

## Abstract

Reply promotes the evolution of the Public Administration by developing highly innovative technological solutions.

In particular, with regards to Public Administration, Reply combines consultancy, development and management of large application projects with cutting-edge technology skills, using its experience acquired in the private sector in order to develop vertical solutions addressed both to citizens as well as to Application & Service Management services.



Companies technological and consulting capability represents a key-factor for the attainment of the modernization and evolution strategic objectives of public administrations. In such a scenario, Reply thanks to its know-how and experience, is one of the most qualified partners to lead the Central and Local Public Administration during this transition phase towards innovation.

Coherently with the contents of a public demand more and more focused on key-objectives such as "*Bureaucracy streamlining and improvement of services to users being them citizens or companies*", "*cost and quality assessment and monitoring*", "*participation of everyone to the "res publica"*", Reply supports the Central and Local Public Administration with solutions for e-government, e-democracy, e-health, electronic storage of documents, dematerialization and URP management. Moreover, Reply supports Administrations with specific skills aimed at introducing and managing ERP systems, Business Intelligence solutions, Service Oriented Architectures, Document Management platforms and enabling technologies like Open Source and Web 2.0.

In particular, thanks to its distinctive specialization in the provision of integration solutions, which are interoperable and oriented towards application cooperation among local and central bodies, coupled with an in-depth knowledge of the main technological stacks (Microsoft, Oracle, Sap, SAS), Reply is able to ensure Administrations a high consulting support level, in order to redefine and optimize their own administrative processes, as well as to implement them and manage them through the aid of Application and Service Management specialized services.

## Central Public Administration

In the field of Central PA and in compliance with the CNIPA (the Italian National Center for Information Technology) strategic directives concerning solution reusability, Reply has developed a distinctive offer based on Open Source technologies; such a solution, leveraging the main Web 2.0 tools, is integrated and customized according to end-user requirements.

Among the most relevant references in the field are the activities carried out by Reply for the Presidency of the Council of Ministers, the Ministry of Cultural Heritage, the Ministry for Economic Development, the Ministry of Foreign Affairs, the Carabinieri Corps, CNIPA, Consip, INPS (Italian National Social Security Institute), Enpals (National Welfare and Assistance Institute for workers in the entertainment industry), ANAS (Italian National Association of Pig Breeders) and the Experimental Zooprofilactic Institute of Teramo.

Moreover, Reply operates for many years in the Tax field, as reference supplier of SOGEL in the field of Tax Register Information Systems developed for the Ministry of Economy and Finance and for the Italian Autonomous Administration of State Monopolies, as well in the field of internal Information Systems.

## Healthcare

In the Healthcare market, Reply's offer covers all the main areas within this sector: healthcare, clinical and administrative. Moreover, thanks to its extensive process knowledge, Reply is leader in the BPO sector for Personnel and healthcare/pharmaceutical expense management. Reply boasts over 100 active clients with a reference presence in the Lombardy region, in the SISS (socio-sanitary information System) project: the most advanced regional project for applicative cooperation in the healthcare sector. Reply provided an integration platform for all healthcare service providers, with the aim of allowing the data integration of the vertical application systems inside each organization and ensure the dissemination of information among all healthcare operators of the Region.

## Local Public Administration

Within the Local Public Administration, Reply boasts references both at regional as well as at municipality level and proposes a system integration and vertical domain consulting offer focused on the following issues:

- Planning of new dialogue channels with citizens, based on multichannel and multimedia platforms developed according to web 2.0 methodologies
- Development of integration projects based on best-of-breed technologies provided by the main market or open source vendors, based on multi-tier architectures to cover the main application layers (identity management, ESB, workflow, documental management, etc.)
- Domain competences in the main fields of activities of local bodies (Registry Office, Tax Register, Record Office, Decisional Acts Management, Administration, Personnel, Management Control), delivered to support third party product provision or the "selective outsourcing" of the main "outsourcable" activities.

Reply [REY IM] is specialized in design and implementation of solutions based on new digital media and communication channels. Operating through a network of highly focused companies, Reply provides the leading European Groups in the Telco & Media, Manufacturing and Services, Banking and Insurance Industries as well as the Public Sector with an effective support aimed at defining and developing business models enabled by the Web 2.0 and by the convergence paradigms.

Reply services include: Consultancy, System Integration, Application Management and Business Process Outsourcing.

For more informations: [www.reply.eu](http://www.reply.eu)