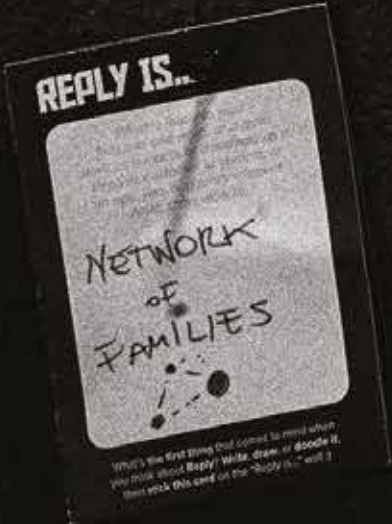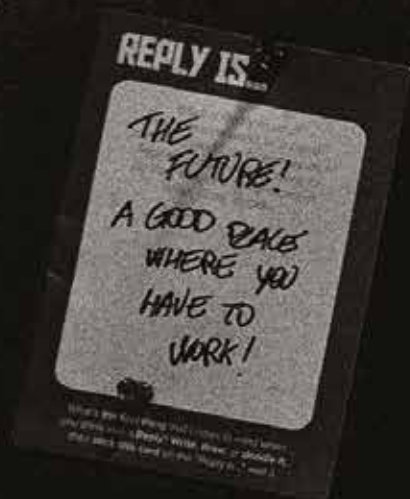# REPLY
LIVING
NETWORK

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

Comprised of a network of companies, Reply partners with leading industrial groups in defining business models, made possible by new technological and communication paradigms such as artificial intelligence, big data, cloud computing, digital communication and the Internet of Things (IoT).

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 specialised in specific areas of expertise;
- **teams** composed of specialists, selected from the best universities;
- a highly experienced **management** team;
- continuous **investment** in research and development;
- and long-term **relationships** with its clients.

THE ORGANISATIONAL MODEL

With over 7,600 employees (as of 31 December 2018), Reply operates through a network of companies that specialise in processes, applications and technologies, as well as centres of excellence in their respective fields.

- **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 core business needs.
- **Technologies** - Reply optimises the use of innovative technologies, implementing solutions capable of ensuring clients maximum efficiency and operational flexibility.
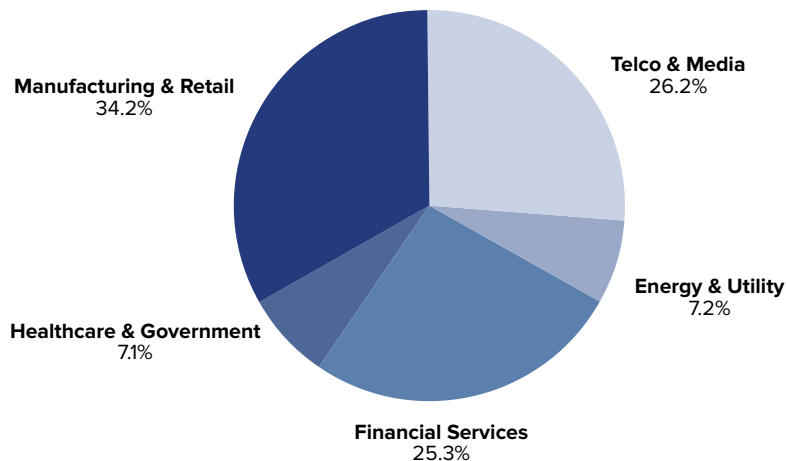
REPLY'S SERVICES INCLUDE:

- **Consulting** - with a focus on strategy, communication, design, processes and technology.
- **System Integration** - Making the best use of potential technology, combining business consulting with innovative technological solutions.
- **Digital Services** - innovative services based on new communication channels and digital trends.

MARKET FOCUS

In every market segment in which it operates, Reply combines sector-specific expertise with a broad experience in the provision of services and a wealth of advanced technological capabilities.
In 2018, the breakdown of the group's sales in its various vertical sectors was as follows:

Manufacturing & Retail
34.2%

Telco & Media
26.2%

Energy & Utility
7.2%

Healthcare & Government
7.1%

Financial Services
25.3%

TELCO & MEDIA

In a world that is continuously evolving towards convergence between the physical and the virtual, the types of relationships companies have with their customers are drastically changing. The digitalisation of services and of interactions impose new challenges on telco and media companies in terms of supply, business models and operating processes, often leading to increasingly competitive scenarios. Against this backdrop, Reply works with leading operators in the sector to define and implement digital transformation strategies. These are based on the renewal of systems that support products and services and to support the development of new service models that are customer-focused and delivered across all channels.

Furthermore, the rising use of the Internet of Things (IoT) requires an increasing reconfiguration of networks that can transport large volumes of data in

real time. This data will is no longer solely generated by smartphones and mobile devices, but by a multitude of connected objects with widely different functional characteristics.

This new age of "smart connection" is characterised by a different approach to the network, which must be adapted and reconfigured to meet changing user demands and of the supporting service.

Reply offers integrated strategic and technological consulting services to support the design, definition and management of the new-generation networks, based on SDN (Software Defining Network) technologies, capable of integrating and managing virtual networks (Network Virtualisation) through network engineering services and network operations. The arrival of 5G networks, furthermore, marks the end of the fixed/mobile barrier, eliminating communication-related distances connected

to broadband limitations, to latency, and to the receptive capacity of the 3G network.

FINANCIAL SERVICES

Reply is increasingly active in supporting the digital transformation of Europe's financial institutions. In this area, Reply works with some of the major players in the sector on many key issues, from the definition of multi-channel strategies, to the implementation of open banking and open API models and the adoption of AI models and technologies. In particular, in the increasingly relevant fields of big data, robots and artificial intelligence, Reply is investing heavily and collaborating with leading financial institutions (banks and insurance companies) along two lines of development:

- the concrete integration of the new big data technologies and architectures with existing systems; and
- the development of skills, analytics and machine learning models, aimed at extracting tangible business value from available databases.

Reply also boasts a strong and highly specialised presence in mobile payments and related m-commerce services. Reply offers consulting services, as well as a wide range of models and architectural solutions, aimed at the banking/ insurance market and at emerging players in the payments industry, while also taking advantage of the opportunities offered by the entry into force of the PSD2 legislation (revised Payment Service Directive).

Reply maintains a strong market presence in the wealth management arena and has developed a wide range of specific skills and solutions. These are focused on the emerging consulting models, on expanding the range of services offered and on "robo advice"-type solutions and platforms. In the area of Governance Risk Control (GRC), Reply operates with a dedicated consulting division highly specialised in issues relating to risk evaluation and risk control. Within this, Reply is working with several leading financial institutions on a broad range of initiatives connected to the implementation of EBU standards and the development of associated models and solutions. Finally, Reply has been involved in numerous projects relating to the most advanced frontiers of innovation, such as in the latest biometric recognition technologies and digital identity, as well as quantum computing.

MANUFACTURING

Native Cloud platforms and applications, together with a focus on the enabling aspects of digital transformation, are at the core of Reply's offering to the manufacturing market. Industry 4.0 and logistics 4.0 are increasingly critical aspects to the strategic development of companies in the sector. Reply has invested heavily to enhance its products and service offer in this area, with the re-engineering in 2017 and 2018 of its proprietary Supply Chain Execution and Manufacturing Execution System solutions. A solution was developed, based on IoT, cloud computing and big data technologies, that can communicate with the latest generation of sensors in production lines and products that create a backbone for the

next generation of applications in the logistics and manufacturing sector.

Furthermore, Reply partners with companies to support them in the phases of transformation and management of their information systems, from strategic design to the understanding and redefinition of key processes, and the implementation of solutions that integrate core applications in the manufacturing and distribution sectors. The areas of focus and development of skills involve the support of supplier relationship management processes; the design and implementation of control systems and planning based on the new generation of Cloud ERP solutions; the planning and control of production units through Manufacturing Execution Systems (MES); and the distribution and handling of products across complex logistics networks through Supply Chain Execution (SCE) processes.

RETAIL

The retail industry is experiencing a time of significant change driven by various factors, including the evolution of consumer purchasing behaviour, the entry of new players and the digitisation of products and services. Customer experience, on the other hand, is an increasingly key differentor for retailers. Consumers expect to be able to interact with a brand wherever they are, thereby strengthening the link between physical stores and e-commerce.

In 2018 Reply partnered with various clients to support their digital transformation journeys. This work saw the merging of physical and virtual spaces through the development of multi-channel e-commerce platforms, of marketing automation solutions, of smart boxes and by re-engineering the logistics chain both on supplier and customers ends.

ENERGY & UTILITIES

In 2018 the energy and utilities sector saw the growth of innovative technologies on an industrial scale, across the entire value chain. Cloud Computing has become the leading provisioning tool for companies of all sizes, above all in the implementation of various digital transformation initiatives. The approach based on IoT models is increasingly widespread in the areas of generation, energy management and at the support of efficiency and smart city initiatives.

The first key intelligent process automation and artificial intelligence initiatives were announced in 2018, solutions that are expected to see further consolidation in 2019.

Against this backdrop of extensive transformation, Reply is one of the reference partners in the sector, combining knowledge of the market and of its unique processes, with a distinctive capability to design, implement and manage innovative digital solutions and technological platforms that support the "core business". The company's consolidated expertise in the introduction of new digital technologies has been further verticalised, with particular reference to the definition and development of new models in the energy management and downstream services sectors aimed at energy efficiency, areas in which

Reply works with energy sales companies, as well as with end customers.

HEALTHCARE & GOVERNMENT

The increasingly evident need to bridge the gap between citizens and Public Administrations (PA) has led to the introduction of measures aimed not only at restructuring the management and control model (e.g. reorganisation of the national health system) but also the enhancement of existing services through the introduction of increasingly more digital and smarter systems (e.g. new monitoring system for individuals affected by chronic conditions). A public sector that is closer to its citizens implies a greater reach of the services offered, increasing the levels of usability and therefore of supply possibilities.

In the area of digital health, Reply's highly specialised delivery of IoMT (Internet of Medical Things) focuses on two main areas: developing a network of information sharing among the various stakeholders in the field (i.e. patients, professionals and networks of those affected); as well as monitoring and supporting the citizen/patient at each stage of their "care and cure" journey (e.g. healthcare, social care).

TECHNOLOGICAL INNOVATION

Technological innovation forms the basis of Reply's objective: 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.

ARTIFICIAL INTELLIGENCE

Artificial intelligence, one of the founding dreams of information technology itself, is a discipline that has existed for a long time. For years a mere fantasy due to the unavailability of systems and data, this technology is now becoming a reality which is capable of bringing about concrete benefits in different contexts. Over the next few years, revolutions are expected in all fields, especially in the industrial sector, but also in areas related to society and to the private life of individuals.

Reply's artificial intelligence offering is based on three key areas: human-machine interaction (with the development of conversation and natural language recognition systems or visual recognition systems), automation (through technologies such as intelligent process automation) and the creation of systems to support business decisions (data prediction). The essential factor for implementing artificial intelligence projects is the availability of data. AI offers effective results, provided that the datasets available are historical and updated in real time. Within this framework, Reply focuses not only on the technology, but also uses advanced models for the management and processing of vast amounts of data required to train the algorithms.

Specifically, Reply applies the results of its research on artificial intelligence to real-world scenarios, creating customised solutions that integrate machine learning, deep learning or reinforcement learning algorithms, with recommendation systems, predictive engines, conversational interfaces or video and image recognition systems. Reply collaborates in these areas with the world's leading AI technology players.

BLOCKCHAIN

In a landscape of emerging technologies, blockchain will increasingly be able to foster new digital ecosystems based on distributed computational infrastructures. Today, the shared nature of blockchain-based digital registers represents an opportunity characterised by multi-industry application, with repercussions for the financial services sector and management of the supply chain. Moreover, the possible synergies with other exponential technologies – such as IoT and artificial intelligence – make blockchain an ideal convergence layer to support the data marketplaces of the future.

Reply has defined a portfolio of services, encompassing consulting, design and the implementation of solutions based on the blockchain and the distributed ledger technology (DLT). Among the major initiatives developed in 2018, Reply, alongside its insurance and academic sector partners, launched the first sandbox for the Italian insurance market. As a founding member of the "Trusted Smart Contract Association", it aims to define standards for the industrial adoption of legally enforceable smart contracts.

CLOUD COMPUTING

The Cloud has permanently established itself as one of the most important areas of transformation that companies have had to face. Virtual environments and services offered by leading, global vendors have modified the concept of IT, transforming it from being a simple commodity to one of the core elements on which to configure an organisation's digital transformation.

At the same time, the ever-increasing maturity of the cloud in its various declinations (IaaS, PaaS or SaaS) is driving service providers and consulting companies to develop offerings to tackle highly strategic issues, such as the coexistence in the cloud with traditional on-premise applications and the challenge of data management security.

In the Cloud Computing field, Reply has defined a products and services offer that combines the following elements:
- consulting support (from the business process to operational management) that can help clients to understand, select and develop the most appropriate technological solutions and applications.
- an end-to-end provider service which, supported by partnerships with major international vendors including Adobe, Amazon Web Services, Google, Microsoft, Oracle, SAP and Salesforce, allows clients to benefit from the most effective solutions for their needs, both in terms of the model and the technology selected.

- SaaS services and solutions, based on Reply's proprietary application platforms.
- a cloud infrastructure management service, with 24/7 availability, able to support customers not only in managing their infrastructure, but also at the application layer, guaranteeing continuity at the highest levels, constant performance monitoring and cost efficiency.

CUSTOMER ENGAGEMENT

The rapid evolution of data analytics tools was triggered by the major innovations of technology companies. These tools use data-driven analysis methodologies made possible both by the large availability of data and the increasing computational capacity for analysis. Specifically, the data-driven approach is defining a new framework for the design and management of customer-focused marketing initiatives. Once the needs of the individual customer have been interpreted, based on data and analysis provided by CRM platforms, it becomes possible to tailor one-to-one marketing campaigns, launched in real time to meet specific needs.

To exploit this competitive advantage and establish a consultative and strategic platform, Reply has created a competence centre focused on the customer robotics approach. Experience from initiatives across various sectors (e.g. automotive, financial services, utilities, retail, etc.), has enabled Reply to develop a framework for the development and implementation of processes related to the direct interaction with the customer, designed to recognise and anticipate

needs across the various digital channels. This initiative integrates machine learning, artificial intelligence and cognitive systems models.

Customer robotics facilitates the conception, design and implementation of services aimed at interpreting the data and providing fully data-driven customer service tools. These include recommendation systems for products and conversational services able to understand and interact independently using natural language.

Reply constantly invests in developing its expertise in leading CRM and e-commerce platforms and solutions, thanks to a solid ecosystem of partnerships with world leaders in the industry, including Microsoft, Oracle, SAP and Salesforce.

CYBER SECURITY

Over the years, IT-related risks have increased dramatically in frequency and impact, leading to serious security violations. Millions of client data records have been compromised worldwide, affecting governments and other organisations. As a result, the mounting attention from regulatory bodies concerning the protection of information, personal data and critical infrastructures, requires an ever-increasing commitment from companies to manage their cyber security.

To respond to this increasing complexity, Reply's coherent and complete set of integrated products and services protect the integrity of its customers'

systems, from setting the best cybersecurity strategies, to the identification and implementation of the most suitable technological solutions to mitigate risk. Through its extensive network of partnerships, Reply offers wide-ranging expertise on the most innovative and widely used security technologies on the market. Furthermore, the company can help its customers to scout, select and implement protection solutions designed to mitigate advanced risks related to the latest technological drivers (cloud, IoT, Industry 4.0, automation, etc.).

Reply supports businesses throughout the implementation phase of its integrated information protection plan, from the identification of threats and vulnerabilities to the planning, design and employment of appropriate technological, legal, organisational and risk transfer (cyber insurance) countermeasures. Lastly, thanks to its cyber security command centre, Reply assists large organisations with advanced computer security incident management and response action as well as threat intelligence services.

DATA & ANALYTICS

Data and its uses have become a key strategic factor in the digital transformation of businesses.

By combining technological skills in data analysis, data modelling and data process re-engineering, Reply makes it easier for its clients to approach the issue of data, focusing on cultural change and a new approach to data management and to the use of

data. In particular, Reply supports its customers in the definition and implementation of data analytics platforms that apply advanced models to core corporate processes.

In 2018, Reply continued to develop a specific offer portfolio in the machine learning field, designed to address growing demand from companies wishing to automate lower impact processes such as invoice reconciliation, while building value-added services based on innovative process automation models through deep learning, image recognition and prescriptive analytics.

DESIGN CONSULTING

In a world increasingly characterised by complex ecosystems, Reply supports its clients to create innovative and distinctive product-service experiences for the B2C and B2B sectors. From analysing needs through to strategic business objectives and technological enablers, Reply can transform them into integrated customer journeys and prototypes that make the results immediately tangible and verifiable. Results are then developed in an iterative and agile way, until they are launched on the market.
At the same time, a customer-centric approach requires a change in the organisation, to enable a successful customer experience journey. Reply supports organisations in managing such changes to make them really customer-centric, receptive to market inputs or feedback, agile in releasing new products and services, as well as mobilising

cross-functional teams that operate in full autonomy towards specific objectives.
In 2018, Reply continued to invest in this area through the acquisition of new talent and expertise. Its two studios in Milan and Munich were further expanded enabling support for customers in Europe and globally.

DIGITAL EXPERIENCE

Real time marketing, artificial intelligence and analysis of the customer journey are the three transformation technologies set to impact most on the relationship of brands with customers. The use of these technologies enables brands to increase their marketing results through a continuous improvement of the customer experience in terms of loyalty and growth of its base.

Taking advantage of these emerging capabilities means building a more data-driven vision of the individual customer. The growing interest in cross-device identification tools and account-based marketing solutions (ABM) underlines the increasing interest among brands towards technologies offering targeted and coherent interactions among owned, earned and paid media.

Reply has developed a broad and highly specialised set of skills, including digital storytelling, contextual interaction, omnichannel loyalty, data recognition to capture large quantities of information and subsequent data analysis expertise to create effective market insights. To extend this scenario

further, there is a need to ensure coherent communication between the various media involved, through a consolidated strategy that also incorporates a multimedia asset management component.

In recent years, Reply has developed specific expertise and solutions to support companies in the development of immersive experience projects through the application of augmented reality and virtual reality. These technologies are expected to have an increasingly strong impact on the marketing strategies of highly innovative brands.

E-COMMERCE

Physical and digital, in-store and online: these are today's drivers of convergence and digitalisation of companies, reaching far beyond the retail market.

Today, there is an increasing demand that the digital presence of a brand guarantees a purchase experience can be made in just a few clicks, allowing customers to quickly browse an interactive site. There should be no barriers, technological, physical, digital or relating to touch points that limit the user experience. A clear digitisation strategy is essential.

The magnitude of the customers' digital identities is of increasing importance. Now, any strategic decision regarding investments in technology must be supported by increasingly sophisticated mathematical models based on data collected across the distribution chain, the sales chain and

in all interactions with consumers. The value of this information is therefore twofold: the data is able to help streamline revenue reporting, quickly exerting influence on stock management, while the purchase conversion rate can be improved thanks to predictive analysis of purchasing behaviour.

Reply supports its customers on their journey, offering the latest technological solutions and helping them to define the best digital transformation strategies for the specific market and budget.

ENTERPRISE ARCHITECTURE & AGILE

The recent paradigm shifts in areas such as cloud computing, the mobile world, IoT and big data, along with more mature models of agile and DevOps delivery, have rendered the IT landscape unrecognisable compared to a few years ago.

In order to excel in the digital economy, characterised by the convergence between the physical and the digital worlds, organisations must remove the boundaries between IT and business. This will allow enterprises to be agile in exploiting the new developments available to them, although they must proceed with caution to avoid damaging existing systems and processes.

This new technological approach requires agile delivery models in which small, highly qualified, multi-disciplinary teams implement a process of end-to-end change in a very short timeframe, working directly with the managers of the various business

areas involved. Reply supports its customers in the realm of enterprise architecture through a vast catalogue of architectural frameworks, methods and models, consolidated in many projects completed for large industrial, media and service groups.

GAME STUDIOS

The development of the videogame market is increasingly prevalent, attracting all age groups and remaining equally divided between males and females. The average age of gamers increased in 2018 to around 36 years old.

A culture has developed that allows companies to continually improve the dialogue with customers, with games playing an important role.

In addition to creating internationally acclaimed games, Reply has developed an offer that meets the communication needs of gaming brands within a 360° perspective. Reply is constantly investing in this area so that it can offer, through the use of the latest technologies, increasingly innovative and engaging game experiences.

During 2018, Reply was able to further assert the company's ability to create quality products, with a focus on an international market. In particular, the release of Lone Wolf, a legacy Reply production, on the Nintendo Switch platform has had considerable success both in terms of visibility and sales performance.

INDUSTRY 4.0

The fourth industrial revolution is the combined effect of connectivity, data processing power, latest generation mechanical automation, machine learning and artificial intelligence. Industry 4.0 models are quickly redefining production sites around the world, transforming them into systems closely interconnected with the supply chain, logistics, sales, the products themselves and the support and maintenance chain.

Plants become open ecosystems that need to be able to adapt autonomously to new tasks, to carry out maintenance activities and to predict the best input and output flows through constant communication with supply chains, while attaining levels of efficiency and control that minimise costs and maximise results.

For this new global world of interconnected production, Reply has developed a suite of integrated solutions capable of ensuring its customers are flexible, connected and efficient. In particular, Reply's mission is to accompany its customers along the entire transformation journey: from the planning and development of solutions that open up the production sites and interconnect them to the entire digital world, to the design and implementation of solutions capable of rendering products "smart", connected and digital.

The digitisation of companies is a transformation expected to take place in the medium term,

made possible and concrete by the use of all the vertical and horizontal pillars offered by Industry 4.0 (robotics, digital twin, cloud and fog computing, augmented reality, big data, artificial intelligence and machine learning, etc.).

THE INTERNET OF THINGS

2018 saw the emergence of three main trends which steered the development of Reply's products and services offer in the IoT realm. The first is the growing need for differentiation in insurance, telco and utilities. In response, companies in these industries have consolidated connected objects as a cornerstone of product portfolio extension strategies for creating value and customer loyalty.

The second trend is the growing opportunity for marketing in support of existing products. Through the increasing availability of connectivity, it is now possible to fundamentally transform the market approach of the manufacturing segment.

The third and final trend has seen the exponential spread and popularity of new voice interaction mechanisms, such as smart speakers or voice assistants, as well as new systems of interaction, which are stimulating a different interaction between the physical world and the digital services world.

To tackle these challenges, Reply has designed and developed HI ConnectTM, a platform of services, devices and middleware, on which to base specific vertical applications such as ecosystems for the

household appliances sector, advanced logistics, environmental security, contactless payment and product traceability. In 2018, Reply consolidated its position in the areas of home and professional appliances, connected insurance and in new telco offers and utilities for the connected home, as well as in the manufacturing, healthcare, insurance and automotive sectors.

MIXED REALITY

Combining advanced technological skills, experimentation of new technologies and the ability to produce high quality content in its proprietary laboratory, means Reply has developed a products and services offer for implementing augmented reality applications. This design and development offer enables users to enjoy an engaging experience, where they are transported into in a virtual and navigable environment.

AR and VR projects implemented by Reply during the course of the year have covered many areas including in healthcare, where installations aimed at motor rehabilitation and training were created. Numerous projects were also conducted in the marketing sphere, which saw VR and AR become excellent tools to support product presentation and customer engagement.

MOBILE & APPS

In the mobile sector, Reply supports companies' interactions with their users based on omnichannel applications and architectures capable of meeting

needs of the new market by increasing the usability and performance of services, integrating new channels and types of devices seamlessly following specific guidelines of each platform.

With reference to the increasingly pervasive phenomenon of mobile video – where the quality and stability of the service are essential to ensuring its success – Reply is engaged in major European projects for the provision of Over The Top services, with design, development, validation and monitoring teams.

Following the latest mobile developments, Reply launched its first experiments on the iOS platform, based on the use of AR Kit for augmented reality solutions, as well as on the Android platform, based on the Android Auto and Android TV tools.

In addition, Reply strengthened the company's own application factory dedicated to mobile apps for both business and consumer worlds. The factory includes a user experience laboratory that closely collaborates with teams of developers specialised in various platforms, which bases its activity on a data-driven approach using tools and methods that focus on users' needs and behaviours.

QUANTUM COMPUTING

A portfolio of innovative technologies – that made possible to look at complex problems from a computational point of view – are entering the market. We are referring to the accelerated

computing realm, whose basic purpose is to hasten computational workloads through the use of innovative hardware platforms. Within this framework, quantum computing takes on a role of absolute prominence. In fact, the ability to encapsulate the information within quantum bits (Qubits), taking advantage of the massive parallelisation of quantum algorithms, makes it possible to solve problems typically beyond the reach of classic technologies.

In 2018, Reply launched a centre of excellence dedicated to quantum computing and formed an important alliance with D-wave to enable cloud-based access to their Quantum Annealer. Some of the key achievements during the year include: the identification of use cases providing added-value for potential customers, the definition of guidelines for the development and experimentation of this type of technology, the development of solutions in different areas ranging from cybersecurity (with a particular focus on quantum key distribution) to logistics optimisation and quantum machine learning.

SOCIAL MEDIA

In recent years, social media has profoundly changed the way in which individuals of all age groups communicate and interact, in both their private and professional lives. The Internet has correspondingly transformed itself from a purely informative tool, to an immense space for dialogue and conversation, and for the research, purchase and evaluation of product/service brands.

New opportunities can be capitalised on by brands that are able to analyse and take advantage of the interactions generated on social media, be they customers, prospects, employees, partners or suppliers. The strategic assets in this realm are the ability to observe relevant phenomena, the process of defining the most effective social media marketing activities to meet a brand's business needs, data-driven content curation and social analytics activities.

Social media represents a valuable system of data that makes it possible to better understand users and to generate actionable insight. For example, data on user expectations supports those marketing initiatives focused on anticipating emerging trends; analytics data supports communication teams in defining communication clusters; advertisement interaction data makes it possible to optimise campaigns to decrease the dispersion of communication and to improve the conversion performance.

REPLY
SERVICES
& PLATFORMS

REPLY SERVICES

Today, 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 service models, based 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 designed to fully exploit 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 to provide timely, adequate information on a business' success and its ability to create value. In its business performance management offering, Reply has identified specific services capable of supporting and developing the CFO –issues that once fell under the responsibility of 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 portfolios of services.
- 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

BRICK REPLY™

Brick Reply™ is Reply's Industry 4.0 manufacturing operations platform, which, thanks to a completely open service-based architecture, makes it possible to coordinate production processes and interface with both machinery and sensors within the factory.

Brick Reply™ aims to digitise business processes in the manufacturing sector, providing flexible services that make it possible to configure and control the end-to-end production process, or parts thereof, improving efficiency and optimising quality levels.

Thanks to the multiple ways in which the platform can be deployed (As-A-Service, IaaS, On-Premise), Brick Reply™ is a comprehensive tool for integrating the technologies already present within the factory, coordinating the data collected from these, while also acting as a driving force for a subsequent evolution of the manufacturing process towards 4.0 and innovation.

DISCOVERY REPLY™

Discovery Reply™, Reply's enterprise digital asset management platform, manages the lifecycle of images, video, audio and documents. The different components on which the platform is based, make it ideal for managing digital business content and producing adverts or newsletters.

Multimedia content is managed based on an advanced model, thanks to the application of machine learning and artificial intelligence technologies and distributed via multi-channel logic.

Images and video can be analysed and edited directly on the platform and then published on e-commerce websites or distributed on websites, digital storefronts and social media networks, in compliance with applicable usage rights. The highly modular and scalable cloud architecture means that the platform can be integrated with leading business systems and guarantees performance, security and data confidentiality.

HI CONNECT™

HI Connect™ is Reply's solution for the IoT sphere, which facilitates the acceleration of connected product strategies. HI Connect™ enables objects connected to the network to communicate simply and facilitates the development of vertical applications focused on specific markets or use cases including infomobility, advanced logistics, environmental security or contactless payment.

The solution consists of a platform of services delivered as a 'software-as-a-service solution' and a reference design for the connectivity modules. HI Connect™ also includes two vertical solutions: RMS (Recipe Management System), a connected recipe management system used in the home and professional appliances world and VCP (Value Chain Portal), a system designed to support the transformation of an asset from product to service. HI Connect™ enables the integration of value-added services and supports innovative interaction systems such as voice assistants.

LEA REPLY™

LEA Reply™ is a platform for supply chain execution based on a micro-service driven architecture. This enables the creation of customised solutions for the digitalisation of the supply chain. LEA Reply™ allows the management of warehouse activities, supply chain visibility and collaboration, distribution processes on geographical networks and operational activities in the field.

The next evolution of the platform is expected to support the development of micro-services for the supervision of the yard management functionality. The platform has been designed to run natively on top of a cloud computing service but is also available in hosted mode on a private cloud. LEA Reply™ has been included in the Gartner Magic Quadrant for Warehouse Management Systems (WMS).

TAMTAMY™

TamTamy™ Reply is a platform for creating digital workplaces, enterprise-level social networks and digital communities which, through dynamic social media content and tools, put the employee at the centre of the working environment.

TamTamy™ enables customers to enhance and capitalise on the interaction between companies, brands and people. TamTamy™ provides social media functionality that can be extended and integrated at the enterprise level, and innovative formats that aim to value people, encourage collaboration and stimulate innovation. TamTamy™ is available as a cloud-based and on-premise service.

TICURO REPLY™

Ticuro Reply™ is the Reply solution for the telemonitoring and analysis of behavioural habits. It provides processes designed to guarantee the continuity of care and welfare. Based on the Internet of Things (IoT), Ticuro Reply™ can connect to more than 50 types of devices, from medical devices to wearable and environmental sensors, proving invaluable to patients, caregivers and health professionals during treatment processes.

Certified as a CE medical device, Ticuro Reply™ supports patients in prevention, treatment and postoperative care. The collected data and the possibility of continuous remote assistance, allow professionals to establish an interactive relationship with people, providing them with personalised care and care plans. The use of the solution facilitates the rationalisation of costs and promotes the creation of high added-value services for all users.

PULSE REPLY

Pulse is Reply's data-driven insight solution. Unlike traditional analytics platforms, Pulse Reply combines data science and marketing intelligence activities within an agile dashboard, making it possible to respond to business demands relying on real-time KPIs. The Pulse dashboard can be used to evaluate the success of marketing campaigns or optimisation margins, as well as to analyse KPIs relating to the brand, social media, influencers and product strategies.

Thanks to the integration of machine learning algorithms, Pulse is able to provide automatic notifications to users concerning changes in a KPI indicator, what caused such changes and what the potential impact is.

SONAR REPLY

Sonar is Reply's solution for data-driven trend research, developed in collaboration with the German Institute for Artificial Intelligence (DFKI). Based on environmental scanning methodologies, this data-as-a-service software solution exploits digital data and text mining capabilities to optimise the analysis of trends. Similar to a real sonar, the system sends pulses and stores all relevant articles within a continuously growing database. The signals and trends discovered can be analysed to anticipate future trends.

Thanks to its advanced data display capabilities, Sonar provides a sophisticated user experience and makes it possible to immediately understand trends.

PARTNERSHIP - RESEARCH AND DEVELOPMENT

Reply considers research and continuous innovation to be fundamental assets for the support of its customers 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. The group has achieved top levels of certification with regard to leading technologies in the enterprise field, including:

ADOBE

Reply, EMEA AEM Specialised Partner, represents a centre of excellence for the design and implementation of digital transformation and multichannel marketing solutions based on the different products available as part of the Adobe Experience Cloud platform.

Reply creates ad-hoc solutions ranging from digital information management (web portals, e-commerce solutions, mobile apps) to digital asset management (management of the end-to-end life cycle of documents and digital assets) and marketing automation (creation, planning, management and optimisation of multichannel marketing campaigns), enabling the development of customer-oriented applications that help improve the targeting, personalisation and content optimisation.

AMAZON WEB SERVICES

Reply ranks among the main partners of Amazon Web Services (AWS), the leading Cloud platform worldwide after completing numerous projects on the platform, in both B2B and B2C. The company provides support in implementation and integration of custom applications and platforms, to the availability of maintenance and management services based on consumption cost models. Reply guides customers through the digital transformation

processes, adopting a governance strategy that is secure, flexible and efficient.

In 2018, Amazon Web Services confirmed Reply, for the sixth consecutive year, as Premier Consulting Partner – The highest level of partnership attributable only to a select group of AWS partners worldwide. This recognition goes hand in hand with Reply's other certified AWS skills including DevOps, Oracle, IoT and the managed service programme.

GOOGLE

Reply confirmed its important Google Cloud Managed Service Provider (MSP) certification level. MSP is the certification that Google recognises in relation to a limited number of specialised WW partners, which support customers along their end-to-end cloud journey: from the initial engagement to the Cloud-based migration and execution, all the way to the planning and optimisation of the system. In addition, Google renewed Reply's 2018 Premier Partner certification for the G Suite and Cloud Platform, recognising the company's excellence demonstrated in the support of its Google Cloud products.

Reply has also obtained the specialisation in infrastructure and machine learning, within

the scope of the "Google Premier Partners - Specialisation" programme. This achievement puts Reply among the leading companies in Europe able to support customers in the adoption of Google technologies and solutions.

MICROSOFT

Reply, with the acquisition of Valorem, Microsoft's national solution provider in the United States, has achieved the gold partner status in all the countries where it operates (Brazil, Germany, Italy, the United Kingdom and the United States).

In particular, Reply has engaged in major areas of Microsoft's portfolio of offers: modern workplace, business applications, applications and infrastructure, data and artificial intelligence. Reply is a member of Microsoft's Partner Advisory Council for Azure and Data Platforms.

In 2018, Reply obtained Microsoft's Mixed Reality Partner Program certification in Europe and North America and was recognised by Microsoft as its Worldwide Partner of the Year and as the Best Azure Solution Provider in Italy.

ORACLE

Thanks to its model of highly specialised companies, Reply, an Oracle Platinum Cloud Select partner, was hailed Cloud Partner of the Year in Italy and Germany for the fourth consecutive year. Reply boasts one of the leading European Competence Centres, able to guarantee coverage across the entire suite of Oracle products.

Reply is a point of reference in the three key areas of Oracle's Cloud Computing offer: Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS).

In 2018, Reply confirmed its leadership position in Oracle's technological cloud, gaining the Outstanding MSP Innovation Award as Oracle Cloud Managed Service Provider, due to strategic projects which transformed the business and services offered by its customers.

Lastly, in the e-commerce sector, Reply has developed various projects, based on the Xstore and Oracle Commerce Cloud suites, aimed at defining a customer-centric strategy across various channels.

SALESFORCE

Reply, a Salesforce Platinum Consulting Partner, is one of the leading Salesforce.com competence centres in Europe, thanks to over 200 certifications obtained. The company has customers in the automotive, industrial, telecommunications, media, utility and retail sectors.

Reply's capacity to deliver the highest standard of Salesforce solutions is the result of its expertise in cloud computing technologies based on SaaS and PaaS best practices and its dedicated focus on digital marketing, digital CRM, e-commerce and integration.

In 2018, Reply was among the first Salesforce partners to activate a data management platform that makes it possible to create and manage marketing campaigns according to data-driven logic.

Reply uses an innovative approach to promote projects using solutions such as Salesforce Einstein, the Salesforce extension based on artificial intelligence, big data and IoT.

SAP

With its extensive international experience in the implementation of software solutions based on the SAP product suite, Reply can help develop intelligent businesses, adopting an agile and integrated approach to design and cultivate corporate information systems for the digital age.

Reply's experience covers both traditional business processes, as well as the latest SAP technologies in the field of IoT, machine learning, big data and analytics, including SAP Leonardo, SAP Cloud Platform and SAP C/4 HANA for the development of advanced end-to-end e-commerce and customer engagement solutions.

In 2018, Reply obtained the SAP Quality Award Gold for the fifth consecutive year, in recognition of the quality and relevance of its initiatives. Reply holds the status of SAP Gold Partner and was recognised during the SAP Innovation Awards 2018, thanks to the innovative SAP solutions provided to its customers.

DEVELOPMENT AND EVOLUTION OF PROPRIETARY PLATFORMS

Reply constantly dedicates resources to research and 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.

BRICK REPLY™

In 2018 the development of Brick Reply™ focused on completing the planning and sequencing module, with new finite capacity optimisation algorithms, the development of the new production maintenance module and extending it across various industrial sectors to enhance the ability of the platform to respond to customer needs. Efforts were increased to expand the integration capabilities of the platform, relying on different gateway technologies and solutions to speed up data exchange in the monitoring of machine parameters.

In 2019 the development emphasis will be on the underlying technology of the Brick platform, in order to position Brick Reply as a digital platform for larger-scale collaborative environments. The platform will be fully containerised. At the same time, new versions of the planning, monitoring and maintenance modules will also be released.

DISCOVERY REPLY™

During the course of 2018 the Discovery Reply Enterprise Digital Asset Management platform (eDAM) was enriched and extended to support the storage and acceleration of digital content and manage company products and their multimedia-related aspects.

Thanks to the extensive use of artificial intelligence applied to image recognition, the eDAM can now automatically associate theme-specific tags to images and video content, facilitating the operation of the individual departments within corporations.

Thanks to recently implemented functionality, it is now possible to associate a geographic location to content, enabling searches based on geo-location parameters. New connectors have also been developed for major e-commerce market solutions and the management of resources and customers, making it more effective to administer the assortments of each website, for example enriching products with marketing attributes and multimedia elements. Major improvements were made to performance, scalability, security and data confidentiality.

HI CONNECT™

During the course of 2018, development on the platform focused on the evolution of vertical applications for industry and saw the addition of verticalisation to connect consumer products. The theme of edge computing continues to be critical to the digital renewal not only of the factory, but also of the human/machine interaction with connected products.

LEA REPLY™

2018 saw the release of the second version of the LEA Reply™ Warehouse Management platform, in which Reply's Supply Chain Execution Suite solutions were merged.

The 2019 roadmap offers a new release phase that includes LEA Yard Management 2.0, LEA Last Mile 2.0 and LEA Visibility 1.0. The features offered by these new solutions have been designed to provide end-to-end benefits in terms of visibility, collaboration and agility and to work effectively with suppliers and customers along the supply chain.

TAMTAMY™

During 2018 Reply continued the development of the TamTamy™ platform, releasing new features and formats designed to help companies cope with change in the way people work and human resource management. TamTamy™ has enhanced the Microlearning, Jam Session, Challenges and Virtual Assistant modules with an innovative management of skills and talents – specific features designed to respond to the smart working phenomenon and to facilitate the effective management of the on-boarding phase.

Further investments are planned in 2019, which will make it possible to design and develop new innovative formats based on emerging technologies. A major strengthening of the TamTamy™ version is also expected, which integrates Google's G Suite productivity services.

TICURO REPLY™

The Ticuro Reply™ platform was enhanced with the addition of digital healthcare components. Specifically, enhancements were made to the patient management module and two new modules were released, making it possible to improve the administration of therapeutic plans and the usability of the system. In parallel, the module that allows the category of doctors working on an individual basis to use the platform was completed, in compliance with applicable legislation.

The module designed to support the treatment of respiratory diseases saw the integration of two innovative devices: one for dispensing and evaluation of the use and compliance of a drug for the treatment of asthma and related diseases; and a second device for the evaluation of respiratory parameters, equipped with an innovative assisted measuring mechanism. The second module developed for the treatment of cognitive disorders such as autism, provides for the use of Bio Sensors integrated with the IoMT Ticuro Reply™ platform, together with the use of a virtual reality system through the support of serious gaming, which enables the delivery of the therapy based on a smart approach.

THE VALUE OF PEOPLE

Reply's reputation is based on the excellence of the people who make up the company – professionals from the best universities in the sector. The men and women within the group bring the Reply brand to life for clients and partners.

Reply invests continuously in human resources by establishing special relationships and partnerships with a number of universities to attract highly skilled individuals.

Recruitment is focused primarily 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 fostered by regular collaborations including industrial placements, dissertations and seminars.

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

Anyone who decides to become a part of the "Reply world" will enjoy the opportunity to express their potential based on an open, honest and ethical culture.

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

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

THE REPLY TEAM
- sharing the customer'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.

Customer: 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.

Reply Living network