a certified provider.[32]

Where the gap is

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SO WHAT

[13] Salesforce, Field Service pricing (annual billing) (accessed 03 Oct 2026). salesforce.com/service/field-service-management/pricing/
[14] Microsoft, Dynamics 365 Field Service (Español – Colombia), pricing (accessed 03 Oct 2026). microsoft.com/es-co/dynamics-365/products/field-service
[15] Zoho, contact page (Zoho Corporation Colombia SAS, Chía); El Tiempo on Colombia office opening, Nov 2022 (accessed 03 Oct 2026). zoho.com/es-xl/contactus.html
[16] Fracttal, contact page and "Find Fracttal clients by region" (accessed 03 Oct 2026). fracttal.com/en/find-fracttal-clients-by-region
[17] MPsoftware, MPservices plans and pricing (USD/COP) (accessed 03 Oct 2026). mptotal.com/fsm-mpservices/precios-y-planes-mpservices/
[18] Mántum, company site and CMMS solutions page (accessed 03 Oct 2026). mantum.com.co/soluciones/soluciones-tecnologicas-cmms-f...
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[20] Persat, technical-service and elevator app pages (accessed 03 Oct 2026). persat-latam.com/app-servicio-tecnico/
[21] ServiceNow, Field Service Management product page; partner finder (Solex) (accessed 03 Oct 2026). servicenow.com/products/field-service-management.html
[32] Visiontecno (Zoho partner), "Facturación electrónica en Colombia con Zoho" (accessed 03 Oct 2026). visiontecno.com/facturaci%C3%B3n-electr%C3%B3nica-en-co...
[33] Local partners: Colibrí IT (Salesforce Field Service); DIIT (Dynamics 365 Field Service) (accessed 03 Oct 2026). diit.com.co/dynamics-365-field-service/

Entry channels

Entry options

ORIZER ASSESSMENT

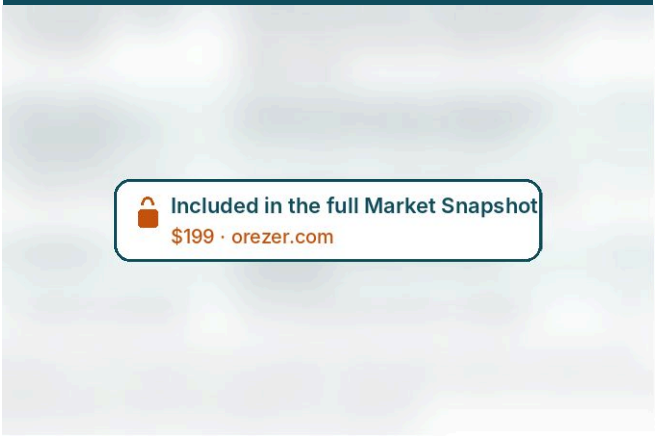
Option	Speed	Cost	Control	Risk	When it makes sense
Direct remote sales from the US	High	Low	High	Medium	First 6–12 months; short demos; buyers comfortable paying in USD
Local implementation partner (integrator or reseller)	Medium	Medium	Medium	Low–Med	Buyers need Spanish onboarding and ERP/DIAN integration. Global vendors already sell this way. [33]
Marketplace or cloud partner	Medium	Low	Low	Low	The buyer already runs Microsoft or Zoho and procures through it
Local hire or entity (later)	Low	High	High	High	Once pipeline repeats and contracts in COP justify the overhead

Recommended channel

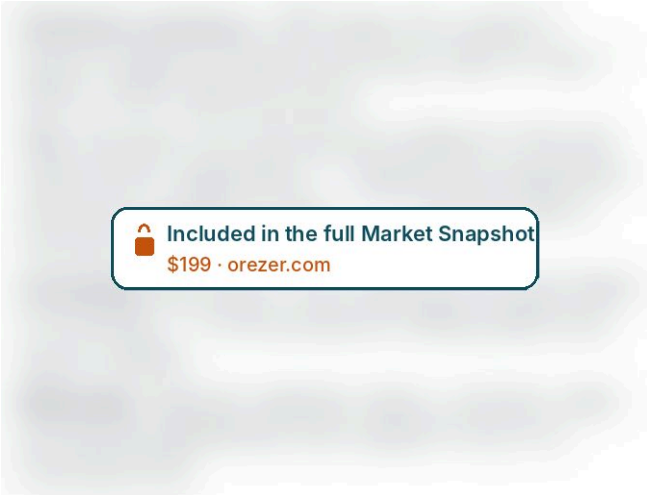


Events and associations

Name	What / when	Src



Practical requirements



SO WHAT

[5] Superintendencia Financiera, Tasa de Cambio Representativa del Mercado (TRM), datos.gov.co dataset 32sa-8pi3 (accessed 03 Oct 2026). datos.gov.co/resource/32sa-8pi3.json
[10] DIAN, Resolución 000165 de 2023, art. 9 (factura electrónica de venta), 01 Nov 2023 (accessed 03 Oct 2026). normograma.dian.gov.co/dian/compilacion/docs/resolucion...
[22] DIAN, Prestadores de servicios desde el exterior (accessed 03 Oct 2026). dian.gov.co/Paginas/Prestadores-de-servicios-desde-el-e...
[23] DIAN Normograma, Decreto 2039 de 2023 (presencia económica significativa), 27 Nov 2023 (accessed 03 Oct 2026). normograma.dian.gov.co/dian/compilacion/docs/decreto_20...
[24] DIAN, Concepto 8717 de 2024 (PES thresholds), 29 Apr 2024 (accessed 03 Oct 2026). normograma.dian.gov.co/dian/compilacion/docs/oficio_dia...
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[30] Fedesoft; AmCham Colombia (accessed 03 Oct 2026). fedesoft.org/
[33] Local partners: Colibrí IT (Salesforce Field Service); DIIT (Dynamics 365 Field Service) (accessed 03 Oct 2026). diit.com.co/dynamics-365-field-service/

Risks & opportunities

Risks

LIKELIHOOD AND IMPACT: OREZER ASSESSMENT

Risk	Likelihood	Impact	Mitigation	Src
FX volatility. The TRM moved from COP 3,312.84 (01 Oct) to 3,273.49 (03 Oct 2026), −1.2% in two days	H	M	Price in USD; offer an annual COP lock for prepaid plans	[5]
Expensive money. The policy rate rose to 12.25% and inflation	M	M		[3] [4]
Tax on cross-border digital services. IVA on services from	M	M		[22] [23] [24]
Data protection. Under Ley 1581 de 2012 the SIC is the authority,	M	H		[25]
Payment terms. Ley 2024 de 2020 caps covered commercial	M	M		[26]
Competitive response. Zoho, Fracttal and MPservices already	M	M		[15] [16] [17]

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Opportunities

1 · Fewer hours, same contracts

2 · DIAN-ready by default

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3 · A proven, reachable niche

SO WHAT

[3] DANE, Índice de Precios al Consumidor, Aug 2026, 07 Sep 2026 (accessed 03 Oct 2026). dane.gov.co/index.php/estadisticas-por-tema/precios-y-c...
[4] Banco de la República, Board of Directors decision, September 2026, 30 Sep 2026 (accessed 03 Oct 2026). banrep.gov.co/en/news/board-directors/september-2026
[5] Superintendencia Financiera, Tasa de Cambio Representativa del Mercado (TRM), datos.gov.co dataset 32sa-8pi3 (accessed 03 Oct 2026). datos.gov.co/resource/32sa-8pi3.json
[9] Congreso de Colombia, Ley 2101 de 2021 (15 Jul 2021), arts. 2–3, via Función Pública (accessed 03 Oct 2026). funcionpublica.gov.co/eva/gestornormativo/norma_pdf.php...
[15] Zoho, contact page (Zoho Corporation Colombia SAS, Chía); El Tiempo on Colombia office opening, Nov 2022 (accessed 03 Oct 2026). zoho.com/es-xl/contactus.html
[16] Fracttal, contact page and "Find Fracttal clients by region" (accessed 03 Oct 2026). fracttal.com/en/find-fracttal-clients-by-region
[17] MPsoftware, MPservices plans and pricing (USD/COP) (accessed 03 Oct 2026). mptotal.com/fsm-mpservices/precios-y-planes-mpservices/
[22] DIAN, Prestadores de servicios desde el exterior (accessed 03 Oct 2026). dian.gov.co/Paginas/Prestadores-de-servicios-desde-el-e...
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[24] DIAN, Concepto 8717 de 2024 (PES thresholds), 29 Apr 2024 (accessed 03 Oct 2026). normograma.dian.gov.co/dian/compilacion/docs/oficio_dia...
[25] SIC, Boletín jurídico: who must register databases in the RNBD, 16 Nov 2022 (Ley 1581 de 2012; Decreto 090 de 2018) (accessed 03 Oct 2026). sedeelectronica.sic.gov.co/publicaciones/boletin-juridi...
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[28] ACAIRE, ExpoAcaire – FIB 2026 (accessed 03 Oct 2026). acaire.org/expoacaire/
[32] Visiontecno (Zoho partner), "Facturación electrónica en Colombia con Zoho" (accessed 03 Oct 2026). visiontecno.com/facturaci%C3%B3n-electr%C3%B3nica-en-co...

90-day plan + 25 target accounts

90-day plan

MILESTONES ARE TARGETS, NOT RESULTS

Days 1–30 · Validate

Target: 10 discovery calls

Days 31–60 · Pilot

Target: 2 paid pilots

Days 61–90 · Prove

Target: 3 paying customers

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25 target accounts

COMPANY NAMES MASKED · REAL COMPANIES · FULL LIST FOR CLIENTS

#	Company	City	Sector (CIIU)	Employees	Why it fits	Source
1	XXXXXXXXXX S.A.	Bogotá	4659 Machinery wholesale	1,001–5,000	National elevator installer; large maintenance base	On file[31]
2	XXXXXXXXXX S.A.S.	Bogotá	4290 Civil engineering	51–200	EPC contractor with industrial maintenance	On file
3	XXXXXXXXXX S.A.S.	Bogotá	4220* Utility projects	501–1,000	Electrical network build and maintenance	On file
4	XXXXXXXXXX Ltda.	Bogotá	8020* Security systems	201–500	Alarm monitoring, CCTV install; four cities	On file
5	XXXXXXXXXX S.A.	Bogotá	4322 HVAC installation	51–200	HVAC install and maintenance; four cities	On file
6	XXXXXXXXXX S.A.S.	Cajicá	4329 Other installation	51–200	Elevator install and maintenance	On file
7	XXXXXXXXXX S.A.S.	Bogotá	4322* HVAC installation	51–200	Industrial refrigeration service; four branches	On file
8	XXXXXXXXXX S.A.S.	Bogotá	4322 HVAC installation	51–200	Clean-room HVAC install and maintenance	On file
9	XXXXXXXXXX S.A.S.	Bogotá	4322 HVAC installation	51–200	Precision air-conditioning contractor	On file
10	XXXXXXXXXX S.A.S.	Bogotá	4220* Utility projects	51–200	Telecom and power-line field contractor	On file
11	XXXXXXXXXX S.A.S.	Medellín	7730* Machinery rental	501–1,000	Forklift rental and maintenance; three cities	On file
12	XXXXXXXXXX S.A.S.	Sabaneta	4329* Other installation	51–200	Fire-protection install, predictive maintenance	On file
13	XXXXXXXXXX S.A.S.	Medellín	3312 Machinery repair	51–200	Forklift maintenance, parts and rental	On file
14	XXXXXXXXXX Ltda.	Medellín	8020* Security systems	51–200	Antioquia entity of a national security brand	On file
15	XXXXXXXXXX S.A.S.	Sabaneta	3312* Machinery repair	51–200	Forklift maintenance services	On file
16	XXXXXXXXXX S.A.S.	Medellín	4322* HVAC installation	51–200	HVAC install; preventive maintenance	On file
17	XXXXXXXXXX S.A.S.	Itagüí	4659* Machinery wholesale	51–200	Generators with 24/7 technical service	On file
18	XXXXXXXXXX S.A.S.	Cali	7110 Engineering; 3312	201–500	Industrial maintenance; Colombia, Panama	On file
19	XXXXXXXXXX S.A.	Cali	4322* HVAC installation	51–200	Industrial and hospital HVAC install	On file
20	XXXXXXXXXX S.A.S.	Cali	4322* HVAC installation	51–200	HVAC with predictive maintenance programs	On file
21	XXXXXXXXXX S.A.S.	Cali	7710 Vehicle rental	51–200	Forklift rental and service	On file
22	XXXXXXXXXX S.A.S.	Barranquilla	3312 Machinery repair	201–500	HVAC/R field service 24/7; Colombia, Peru	On file
23	XXXXXXXXXX S.A.S.	Barranquilla	3312 Machinery repair	51–200	Caribbean-coast elevator maintenance	On file
24	XXXXXXXXXX S.A.S.	Bucaramanga	4321* Electrical install.	51–200	HVAC, electrical, security; five offices	On file
25	XXXXXXXXXX S.A.S.	Bucaramanga	4220* Utility projects	201–500	Power, gas and water network works	On file

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[31] Company profiles: EMIS (2026 headcount, mapped to LinkedIn bands), Datacrédito Empresas and La República RUES directory (CIIU), company websites. Company names and source links available to clients. * = CIIU inferred from stated activity (accessed 03 Oct 2026). emis.com/