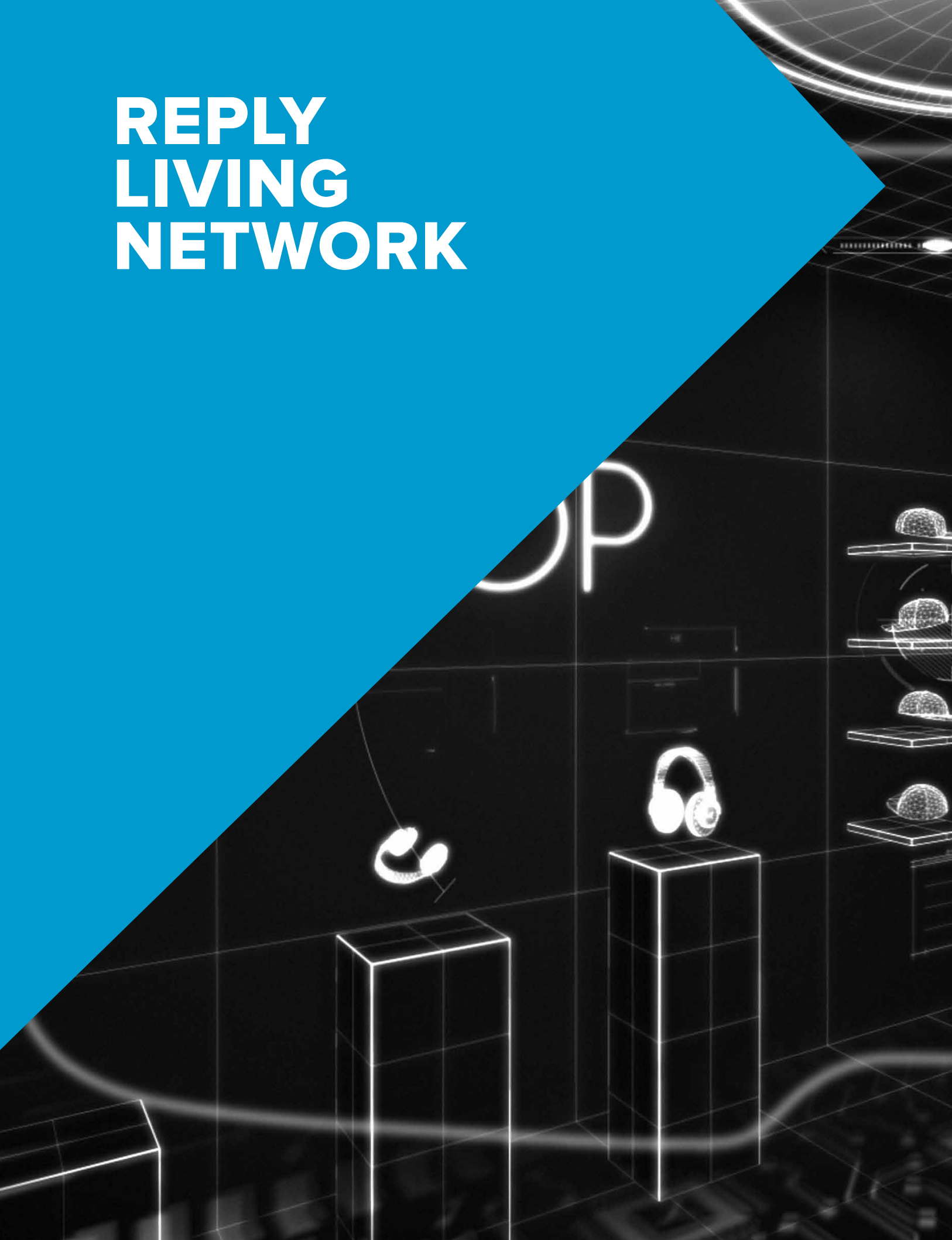


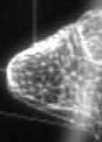
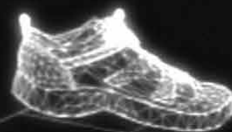
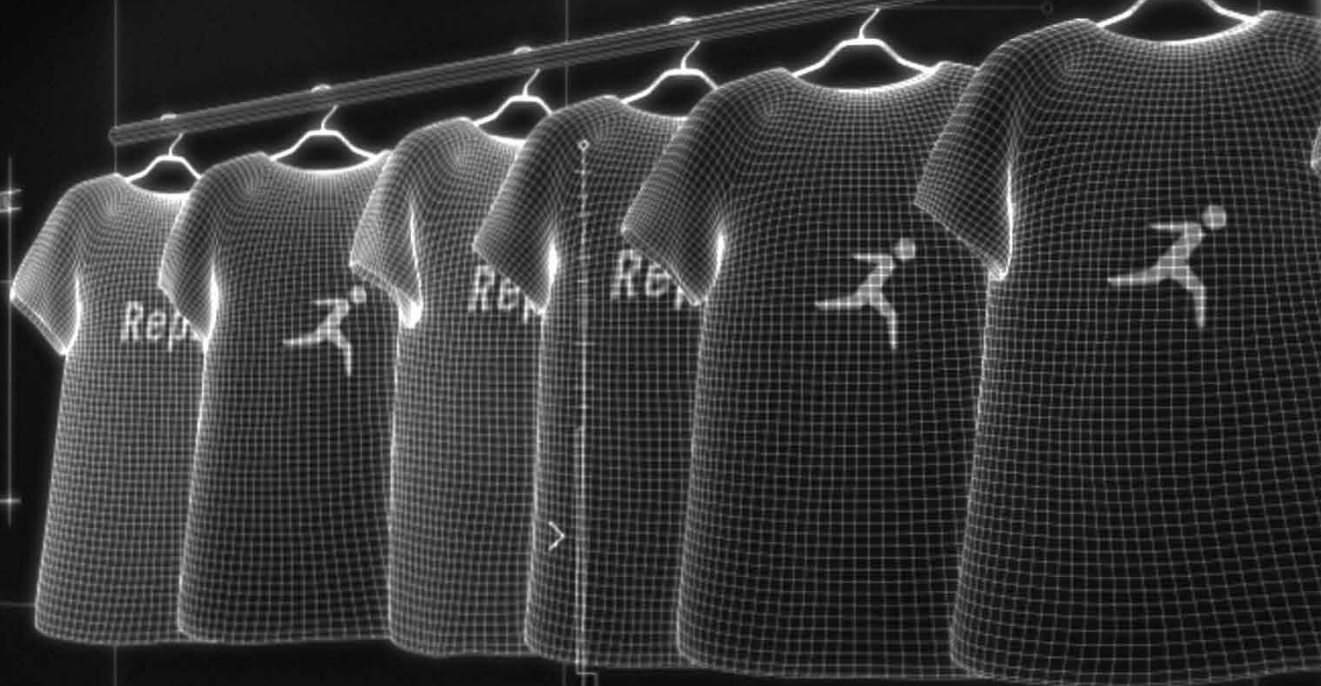
# REPLY LIVING NETWORK



LOCAL TIME

09:20:08 AM

GMT+2 TEST MODE ALARM



SHO

OF WOMEN'S SHOES, AND THEY'RE ALSO ONE OF THE MOST DIFFICULT TO DEFINE IN THEIR MOST BASIC FORM. PUMPS HAVE CLOSED BACKS, AND LOW-CUT FRONTS THAT

SHO

STYLES OF WOMEN'S SHOES, AND THEY'RE ALSO ONE OF THE MOST DIFFICULT TO DEFINE IN THEIR MOST BASIC FORM. PUMPS HAVE CLOSED BACKS, AND LOW-CUT FRONTS

# Reply is a company that specialises in consulting, system integration and digital services with a focus on the conception, design and implementation of solutions based on the new communication channels and digital media.

Composed of a network of companies, 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 IS CHARACTERISED BY:

- a **culture** focused on technological innovation;
- a flexible **structure** able to anticipate market developments and interpret new technological drivers;
- a delivery **method** of proven success and scalability;
- a **network** of companies with specialist areas of competence;
- **teams** composed of specialists, drawn from the best universities;
- a highly experienced **management team**;
- continuous **investment** in research and development;
- long-term **relationships** with its clients.

## THE ORGANISATIONAL MODEL

With over 5200 employees (as of 31 December 2015), Reply operates through a network of companies that specialise in processes, applications and technologies, centres of excellence in their respective fields of expertise.

- **Processes** - For Reply, the understanding and 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 implements application solutions aimed at satisfying companies' core business requirements.
- **Technology** - Reply optimises the use of innovative technologies, implementing solutions capable of ensuring clients maximum efficiency and operational flexibility

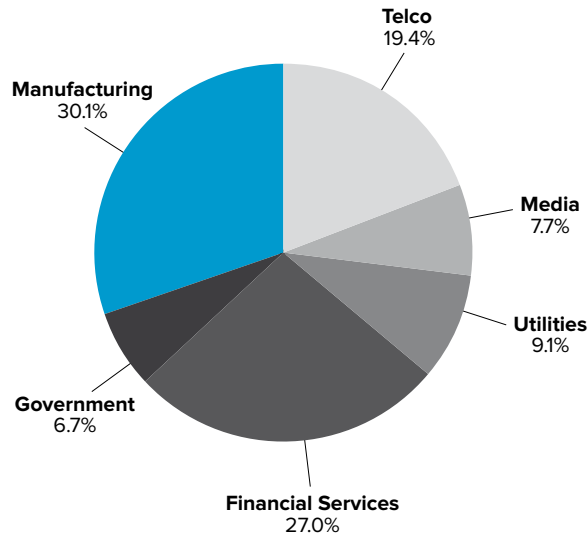
## REPLY'S SERVICES INCLUDE:

- **Consulting** - strategy, communications, process and technology;
- **System Integration** - making the best use of the potential of technology, combining business consulting with innovative technological solutions and high added value;
- **Application Management** - management, monitoring and continuous improvement of application assets.

# MARKET FOCUS

In every market segment in which it operates, Reply combines specific sector expertise with wide experience in the provision of services and a wealth of advanced technological capabilities.

In 2015, the breakdown of the group's sales in its various vertical sectors was as follows:



## TELECOMS AND MEDIA

In a world that is evolving towards a proliferation of digital contacts, the types of relationship with the final customer are changing drastically. The digitalisation of services and the virtualisation of interactions present new challenges in business models and offerings and operating processes, which very often create scenarios of cross-industry competition. In this scenario, Reply works with major telecoms and media operators to define and implement digital transformation strategies applied to the main core processes.

In particular, the increasingly widespread affirmation of the Internet of Things requires a greater adaptability of the networks to transport enormous volumes of real-time data, generated no longer solely by smartphones and mobile devices, but by a multitude of smart objects with widely different functional characteristics. This new age of smart connection is characterised by a different approach

to the network that, through on-demand network provisioning, must be adapted and reconfigured on the basis of changing demands of consumers and the service supported.

In the telecom sector, Reply has defined an integrated offering of strategic and technological consultancy to support the design, definition and management of the new-generation networks, based on SDN (Software Defining Network) paradigms, capable of integrating and managing virtual networks (network virtualisation) through network engineering services and network operations. In the field of network security, in 2015, Reply provided an innovative solution, based on the paradigms of Ethereum Blockchain, in order to enable the identification, preemption and removal of attacks by hackers on SDN networks, typically more flexible and adaptable to the requirements of the service, but, at the same time, more vulnerable to external attacks.

Lastly, Reply assists its clients in the design and implementation of services and applications designed for latest generation devices and the design of omni-channel engagement models, both at the touchpoint level (physical and digital) and as the development of innovative solutions of customer experience, increasingly integrated with social logics.

## **BANKS, INSURANCE COMPANIES AND FINANCIAL OPERATORS**

Reply is increasingly active in the digital transformation of financial institutions. In this field, Reply is working with some of the major European players in the sector on many key issues, such as the definition of complete multi-channel digital experience and customer engagement strategies: from digital branding to the implementation of apps strategy, from the development of a new generation of portals and multi-channel touchpoints to the complete redefinition of the underlying technological architecture, and the analysis of new customer journeys.

With regard to the distribution of wealth management products, Reply maintains a strong presence on the market and has developed a wide range of specific skills and solutions aimed at, for example, the emerging models of consultancy and remote-advice solutions. In the area of Governance Risk Control (GRC), Reply operates with a dedicated consulting division, integrated into a European network and highly specialised on the subjects of risk-evaluation and risk control. In this field, Reply is working with some leading institutions on activities connected with the implementation of European Banking Union standards.

In the increasingly strategic field of big data, Reply is investing greatly and operates with some of the most important financial institutions in two directions: the concrete integration of the new big data technologies and architectures with existing systems, and the development of skills and analytical models, aimed at extracting tangible business value from available databases.

Another subject in which Reply is strongly present and highly specialised is mobile payments and related m-commerce services. Reply offers both consultancy services and a verticalised proprietary platform for various industrial sectors (banks, insurance companies, payment service providers, telecoms, retailers, media and internet companies). In particular, the platform enables a wide range of personalised and context-aware mobile payment services and includes mobile pos solutions capable of accepting payments with the main types of cards active today.

Lastly, in the most advanced frontiers of innovation, Reply is present with numerous projects, such as, for example, in the area of the most recent biometric recognition technologies and digital identity, in IoT applied to specific insurance sectors (auto, home and health), in crypto currencies and in related solutions within the blockchain, in experimentation and assessment of "fintech" models of peer to peer lending, crowd funding and in the definition of specific e-marketplaces for financial institutions.

## MANUFACTURING AND RETAIL

Reply accompanies companies in the phases of transformation and management of information systems: from strategic design to the understanding and redefinition of core processes, and the implementation of solutions that integrate the core applications in the production and distribution sectors.

The areas of focus and development of skills concern: support for supply and purchase management (SPM) processes; the design of production chain control systems (MES); distribution and movement of products on complex logistics networks (SCM).

Industry 4.0 and Logistics 4.0 are elements of particular focus for the strategic development of companies in the sector. This is why Reply has significantly increased its resources in these sectors, developing skills in new solutions in line with paradigms 4.0 such as experimental models using drones with the capability for autonomous indoor flying and applications for the automatic driving of industrial vehicles. At the same time, development is underway on a new platform for MES and SCE applications, which will be the backbone of the next generation of applications for logistics and manufacturing.

Reply has also defined a specific offering for the retail sector that combines e-commerce consulting with the design and development of multi-channel platforms (web, mobile, call centres and instore) in which digital devices, innovations and physical venues meet to create a unique and integrated customer experience.

## ENERGY AND UTILITIES

The energy & utilities sector continues to be solicited with ever-increasing pressure by many forces in every area of the value chain. The world of hydrocarbon production has been shaken by a sudden decrease in the price of crude oil that is creating serious pressure on investments, costs and operations. Electric power stations continue to invest in generation plants from renewable sources, introducing a progressive replacement of less efficient energy sources and, in particular, the increasingly more dynamic and unforeseeable availability of electricity. The incumbent availability of storage systems at distribution and plant level also enables experimentation with the first micro-grid models. The enormous opportunities that they are creating are prompting progressive regulatory actions that find effective interest in customers' desire to benefit from new systems of control, analysis and management of consumption and generate a significant revision of operational, organisational and technological models for the energy transportation, distribution and sales industry.

Reply combines in-depth knowledge of the market and its typical processes with a distinctive ability in the design, implementation and management of application and technological solutions in support of core business in the areas of monitoring and optimisation of generation from renewable sources, trading & risk management, pricing & forecasting, metering, billing, CRM, etc. The ability to support and transform managerial models of operators in the sector and the verticalisation of specific skills and solutions (IoT, big data, cloud, mobile, etc.) will

enable Reply to assist energy generation, sales, transportation and distribution companies in defining and developing new operating models and raise cost efficiency, in situations of operational excellence, based on skills in fields such as smart metering, smart grid, asset & work management. Reply also assists its customers in the adoption of new energy management paradigms aimed at raising energy efficiency, a field in which a complete offering is provided, aimed at both energy sales companies and final consumers.

## GOVERNMENT AND DEFENCE

The need for "cost saving" as well as the reorganisation of important sectors of the public administration, including health, have determined in Italy, in 2015, an initial legislative consolidation in central government, with the contextual redefinition of spending centres and, in various regions, the redefinition of organisational models that establish the centrality of citizens with regard to services supplied, be they health or of another kind. The slogan for this transformation is: Digital PA

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.

Moreover, another important field of specialisation for Reply is telemedicine, or digital healthcare, which will increasingly move therapies and patient monitoring out of the hospital environment. The areas that

can impact the organisational model the most are: telemonitoring at the patient's home, electronic prescriptions and healthcare for the management of people suffering from chronic diseases. For these scenarios, Reply has created a series of applications and systems aimed at developing an integrated communications network between patients and community operators at various levels: hospitals, nursing homes, healthcare centres, community centres and so forth.

Lastly, in the United Kingdom Reply is working with various government agencies, including the Ministry of Defence (MoD) for which it has helped define and implement a new approach to the use of IT architecture in support of decision-making processes, capable of integrating flows of heterogeneous information, thus improving data management and ensuring at the same time the complete visibility of available resources.



# TECHNOLOGICAL INNOVATION

Technological innovation has formed the basis for the development of Reply, a company that has always pursued the objective of providing its customers 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 organisations.

## BIG DATA & ANALYTICS

In 2015, big data technologies moved on from being a strictly technological field to become one of the levers in the digital transformation of companies. Indeed, significant projects were initiated on data for the purpose of defining programmes aimed at improving business performance (e.g. the subject of risk management in financial institutions), innovating service models (e.g. passenger car policies in the insurance sector) or at understanding and serving its customers better (e.g. loyalty programs in the retail sector).

By combining technological skills in data analysis, data modelling and process re-engineering, Reply made it easier for its clients to approach the issue of big data, by favouring the activation of a real and concrete pathway of cultural change and by introducing a new approach to data management. In particular, in 2015, Reply assisted companies in the application of big data technology, creating architectures based on the new data lake concept and transforming models applied to data analysis through the insertion of specialised data scientists in projects to redefine core company processes. Reply has also begun to develop a specific proposal in the field of machine learning for the management of the enormous body of data produced by the world of the Internet of Things and for their use in

the creation of added value by companies. To this end, it supplemented analytics skills, typical of data scientists, with more specific capabilities connected with process automation techniques, by means of deep learning, image recognition and prescriptive analytics.

## 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. The offering of virtual environments and services by leading vendors worldwide has in fact modified if not revolutionised the concept of IT as it had been traditionally interpreted, leading it to go from being a simple commodity to one of the basic elements on which to configure one's digital transformation.

At the same time, the ever increasing maturity of the cloud, whatever its declination (IaaS, PaaS or SaaS) is leading service providers and system integrators to define specific offers on highly strategic issues, such as the coexistence in the cloud with traditional on-premises applications and the issue of data management security.

In order to fulfil the requirements for strategic and technological transformation and change management required for 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, supported by the partnership with the major vendors worldwide including Amazon, Google, Microsoft, Oracle and Salesforce, allows customers to benefit from the most suitable solutions for their needs, both in terms of model and the technology chosen;
- SaaS services and solutions, based on Reply's proprietary application platforms.

## CUSTOMER ENGAGEMENT

The new communication models and the ubiquity of connectivity, through a wide range of means (that support mobile phones and tablets, smart TV, beacons and devices for virtual reality), have demanded the implementation of CRM solutions that create value by helping to construct a pervasive, immersive and customer-centred experience.

The creation of an optimal customer experience is achieved by building a one-to-one relationship model that focuses on the distinctive aspects of company organisation, on an approach that places the customer and its interaction with the company at the centre of the processes, be they marketing, sales or support and services.

To this end, over the years Reply has built and developed a strategic CRM framework which

enables the creation of a unique customer experience for the client, defining an approach coherent with all possible customer journeys, maximising the attraction towards the prospects and the engagement of existing customers.

The Reply framework supports the development of company processes, based on the fusion of technical managerial and business logic skills with proven experience in the end-to-end management of digital transformation projects. Indeed, an ever increasing number of companies have been supported on a pathway that has led them to create a new and modern customer experience that incorporates the revision of company processes in support of strategic objectives of growth and innovation into the architectural design and the implementation of the technological solution.

By employing the skills gained in the fields of digital communication, social media, gamification, the Internet of things and the mobile, new techniques and methods have been identified for the purpose of defining an omni-channel CRM strategy that enables companies to coherently manage different touchpoints. This enables the management of customer engagement at any place and time, with constant monitoring (customer analytics) of final consumer satisfaction, based on the potential of the analysis of big data.

Finally, Reply invests constantly to strengthen its own skills and capabilities, thanks to partnerships with major global CRM vendors including Oracle, Microsoft, Salesforce.com and SAP.

## DIGITAL EXPERIENCE

The digital marketing transformation process that has been redesigning the business world and company functions over the last few years is now also profoundly permeating the market of brand communications. This phenomenon has no geographical or product boundaries, where processes and branding strategy are radically imposing new paradigms and new economies, in a panorama of users who are now channel agnostic, moving freely between new technologies and constantly evolving platforms. There is now no aspect of a brand's life that does not require an omni-comprehensive digital presence that is competent and competitive, regarding a B2C as well as a B2B dimension of the brand. Fully consistent with this global trend, companies are realising the need to contact partners, capable of offering an extended and thorough skill set that is ready to move freely from digital creativity to the omni-channel strategic vision, from the domain of the most important fields of interaction with the consumer to the capacity for data recognition to capture large quantities of information, as well as data analysis to enable their transformation into effective marketing insights.

In order to further extend this scenario, it will be necessary to ensure coherent communication among the various media through a single provider of consulting, design and production services that also incorporates an internal multimedia asset management strategy. In addition to creating and managing every aspect of the brand image in an interactive digital environment, Reply's skills include creativity and technology, applied to important

sectors such as mobile telephony, e-commerce, gaming and the Internet of Things, present and, in particular, future targets of brand names, as can already be seen in the most important international communications markets.

Another important sector that Reply supports its clients in is communication on social networks, a fast developing mainstream phenomenon in recent years that is today, more than ever, being hailed as the global arena of brand-user relations. Therefore, Reply has included in its portfolio an offering to support companies in the strategic activities required to correctly position a brand in social channels: from monitoring and assessment activities to the design of the architecture of KPI reporting; from promotional activities, such as couponing and social gaming, by way of content marketing; to CRM activities and social sharing.

Social networks are increasingly connected to the digital marketing activities that Reply integrates into a universal relation model based on skills in the analysis and activation of paid, owned and earned media. This model enables and optimises the positioning of companies integrated on channels with their own ecosystem: social networks, search engines, comparison sites, shopping areas and social shopping, affiliation networks, email, applications and lead generation channels.

## DIGITAL PAYMENTS

The wide diffusion of mobile devices with consumers and the creation of new payment instruments that see in the mobile component a supporting factor, make the payment sector one of the areas

with the highest growth rate. Reply has defined a dedicated offer - based on consultancy services and technological platforms - to assist banks, financial institutions, telecom companies, utilities and retailers in the processes to create and supply innovative services of remote and proximity digital payments.

The technological asset is Hi Credits™, the Reply platform that, by using the available smartphone technologies, enables personalised and contextualised payment services. In 2015, modules for the management of proximity payment transactions were developed according to the new HCE (host card emulation) standard and a solution for the transfer of funds between private individuals or Peer2Peer (P2P) was finalised. Hi Credits™ is capable of supplying, on the same platform, remote and proximity payment services with mobile POS solutions and enabling transfers between private individuals based on bank accounts with the P2P app.

## E-COMMERCE

Increasingly more demanding, mobile consumers are now requesting a completely integrated experience from companies, personalised and unified as much as possible through various physical and digital channels. In a similar purchasing scenario, the success of this sector lies in the ability to invest in services aimed at promoting relations and interaction between sellers and customers, constantly innovating and extending sales models with new multi-channel strategies capable of offering consumers different touchpoints, both digital and physical, used to purchase products. One example is

the increasingly widespread success of purchasing processes based in click and collect models, very useful in order to avoid additional delivery costs or unexpected events such as delays: purchases are made online and the product is collected free of charge at the shop.

The increasingly widespread use of social media to compare prices and products has further enriched and modified purchasing processes which are increasingly based on an exchange of information and multi-channel interactions in which the transaction is begun and completed without a solution of continuity between chat, social media, online store and physical shop.

An evolution of this dimension in the traditional purchasing scenario has led Reply to define an omni-channel strategy centred on customer needs capable of enabling companies to provide the final consumer with a completely unified and integrated experience through online, mobile and physical channels. The solutions identified by Reply include, both for B2B and B2C companies, end-to-end management of the entire chain of the company sales cycle: from product and catalogue management to promotions and price optimisation, warehouse and logistics management, call centre operations, and customer engagement both in bricks-and-mortar stores, using proximity commerce techniques, and in online channels, exploiting the potential of social media.

## ENTERPRISE ARCHITECTURE

Nowadays, digital transformation is the predominant issue in the agenda of companies. All the organisations have created or are creating systems and processes that require a bi-modal approach to information and development and management systems.

In order to excel in the digital economy, characterised by the convergence between the physical and the digital, the organisations must remove the boundaries between IT and business. This will allow companies to operate rapidly to exploit the new developments available to them, proceeding however with caution to avoid damaging existing systems and processes.

This new approach to IT requires agile delivery models in which small, highly qualified, multi-disciplinary teams implement a process of end-to-end change in very short timescales, working directly with the managers of the various business areas involved. Reply supports its customers in enterprise architecture, through the use of a vast catalogue of architectural frameworks, methods and models consolidated in many projects completed for large industrial, media and service groups.

## THE 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). Consequently, one of the major

revolutions underway consists of the progressive connection not only of computers and devices but of a range of material objects. This will result in an increasingly more pervasive network integrated with the daily activities of people. There are various fields of application: from industrial applications (production processes) to logistics and info-mobility, energy efficiency, remote assistance and environmental protection.

Reply has designed and developed HI Reply™, a platform of services, devices and middleware, on which to base specific vertical applications such as advanced logistics, environmental security, contactless payment and product traceability. HI Reply™ was designed and produced at the Reply research and development centre on the Internet of Things.

In 2015, in addition to having significantly extended the fields of application of its platform, with specific developments for the main industries, Reply continued to invest in a series of start-ups closely connected to the IoT world both in Europe and in the USA. The main areas of interest are those connected with wearables, health&care, defence, building automation and entertainment.

## MOBILE

Thanks to its many years of activity in the sector, Reply has gained extensive experience in the mobile segment, developing skills that range from strategy to the development of mobile applications, from user experience to testing, from payments in mobility to the most recent technologies and devices (beacons, wearables) introduced onto the market.

Reply uses these skills to enable customer companies to define interaction scenarios with their users and implement omni-channel applications and architectures capable of meeting the needs that the new market scene is imposing: appeal and high usability of services, high performance; creation of enabling architectures capable of integrating new channels and types of devices with flexibility through which to provide services and content on the basis of the specific guidelines of each platform.

In order to meet the ever-increasing requests for the supply of services with a high degree of interaction with the user on all mobile platforms, channels and devices, Reply has also set up its own application factory dedicated to the development of mobile applications in both the business and consumer sectors. A user experience laboratory is present in the factory, alongside teams of developers specialised in various mobile platforms, which bases its activity on a data-driven approach using empirical tools and methods that focus attention on users and their needs and behaviour.

The extension of mobile applications to every aspect of our personal and professional lives will be a key to

the current decade and will generate opportunities for transformation in all industrial sectors.

## RISK MANAGEMENT, PRIVACY AND SECURITY

Reply is now one of the leading players in this sector, with a comprehensive portfolio of services for risk management, privacy and information security management. In particular, Reply has developed an integrated approach for measuring and managing risk that is capable of assessing, concurrently, both the risk involved and the potential loss of value and sales associated with that risk. Using this method, Reply enables its clients to implement a set of tools and activities aimed at cutting the operating costs associated with risk management, thereby ensuring that capital and resources can be allocated in the best possible ways.

Over recent years, IT-related risks have increased dramatically in terms of both their impact and their frequency, leading to serious security violations and causing hundreds of millions of client data records to be compromised worldwide. The parameters that should be considered and monitored are often interconnected and therefore difficult to catalogue in an orderly manner or tackle individually. In order to deal with this increasingly complex situation, Reply has defined an integrated, coherent and comprehensive range of services to support its clients in defining the best possible strategies for security governance and security technology. In particular, Reply is active in all the implementation phases of an integrated information security plan: from strategic planning and the definition

of enterprise architecture for security to the implementation of specific IT countermeasures.

Lastly, thanks to its cyber security command centre, Reply assists large organisations with advanced computer security incident response services.

## **SOCIAL MEDIA**

In recent years, social media have profoundly changed the way in which individuals of all age groups communicate and interact both in their private and professional lives.

Consequently, the Internet has been transformed from a purely informative tool into a vast area of dialogue and conversation; new opportunities can therefore be found by brands that are capable of analysing and exploiting the interactions that they generate on social media with people: customers, prospective customers, employees, partners or suppliers. These analyses are based on listening to and observing relevant phenomena regarding the integration of the owned, paid and earned social media and on the definition of the most effective digital marketing activities to meet the needs of brand business, from position in the lead generation to loyalty.

Along with market solutions for social engagement and social listening, Reply bases its enterprise social networking offering ((business community, social intranet and consumer community) on the TamTamy™ proprietary platform, available in on-premises mode and as a service on cloud computing architecture. Reply has also defined a specific approach, based

on Starbytes™, in order to bring the organisational model deriving from crowdsourcing to companies that intend to request the development of a project, service or product by 'crowds' of people organised in a virtual community.

## **VIDEO AND GAMING GENERATION**

The explosive phenomenon of mobile and apps that we have seen in recent years brings with it new social behaviour patterns and new habits. One especially obvious phenomenon involves the use of video games. Smartphones and tablets have seen the disproportionate growth of the gaming community, previously confined to owners of consoles or to the PC gaming community, transforming gaming into a mass phenomenon (over 50% of mobile consumers use their device to play and one-quarter of them play with their device daily).

Video gaming, as well as being a mass phenomenon, has now also become a language of communication. Brands, which require a continuous relationship with their customers, are therefore increasingly prioritising not only video games but also all of the technologies that are focused on fun, surprise and customer engagement. Providing customers with an entertaining experience that leaves a positive opinion of the brand in their memory is a priority and essential nowadays for any communications campaign or engagement, regardless of whether it is intended for the smartphone screen or packaged for a physical sales point.

Creating games is a highly professional and specialist activity. Reply's credibility in this sector

is guaranteed by the quality of the B2C products it has developed over recent years and by the success they have enjoyed in the global market. The games produced by Reply involve all of the group's technological and distribution platforms, while the portfolio includes titles of varying complexity aimed at a variety of target audiences. The experience acquired and the quality of the games produced position Reply as a major player in the international gaming industry. This is reflected both in the production of its own products and in the supply of vertical services to other industries in the sector.

## **VIRTUAL AND AUGMENTED REALITY**

Augmented reality (the vision of the real world increased by digital information) and virtual reality (the exploration and interaction of virtual environments) are technologies that have continued to develop over the years, but are experiencing, in this particular period of history, a surprising expansion that involves important investments by the big names in digital technology.

Although this technology is developing mainly within the videogame industry, there are many applications in the professional and industrial fields. These include the presentation of very large projects that are difficult to transport, to the creation of training sessions on plants that are far away or have not even been built yet.

By combining experience in the 3D sector deriving from the gaming world with mobile skills and new technologies in the world of wearable devices, Reply has developed an offering specifically

orientated towards the development of solutions devised to increase user involvement. This offering includes the development of augmented reality applications (aimed at visualising a virtual product in a real environment) and immersive reality applications specifically designed to give the user an unforgettable experience, transporting him/her into a navigable virtual environment.



# REPLY SERVICES & PLATFORMS





# REPLY SERVICES

Nowadays, networks consist of distributed “information systems” that provide real-time access to an ever-increasing quantity of complex data, information and content.

This use of the Internet is creating new competitive models, based on approaches to service that depend on three fundamental components: the software platforms involved, an understanding of and expertise in the relevant processes, and service management.

Reply supports its clients in this quest for innovation with services and platforms that are designed to fully exploit the new potentials offered by networks and by communication technologies.

## BUSINESS PROCESS OUTSOURCING

Reply provides specialist services in three fields of expertise:

- **Finance & Administration** - management of transnational accounting processes, writing of consolidated financial statements, management of tax obligations, dematerialisation of accounting documents and electronic storage.
- **Human Resources** - training, ECM, career profiles, company knowledge, dashboards for directional analysis.
- **Pharmaceutical** - management and control of pharmaceutical expenses.

## CFO SERVICES

The role of the CFO is changing dramatically due to the increasing need to use complex reporting and simulation tools that can provide timely and adequate information on the success of a business and its ability to create value. In its business performance management offering, Reply has identified specific services capable of supporting the CFO in their development, which is increasingly seeing them confront issues that were once attributed to the CEO.

- definition of the business control model;
- strategic planning and budgeting;
- creation of the consolidated statement;
- IPO support.

## APPLICATION MANAGEMENT

Reply has defined an application management model characterised by:

- a modular approach that allows the client to purchase either individual service components (for example, only application maintenance or only operational support) or structured groups of services;
- a flexible supply model aimed at integrating the Reply service in the best possible way with the client’s business processes while taking account of the specific needs involved.

# REPLY PLATFORMS

## **CLICK REPLY™**

Click Reply™ is the Reply suite for supply chain execution, intended for the management and optimisation of processes in the production or logistics and distribution sectors. Click Reply™ is one of the leaders in the automotive (parts & service,) fashion retail, grocery and contract logistics (3PL) sectors and used by over 400 companies and over 20,000 users worldwide. The platform's architecture is entirely service-oriented; it is based on open standards and integrates the most modern technologies used in the supply chain such as voice, mobile, RFID and augmented reality. The suite has obtained important awards, such as a place in the Magic Quadrant of the WMS of Gartner Group.

## **DEFINIO REPLY™**

Definio Reply™ – the Reply platform for risk management and wealth management – targets the market of financial operators (banks, savings management companies, insurance companies, pension funds, bank foundations, investment and private banking, family office) that must analyse and control financial activities managed directly and by third parties. The platform also has all the engines for the implementation of a Robo Advisor platform.

## **DISCOVERY REPLY™**

Discovery Reply™ – the Reply platform for digital asset management – makes the management of the entire life cycle of digital assets more effective, thanks to innovative methods for the organisation of work flow, the high level of interoperability with other company systems and advanced multi-channel content distribution services. Discovery Reply™

supports integrated production models and the use and storage of content, through an open, flexible platform and a simple, intuitive interface for the purchase, processing, cataloguing, access, research and distribution of digital assets on various delivery channels, both traditional (analogue and digital TV) and IP-based (web TV, over-the-top TV, mobile TV, connected TV, digital signage).

## **HI REPLY™**

HI Reply™ – the Reply solution for the Internet of Things – is a platform of services, devices and middleware on which specific vertical applications are based, such as infomobility, advanced logistics, environmental security, contactless payment and product traceability. HI Reply™ enables simple and standard communication between web-connected objects. It comprises a combination of hardware, firmware and software components distributed on the actual objects, which vary from simple sensors and actuators to more sophisticated systems, such as smartphones and mini-computers. The machines equipped with the platform become “smart”, acquiring the ability to interact with one another by means of standard internet technologies and gaining a set of basic functions necessary for them to function “seamlessly” (auto-configuration, location, discovery and the nature of services displayed).

### **SIDEUP REPLY™**

SideUp Reply™ is the Reply platform providing services for warehouse management and supply chain integration and collaboration. The solution is entirely cloud-based and integrates with both ERP systems and supply-chain-planning and e-commerce systems. SideUp Reply™ is intended for companies whose requirement is to improve the efficiency and visibility of their supply chain quickly. SideUp Reply can be used directly via the Internet with a pay-per-use model. The suite has obtained important awards, such as a place in the Magic Quadrant of the WMS of Gartner Group.

### **STARBYTES™**

Starbytes™ – the crowdsourcing platform developed by Reply on cloud architecture – targets companies that intend to activate an open enterprise model, where it is possible to develop projects, services or products through access to the capabilities and skills of a digital community with a direct channel and without intermediaries between supply and demand. Starbytes™ introduces, within traditional mechanisms of engagement, new dynamics that stimulate interactivity, thanks to mechanics derived from the world of gamification, and also provides the complete management of the standards that regulate partnership contracts with freelancers. Starbytes™ is a new model in the workplace where supply and demand meet in a flexible way through contests and tenders and in which, thanks to a sophisticated and transparent feedback system, the best merit-based professionalism emerges. At the end of 2015, Starbytes™ had over 60,000 members, among ICT professionals and creative people.

### **TAMTAMY™**

TamTamy™ – the enterprise social networking platform developed by Reply, available as an on-premise delivery modality and as a cloud computing service – enables companies to adopt an effective tool for interaction between companies, brands and people. TamTamy™ provides a series of social functions that can be extended and integrated into an enterprise context, thereby enabling the formation of communities, Internet participation and communications portals for the sales network. A customisable front-end that is flexible and responsive enables simple and intuitive access, also in a mobile context.

# PARTNERSHIP - RESEARCH & DEVELOPMENT

Reply considers research and continuous innovation to be fundamental assets for the support of its clients as they adopt new technologies.

In order to offer the most appropriate solutions for different business requirements,

Reply has established important partnerships with major global vendors. In particular, Reply has achieved top levels of certification with regard to the leading technologies in the enterprise field, including:

## MICROSOFT

Reply, like Microsoft Partner, pursues a constant policy of innovation of Microsoft technologies - demonstrated by the many certified skills obtained - including Cloud Productivity, SQL Server 2014, Microsoft .NET Framework, Dynamics CRM/AX/NAV. With regard to business solutions, Reply reiterates its position as leader of Microsoft Dynamics CRM/ERP solutions, confirming its pole position in the CRM Dynamics sector. And lastly, Reply holds centres of competence for Microsoft Cloud OS, Hybrid Cloud, Microsoft Data Platform, Microsoft Power BI and Application Integration.

## ORACLE

Reply, an Oracle platinum partner, has always followed the evolution of the Oracle offering and has one of the main competency centres in Europe, capable of combining the complete coverage of the entire technology stack and the domain of application suites and principal vertical solutions for industry.

Thanks to the technical skills of its teams and successful projects with important European customers, Reply can boast 34 different Oracle specialisations. In particular, Reply has reaffirmed its place among the elite of the best Oracle Partners by winning the Oracle award again in 2015: "Cloud Partner of the year".

Reply boasts one of the first laboratories dedicated to the Oracle cloud technology platform, created to provide the best assistance for its customers adopting cloud computing and sustain ongoing technology update programmes.

In the Oracle big data sector, Reply has developed for the banking market a platform that integrates the strategic CRM with social networking logics, couponing and loyalty based on Oracle Fast Data technology. And lastly, in the e-commerce sector, Reply has developed various projects based on the Oracle Commerce suite, aimed at defining a customer-centric strategy, customised and unified through various channels.

## SAP

Thanks to its wide international experience in the implementation of software solutions based on the SAP product suite, Reply is able to support companies with the optimisation of their activities and processes, taking an integrated approach to the design and development of business information systems. In particular, with regard to business components and changes required by digital transformation, the skills cover both traditional enterprise processes and extended company functions with a distinctive focus on components connected to customer engagement solutions and commerce, analytics on SAP HANA and specific

IoT solutions for industry 4.0 and preventive maintenance. The technology and design domain is significant, extending from SAP cloud architecture to the SAP Fiori suite. In 2015, Reply won the "SAP and Google Glass Challenge" award and was awarded by SAP as one of the most innovative SAP partners for having developed a smart glass application on the SAP HANA platform for the retail and fast moving consumer goods sector. For the second consecutive year, Reply won the "SAP Quality Award" thereby obtaining quality and performance awards from SAP, thanks to the SAP HANA solutions implemented. Reply also has the status of "SAP Hybris Platinum partner" and has been named "Global Partner of the Year" many times, thanks to important multi-channel e-Commerce projects implemented with major international customers and for the development of the SAP Hybris Airline Accelerator - a multi-channel customer engagement and commerce solution for the airline industry.

## AMAZON

Reply is now among the main partners of Amazon Web Services (AWS), the division that supplies infrastructures in IaaS modality. In particular, Reply has completed numerous projects on infrastructures and components made available by AWS and supplied to companies, in both the B2B and B2C sector, providing complete end-to-end support, from the implementation and integration of custom applications and platforms to maintenance and management services based on consumption cost models. Reply is now able to steer the digital transformation of an enterprise, by using the the most appropriate cloud model for the requirements of

each individual company, and by adopting a strategy of governance that is secure, flexible and efficient. At the end of 2015, Amazon Web Services confirmed Reply, for the third consecutive year, Premier Consulting Partner, the highest level of certification attributable only to a select group of AWS partners worldwide.

## GOOGLE

Reply is one of the most important global partners of Google for Work, the Google technology suite dedicated to solutions for enterprise companies. Thanks to the knowledge contained in the application, architectural and infrastructural field, Reply assists and supports its customers in the implementation of solutions such as Google Apps for Work (business collaboration), Google Maps (geolocation) and Google Cloud Platform (IaaS and PaaS), i.e. development of complex applications through cloud-based services. Reply in partnership with Google for Work introduces to the company innovative models of digital transformation, enterprise collaboration extended within and without the company, supplied through total service architectures.

## SALESFORCE

Reply is now one of the most prestigious names in Europe specialised in Salesforce.com with over 90 projects and applications published on Appexchange and includes among its customers some of the most important industrial and media groups. In particular, Reply combines skills on the cloud paradigm, based on SaaS and PaaS with specific process and market know-how, focusing in particular on the areas of digital marketing, digital CRM and integration.



# DEVELOPMENT AND EVOLUTION OF PROPRIETARY PLATFORMS

Reply constantly dedicates resources to Research & Development activities, concentrating them in two areas: development and evolution of proprietary platforms and the definition of a continuous scouting, selection and learning process of new technologies, aimed at bringing onto the market innovative solutions capable of sustaining the creation of value in companies.

## CLICK REPLY™

The 2015 road map of Click Reply™ has seen a consolidation of modules aimed at the optimisation of logistic and operative processes, in particular modules for warehouse management, yard management (for inbound and outbound flows) and labour management (for the analysis of implementation times of warehouse activities and feedback in real time to the operator). At the same time, the development of Click Reply™ continued, aimed at the introduction of the latest technologies in the mobile, 3D visualisation and augmented reality sectors and also the use of drones to carry out indoor activities. And lastly, in 2015, the new base platform was completed, aimed in particular at the needs of new trends dictated by Industry 4.0 on which new Reply in-house supply chain applications will be developed in 2016.

## DEFINIO REPLY™

In 2015, Definio Reply™ included the Definio data hub module. The module makes it possible to interrogate different data providers providing access to the financial data through a common interface. For each ticket pegged to the market, unloading strategies and processing of the historic series can be defined. The module also integrates with Definio engines enabling the creation of new financial measures or to proxy a discontinuous series correctly.

## DISCOVERY REPLY™

During 2015, the platform was extended enabling integration with additional digital channels such as digital signage, the web and connected TV. In the context of communication systems oriented towards in-store digital in retail, the platform allows authorised and profiled users to insert, modify and approve content and programmes disseminated on a digital display network, just as, thanks to the technological evolutions developed over the year, it allows exports in automatic player video mode and multimedia media galleries.

## HI REPLY™

In 2015 the vertical solution of contextual marketing of Reply, based on Hi Reply™, was integrated into company services operating in various sectors such as cultural heritage, automotive, large distribution and retail. In 2015, a new version of the Hi Reply™ platform that uses innovative cloud services of a strategic partner was released. The vertical declination is dedicated to the monitoring of production and consumption of electric energy and home automation. This evolution was also made possible thanks to the completion of the development of the proprietary solution in the field of devices for the measurement and optimisation of the electric energy production from renewable



sources. In 2016, investments and developments in the platform will focus on verticalisation connected to the issue of industry 4.0, predictive maintenance, automotive and home automation.

### **SIDEUP REPLY™**

In 2015, the offering was increased with the addition of the new SideUp Dropshipment module. The use of SideUp Dropshipment allows the retailer to manage, on its e-commerce portal, both products shipped from warehouses under its control and products offered by third party sellers shipped by them to the customer. In other words, the e-Commerce site sends the customer basket to SideUp Dropshipment, which routes it to the WMS module for the part handled directly by the retailer and through API or web portal manages the progress of activities and subsequent tracking for third party sellers.

In 2015, the first porting of existing sideup modules to the new Reply technological platform was also completed. SideUp delivery is now available in the new version.

### **STARBYTES™**

The development plans of Starbytes for 2015-2016 include the launch of initiatives aimed at highlighting the talents of the crowd and also orienting the offering to medium and large companies through a "Premium" service. Areas dedicated to special partnerships with large Italian and international companies are also planned.

### **TAMTAMY™**

In 2015, Reply continued to develop the TamTamy™ platform, producing an integrated version with

Google Apps for Work services, thus allowing companies to provide a complete service, capable of making available to users a real digital workplace with all the necessary work tools, such as e-mail, chat, video conferencing and individual and collaborative production tools and calendars. During 2016, further investments are planned, aimed at strengthening market presence and creating a series of verticalisations, in order to efficiently meet specific needs of the various company organisations.

# THE VALUE OF PEOPLE

Reply is based on the excellence of the people of which it is formed, professionals from the best universities and polytechnics in the sector. The men and women within the group bring the Reply “brand” to life for clients and partners and embody the company’s image.

Reply invests continuously in human resources by establishing special relationships and partnerships with a number of universities with the aim of attracting highly skilled individuals to join its team.

Recruitment is focused mainly on young graduates. In particular, the areas of interest are: computer science, computer engineering, electronic engineering, telecommunications engineering, managerial engineering and Economics and business. The relationship between Reply and universities is also developed by means of regular collaboration in the form of industrial placements, dissertations and participation in lectures and seminars.

The values that characterise Reply’s employees are enthusiasm, excellence, a methodical approach, team spirit, initiative, and an ability to understand the business context and to clearly communicate the solutions proposed. The continuous desire to imagine, experiment and study new solutions allows innovation to occur more rapidly and efficiently.

Whoever decides to become a part of the "Reply world" will find the opportunity to best express his/her potential in an organisational model based on: culture, ethics, trust, honesty and transparency.

These are indispensable values for continuous improvement and for an ever-increasing attention to quality in one’s work.

All of the group’s managers are focused in their daily work on upholding the principles on which Reply has always depended and that have sustained it during its growth.

## THE REPLY TEAM

- sharing of the client’s objectives;
- professionalism and speed of implementation;
- culture and flexibility.

**Excellence:** the underlying culture, study, attention to quality, seriousness, the creation of value from results.

**Teamwork:** collaboration, the transfer of ideas and knowledge, the sharing of objectives and results, respect for personal characteristics.

**Client:** the sharing of objectives, client satisfaction, conscientiousness, professionalism, a sense of responsibility, integrity.

**Innovation:** imagination, experimentation, courage, study, the search for improvement.

**Speed:** method, experience in the management of projects, collaboration, commitment in achieving results and customer objectives.