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# REPLY LIVING NETWORK



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

Composed of a network of companies, Reply partners with key industrial groups in defining business models, enabled by new technological and communication paradigms such as artificial intelligence, big data, cloud computing, digital communication and the Internet of Things.

### REPLY IS CHARACTERISED BY:

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

### THE ORGANISATIONAL MODEL

- With over 8,100 employees (as of 31 December 2019), Reply operates through a network of companies that specialise in processes, applications and technologies and are centres of excellence in their respective fields of expertise.
- **Processes** - for Reply, the understanding and use of technology establishes a new enabling factor for business processes, based on an in-depth market knowledge of the specific industrial contexts of implementation.
- **Applications** - Reply designs and implements software solutions aimed at satisfying a company's core business requirements.
- **Technologies** - Reply optimises the use of innovative technologies, by implementing solutions capable of ensuring maximum efficiency and operational flexibility for its customers.

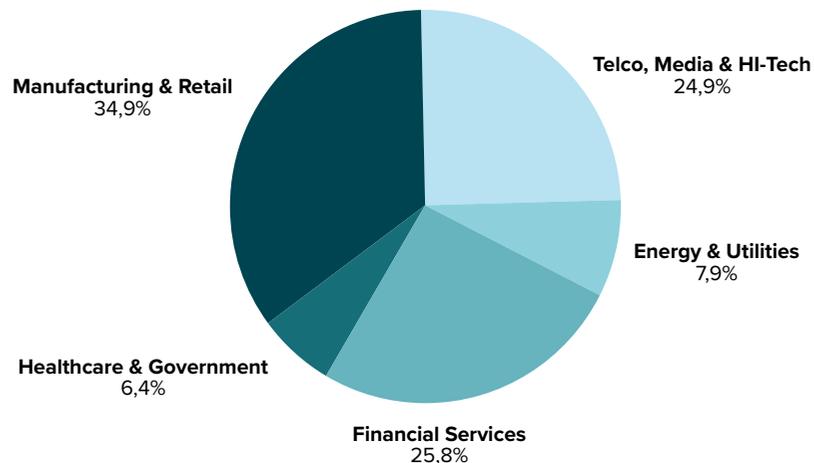
### REPLY'S SERVICES INCLUDE:

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

# MARKET FOCUS

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

In 2019, the breakdown of the Group's sales in its various vertical sectors was as follows:



## TELCO, MEDIA & HI-TECH

The convergence between the physical and virtual realms is profoundly revolutionising the relationship with customers and the approach adopted by today's Telco & Media companies. In this context, increasingly competitive and "hybrid" operators are having to tackle new challenges, to which they must respond with innovative and tailor-made offers, new business models and state-of-the-art operational processes.

In this scenario, characterised by rapid and profound change, Reply is collaborating with leading players in the sector to define and implement digital transformation strategies that leverage big data, using artificial intelligence and machine learning systems to design services increasingly more suitable and better targeted to customers' needs. Moreover, thanks to its extensive expertise and knowledge of the sector and its

operational dynamics, Reply is not only able to take appropriate actions to optimise processes, but also to automate them by leveraging specific Robotic Process Automation solutions.

The relationship with customers and attention to the service provided are not, however, the only aspects affected by the digital changes that are transforming the Telco sector. The ever-greater diffusion of connected objects also requires a corresponding change in networks, through a reconfiguration that enables the transmission – in real time – of huge volumes of data, no longer generated by smartphones and other mobile devices alone, but by a myriad of connected objects. Reply plays an active role in this new "smart connection" era, in which the network must adapt and reconfigure itself according to the constantly changing requirements of the user. With this in mind, Reply has defined an integrated offer of strategic and technological consulting services

to support the evolution related to the 5G network and to the design, definition and management of new generation networks based on the SDN paradigms. Networks that are capable of integrating and managing virtual networks through network engineering and network operations services.

Furthermore, in recent years, networks have been innovating faster and faster, driven not only by technological developments such as 5G, but also by the separation between HW and SW, the breakdown of networks, and by cloud and edge computing, which are all becoming elements of increasing distinction for operators. The software part will increasingly cover the core of network intelligence, to leave transmission areas to be dedicated to HW devices. In this context, Reply has gained a profound experience in its projects relating to unbundled networks, combining the specialized skills of networks with the ability to create software systems in an agile way, and with highly performing devops development methodologies that guarantee low latency and “Carrier grade” solutions.

## **FINANCIAL SERVICES**

The digital world is radically transforming the financial institutions sector. Leading market analysts are predicting that the digital financial platforms market will explode over the next few years, both in terms of the increased number of natively digital retail customers, as well as the technological evolution towards highly scalable cloud platforms.

The growing penetration of solutions based on artificial intelligence and robotics is another powerful element of transformation, based on new decision-making models made possible by the explosion of available data (big data), the increasing digitisation of internal services/processes and interfaces with the market.

Reply accompanies European banks and insurance companies in their digital transformation. The company helps them not only in the definition of multi-channel strategies and the implementation of open banking and open insurance models, but also in allowing new architectures and technologies to coexist with legacy systems and architectures. To do this, Reply brings its extensive know-how in key areas such as big data, robotics and artificial intelligence, with the aim of improving customer interaction and developing new decision-making models to analyse risks and optimise internal operational processes through the adoption of Robotic Process Automation (RPA) techniques.

Moreover, Reply also operates in the mobile payment sector, in the m-commerce services realm and in related platforms, offering solutions, services and consultancy for the banking and insurance market, as well as for new, emerging players working on payments solutions.

Reply also boasts a strong presence in the wealth management industry, having developed specific solutions for new consultancy models, including robo-advisory platforms. Moreover, Reply is

significantly active on the risk control front, operating in Europe with a consultancy division dedicated to Governance, Risk and Control (GRC). Reply also develops solutions that help financial institutions implement regulations issued by the European Banking Union and, finally, is strongly committed to innovation driven by projects linked, for example, to biometric recognition, digital identity, quantum computing and blockchain technology.

## MANUFACTURING

In 2019 Reply invested significantly to enhance its portfolio of Industry 4.0 and Logistics 4.0 solutions, fully re-engineering its proprietary solutions for supply chain execution and for the manufacturing execution system. Thanks to the integration of the IoT, cloud computing and big data paradigms, the ability to interact with the latest generation of sensors installed on production lines and products was further boosted, with the aim of creating the backbone of the next generation of applications in the logistics and manufacturing sector.

Reply also works with leading groups in the manufacturing sector in the transformation and evolution of systems in the production and distribution fields, with a specific products and services offer that integrates technological consultancy and the industrial context domain. In particular, Reply's areas of intervention concern the support of supplier and purchase management processes, the design and implementation of control and planning systems based on the new generation of cloud-based ERP solutions, the planning and

control of production units and the design and definition of logistics supply networks.

One of the manufacturing sectors that underwent a major transformation in 2019 is the automotive sector, particularly in terms of connected vehicles and mobility platforms. In these areas, Reply has closely followed the ACES (Autonomous, Connected, Electrical and Shared) paradigm, developing specialised skills and projects related to autonomous driving assistance, where the level of automation is taking its first steps towards level 5, in other words, driving without any human intervention. The connectivity front is another realm in which Reply collaborates with the leading OEMs to create commercial versions of V2I (Vehicle-to-Infrastructure) connectivity platforms. In this area, Reply's developments concern both on-board software applications (infotainment and telematic boxes), as well as mobile and back-end solutions for the processing of the data received and the provision of B2C and B2B services.

Electric and hybrid vehicles represent another innovative leap, a transport category for which optimising the charging process, both in terms of logistics and timeframes, is key. With this in mind, Reply has leveraged its consolidated experience in the mobile field and in the development of cloud-based platforms to design, in collaboration with client companies, platforms at the service of connected vehicles. Capable of integrating data from on-board systems with distributed network data, these platforms make it possible to calculate

optimal routes between the different charging stations available. Moreover, in the Shared Mobility realm, Reply collaborated with the leading European operator in the creation of a communication control unit between vehicles and infrastructures, handling both the hardware and software development.

Finally, in 2019, Reply confirmed its leadership in the IT solutions sector for logistics, in support of the automotive industry, with projects for leading OEMs covering the entire supply chain: from production, to factory logistics, transport and after-sales distribution.

## **RETAIL**

The evolution of customers' purchasing behaviour, the entry of new players into the market, e-commerce and impetus of the digitalisation of products and services have already radically and permanently changed the retail sector. In this renewed dimension, the customer experience is also transforming, becoming a differentiating element for retailers. Today, customers are increasingly demanding closer relationships with brands and expecting to be able to interact wherever they are, breaking down the boundary between physical stores and e-commerce. A fully personalised shopping experience is a prerequisite for a positive perception of the interaction with companies and brands. Consequently, data-driven strategies that include the real-time analysis of customer behaviour, as well as a perfect connection between the digital and physical world, are absolutely crucial.

Reply also supports traditional operators in adding digital capabilities to their business, integrating the

most up-to-date technologies into their activities and daily interactions with the consumer. In 2019, Reply collaborated with numerous European retailers to introduce voice assistants and solutions based on augmented and virtual reality, in order to radically transform the shopping experience by practically eliminating the barrier between the digital and in-store dimensions.

## **ENERGY & UTILITY**

Increasingly advanced digital technologies are having a significant impact on the entire supply chain associated with the energy sector and with the services provided by utilities. Today, digitalisation involves all supply phases, from production to sales and all the way to consumption control. 2019 confirmed a growing trend in the diffusion, on an industrial scale and in every area, of the value chain associated with innovative technologies capable of supporting sustainability policies – a key theme for 2020.

Today, Cloud computing is the most commonly used tool for primary provisioning, while the approach based on IoT models is increasingly popular in the generation and energy management sector, being used primarily to support efficiency and smart city initiatives. Moreover, the trend towards the development of “open innovation” approaches is on the rise among large companies in the sector, including through the search for collaborations with innovative startups.

In this context, Reply is one of the reference partners for 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 at the support of “core business”.

The company’s consolidated skills and expertise in the introduction of new digital technologies have been further verticalised. In addition to the definition and development of new models in the energy management sector and downstream services – areas in which Reply collaborates with energy sales companies, as well as with end customers – experiments and collaborations have continued in areas linked to blockchain technology, to advanced analytics and to artificial intelligence and its applications to the sector.

## **HEALTHCARE & GOVERNMENT**

Today, technology and health are increasingly connected and healthcare is quickly evolving towards a new “ecosystem” capable of satisfying all the key steps related to patient care: from prevention to treatment and all the way to follow-up services. This model is known as “connected care” and is characterised by a double advantage, both for patients and for healthcare professionals.

On one hand, it allows citizens/patients to access information regarding their health through unified

and interoperable digital platforms and to share this information in a safe and voluntary matter with doctors, nurses and other actors. On the other hand, it is possible to connect all the different actors that come into contact with the patient, in order to seamlessly integrate the various information systems, exchange data and information and ensure the availability of the patient’s medical history, thus providing them with effective support throughout the diagnosis and treatment processes.

In this context, Reply is positioned as an innovative leader in the healthcare and data realms. The company combines its skills and expertise in innovative technologies such as big data, cloud computing, digital media and the Internet of Things, with its extensive healthcare know-how to offer specifically-created interoperability platforms and suites, starting from those designed for processes related to Reception and Patient Relationship Management (Appheal Reply platform), to its solutions focused on patient treatment and continuity of patient care (Ticuro Reply™ platform).

# TECHNOLOGICAL INNOVATION

Technological innovation is the basis of Reply's growth. The company has always pursued the objective of providing its clients with the tools they need to increase flexibility and efficiency. Reply is committed to in a continuous process of research, selection and the marketing of innovative solutions for sustaining the creation of value within organisations.

## ARTIFICIAL INTELLIGENCE

Reply has been at the forefront of artificial intelligence for years and today its offer is divided into three main areas: human-machine interaction (with the development of conversation and natural language recognition systems or visual recognition systems), the automation of business processes (through Intelligent Process Automation solutions) and the creation of systems to support business decisions (data prediction and prescription).

However, in order for artificial intelligence systems to become pervasive, the availability of data must also progressively improve. Indeed, AI offers effective results, provided that relevant datasets are available, both historical and updated in real time. With this in mind, Reply supports its customers by helping them to identify sources, as well as to build and organise information and sophisticated and combined models with Reinforcement and Transfer Learning methodologies, to ensure the use of algorithms characterised by very high accuracy and performance.

This is further enhanced by Reply's expertise in providing services to enrich datasets and to improve algorithm performance. To achieve this, Reply relies on *ad hoc* information collection through scraping or through its proprietary crowdsourcing platform, as well as the generation of pseudo-real synthetic data, assisted by generative neural networks and

3D modelling, or leveraging the integration of data streaming services, like those of IoT origin or, in the near future, distributed on 5G networks.

Moreover, to ensure that artificial intelligence can be applied correctly, it must be introduced into real processes, particularly in the industrial sector, in a controlled, measurable and reliable manner. To address these needs, Reply offers its proprietary framework, which is capable of providing process control tools, performance monitoring, behaviour transparency and confidence in results (fairness, explainability, bias detection and mitigation).

In the future, AI will be expected to play an increasingly key role, right from the conception and design phases of each new solution. The many vertical solutions and algorithms developed in recent years for different business cases and industries, allow Reply to offer customers rapid, agile and ad hoc adaptations of AI systems, including thanks to collaborations with leading international players in AI technologies.

## BLOCKCHAIN

In the broad landscape of emerging technologies, blockchain represents a technological paradigm that, over the next few years, will be increasingly able to foster new digital ecosystems based on distributed computational infrastructures. The shared and distributed nature of blockchain-based digital registers represents an opportunity

characterised by multi-industry application, with particular repercussions to the financial services sector and to the management of the supply chain. Moreover, the ability to create synergies with exponential technologies such as IoT or artificial intelligence enables the blockchain to become a convergence layer capable of supporting future data markets.

With an offer structured along the lines of consulting services, design and the implementation of solutions based on blockchain and the Distributed Ledger Technology (DLT), in 2019 Reply developed the first system platform aimed at insurance companies and banks. Conceived and developed in collaboration with key partners in the insurance and university spheres, thanks to the use of smart contracts, the platform facilitates the issue and placement of parametric insurance products with reimbursement guaranteed.

Reply is also working on the development of leasing, securitisation and surety platforms. In 2019, together with the CeTIF (Research Centre in Technologies, Innovation and Financial Services) of the Cattolica University in Milan, Reply was a promoter of the first edition of the Blockchain Executive Program, a training course aimed at executive roles in companies operating in different industrial sectors.

## **CLOUD COMPUTING**

Cloud Computing has long since become the paradigm for enabling the digital transformation. Implementing or migrating solutions in the cloud

is now essential for companies, which, more than ever, are looking for support in making the most appropriate choices. With its decades of experience, Reply is able to support and guide its customers towards the best strategy, whether the latter is built on a “hybrid” approach or developed directly on the application platforms “as a service”.

Microservice-based architectures have taken over in the hybrid cloud world and “container” orchestrators have established themselves as the true paradigm able to enable digital transformation, while at the same time limiting the lock-in risks. Within this framework, Reply helps its customers to develop functionality based on a continuous delivery and continuous deployment approach.

Thanks to partnerships with major international vendors including Adobe, Amazon Web Services, Google, Microsoft, Oracle, SAP and Salesforce, Reply designs, develops and implements solutions that allow customers to benefit from the most effective solutions for their needs, both in terms of the model and the technology selected. Reply is also able to offer a cloud infrastructure management service, available 24/7, to support customers, not only in the architectural component, but also at the application level. Finally, in 2019, Reply completed the migration to the cloud of all its proprietary application platforms.

## CONNECTED PRODUCTS AND PLATFORMS

Today, all key sectors have already started to experiment or consolidated their first experiences in the IoT field, starting from the automotive industry, where sizable investments in the connected car began in 2019, as well as in the insurance world, where this technology promises important changes in the relationship with customers, in risk management associated with policies and in the development of new targeted products.

The IoT is also crucial for the telecommunications sector, which today seems to be the most ready to handle a large number of connected objects and where the world of connected objects represents a structural opportunity to increase the topline, reduce the churn and develop the role of B2B service providers, which is an important goal in the transformation of business models.

Utilities also find themselves in the same position, with respect to which the IoT has become essential, not only to increase competitiveness, but also to generate, distribute and manage energy and energy efficiency. 2019 saw the launch of the new Reply accelerator for smart home solutions in the insurance, telecommunications and utilities sectors, with important results on a global level. Moreover, Reply's HI Connect™ platform has also consolidated its standing in the market as an effective choice for medium and large companies in the manufacturing sector.

Indeed, manufacturing appears to be the sector that shows the most promise in terms of being significantly revolutionised by the Internet of Things, opening the doors to Industrial IoT (IIOT), in other words connectivity linked to the digital transformation of manufacturing companies in Industry 4.0. In this context, Reply is consolidating its position as a privileged partner, with the Edge Computing offer playing a key role, namely the ability to move the intelligence of some typically cloud systems such as artificial intelligence (AI) and machine learning (ML) close to where the data is produced (i.e. the production line). Moreover, Reply is also investing in 5G, a strategic element for Industry 4.0 in the near future, and on the integration of IoT cloud platforms for industry, home to the Digital Twin applications designed to enable product development and maintenance.

## COSTUMER ENGAGEMENT

The data-driven approach, which today sees an increasingly widespread use within companies, is rapidly defining a new paradigm for the design and management of marketing initiatives. Indeed, once the needs of the individual customer have been interpreted, based on the data and the analysis provided by CRM platforms (i.e. Customer Relationship Management), it becomes fundamental to have tools available that are able to support the definition and the execution of highly customised one-to-one marketing campaigns and can be launched in real time, making it possible to intercept increasingly more accurate and punctual requests.

To respond to this change of scenario, Reply has created a competence centre focused on customer robotics, for the development and implementation of processes relating to direct interaction with the customer across all sales channels. Thanks to the integration of machine learning models, artificial intelligence and cognitive systems, Reply helps companies to recognise and anticipate users' needs on the various contact channels.

An approach based on data analysis, in fact, facilitates the conception, design and implementation of highly personalised services, such as recommendation systems for catalogue products and conversational systems capable of understanding and interacting independently using natural language.

Lastly, Reply is constantly investing 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**

In recent years, cyber risks have increased dramatically, not only in terms of their frequency, but also when it comes to the severity of the consequences, leading to a large number of data security breaches involving hundreds of millions of customers, as well as significant economic damage to governments and organisations. This growth in significant attacks, together with the increased attention from regulatory bodies on issues concerning the protection of information, personal

data and critical infrastructures, requires an ever-increasing commitment from companies to manage the risks associated with cyber security.

In order to respond to this increasing complexity, Reply has developed a products and services offer designed to protect the integrity of its customers' systems, from the definition of the best computer security strategies, to the identification and implementation of the most suitable technological solutions to mitigate risk. Through its extensive partnership network, Reply is able to offer in-depth knowledge of the most innovative and popular security technologies on the market and to help customers with the scouting, selection and implementation of some of the best protection solutions, particularly as pertaining to risks associated with cloud services, IoT, industry 4.0 and automation.

Reply supports its customers during all the implementation phases of an integrated protection plan: from the identification of threats and vulnerabilities to the planning, design and implementation of appropriate technological, legal, organisational and risk transfer (cyber insurance) countermeasures. Moreover, thanks to its cyber security command centre, Reply assists large organisations with advanced computer security incident management and response, as well as with threat intelligence services.

## **DATA & ANALYTICS**

Today, the ability to manage, process and transform data into a strategic asset is a priority for companies

who wish to understand better the market in which they operate as well as their customers, but also for those looking to optimise internal processes. The key is the integration between the various technologies and a conscious use of data, developing value cases through accurate metrics.

Reply combines technological expertise in data mapping and data integration, with a profound knowledge of augmented data management and augmented analytics, supported by its skills in the design of data solutions, DataOps and MLOps, in addition to defining the organisational and operational Data Enablement Labs models.

Reply supports its customers through all the stages of the data adoption process, accelerating the construction or consolidation of analysis teams and of the supporting platforms. Moreover, Reply oversees aspects relating to the technological transformation (e.g. migrating data platforms from on-premise to the cloud), as well as strategic aspects (e.g. the selection of key datasets or core skillsets), with the aim of reducing the timeframes required for the implementation of success cases with a measurable ROI.

In 2019, Reply strengthened its offer in the machine learning sector, by integrating specific deep learning and reinforcement learning skills and using them in commercial Machine Learning and Artificial Intelligence contexts. Moreover, it further developed its offer in the Data Academy and Data Design Thinking spheres. The main goal is to support

companies in the creation of enterprise analytics platforms, as well as in making the transition from pilot projects to scalable solutions in production, thus enabling the automatic integration of predictive and prescriptive models within business processes and within new digital services.

## DESIGN CONSULTING

In a world increasingly characterised by complex ecosystems, “customer-driven transformation” is the real differentiating factor in offering products and services in the B2C as well as the B2B spheres. With a view to the constant personalisation of services, Reply partners with and supports its customers in creating innovative and distinctive experiences, starting from the analysis of people’s needs, strategic business objectives and technology enablers, to achieve a personalised customer journey and to help companies create products and services capable of immediate and tangible results.

A customer-centric approach also requires a transformation in the internal organisation of the company. Reply enters this scenario, by supporting organisations in managing this change and helping them to become more agile and receptive, in other words, capable of capturing the best feedback and inputs from the market, while helping them to become faster in launching new products and services. In 2019, Reply continued to invest in this area through the acquisition of new talent and expertise, further expanding its two offices in Milan and Munich which offer support to various types of customers, from startups to large global industrial groups.

## DIGITAL EXPERIENCE

In a world saturated with stimuli and distractions, it is absolutely key for companies to be able to establish a solid relationship with their target audience. Reply helps customers to design and implement a customer journey filled with experiences, also thanks to the use of innovative technologies and an in-depth knowledge of the user. The foundation of the Reply philosophy consists of a personalised approach and a human-centric design. Over the years, the Company has continued to invest in creating scalable platforms and in the collection and analysis of a significant amount of data to understand user behaviour, improve marketing results and create new business opportunities, with a thought process based on an eco-system perspective rather than on a single application. To accomplish this, Reply applied the principles of Design Thinking, Lean UX and Growth Hacking and implemented social strategies and automated CRM activities, thus creating responsive and user-friendly mobile interfaces and intelligent recommendation engines.

Artificial intelligence will enable the enhancement of the digital experience over the next few years, while voice interfaces will radically change the way customers interact with a brand or make purchases. Moreover, AI can help companies accurately predict which content is most relevant to a specific customer audience, as well as understanding what their next actions may be.

Mixed reality applications are set to become the new paradigm of digital marketing. Indeed, as a hybrid between AR and VR, Mixed Reality (MR) is expected

to become the next major paradigm shift in customer experience. By combining different types of technologies, including sensors, advanced optics as well as power and the latest generation processing networks, Mixed Reality is expected to enable the user to superimpose augmented holographic digital content in space in real time, creating incredibly real scenarios. All this, in turn, will allow companies and brands to connect, interact and sell their products and services in ways that have never been possible before. Reply is working to help companies keep up with the digital experience, accompanying them towards an extreme and successful personalisation of their communication, services and products.

## DATA DRIVEN MARKETING

When analysis and logic come together with imagination and intuition, something unexpected happens in terms of technological innovation. It is precisely on this principle that Reply has based its Data-Driven Marketing offer, which is capable of combining data science with business skills and creativity. Reply's technology and approach help companies reduce the pressure of emotion in marketing decisions, leaving room for decisions based on data analysis: an approach that makes it possible to minimise the unnecessary aspects related to advertising, for a more efficient and effective process.

Reply offers a wide range of flexible and easy-to-use Data dashboards (such as the proprietary China Beats, Pulse and Sonar platforms), which are capable of transforming the data collected

into stories. The Company has also introduced the Data Creativity Score, the first data-driven system designed to quantify the level of creativity in a marketing campaign. Moreover, by applying brand personalisation models based on the principles of behavioural psychology and comparing them with the analysis of the echo generated by social media networks and buzz, Reply allows marketing experts to monitor Digital Brand Equity in real time.

These services are joined by the proprietary Advanced Analytics system, based on the latest scraping algorithms that exploit artificial intelligence and natural language processing. Thanks to this system, Reply is one of the few providers in the world capable of offering real-time tracking of a marketing campaign's ROI, thus enabling companies to reach their targets while optimising costs. Finally, with a focus on the Retail sector, Reply has created a solution capable of offering new and extraordinary opportunities for producers of consumer goods and for the retail world, by increasing the number of shop visits, optimising sales timeframes and differentiating the offer based on the specific target.

## **E-COMMERCE**

Today, it has become increasingly important to pursue a digital strategy and to try to implement it as quickly as possible. We are witnessing a constant wealth of innovation, which in turn is bringing to life a vicious circle, where the goal is to create more value for the customer and greater efficiency for the company. In an increasingly digitalised world, where information is available everywhere and transactions

are carried out with a simple touch of a finger or based on voice or facial recognition, it is essential for companies to learn to differentiate themselves. This is precisely why e-commerce must reach a new level: it can no longer be a simple catalogue or a web showcase where products are reviewed or where there is a margin of personalisation. E-commerce must learn to involve and adapt digital marketing technologies, innovative techniques such as RPA or VR/AR, artificial intelligence and other channels such as digital ads, e-mail, search engines, the mobile world, social media marketing and even physical stores, along with information derived from data and digital content. A winning mix that leads to customer engagement, higher revenue and profitability. In other words, a transversal optimisation that impacts the entire user experience, with the aim of increasing sales across all channels. The process involves all the stages, from attracting new customers to learning about their tastes, and from completing a single purchase to the customer's choice to go back for additional purchases, all with the aim of acquiring more customers, more brands and higher sales. Reply accompanies its customers in defining this path, while enhancing business efficiency and leveraging technological innovation to help companies create more value for the end user.

## **ENTERPRISE ARCHITECTURE & AGILE**

To be competitive on the current market, companies must be able to innovate quickly and on a widespread basis. Over the next few years, the agile approach is expected to become crucial and will be applied to all new projects. The "cloud

first” philosophy and data-based models will see a growing need to put security and data protection at the very base of the life cycle and software development cycle.

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 enable companies to be agile in exploiting the new developments that are available, while being careful to avoid damage to legacy systems and projects.

Reply is able to support its customers in the Enterprise Architecture sphere, thanks to an extensive and proven catalogue of architectural frameworks, methods and models (for example, the Scaled Agile Framework and SecDevops), consolidated in various projects carried out on behalf of leading industrial and financial groups in the media and services sector.

## **GAME STUDIOS**

The world of video games is not immune to the relentless changes and disruptions brought about by the digital age. In recent years, very different business and consumption models have become established: on one hand, the multiplayer concept and the birth of the freemium model, while on the other hand, the growth of digital marketplaces and new hardware platforms. Other revolutions are already expected in the near future, starting from the cloud gaming model, which promises to assert

itself in a very short period of time, also driven by the 5G networks that will be able to guarantee very low latency. This trend promises to lead to the introduction of new business models, as well as new ways of using such models.

In this constantly changing scenario, one of the very few constants is the players’ interest in the quality of the products: from the game and the story, to the graphics and the characters. These are all elements to which Reply has always attached great importance, as evidenced by the fact that the products developed over the years still appeal on the market and continue to register the interest of users across all leading platforms, from mobile to PC and to the various consoles.

In the consumer sector, Reply’s main VR product (Theseus) was included within an international gaming convention in 2019. Moreover, Reply is at work on a new title, to be launched in the next few years, which is expected to consolidate the company’s position as one of the leading firms in the sector. In the B2B sphere, Reply has developed various games for companies looking to establish a more modern approach to dialogue with their customer base. The gaming industry has proven to be a strategic sector for Reply, which over the years has developed an offer capable of meeting the needs of brands, by helping them to exploit the potential of gaming to improve corporate communication and the relationship with customers.

## INDUSTRY 4.0

Data processing power, latest-generation mechanical automation, as well as machine learning systems and artificial intelligence, are the drivers behind the fourth industrial revolution. The new Industry 4.0 models are quickly redefining production sites around the world, transforming traditional factories into closely interconnected systems capable of communicating in real time with the supply chain, logistics, sales, the actual products and the entire support and maintenance chain.

Plants are thus becoming open ecosystems that need to be able to adapt autonomously to new tasks, but also to carry out self-maintenance projects and organise input and output flows through constant communication with supply chains, while attaining levels of efficiency and control that make it possible to minimise costs and maximise results.

In this scenario, the product becomes a living component of the ecosystem: from design, to prototyping and up to production and to its after-sales dimension. The concept of the Digital Twin thus comes to life. This allows companies to maintain a digital copy of the product during its entire life cycle, starting from the traditional representation in CAD systems, to all of the subsequent phases.

Together with the Polytechnic University of Turin, Reply is working on Additive Manufacturing, a set of tools that make it possible to add the specific characteristics of additive manufacturing to MES/MOMS systems. Reply has also directly created a

suite of integrated solutions, capable of making customers' production systems flexible, connected and efficient.

Reply's mission is to accompany companies throughout the transformation process: 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 that are able to render products "smart", connected and digital. In addition, thanks to its data science specialists, Reply provides support in the processing of data collected by the interconnected systems, in order to develop algorithms aimed at automating production processes, in an efficient and effective manner.

A distinctive feature of Reply's offer is the availability of tools based on augmented reality and virtual reality, which can be adopted by companies to accompany people in the transition to a 4.0 approach.

Lastly, Reply is also a founding partner of two Industry 4.0 Centres in Turin and Milan, in collaboration with the Polytechnic University of Turin and the Polytechnic University of Milan.

## MIXED REALITY

In a digital world that is constantly evolving and where video content is growing exponentially in volume, resolution, immersive capacity and three-dimensionality, talking of virtual reality or augmented reality now seems limiting.

The increasing computing power of devices, the capacity of the networks to offer incredibly low latency levels, the evolution of computer vision machine learning algorithms, the emergence of innovative software solutions such as pixel streaming and the evolution of increasingly smaller and more powerful visors, are all phenomena that are facilitating the shift from a logic of “experimentation” to a logic of “actual adoption” of these technologies across various business scenarios.

Thanks to its expertise in this sector, Reply has introduced immersive technologies in all their forms, incorporating them into concrete projects designed to support the communication and marketing of customer brands and as a tool for improving training processes.

Training, in fact, is an area where immersive technologies offer key advantages, as they provide contextualised instructions in the field, as well as because they create real virtual environments in which customers can experiment and practice in complete safety.

Reply has also created a holographic (HoloBeam) person-to-person (P2P) communication platform designed to enable participants to see the 3D reconstruction of the other participants and to share and interact using three-dimensional elements.

It is expected that new visors and new technologies will arrive on the market in 2020. Reply’s laboratories and teams focused on the analysis and study of these technologies will allow the company to maintain a leadership consultancy role in this sector.

## MOBILE & APPS

Reply is committed to supporting companies towards a “mobile digital transformation” with a focus on a multi-channel approach. The broad portfolio of products and services in this realm touches on the themes of User Experience, Data Centric Design and Multimodal Human-Machine Interfaces, thanks to which users can access a series of services that go beyond the terminal, to include voice assistants, chatbots and on-board vehicle *infotainment* systems. All this translates into a “fluid” mobile experience, in which the user chooses the device and how to use it.

The increasingly better performance of devices has made it possible even for the mobile world to adopt artificial intelligence systems that enable advanced services such as object recognition, biometric data processing or a number of augmented reality extensions.

Through the experience gained over the years, Reply offers its customers a mobile factory capable of not only exploiting the potential of native development, but also of quickly moving in to new market segments, leveraging the capabilities of hybrid development. All this, based on a versatile approach that enables the creation of applications natively conceived for smartphones, tablets, wearables, TVs and cars.

## QUANTUM COMPUTING

New technologies are emerging on the market, which make it possible to radically rethink complex problems from the computational point of view.

We are referring, of course, to the accelerated computing realm, where the basic objective is to accelerate computational workloads through the use of innovative hardware platforms.

In this context, Quantum Computing takes a leading role, as it enables the encapsulation of information within Quantum Bits (Qubits), thus taking advantage of the massive parallelisation of quantum algorithms. Quantum Computing thus makes it possible to solve problems that would normally be impossible to tackle using traditional technologies.

Reply has created a competence centre dedicated to Quantum Computing, which in 2019 delved deeper into the application of different types of quantum algorithms to areas of interest to customers, some of which have already been integrated into innovative projects. Reply developed a number of optimisation solutions during the year, ranging from a logistics solution, to one concerning frequencies in telecommunications, finance and financial assets, all the way to the design of Quantum Machine Learning solutions applied to classification algorithms.

## **SOCIAL MEDIA**

Since their arrival in the early 2000s, social media has been a key factor in social development and continues to be a tool in constant evolution. Users consume, interact, stay in touch with other users and participate, on social media platforms. Today, an entire generation does not know and is unable to conceive the world without social media. Consequently, brands are investing more and more time and resources in marketing and advertising

activities on these platforms.

Within this framework, social media networks are no longer just a virtual place to post and share fun content, but also a strategic space for companies to enhance the recognition of a brand and increase user involvement. Thanks to the new technologies and features launched on a daily basis, social media has become an effective tool for funnelling marketing activities, capable of involving customers within their environment and enabling an uninterrupted experience.

With the huge number of connected users, all of varied origins and backgrounds, social media networks are able to offer an impressive amount of data. From the information obtained, to the analysis of trends and behavioural patterns, social media networks make it possible to understand users' needs and desires at an extremely detailed level, thus also enabling the optimisation of marketing campaigns. Aware that a deep and thorough understanding of users and their habits is the basis for building a successful brand, Reply designs, manages and upgrades connected digital ecosystems, in which brand and customers meet. By combining extensive knowledge and expertise in the world of data, with a broad know-how of content, channels, media and technology in general, Reply's international team of experts is able to create a fully connected infrastructure, made up of different digital touchpoints, where brands and customers can connect directly.

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# **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 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 customers in this quest for innovation with services and platforms that are designed to exploit in full the new potential offered by networks and 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 expenditure.

## CFO SERVICES

The role of the CFO is changing dramatically, due to the increasing requirements concerning the use of 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 CFOs as their role changes. These changes are increasingly seeing them confront issues that once fell under the responsibility of the CEO, such as:

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

## APPLICATION MANAGEMENT

Reply has defined an application management model characterised by:

- a modular approach that allows the customer to purchase either individual service components (for example, only application maintenance or only operational support), or structured portfolios of services;
- a flexible supply model aimed at integrating the Reply service in the best possible way with the customer’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 the architecture based on fully open services and a set of vertical applications, 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 mobile functions and services that make it possible to configure and control the end-to-end production process, or parts of it, thus improving its efficiency and optimising quality levels. Thanks to the flexibility of the cloud-native technology and to the *as-a-service* mode of use, Brick Reply™ represents the ideal tool for the integration of enterprise technologies and applications already present in the factory.

As co-ordinator of data obtained from existing applications, the Reply platform makes it possible to extract value from such data, thus enabling the evolution of the factory process towards I4.0 and innovation.

## CHINA BEATS

China Beats, co-developed in Berlin and Beijing, is Reply's cloud-based market intelligence and *social listening* solution, designed to provide access to China's vast Data Ecosystem. By connecting to all major Chinese e-commerce, research and social media platforms, as well as to news portals, information portals, patent databases and accessible legislative databases, China Beats intelligently acquires relevant data for four key sectors: automotive, fashion, consumer goods and technology.

With its size and wealth growing with each passing year, China is becoming the world's biggest consumer market, providing non-Chinese businesses with plenty of opportunities to drive growth. Most of the Chinese population are so-called netizens who prefer to use Chinese digital platforms such as Alibaba, Baidu or Sina Weibo in their daily lives (the so-called China's Data Ecosystem).

The Advanced Analytics engine based on artificial intelligence, translates large amounts of data into information that can be easily used by companies to gain a better understanding of the Chinese market and to help them make strategic decisions. Thanks to the Machine Learning and Natural Language Processing algorithms adopted, the Advanced Analytics engine is also able to understand slang and the specific context, arriving at sentences in English that are coherent and that maintain the correct meaning of a comment or of an online search term.

## DISCOVERY REPLY™

Discovery Reply™, Reply's Enterprise Digital Asset Management platform, manages the lifecycle of digital assets such as images, video, audio and documents. The different components on which the platform is based make it ideal for managing its Customers' product catalogues and enriching the multimedia elements and business processes related to the production of digital assets, such as advertising or e-commerce. Multimedia content is managed by means of an advanced model, thanks to the application of artificial intelligence technologies and is distributed based on a multi-channel and multi-brand approach. Images and videos can be analysed

and edited directly on the platform and then published on e-commerce websites or distributed on websites, digital shopfronts and social media networks, in compliance with applicable usage rights. The highly modular and scalable cloud architecture involved 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 in a simple and standardised way, thus facilitating the development of vertical applications focused on specific markets or use cases, including infomobility, advanced logistics, environmental security, contactless payment, traceability and remote product diagnostics. 2019 saw the evolution of the platform towards the creation of assets for energy management, needed to support new market demand in relation to energy demand response.

The solution consists of a platform of services delivered on the software-as-a-service approach and a reference design for the connectivity modules. HI Connect™ also includes two vertical solutions supplied as a service: 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 help transform an asset from product to service. HI

Connect™ thereby enables the integration of value-added services and supports innovative interaction systems such as voice assistants.

### **LEA REPLY™**

LEA Reply™ (Logistics Execution Architecture) is Reply's latest software evolution in the logistics sector, a digital platform designed to enable efficient, agile and connected supply chains. It encompasses a suite of microservices covering the business processes associated with warehousing, inventory, distribution, delivery, in-store activities and end-to-end visibility. LEA Reply™ solutions enable companies to obtain an efficient and strongly connected digital supply chain, in which the different systems, partners, people and machines interact in harmony, through the use of the latest-generation technologies, from artificial intelligence and robotics to wearable and IoT. LEA Reply™ has been included in the Gartner Magic Quadrant for warehouse management systems (WMS).

### **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, thus making it possible to respond to business demands based on KPIs that are updated in real time.

Through the adoption of advanced data modelling and visualisation features, Pulse has been specifically designed to allow users not only to understand what happened, but also to make predictions about what will happen.

One of Pulse's special features is the flexibility of the solution to be used in any context, made possible by the ease of integration with any given source, including non-proprietary products and dashboards. 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). Designed to offer a user experience similar to that of common search engines, Sonar is a research tool intended not only for data analysis professionals, but also for academics and journalists.

The central element in Sonar's architecture is an ever-expanding database that includes over 40 million indexed scientific publications, patents, expert blogs, online news articles and other documents. Based on environmental scanning methodologies, this data-as-a-service software solution exploits digital data and text mining capabilities in order to add new documents on a daily basis and optimise the analysis of trends. The signals and trends discovered can thus be analysed and classified and support the identification and anticipation of future trends.

### **TAMTAMY™**

TamTamy™ Reply is the platform for creating digital workplaces, enterprise social networks and digital

communities, which, through social dynamics and tools, puts the employee at the centre, by supplying organisations with valuable solutions for providing information, giving people a voice, enabling collaboration and carrying out training activities, both in organisational and public contexts. TamTamy™ therefore enables customers to adopt a platform designed to enhance and capitalise on the interaction between companies, brands and people. TamTamy™ provides social media, content editing and training features that can be extended and integrated at the enterprise level, along with innovative formats that aim to value people, incentivise collaboration, stimulate innovation and support companies in establishing new participation models for their human resources. A customisable, flexible and responsive front-end facilitates immediate, user-friendly and intuitive access, available anywhere, at any time and using any device. TamTamy™ is available both as a cloud-based and on-premise service.

### **TICURO REPLY™**

Ticuro Reply™ is the Reply platform which, based on the Connected Care model, makes it possible to activate processes designed to support prevention and continuity of care, including remotely. Taking advantage of IoMT (Internet of Medical Objects) technologies, Ticuro Reply™ is a Cloud-based solution that is able to connect to medical devices, as well as to wearable and environmental sensors, in order to enable new organisational models that allow patients, caregivers and healthcare personnel to collaborate during remote prevention, treatment and rehabilitation programmes.

**X-RAIS REPLY™**

X-RAIS Reply™ is the Reply Artificial Intelligence solution designed to support radiological diagnosis processes by applying convolutional neural networks. X-RAIS supports the reporting process by automatically highlighting the location of suspicious areas and classifying them according to the international BIRADS standard. The solution operates as a virtual assistant to the radiologist, by contributing to the reduction of incorrect diagnoses and improving the operational efficiency of the diagnostic process.

X-RAIS Reply™ consists of a service platform implemented as software-as-a-service and is designed to be verticalised, based on different diagnostic methods (e.g. X-ray, CT scan, MRI) and on specific anatomical areas. The solution is fully integrated into the operative flow of radiology labs and interfaces with PACS (Picture Archiving and Communication System) based on the standard DICOM mode (Digital Imaging and Communications in Medicine).

# PARTNERSHIP - RESEARCH AND DEVELOPMENT

Reply considers research and continuous innovation to be fundamental assets in supporting its customers as they adopt new technologies.

In order to offer the most appropriate solutions to different business requirements, Reply has established a set of key partnerships with major global vendors. In particular, Reply has achieved top levels of certification with regard to leading technologies in the enterprise field, including:

## ADOBE

Reply, an EMEA AEM Specialised Partner, is a centre of excellence for the design and implementation of digital transformation and multi-channel marketing solutions, based on the different products available as part of the Adobe Experience Cloud platform. By creating 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 the optimisation of multi-channel marketing campaigns), Reply guarantees the development of customer-oriented applications based on the Adobe technology, designed to help improve the targeting, personalisation and optimisation of content.

## AMAZON WEB SERVICES

Reply ranks among leading Amazon Web Services (AWS) partners, supporting its customers in the digital transformation processes.

Leveraging the cloud model best suited to the specific needs of the company and adopting a secure, flexible and effective governance strategy, Reply has completed numerous projects both in the B2B and B2C spheres, by providing end-to-end support: from the implementation and integration of

custom applications and platforms, to the availability of maintenance and management services based on consumption cost models.

In 2019, Reply was confirmed by Amazon Web Services as a 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, such as data & analytics, DevOps, Oracle, migration, IoT, industrial software and the managed service program.

## GOOGLE

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

Reply has also achieved the infrastructure and machine learning specialisation within the scope

of the “Google Premier Partners - Specialisation” initiative. The achievement of these new specialisations puts Reply among the leading companies in Europe capable of supporting customers in the adoption of Google technologies and solutions and specifically in the use of infrastructure and machine learning.

## **MICROSOFT**

Reply, a certified Microsoft gold partner in Brazil, Germany, Italy, the United Kingdom and the United States, continues to strengthen its collaboration with local Microsoft branches, by exploiting the excellence of the consultancy services offered and the coverage of the extensive range of Microsoft cloud solutions: from modern work environments to business applications, from applications and infrastructures, to data and artificial intelligence, and to mixed reality.

During 2019, Reply joined the LEGO (Locally Engaged Globally Orchestrated) programme, aimed at helping selected partners with an international presence in order to grow their business on a global basis. The Company was also awarded with the Partner Award for Modern Workplace - Teamwork by Microsoft US and earned the Digital Transformation Champ Award - Engage Your Customers, on an Italian level.

## **ORACLE**

Reply, Oracle Platinum Cloud Select partner and Oracle Cloud Managed Service Provider, was confirmed in 2019 as Oracle Cloud Partner of the year in Italy and Germany.

Thanks to one of the leading European Competence

Centres able to guarantee highly specialised expertise in the integration of Oracle’s complete suite of Cloud products, Reply represents a point of reference in the main Oracle Cloud Computing solution areas: Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS).

Reply has confirmed its leadership in the technological Cloud with the “Oracle Excellence Award for Partner of the Year – EMEA in Cloud Transformation”, obtained thanks to the Group’s companies specialised in Oracle Cloud Infrastructure and Operations that have demonstrated an exceptional capacity for innovation in providing key services and transforming the business offered to customers.

Reply also distinguished itself for its ability and speed in exploiting the opportunities offered by the new “autonomous” technologies, by successfully implementing the first Policy Enterprise Datawarehouse re-engineering project. The Company also successfully supported numerous customers on their path to the cloud, thanks to the adoption of Oracle Cloud Security services, obtaining the “EMEA Security Partner of the year” European recognition. Finally, in the application realm, Reply has distinguished itself in various strategic projects based on the Oracle Xstore suite, Oracle ERP Cloud and Human Capital Management and Marketing Automation, aimed at offering customers support in the core corporate business, as well as process innovation essential for companies that make a “customer-centric” approach, a differentiating element in the market.

## SALESFORCE

Reply, a Salesforce Platinum Consulting Partner, is one of the leading Salesforce.com competence centres. Reply's Salesforce customers include not only leading players in the automotive, industrial, telecommunications and media industries, but also companies in the financial services, utility, retail and fashion sectors.

Reply's capacity to deliver the highest standard of Salesforce solutions is the result of both its expertise in Cloud computing technologies based on SaaS and PaaS best practices, and the company's specific process and market-related know-how, with a particular focus on digital marketing, digital CRM, e-commerce and integration.

With over 300 Salesforce certifications obtained, Reply boasts a solid multi-cloud technical expertise in various areas including Sales, Service, Marketing with Data Management Platform (DMP), e-commerce for B2B and B2C platforms, Integration with MuleSoft, as well as Salesforce Engagement with Heroku. Reply specialists work not only with the various Salesforce extensions for CPQ, Pardot, Email Automation and Einstein AI, but also with newly acquired products, such as ClickSoftware and Tableau.

An integral part of the Salesforce Master and Specialisation Program, Reply has received the exclusive recognition of Heroku specialist, thanks to the important automotive projects implemented, which have led to the creation of websites, back-ends for mobile apps and modern chatbot solutions.

## SAP

Thanks to its extensive international experience in implementing software solutions based on the SAP product suite, Reply is able to support companies in becoming smart businesses, by adopting an agile and integrated approach to design, and developing enterprise information systems for the digital age. Reply's experience covers both traditional business processes and more recent 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 end-to-end e-commerce and customer engagement solutions. In 2019, Reply obtained the "SAP Quality Award Gold" for the sixth consecutive year, in recognition of the quality and relevance of its activities. Reply holds the status of "SAP Gold Partner" and is certified as a partner on eight SAP solutions thanks to the innovative SAP solutions designed and developed for its customers.

# DEVELOPMENT AND EVOLUTION OF PROPRIETARY PLATFORMS

Reply constantly dedicates resources to research and development activities, with a focus on two main areas: the 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 2019, the evolution of Brick Reply™ was characterised by an important refactoring of the core components, thus enabling the platform to evolve into a digital solution capable of supporting more complex and collaborative manufacturing contexts.

The feature enhancements and the revised user experience, updated also to optimise the platform on mobile devices, primarily concerned the Execution, Quality and Monitoring & Reporting applications.

In 2020, the development of the platform will focus on integrating new features using Big Data and Artificial Intelligence. The data collected from machinery and sensors, through the platform's native integration capabilities, together with the introduction of machine learning techniques, will enable the activation of the Maintenance and Quality modules for predictive analysis, allowing Brick Reply™ to implement a first version of Digital Twins for machinery and production lines.

## DISCOVERY REPLY™

In 2019, the Discovery Reply™ platform was enriched and extended with the aim of strengthening its positioning on the market.

In the Retail sector, the Digital Signage module is now able to support new generation monitors, thus facilitating the implementation of simplified and cost-effective solutions in large chain stores.

The Store Management component has also been enhanced, through the introduction of new tools for the centralised control of the display layouts, asking store managers for photos and videos of certain areas of the store through a mobile application.

In the Enterprise realm, new integrations have been made with corporate systems such as CRM, PIM, PLM, CMS and ERP. Thanks to the use of cloud technologies, it was possible to increase the volumes of managed assets, for example by encoding several dozen high quality images in parallel, while AI algorithms were used to introduce Image Recognition techniques, making it possible to speed up content tagging operations.

In 2020, the roadmap provides for the enrichment of the platform with various features and architectures, thus making it increasingly more central in any business process involving digital assets. Developments will focus on the

introduction of tools to support Marketing activities, the automation of publication processes towards leading e-commerce platforms, the collection of insights on the use of digital assets on the various customer touchpoints, as well as the optimisation of digital asset publication processes across customer touchpoints.

### **HI CONNECT REPLY™**

In 2019, Development on the HI Connect Reply™ platform focused on the introduction of new application logic based on Artificial Intelligence, dedicated in particular to the autonomous management of predictive and troubleshooting logic. In 2020, investments will continue in order to evolve the platform with Edge Computing, in other words the intelligence part positioned closest to the machine, thus enabling increasingly more sophisticated modes of human/machine interaction and introducing new distributed decision models.

### **LEA REPLY™**

In 2019, the LEA Reply™ suite was enriched with the addition of the LEA Reply™ Yard Management component, which connects transport planning (Dock Scheduling) with the warehouse management system (WMS). The 2020 roadmap provides for a further evolution of the platform, through the development of LEA Reply™ Visibility, a system designed to collect events and data from different companies and sources and to transform them into useful information to enhance the decision-making process. A solution focused on In-Store Picking will also be created,

designed to support the preparation of e-commerce orders directly at the point of sale.

### **PULSE SECURE**

The new Pulse version released in 2019 has been enriched with a Virtual Marketing Assistant. The new feature is able to automatically benchmark the results obtained and, by taking advantage of the potential offered by Artificial Intelligence technologies, identify anomalies and trends, warning users with a coherent description of the facts.

### **TAMTAMY™**

In 2019, Reply continued with the development of the TamTamy™ platform and, in particular, the version of the platform that integrates Google's G Suite productivity services. New formats have also been released, which are designed to be able to help companies in the process of changing the way people work, managing human resources and with an increasingly more involved and personalised training experience.

Further investments are planned in 2020 to reinforce the Learning Experience Platform with new features, as well as to complete the integration of TamTamy™ with Microsoft's Office 365 services.

### **TICURO REPLY™**

In 2019, Ticuro Reply™ obtained the 93/42/EEC certification as "Stand alone medical device software". During the same year, the Tele Cardiology process management module and the Tele Spirometry module were also renewed, by integrating new medical devices.

Current developments aim to conclude and consolidate the migration of the “Treatment of Chronic Patients” module onto a world leading healthcare platform and the development of a synchronous App that enables real-time messaging and chats between the General Practitioners and the Specialist Doctors who are part of Chronicity Management Centres. This development provides for the use of native cloud services and tools, with the aim of designing the new Ticuro Reply modules based on a scalable microservice architecture, thus enabling a dynamic and scalable use of this component.

### **X-RAIS REPLY™**

In 2019 X-Rais Reply™ was specialised in the analysis of mammograms, through the implementation of specific algorithms capable of determining the density level of the breast, highlighting any lesions present and describing their morphological characteristics. The increase in image volumes and the refinement of the algorithms has made it possible to improve Accuracy values by more than 12%. The evolutions of the tool are aimed at increasing the detection capability of X-Rais Reply™ through the integration in the neural network of specific Radiomics techniques (the process of converting digital images into objective quantitative data). Based on this new approach, the identification of lesions present in the image will be carried out by the neural network, while the Radiomics models will deal with the classification of the segmented areas.

# THE VALUE OF PEOPLE

Reply is based on the excellence of the people who make up the company, professionals from the top universities and polytechnics in the sector. The men and women within the group bring the Reply brand to life for customers 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 primarily on young graduates. The particular disciplines of interest include: computer science, computer engineering, electronic engineering, telecommunications engineering, management engineering, and economics and business. The relationship between Reply and the universities is also developed by means of regular collaborations in the form of industrial placements, dissertations, as well as 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 proposed solutions. The continuous desire to imagine, experiment with and research new solutions allows innovation to come about 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 values are vital for the process of continual improvement and for enabling employees to focus ever more sharply on the quality of their work.

All the group's managers endeavour in their daily work to uphold the principles on which Reply has always depended and that have sustained it during its growth.

## REPLY TEAM

- Sharing the customer's objectives;
- Professionalism and speed of implementation;
- Culture and flexibility.

**Excellence:** the underlying culture, research, attention to quality, reliability, and the creation of value from results.

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

**Customer:** the sharing of objectives, customer satisfaction, conscientiousness, professionalism, a sense of responsibility, integrity.

**Innovation:** imagination, experimentation, courage, research, the quest for improvement.

**Speed:** methodology, experience in project management, collaboration, commitment to achieving results and meeting customer objectives.