

# REPLY COMPANY PROFILE

## 2018

Reply [MTA, STAR: REY] specialises in the design and implementation of solutions based on new communication channels and digital media.

Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Big Data, Cloud Computing, Digital Media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services.



# REPLY

**Reply is a company that specialises in Consulting, Systems Integration and Digital Services with a focus on the conception, design and implementation of solutions based on the new communication channels and digital media. Reply partners with key industrial groups in defining and developing business models made possible by the new technological and communication paradigms such as Big Data, Cloud Computing, Digital Communication, the Internet of Things and Mobile and Social Networking. In so doing, it aims to optimise and integrate processes, applications and devices.**

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

Reply's offer covers three areas of competence:

**Processes** – for Reply the understanding and the use of technology involves the introduction of a new enabling factor for business processes, based on an in-depth knowledge of both the market and the specific industrial contexts of implementation;

**Applications** – Reply designs and develops application solutions aimed at meeting *core business* needs;

**Technologies** – Reply optimises the use of innovative technologies, creating solutions that are capable of guaranteeing maximum operational efficiency and flexibility for its clients.

Within the three areas Reply offers:

**Consultancy** – on strategy, communications, processes and technologies;

**Systems Integration** – to use the full potential of technology by combining business consulting services with innovative technical solutions and high levels of added value;

**Application Management** – the management, monitoring and continuous development of software assets.

With operations in Europe and Main Offices in Germany, Italy and the UK, Reply achieved in excess of €884 million in 2017. Since the start of the year, the Group has recorded a consolidated turnover of €754.4 million, which is an increase of 15.8% compared to the same period in 2017. Reply is listed on Borsa Italiana S.p.A. [MTA, STAR: REY].



## MARKET FOCUS

**Reply supports the main European Industrial groups operating in Telco and Media, Banking, Insurance and Financial companies, Industry and Services, Energy and Utilities and Public Administration market segments.**

### TELCO AND MEDIA

Reply now ranks as a leading technological partner for the telecoms and media market, a sector characterised by the continuous transformation of the operators involved, which are increasingly positioning themselves as providers of innovative services and content. Reply has a particular focus on redefining omni-channel engagement models for its clients both at the touchpoint (physical and digital) level and through the development of innovative customer experience solutions that increasingly often are integrated with social models.

### BANKS, INSURANCE COMPANIES AND FINANCIAL OPERATORS

Reply is increasingly active in the digital transformation of Europe's financial institutions. In this area Reply is focused on working with some of the leading players in the sector to define comprehensive multi-channel *customer journey* and *customer engagement* strategies. These range from digital branding to the implementation of strategy apps and from the development of a new generation of multi-channel portals and touchpoints to the complete redefinition of the underlying technological architectures.

### MANUFACTURING AND RETAIL

Reply supports companies with the transformation and management of their information systems. Services provided range from strategic design and the understanding and redefinition of core business processes to the creation of solutions for application integration in support of the extended enterprise. Reply has defined a specific service offering for the retail sector that combines ecommerce and multi-channel consulting with the design and development of solutions that integrate web, mobile, call centre and in-store services and in which digital devices, innovation and physical places are brought together to create an engaging and consistent customer experience.

### ENERGY AND UTILITIES

The energy and utilities sector is currently undergoing a profound transformation with regard to the models used for generating, distributing and selling energy. Reply combines a deep understanding of the market and its specific processes with a distinctive capability in the design, implementation and management of application and technological solutions in support of core business. Its ability to support the transformation of management models used by operators in the sector and the verticalisation of skills and specific solutions (IoT, big data, cloud, mobile, etc.) allow Reply to assist companies that generate, sell and distribute energy in defining and developing new operational models. Aspects covered include smart metering, smart grid management, real-time pricing and demand response.

### GOVERNMENT AND DEFENCE

In the health and public administration sectors, there has been an increasingly strong focus over recent years on cutting costs while still maintaining quality and improving service opportunities for consumers. In this scenario,



Reply benefits from the experience it has built up in the most advanced online services, creating vertical applications and expertise that enable it to implement specific solutions for managing relationships with the public and with businesses.

## TECHNOLOGICAL INNOVATION

**Technological innovation has formed the basis for the development of Reply, a company that has always pursued the objective of providing its clients with the tools necessary to increase flexibility and efficiency. Reply is involved in a continuous process of research, selection and marketing of innovative solutions for sustaining the creation of value within organisation.**

### BIG DATA AND ANALYTICS

In recent years, every sector of industry saw a clear growth in the awareness of the different possibilities available from the exploitation of “big data”, by means of analytical models capable of exploiting the potential of the new NoSql technologies. Thanks to its combination of skills in technology, data analysis and modelling, and process re-engineering, Reply has helped its clients to tackle big data issues both by promoting both the activation of real and concrete cultural change and by introducing a new approach to the management of data, whether within the company or derived from external agents.

### CLOUD COMPUTING

In recent years cloud computing has established itself as one of the most important areas of transformation that companies have had to face. In order to fulfil the requirements for strategic and technological transformation and change management that are involved in the implementation of the most suitable cloud model for specific situations, Reply has defined a service offering structured along the following lines:

- consulting support (from the business process to operational management) capable of helping clients to understand, select and develop the most appropriate technological and application solutions;
- an end-to-end provider service that, through its close partnership with leading global vendors including Amazon, Google, Microsoft, Oracle and Salesforce, allows the client to benefit from the most suitable solutions for its needs, both in terms of the model used and the technology adopted.
- SaaS services and solutions based on Reply’s proprietary software solutions

SaaS solutions are based on Reply’s main application platforms (TamTamy™, SideUp Reply™, Gaia Reply™, Discovery Reply™). Consolidated partnerships with Amazon, Google, Microsoft, Oracle and Salesforce.com enable Reply to anticipate innovative technological competencies in Cloud Computing and SaaS platforms and make them immediately available to clients.

### CUSTOMER EXPERIENCE

The increasing degree of integration with new communication technologies especially in terms of mobile services, the social aspect of participation and collaboration, and the spread of multi-channel services have all taken on vital



importance for the implementation of CRM solutions that create actual value, by redefining traditional models in favour of a customer-centric approach.

Reply has built up a strategic CRM framework based on a holistic approach that, by mapping and analysing the customer journey in terms of a complete and detailed vision of customer experience, provides businesses with the tools and solutions needed for the targeted involvement of prospects and clients.

## **INTERNET OF THINGS**

The drive for convergence between the telecoms, media and consumer electronics sectors is making it necessary to treat items that currently lack any form of connectivity as “networked devices” (such as household appliances and home automation control systems). The Internet of Things (IoT) is a market that, according to the estimates of leading analysts, will grow in Europe by over 46% per year during the 2015-2020 period.

As well as significantly extending the fields of application for its platform with specific developments for major industries in 2014, Reply has also set up an advanced incubator to finance, accelerate and support the growth and establishment of ideas and start-ups in the IoT field in Europe and the US.

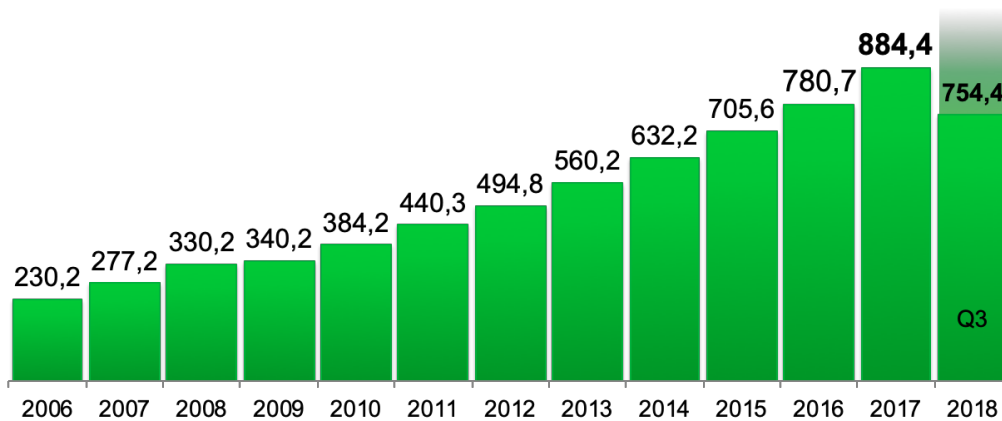


## ECONOMIC-FINANCIAL TREND

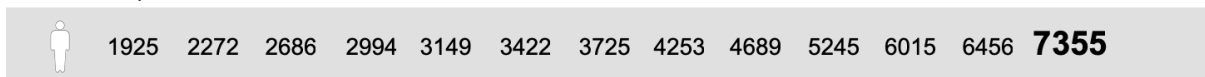
**From 1997 (the first complete financial year Reply was established), Reply has achieved important financial results, with constant and significant growth.**

The sustained increase in sales, increased from 5.9 million in 1997 to 884.4 million in 2017, has been accompanied by equally important growth in the dimensions of the company, which has gone from 83 employees in 1997 to 6456 in December 2017.

Millions of Euros



People



Reply [MTA, STAR: REY] is listed on Borsa Italiana S.p.A. (STAR Market), since December 2000.

### INFORMATION & CONTACTS

#### REPLY S.P.A.

M: [info@reply.com](mailto:info@reply.com)

W: [www.reply.com](http://www.reply.com)