Reply specialises in designing and implementing solutions based on new communication channels and digital media.

With a strong international presence, Reply stands out for its ability to guide companies through the digital transformation process, leveraging the technological paradigms of Artificial Intelligence (AI), Cloud Computing, Digital Media, and the Internet of Things (IoT).

Reply is characterised by:
▸ a corporate **culture** focused on technological innovation;
▸ a flexible **structure** capable of anticipating market evolutions and interpreting new technological drivers;
▸ a proven successful delivery **methodology** with scalability;
▸ a **network** of specialised companies by area of expertise;
▸ a **team** composed of specialists from top universities;
▸ highly experienced **management**;
▸ continuous **investmen**t in research and development;
▸ a network of long-term relationships with its clients.

The organisational model

With over 15,667 employees (as of 31 December 2024), Reply operates with a network structure made up of companies specialised in processes, applications, and technologies, which represent excellence in their respective areas of expertise.

Processes
For Reply, understanding and using technology means introducing a new enabling factor to processes, thanks to in-depth market knowledge and the specific industrial contexts of implementation.

Applications
Reply designs and develops application solutions aimed at addressing the needs of the core business across various industrial sectors.

Technologies
Reply optimises the use of innovative technologies, creating solutions that ensure maximum efficiency and operational flexibility for clients.

Reply's services

In every project, Reply integrates strategy, creativity, and consulting synergistically to create innovative solutions that meet the challenges of every sector and contribute to collective progress.

Reply's services include:
▸ Strategic, communication, design, process, and technological **consulting**;
▸ **System Integration** to make the most of technology's potential, combining business consulting with innovative, high-value-added technological solutions;
▸ Innovative **Digital Services** based on new communication channels and digital trends
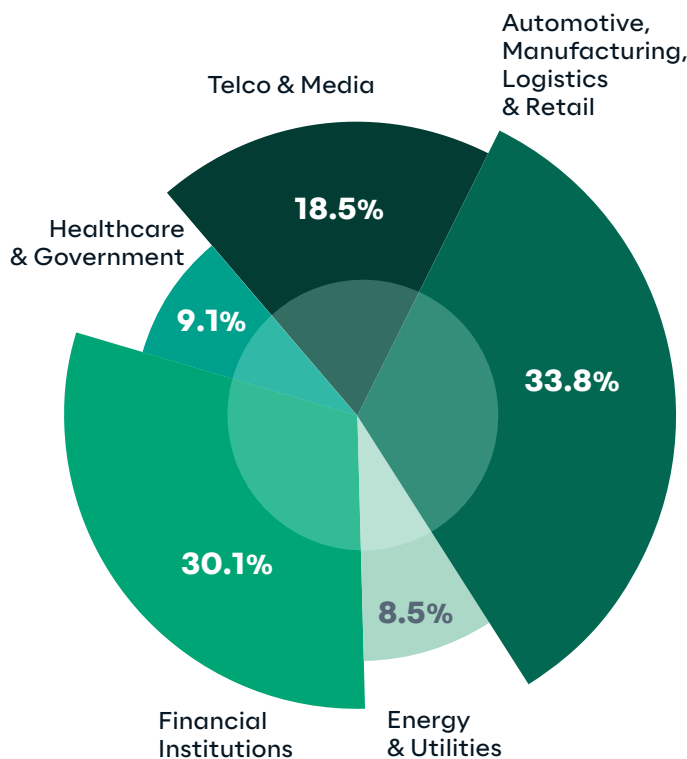
HANDS
-ON
INNOVA
TION

INDUSTRY FOCUS

Combining the strength of a network of highly specialised companies with a solid culture of innovation, Reply guides its clients through technological evolution, offering integrated and competitive solutions that ensure sustainable long-term growth.

Telco & Media

Automotive, Manufacturing, Logistics & Retail

Healthcare & Government

18.5%

9.1%

33.8%

30.1%

8.5%

Financial Institutions

Energy & Utilities

Automotive

Reply is supporting the transformation of the automotive sector through the integration of artificial intelligence across all phases of the value chain. Today's optimisation of production and logistics processes leverages advanced algorithms to manage procurement, plan production, and automate quality control. AI has been the driver for innovation in proprietary platforms widely used in the sector, such as LEA Reply in logistics and Brick Reply for production execution systems, and it has also been applied to sales and after-sales services, helping to reduce operational costs, increase efficiency, and improve sustainability.

In engineering, AI is contributing to innovating the product lifecycle. Thanks to AI, electric vehicles are equipped with systems that optimise battery usage, enhance onboard comfort, and ensure higher levels of safety through advanced sensors and predictive analysis. Additionally, innovative projects in Vehicle-to-Everything (V2X) and Software-Defined Vehicles are enabling the transformation of vehicles into dynamic platforms capable of adapting to external conditions and offering increasingly advanced functionalities to the driver.

Reply has introduced AI-based autonomous agents on board vehicles, capable of real-time monitoring of vehicle behaviour and assisting drivers in increasingly complex tasks, enhancing safety and efficiency during driving. The design and implementation of AI-based interfaces demonstrate their ability to improve the interaction between drivers and vehicles significantly, enhancing user experience through intelligent voice assistants based on generative conversational systems. These tools allow for fluid and personalised interactions, supporting drivers with contextual suggestions, vehicle personalisation management, and proactive notifications.

After contributing over the last three years to the development of numerous AI-enhanced configurators in the pre-sale and sale of vehicles, Reply is now investing in innovating maintenance and after-sales processes, using computer vision and AI for the automatic analysis of videos and images of vehicles, improving the accuracy and speed of inspections. The adoption of predictive maintenance systems enables the identification of potential failures by analysing the vehicle's usage patterns, preventing unexpected downtimes and ensuring a more reliable experience for customers, especially in industrial and fleet management contexts.

Energy & Utilities

Reply collaborates with leading European players in the Energy & Utilities sector in evolving their operational models and enterprise architectures with the aim of accelerating their alignment with the energy transition and carbon neutrality. Artificial intelligence and machine learning are applied in energy trading processes, field operations, smart grid management, demand optimisation, monitoring and control systems, and compliance.

The accelerators developed by Reply allow sector operators to strengthen the resilience of infrastructure and ensure more secure and reliable energy management. The Reply teams design and implement solutions in line with the highest standards of safety and resilience, supporting the entire value chain of the sector: optimisation of renewable energy production, asset management with monitoring and robotic inspection systems, flexibility of grid dispatching, management of distributed energy resources and demand, and electric vehicle charging, enabling companies to adapt to market challenges dynamically.

The capacity of AI to evolve processes in the Energy & Utilities sector also extends to the management of renewable energy plants and grids, where IoT sensors and predictive analysis optimise energy distribution, minimising overloads and improving grid stability. At the same time, advanced automation solutions, such as AI-equipped robots and drones, simplify maintenance operations and reduce the risks of malfunction. The integration of these technologies not only makes the entire energy ecosystem more efficient but also contributes to meeting sustainability goals, enabling more mindful resource management and a reduced environmental impact.

Financial Institutions

In 2024, Reply distinguished itself for its specialist skills in strategic, regulatory, and functional support for large financial institutions. With extensive experience in designing and implementing advanced AI and cloud computing-based solutions, Reply has collaborated with banks, insurance companies, asset managers, and consumer credit operators to innovate products, services, and internal processes, improving productivity and operational effectiveness. At the heart of the 2024 activity was the integration of AI into business processes to meet the growing need for automation, efficiency improvement, and decision optimisation.

In particular, Reply has provided clients with AI-based solutions aimed at enhancing financial institutions' ability to extract value from large volumes of data and information from commercial networks. AI has also enabled more precise management of reports received from customers and relationship managers, thanks to their accurate categorisation and identification of recurring trends, contributing to improving the quality and timeliness of responses and transforming them into strategic insights for business development. The introduction of Generative AI has also improved customer onboarding and business development processes.

The adoption of AI has had a significant impact in the fields of compliance, cybersecurity, and risk management. Financial institutions have used Reply's solutions to automate complex reporting processes and consolidate large-scale data, improving liquidity and capital risk management. These advancements have reduced manual activities, enhancing the accuracy and timeliness of analyses required by regulatory bodies. AI has also been employed to make customer communications in wealth management more effective while ensuring compliance with regulations. In the insurance sector, AI is significantly improving processes such as claims management and underwriting, analysing complex data with greater speed and precision.

The application of AI-driven technologies has also extended to infrastructure management and the automation of IT operations. The adoption of multi-agent architectures has enabled more efficient oversight and reduced operational costs while optimising the resilience and scalability of critical systems. Reply has also played a crucial role in supporting clients in their large transformation projects, addressing complex challenges such as modernising banking legacy systems and migrating critical applications to the cloud. These projects, often central to the long-term competitiveness of financial institutions, have been managed with a distinctive approach that combines technological innovation and deep industry knowledge.

Government & Healthcare

Reply collaborates with public and healthcare institutions, as well as pharmaceutical firms, to optimise procedures, improve services offered to citizens, and leverage technological innovation to make public administration more efficient and resilient.
In particular, the integration of multi-platform cloud solutions and advanced automation enhances the accessibility and responsiveness of public information systems, accelerating

decision-making and operational processes. A significant example is the support for managing the European Directive on Falsified Medicines, implemented through one of the largest cloud-based solutions in Europe.

In the public administration sector, Reply uses AI-based tools to modernise legacy systems, facilitating migration to modern languages through the automation of code and documentation generation. Reply also develops vertical solutions to improve welfare systems and citizen services, optimising data management and facilitating access to information. Special attention is given to security and interoperability, ensuring that innovations are introduced responsibly, with high standards of privacy and data protection.

In healthcare, Reply simplifies the management of complex information, such as treatment protocols and national and regional regulations. Thanks to machine learning tools, it is also possible to analyse regulatory documents to identify necessary changes and actions, ensuring compliance with continually evolving regulations. All responsible innovations introduced by Reply enable modern architectures based on intelligent agents for more effective and secure healthcare assistance. The solutions aim to improve the planning and delivery of services, with a direct impact on patient outcomes.

Artificial intelligence also plays a key role in processing large amounts of biomedical data and radiomics, improving early diagnosis, therapy personalisation, and continuous patient monitoring. In this context, the X-RAIS Reply platform supports doctors in analysing X-rays, ultrasounds, and CT scans,

facilitating the identification of anomalies and optimising the interpretation of diagnostic images. Furthermore, thanks to AI-enhanced intuitive dashboards, healthcare operators can quickly access critical information extracted from medical records, supporting rapid and informed decision-making. This approach not only optimises diagnostic procedures but also ensures a high level of reliability, keeping the physician at the centre of the decision-making process.

Logistics

In the logistics sector, artificial intelligence is transforming processes and operations through advanced solutions that enhance the efficiency of supply chains, logistics sites, and transport. In this context of evolution, Reply supports both traditional logistics operators and supply chain activities in other sectors. In warehouses, sophisticated algorithms optimise picking, inventory management, and resource allocation, while in sorting centres, computer vision technologies enable the detection of anomalies in package distribution. Additionally, AI models have also been successfully employed to analyse demand and container allocation, allowing for more accurate capacity planning. These applications translate into increased precision in operations and more efficient use of resources, supported by forecasts based on historical data and specialised skills.

In the context of maintenance, Reply collaborates with leading logistics operators to develop AI-based solutions that not only facilitate predictive maintenance of sorting equipment and commercial vehicles but also allow for more effective planning of

delivery vehicle routes, minimising times and costs and strengthening companies' ability to respond swiftly to potential supply chain disruptions. However, the application of AI is not limited to operational efficiency: by analysing large volumes of logistics data, companies can gain valuable strategic insights, while real-time tracking systems and advanced conversational platforms enhance user experience and transparency throughout the entire supply chain.

In 2024, Reply continued the development of LEA Reply, the modular platform at the centre of its logistics offering. Thanks to the integration of AI and computer vision, LEA Reply provides increasingly comprehensive visibility of goods flows along the supply chain and, through proactive management of logistics processes enabled by the analysis of insights, allows for performance optimisation with positive effects both on business results and the environmental impact of operations. The platform also integrates autonomous systems, such as robots and drones, to improve efficiency in highly automated environments and expand operational coverage. Recognised by numerous market analysts as one of the global leaders in logistics and WMS, the solution now supports significant e-commerce platforms and the omnichannel capabilities of clients in sectors such as automotive, fashion, retail, and food & beverage.

> The LEA Reply solution has been recognised as "Visionary" in the "Gartner Magic Quadrant for Warehouse Management Systems 2024" report

Manufacturing

The adoption of artificial intelligence in the manufacturing sector is enabling new modes of data analysis, optimisation of industrial processes, and innovation in manufacturing supply chains. In 2024, Reply consolidated its role as a strategic partner for significant industrial groups, introducing AI throughout the production cycle, from optimising planning and scheduling to supply chain management and production control with intelligent anomaly detection. These solutions aim to optimise resources and increase productivity, transforming factories into interconnected and dynamic ecosystems capable of continuous learning and improvement.

The integration of automation, advanced sensing, and cloud-native platforms allows manufacturing companies to make more informed and timely decisions. Reply supports this transition by offering modular and customised solutions in ERP, MOM, and MES, leveraging the capabilities of proprietary platforms such as Brick Reply, LEA Reply, and Axulus Reply, which facilitate the optimisation of operations and the management of the industrial production lifecycle. Reply's platforms, enhanced by AI, can respond to questions posed in natural language and generate real-time analyses, providing a solid foundation for strategic decisions in the most critical areas.

In the context of the supply chain, artificial intelligence increasingly enables the analysis and optimisation of material flows, improving planning and reducing inefficiencies. The adoption of AI also

significantly impacts sustainability, helping to reduce energy consumption and optimise material use: algorithms capable of adapting to unexpected variations in demand or material availability allow for keeping production plans aligned with business objectives, reconciling productivity and sustainability.

The flexible and modular architectures developed by Reply stand out for their ability to integrate edge computing and computer vision in factories, innovating automated quality control and overcoming the limitations of manual inspection. Product defects and anomalies in production processes are detected and classified with extreme precision, ensuring high production standards. Predictive maintenance is also used in post-sales services, and it leverages AI-based models on real-time data to monitor plant performance, prevent failures, and minimise downtime.

Retail & Luxury

From the design and implementation of omnichannel solutions for physical and digital sales to the optimisation of logistics networks, Reply is working with major players in the sector to improve productivity and make processes more scalable and efficient. A central role is played by AI and multi-agent architectures, which are enabling innovation in areas such as inventory management, price optimisation, and customer engagement.

Conversational commerce systems and digital assistants based on autonomous agents employed in customer care and

sales recommendation are changing the way brands interact with consumers. Highly personalised multichannel campaigns are making it possible to reach diverse targets, while the automation of complex processes allows brands to focus resources on high-value strategic activities. Additionally, Generative AI is now being successfully used to create innovative content for marketing and communication, with significant results also in the luxury sector. At the same time, the use of 3D enables new service and distribution models with use cases such as make-to-order.

In physical retail stores, Reply is introducing experiences such as virtual try-ons that improve operational efficiency and the shopping experience: projects realised in 2024 aim to transform stores into dynamic and integrated environments, where the boundary between physical and digital dissolves to offer a unique and engaging experience, strengthening brand positioning and the ability to innovate and anticipate consumer expectations. In logistics and operations management, the predictive analysis of historical data and AI-driven automation of complex processes, such as shipping planning and load optimisation, are improving retailers' ability to respond to demand fluctuations and logistical constraints.

Telco & Media

Reply is alongside leading European telecommunications companies in their transition towards sustainable and profitable business models: a process that begins with the redefinition of application architectures from an AI perspective to enable new technologies and innovative services. In 2024, Reply also consolidated its position in infrastructure areas, offering specialist skills in Network Engineering, Operations, Testing, and Validation to support the management and evolution of networks.

The adoption of AI also fosters the development of new services and the enhancement of key assets, such as networks and connectivity. The composable and OTT-like approach to Business Support Systems (BSS) aims to create flexible solutions, leveraging previous investments in legacy systems. Multi-agent architectures integrate automated tasks and workflows, enabling companies to respond with more agility to customer needs. Customer services are becoming increasingly conversational thanks to the use of large language models, which enable fluid and personalised interactions, improving user experience and operational efficiency.

In the media sector, leveraging its assets, such as the Discovery Reply asset management platform, and utilising advanced AI skills, Reply has supported the valorisation of multimedia assets and the creation of cutting-edge network operations centres and studios. The specialised companies and agencies of the Group have accompanied publishers in producing innovative content, particularly in social media, optimising editorial processes such as copywriting, audio generation, and video production. This integration accelerates production and allows publishers to offer hyper-personalised content based on user preferences and real-time data analysis.

AI-DRIVEN INNOVATION

A protagonist of the era of artificial intelligence, Reply applies its expertise in consulting and technology to guide clients in adopting effective AI solutions and evolving their business models.

Knowledge Management

Generative AI is changing how companies approach knowledge management by organising, analysing, and leveraging their information, both structured and unstructured. Reply is at the forefront of this transformation, developing innovative solutions that harness the potential of AI to create more efficient and effective knowledge ecosystems.

The use of increasingly vertical large language models, specialised for different industries, is progressively expanding, allowing the development of conversational systems that enable companies to extract, re-aggregate, and redistribute knowledge in a conversational format. Reply supports companies in using these models at the enterprise level, customising them, and extending their knowledge on specific

specialist topics for each sector. Through the use of vector databases and RAG (Retrieval-Augmented Generation) systems, data is not only stored but transformed into structured and easily accessible knowledge, allowing for a rapid conceptual representation of specific knowledge areas relevant to the business context. Reply is also focusing on developing accelerators capable of recognising relationships between concepts without the need for specific training on each connection, making interaction with knowledge bases more intuitive and effective. Companies can thus improve the management of their information securely, facilitating the search and use of business information, potentially integrated and enriched with external data sources.

The evolution of knowledge management is leading companies to digitise entire

processes, shifting the focus from automating simple activities to the comprehensive management of complex workflows. With the increasingly widespread adoption of "copilots" and advanced AI agents among knowledge workers, Reply has assisted clients across various sectors and organisational divisions in creating new application architectures where traditional operational functions and workflows are integrated with activities performed by AI agents trained on business knowledge and specialised for specific use cases. In finance, for example, AI agents are used to automate the management of commercial documents, ensure regulatory compliance, and synthesise complex financial reports into essential insights. In procurement, agents can systematise information and data related to suppliers and their offers, aided by multimodal models that can interpret information contained in images and complex documents. In customer service, the vast availability of incoming data now allows AI agents to "grow" and specialise, improving the quality of responses given autonomously and reducing the resolution times for requests while supporting operators in delving into more complex cases.

However, Reply's experience shows the importance of designing and incentivising the widespread adoption of these tools with advanced change management strategies so that they have significant impacts on productivity and work quality. To this end, Reply has collaborated with Microsoft to create an immersive experience that, through gamification techniques, allows users to understand the transformative

potential offered by the integration of AI tools into everyday business processes.

Software Development

The introduction of AI is innovating every phase of the software development lifecycle, both within Reply's internal development factories and those shared with clients. From requirements gathering to specifications creation, through coding to software release activities, AI has enabled the automation of repetitive tasks, improving the efficiency and quality of solutions.

The adoption of autonomous agents capable of collaborating with each other has allowed for innovation not only in requirements management, enhancing needs analysis and structuring user stories but also in the testing and quality assurance phases of software. Thanks to its expertise in quality engineering, Reply has defined a suite of specialised agents that ensure continuous and proactive code review: predictive bug analysis allows for timely interventions that reduce costs and correction times, while automation in test case generation and script optimisation enhances the efficiency of testing processes. The management of release cycles and code integrity control has also been significantly optimised, opening new opportunities not only to accelerate development but also to ensure more robust and secure code.

The paradigm shift introduced by AI is thus having a significant impact on the operational efficiency of software engineering departments. Autonomous agents, powered by increasingly advanced

and multimodal large language models, will be able to operate more independently, with Reply experts involved in analysing any critical issues. With the introduction of advanced guardrails and performance optimisation tools, Reply is further improving the overall quality of projects, ensuring increasingly reliable and efficient solutions.

Already today, AI allows for a radical rethink of the approach to application creation, bringing conversational interaction into transactional contexts. The extensive use of AI by development teams has also paved the way for new use cases, particularly in modernising legacy systems. With the adoption of AI-based solutions, Reply supports its clients across various industries in transitioning critical systems to more modern architectures while maintaining operational continuity and extracting value from obsolete infrastructures.

Customer Interaction

Thanks to conversational systems and multi-agent architectures, the way companies communicate, assist, and engage with their customers is evolving: it is now possible to manage complex requests and provide responses more quickly and accurately. Throughout 2024, Reply has developed conversational systems and agents that not only solve recurring problems but can also suggest personalised products and services, offering natural interactions that understand and contextualise human language. These systems, potentially active 24 hours a day, ensure continuous customer support, improving satisfaction and increasing business efficiency.

Evolution of the AI-Powered Software Development Market (billion Euros)

AI-enabled Design, Coding and testing
(Software & services)

Others
(Software & services)
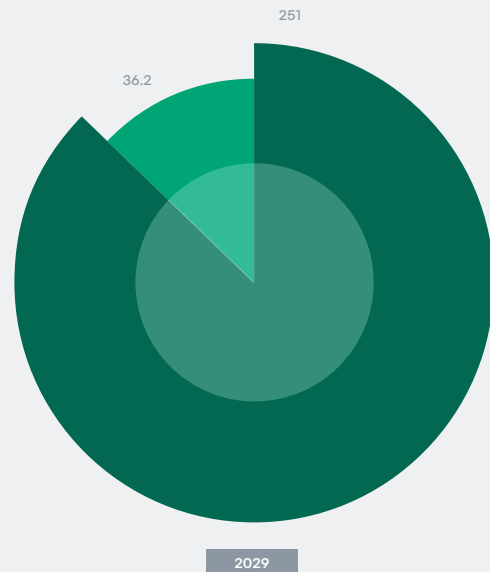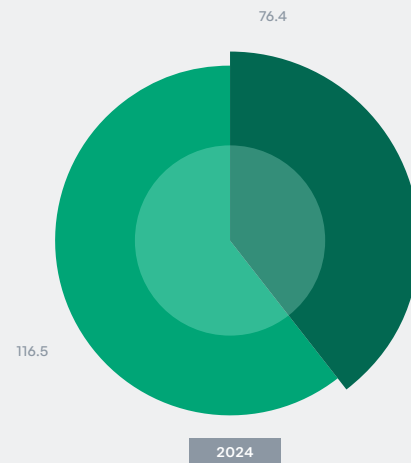
76.4

116.5

2024

251

36.2

2029

Source: Reply forecast, based on PAC data for 12 countries
(Italy, Germany, United Kingdom, USA, France, China, India, Brazil, Belgium, Netherlands, Poland, Romania)

By analysing large volumes of data on user behaviours and preferences, Reply has designed AI-based systems capable of anticipating needs, suggesting targeted products or services and constructing bespoke messages for each customer/prospect, thereby increasing conversion probabilities. The integration of these solutions in conversational commerce contexts is making it possible to create hyper-personalised marketing campaigns that offer tailored experiences, enhance cross-selling opportunities, and improve brand perception.

A strong area of expertise for Reply is the development of digital humans, which use artificial intelligence to present concepts, solutions, and offerings clearly. These digital figures, customisable for different languages and markets, offer increasingly natural and engaging dialogues thanks to advancements in hyper-realistic design and linguistic generation systems. An area where Reply has focused its attention in 2024 has been the integration of affective computing models to enrich digital humans with emotional reasoning capability, or the ability to autonomously decide—not through pre-programmed rules—when to simulate emotions, smile or show empathy. Thanks to these models, real-time 3D technologies, and advanced graphic hyperrealism, Reply's digital humans can faithfully reproduce facial expressions, emotions, and body movements, adjusting their emotional reactions based on context and the memory of the interaction, offering an empathetic and engaging experience.

Reply presented the Futura digital human developed for the Costa Crociere Group within the Inception Startups Innovation Zone of NVIDIA at Siggraph 2024.

In the realm of content production, Reply has further consolidated its competencies in the use of AI-based tools to generate images, videos, and sounds, giving rise to its own AI-based production studio. As technology evolves, Reply's clients will be able to produce increasingly larger volumes of high-quality content, simplifying the creation of complex outputs such as videos or films and enabling the production of highly customised materials for specific audience segments. The growing specialisation of creative agents will open new opportunities for companies, enhancing the productive capacity and efficiency of marketing, communication, sales, and post-sales teams.

Robotics

AI is changing the physical world through the creation of intelligent and autonomous systems capable of interacting with their surrounding environment. This progress is particularly evident in robotics, where advanced algorithms allow robots to adapt to dynamic and complex contexts. The adoption of increasingly sophisticated models opens new possibilities in various sectors, such as autonomous mobility and industrial automation, providing innovative solutions to enhance efficiency and safety. Application areas are, for instance, the autonomous inspection of industrial plants and reconnaissance missions, activities that

traditionally require significant resource investment and pose risks to operators.

> Thanks to its solution for the remote control of mobile robots via VR glasses, Roboverse Reply won the Advanced Industrial Robotic Applications (AIRA) Challenge 2024

Reply is developing spatial computing solutions to enhance the precision of autonomous mobile robots in industrial contexts. The use of immersive devices allows operators to intuitively interact with robots, managing their movements and leveraging advanced functionalities such as hand tracking or controllers for precise manipulation of robotic arms. Furthermore, essential information for operational decision-making, such as monitoring data and detailed maps of facilities, is accessible remotely in real-time thanks to a cloud infrastructure, ensuring the seamless integration of this data into industrial systems.

The introduction of AI-enhanced robots not only increases the safety and reliability of production processes but also makes companies more resilient to unforeseen events. In manufacturing, collaborative robots (cobots) support production activities by optimising processes and reducing errors, while autonomous mobile robots (AMRs) improve logistics by making quick decisions based on environmental conditions. These advancements contribute to reducing the risk of accidents and enhancing workplace safety, making operations more efficient.

The combination of increased cognitive and multimodal capabilities of robots and the simplification of direct and remote management interfaces now allows operators to monitor and manage robots more easily, without the need for intensive training. However, the large-scale adoption of these technologies poses new challenges related to data availability and quality, an aspect in which Reply is investing with mixed teams of AI experts and industry specialists.

An outlook into 2025

In 2025, Reply will continue to prioritise technological innovation through international working groups and multidisciplinary competence centres, with a focus on emerging technologies and their business applications. This commitment to experimentation and development aims to accelerate the time-to-market for Reply's clients, offering solutions driven by the latest advancements in artificial intelligence.

An important element in the landscape of emerging technologies is the evolution of large language models into large multimodal models. These advanced systems are now capable of understanding and generating content in various formats, including text, images, audio, video, 3D, and more. Real-time dialogue interfaces leverage advanced voice modalities with real-time audio analysis and live video. In the medium term, vendors will overcome the current limitations of dialogue interfaces, allowing these solutions to evolve into complete conversational experiences capable of distinguishing and interacting with multiple users speaking simultaneously.

Reply is further exploring AI-driven content creation, a field witnessing significant advancements in generative media. New AI-based video models and refined text-to-image techniques significantly reduce production costs while maintaining or even enhancing quality outcomes. In 2025, Reply will continue to invest in initiatives to engage global communities of producers and creatives to showcase the creative potential of these tools. Teams will also work on full-body motion capture systems to experiment with cutting-edge 3D acquisition technologies based on Generative AI models and develop innovative pipelines for creating 3D assets, environments, and characters, adopting these technologies in real-world projects such as video games, VR applications, and digital human projects.

From an architectural perspective, multi-agent systems are offering new ways to leverage multiple models to solve broader tasks and overcome the limitations of a single model. The new AI models based on chain-of-thought reasoning demonstrate great cognitive capabilities and enable significant achievements in areas such as mathematical problem-solving.

In terms of embodied AI, digital humans and humanoid robots are showing significant progress. Reply is enhancing digital humans by equipping them with emotional intelligence (affective computing), advanced graphics, and proactive interaction capabilities. International working groups are also continuing to experiment with humanoid robotic hardware to implement new artificial intelligence algorithms, ranging from autonomous quadrupedal and bipedal robots

for industrial tasks to robots focused on human-machine interaction.

Equally significant is the growth of simulation environments for generating synthetic data. By creating custom datasets in virtual environments, AI models can achieve high accuracy with minimal reliance on real data. This approach helps bridge the gap between laboratory conditions and real-world implementations, accelerating innovation with physical hardware such as robots through "sim-to-real" methodologies.

FOUNDATIONS

Founded on the pillars of digital innovation, Reply is progressively integrating artificial intelligence into every aspect of its services to design and implement new processes, products, and business models that generate tangible value for clients.

Cloud Computing

Cloud computing continues to represent a highly strategic area for Reply, which stands out internationally for enabling cloud-native operational models, multi-cloud solutions, and application platform modernisation services. Reply's expertise is recognised by leading global hyperscalers (AWS, Google, Microsoft, and Oracle) and extends to major enterprise platforms, including those from Adobe, Salesforce, and SAP.

Reply's established experience covers the entire cloud lifecycle, from architectural design to 24/7 operational management, with focus on cloud governance, security, financial and operational management, and data optimisation in multi-cloud and hybrid environments. Highly specialised teams also develop vertical solutions "as a Service" for sectors such as manufacturing, financial services, automotive, energy & utilities, and retail.

In 2024, the push for cloud adoption has increasingly been linked to the integration of artificial intelligence into business processes. Reply, with the evolution of its Cloud Centre of Excellence into an AI Centre of Excellence, is guiding companies in enabling AI Operating Models that combine governance, automation, and operational cloud management with the capabilities of generative artificial intelligence.

Simultaneously, AI-driven automation has helped Reply clients streamline cloud operations, improving the resilience and governance of their systems. Advanced tools can now detect anomalies, predict issues, and autonomously resolve criticalities, reducing downtime and ensuring optimal operational continuity.

Reply's solutions also support the automation of DevSecOps processes by identifying workflow errors and proposing immediate corrections, making adopting multi-cloud environments more effective.

Thanks to this synergy, client companies can manage complex infrastructures more efficiently, automating repetitive tasks and minimising risks while maintaining high security and reliability standards.

Evolution of the Cloud Management Market (billion Euros)
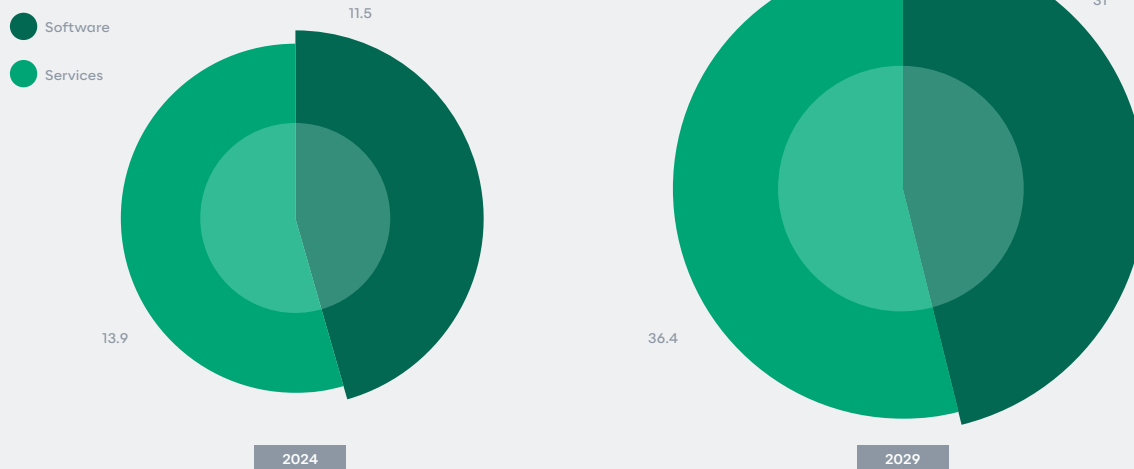
● Software
● Services

11.5
13.9
2024

31
36.4
2029

Source: Reply forecast, based on PAC data for 12 countries (Italy, Germany, United Kingdom, USA, France, China, India, Brazil, Belgium, Netherlands, Poland, Romania)

Cybersecurity

Reply stands out in the cybersecurity landscape for an approach that integrates technological innovation, cross-cutting regulatory expertise, and specialisations for specific industrial sectors. Cybersecurity experts work synergistically with risk management and compliance professionals to address the increasingly pressing challenges posed by regulations, such as the NIS-2 directive and the AI ACT, providing clients with strategic support to identify and manage the cyber risks they face and strengthen their digital infrastructures while ensuring adherence to increasingly stringent security and operational resilience standards.
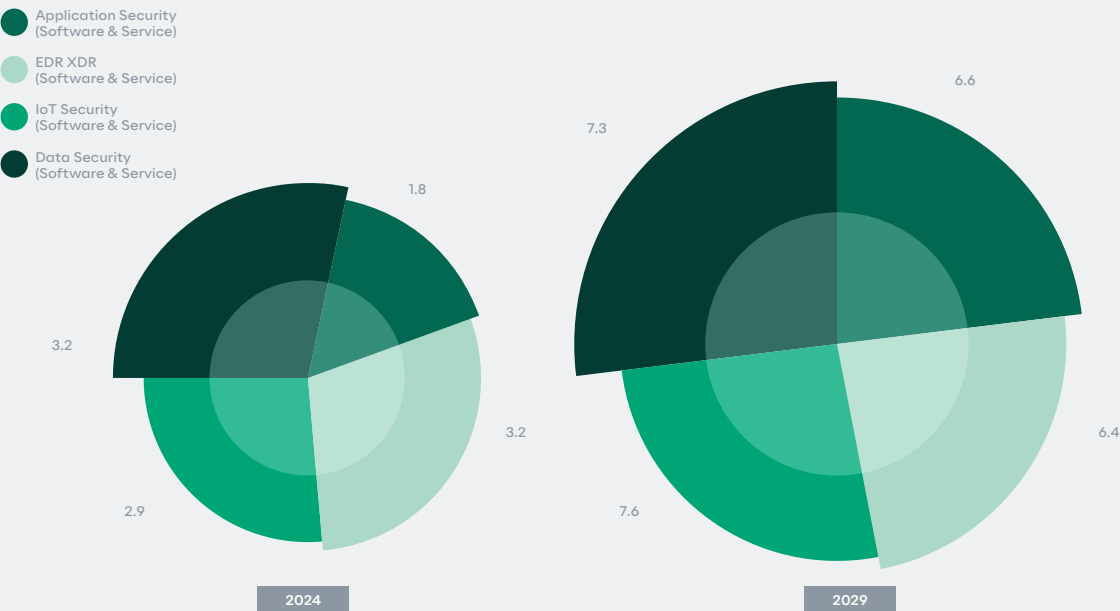
Today, companies are facing a paradigm shift driven by the increasing adoption of artificial intelligence and automation solutions. On the one hand, technologies such as machine learning are enhancing the ability to detect and counteract threats; on the other, the rise in AI-based attacks and the rapid expansion of IoT are broadening the attack surface. In this context, the "security and compliance by design" approach is essential for integrating security from the design phase of systems.

Reply's offerings extend across all areas of cybersecurity, with particular attention to digital platforms, the industrial sector, and connected products. The introduction of AI-based tools enables quicker identification of vulnerabilities and the design of preventive solutions that can enhance overall resilience. This proactive approach reduces response times to attacks and translates into significant benefits for industrial and public infrastructures.

Central to Reply's solutions are pervasive security and DevSecOps methodologies, which promote the adoption of security measures from the design phase, minimising risks throughout the entire application lifecycle. Additionally, to address increasingly sophisticated threat scenarios, Reply promotes innovative testing techniques, such as AI Red Teaming, which simulates AI-based attacks and rigorously tests defence systems. Furthermore, Reply fosters the creation of multidisciplinary teams in collaboration with its clients to support the building of robust and adaptable cybersecurity defences tailored to the specific needs of businesses, with vertical specialisations according to the countries in which clients operate.

Evolution of the AI-Enhanced Cybersecurity Market (billion Euros)

- Application Security (Software & Service)
- EDR XDR (Software & Service)
- IoT Security (Software & Service)
- Data Security (Software & Service)

2024

2029

Source: Reply forecast, based on PAC data for 12 countries (Italy, Germany, United Kingdom, USA, France, China, India, Brazil, Belgium, Netherlands, Poland, Romania)
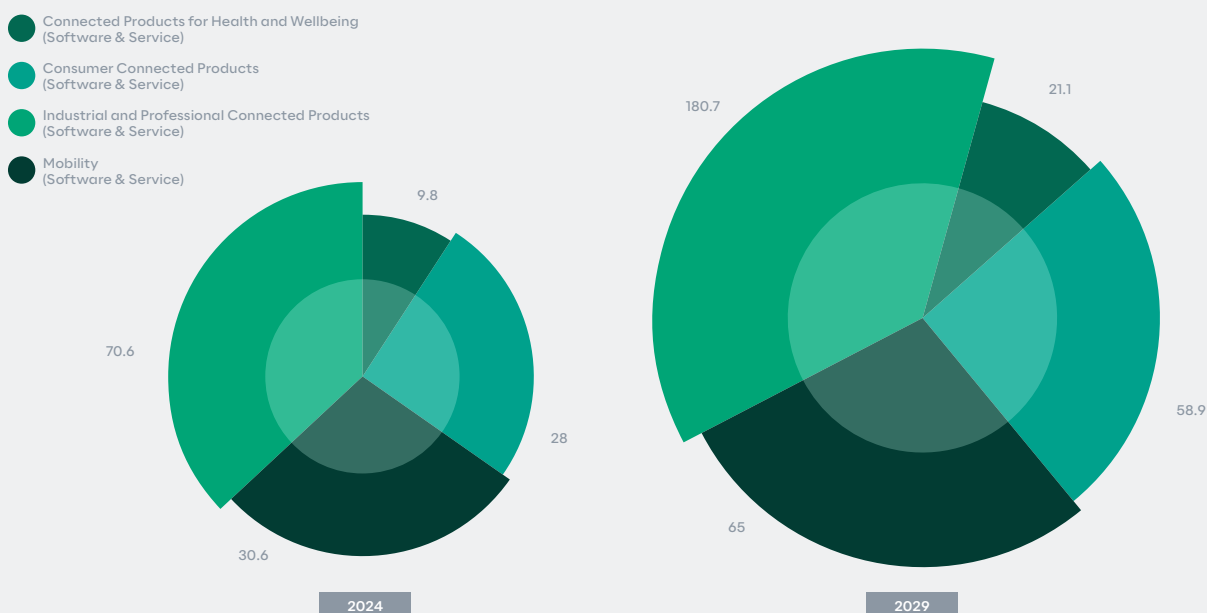
Connected Products & Solutions

Reply's offering in Connected Products & Services fits into a continuously evolving context, where the Internet of Things is radically changing how people interact with everyday products and services. Leveraging the growing interest in connected devices such as smart homes, wearables, intelligent vehicles, and connected health solutions, Reply has developed innovative solutions that use edge computing, AI, and cloud computing to enhance efficiency and user experience. These devices can collect and analyse large amounts of data, enabling companies to provide personalised, value-added services to their customers.

Reply's connected solutions not only improve usability but also provide tangible benefits in terms of quality of life, health, and safety. For instance, connected devices in the home, such as energy management systems and security devices, offer consumers the ability to monitor and optimise their resources in real time, increasing efficiency and reducing consumption and risks. In industrial sectors, Reply supports manufacturing and logistics companies in implementing predictive maintenance systems, improving production management and the handling of goods, reducing downtime, and optimising the entire value chain.

The trend of increasing adoption of connected technologies is also driving the

Evolution of the Connected Products & Solutions Market (billion Euros)

- Connected Products for Health and Wellbeing (Software & Service)
- Consumer Connected Products (Software & Service)
- Industrial and Professional Connected Products (Software & Service)
- Mobility (Software & Service)

2024: 9.8, 70.6, 28, 30.6

2029: 180.7, 21.1, 58.9, 65

Source: Reply forecast, based on PAC data for 12 countries (Italy, Germany, United Kingdom, USA, France, China, India, Brazil, Belgium, Netherlands, Poland, Romania)

development of new business models that go beyond simple product sales. Reply collaborates with companies to create "servitisation" models, where industrial machinery and other connected devices are remotely managed throughout their useful life. This approach allows for the creation of new revenue streams for companies while improving the management of the products and services offered. Reply's solutions are characterised by the use of increasingly sophisticated interfaces that leverage natural language processing for intelligent voice interactions, thereby providing increasingly advanced experiences for both consumers and operators.

In the medium term, IoT and artificial intelligence integration promises to open new frontiers in automation and process optimisation. Reply is leveraging its established experience in the automotive, logistics, and insurance sectors to create advanced solutions, such as AI in-vehicle assistants and predictive maintenance for cars and industrial vehicles. Furthermore, the use of AI-powered visual inspection systems and smart warehouses is already optimising logistics activities and contributing to the digital transformation of numerous industries.

Customer & Digital Experience

The landscape of digital experience is continuously evolving, influenced by rapid technological advancements and rising consumer expectations. In this context, Reply stands out as a strategic partner for companies, supporting them in adopting innovative solutions that create unique
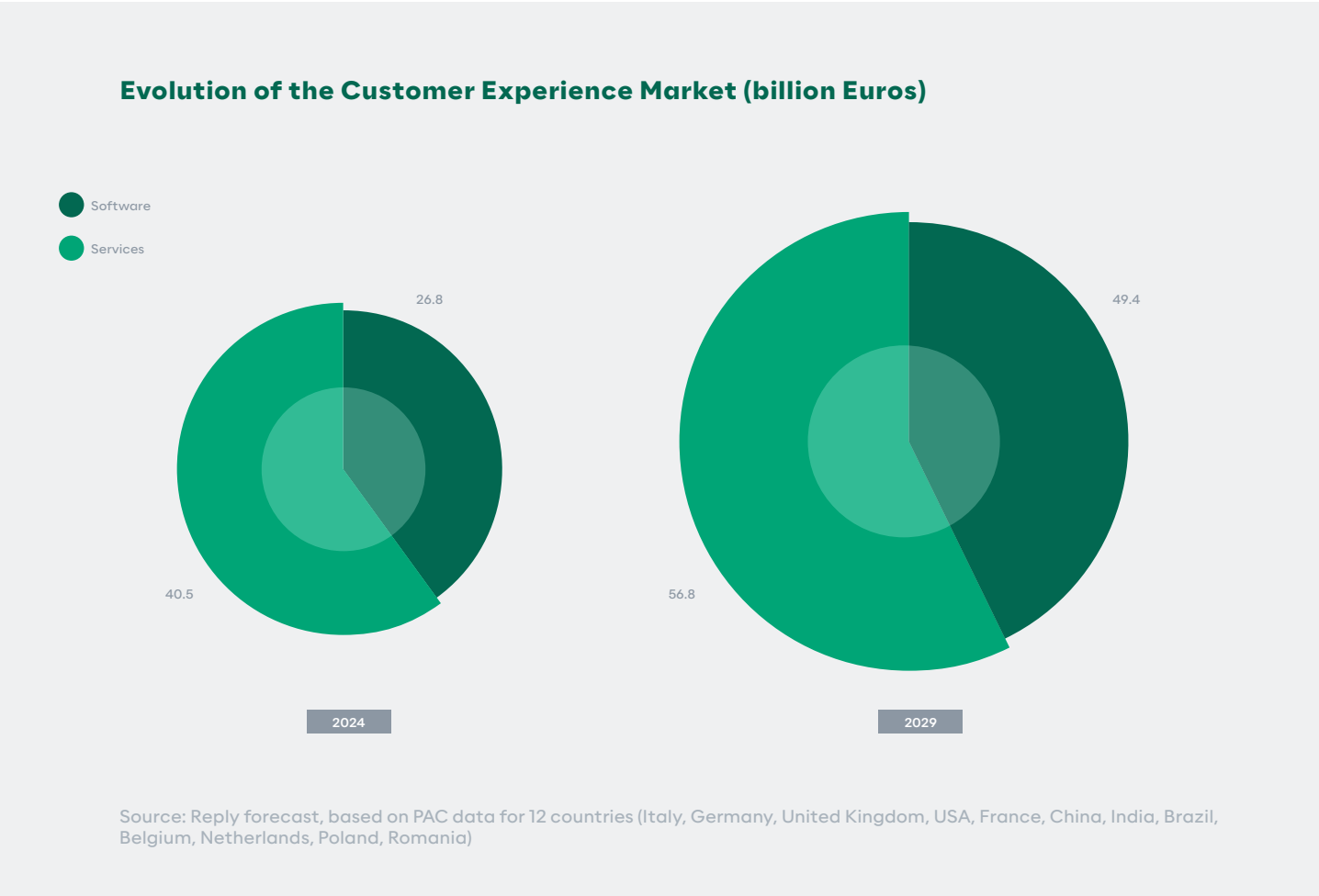
and personalised experiences, thanks to an extensive network that combines design, technological expertise, and process consulting. Reply assists client companies in adopting artificial intelligence, integrated platforms, and omnichannel strategies to redefine how they interact with their customers, increasing satisfaction and improving service quality.

Reply uses generative AI solutions to automate and optimise the creation of content for marketing campaigns, newsletters, and personalised messages. Additionally, in the realm of customer service, Reply integrates advanced conversational systems and digital humans that can provide quick and precise responses, reducing wait times and improving operational efficiency. With these tools, companies can not only resolve complex issues but also offer experiences that adapt in real-time to the individual needs of consumers.

Another fundamental aspect is hyper-personalisation, which is made possible by analysing data collected through CRM, DXP, and CDP solutions. Reply helps companies leverage these technologies to gain a comprehensive view of the customer and create tailored AI-driven experiences, ranging from personalised recommendations to the configuration of "premium" services. In retail, for example, companies can use artificial intelligence and geospatial analysis to propose targeted offers, turning every interaction into a unique engagement opportunity.

Reply is leading the transition to omnichannel systems that seamlessly combine digital and physical interactions. This approach allows consumers to choose products, configure services, and complete purchases and payments quickly and conversationally, combining the opportunities of physical stores with the advantages of online platforms. Such integration not only increases customer flexibility and satisfaction but also provides companies with a comprehensive view of the customer journey, which is essential for anticipating future needs and continually improving the experience offered.

Evolution of the Customer Experience Market (billion Euros)

- Software
- Services

26.8

40.5

2024

49.4

56.8

2029

Source: Reply forecast, based on PAC data for 12 countries (Italy, Germany, United Kingdom, USA, France, China, India, Brazil, Belgium, Netherlands, Poland, Romania)

Data

Reply has a solid track record as a partner for companies looking to maximise the value of their investments in data-driven technological solutions such as ERP, CRM, and CDP. A distinctive aspect of Reply's offering is its ability to combine data platforms, IoT, and cloud computing to create intelligent and scalable ecosystems. In key sectors such as automotive and manufacturing, where real-time data management is essential to ensure safety and efficiency, Reply proposes solutions capable of processing large volumes of data immediately and reliably.

By integrating artificial intelligence into data management processes, it is now possible to extract new business value through significant improvements in data quality. AI-powered systems handle data cleansing, harmonisation, and management automation, significantly reducing manual intervention. The rapid growth of the synthetic data offering adds further value, enabling advanced simulations while preserving the privacy of original data, which is particularly important in regulated areas such as finance, pharmaceuticals, and healthcare.

Furthermore, with AI, Reply teams are assisting client companies in leveraging traditionally overlooked or unstructured data sources, such as documents, audio, and video, opening new opportunities for growth and operational improvement. Reply's approach to data management integrates heterogeneous sources while respecting data privacy and compliance, allowing for the definition of new services and business models in both B2B and B2C contexts.

The adoption of AI for automated data governance is another area of market interest. Through intelligent systems, companies can monitor compliance with regulations in real time, ensuring that regulatory changes are implemented promptly. Additionally, AI helps to track the provenance and use of data throughout the value chain, a need particularly felt in financial institutions where transparency of data flows is essential for risk management and regulatory compliance.

REPLY ECOSYSTEM

REPLY PLAFORMS

Designed to fully leverage the opportunities of AI and emerging technologies, the proprietary solutions crafted by Reply are characterised by rapid time-to-market and extensive customisation flexibility, responding to the evolving dynamics of the industries in which they are employed.

Axulus Reply

Axulus Reply is the engineering platform for the industrial sector enriched with generative AI functionalities and a library of dedicated templates. Thanks to its AI models, including advanced computer vision technologies, the platform helps manufacturing and logistics companies tackle their most complex challenges, improving the efficiency and precision of production processes. Axulus Reply offers an ecosystem of ready-to-use frameworks and modular digital workflows, allowing for progressive and scalable adoption of innovative solutions within industrial operations. Through advanced simulation tools, companies can explore optimisation scenarios, evaluate the added value of digital solutions, and rapidly implement the technologies best suited to their specific needs.

Brick Reply

Brick Reply is the digital "as a Service" platform dedicated to industrial operations that combines architectural flexibility with the transformative potential of artificial intelligence. Its microservices architecture ensures end-to-end management of production activities and enables predictive, prescriptive, and generative functionalities. In 2024, Brick Reply introduced AI-based agents designed to act as virtual collaborators in operations. These agents analyse complex data in real time and interact with operators and systems to optimise planning, quality, and production, suggesting actions or making autonomous decisions in dynamic scenarios. With an open ecosystem integrable via standard APIs and enriched by ready-to-use vertical solutions, Brick Reply guides companies toward collaboration between intelligent agents and MOM platforms, ensuring adaptive and optimised operations.

China Beats Reply

China Beats Reply is an advanced marketing intelligence and social listening platform designed to provide deep insights into the Chinese market. By connecting directly to major local platforms (e-commerce, search engines, and social media), it allows access to strategic insights and emerging trends. Integrating real-time news sources, patent databases, and open data, the platform ensures a constantly updated overview, providing detailed information on consumer behaviours, purchase preferences, and market dynamics in key sectors such as automotive, fashion, and technology. Companies can thus leverage this data to optimise marketing strategies, improve product positioning, and anticipate future trends in a complex and dynamic market.

Discovery Reply

Discovery Reply is the platform that centralises and manages the entire lifecycle of digital content, including images, videos, audio, 3D models, and documents. Designed to support organisations in distributing content, it allows for a fluid, consistent, and highly personalised brand experience across various touchpoints. By integrating advanced AI technologies, Discovery Reply simplifies and optimises the process of producing, processing, and classifying content, enhancing the entire creative workflow in terms of operational efficiency. In 2024, the focus on AI, enabled the addition of new functionalities such as voice recognition, content analysis, and voice synthesis, allowing for translations, extraction of abstracts from videos, and the generation of podcasts in a fully automated manner.

KICODE Reply

KICODE Reply is a framework based on generative artificial intelligence that automates the entire software development lifecycle, from requirements gathering to deployment. It includes natural language commands, breaks them down into specific operations, and distributes them to specialised agents such as product owners, developers, and DevOps engineers. This innovative approach simplifies software projects by automatically generating user stories and aligning the development process accordingly. By using historical data and proven solutions, KICODE Reply ensures efficiency, quality, and speed, executing entire projects in minutes across different platforms and operating systems.

LEA Reply

LEA Reply is the platform designed by Reply to make supply chains efficient, agile, and connected. Composed of a suite of microservices that cover various processes of supply chain execution, including warehouse management, inventory, distribution, and delivery of goods, LEA Reply integrates robotics, machine learning, and IoT technologies. The new AI-supported applications are dedicated to ensuring visibility and advanced monitoring of performance in logistics flows, supporting e-commerce systems and managing drop shipping models. With the introduction in 2024 of GaliLEA, the Generative AI assistant based on a multi-agent architecture, it is possible to enhance decision-making capabilities across the entire supply chain. GaliLEA provides support on using software functionalities, analysing business metrics, and interpreting and responding to users

Reply Ecosystem

requests in natural language. Additional improvements have been introduced in mixed reality to combine the physical world with real-time digital information to enhance operational processes and computer vision to enable accurate and rapid monitoring of logistics activities through automatic object recognition.

MLFRAME Reply

MLFRAME Reply is a framework designed for the management and analysis of heterogeneous knowledge bases, facilitating the development of advanced conversational models. A proprietary methodology that integrates data analysis, algorithm training, and result validation allows for the rapid creation of "human-like" interaction systems, such as digital assistants and digital humans. The new version, released in 2024, introduces an innovative approach to knowledge modelling, enhancing the ability of models to recognise relationships between concepts without the need for specific training. The use of graph models optimises the organisation and analysis of large volumes of data, automating information mapping and reducing manual interventions. With these new functionalities, MLFRAME Reply supports all phases of developing conversational systems, from creating the knowledge base to optimising algorithms, ensuring more efficient solutions adaptable to various industries.

Pulse Reply

Pulse Reply is a data-driven solution that combines data science and marketing intelligence in an interactive dashboard to monitor business performance. It offers intuitive tools for analysing key metrics, identifying trends, and optimising strategies. Through machine learning algorithms, it detects variations in KPIs and sends real-time notifications, providing insights into causes and their impact. In addition to anomaly reporting, it suggests targeted corrective actions, helping companies respond promptly to market changes and improve operational efficiency with a data-driven approach.

Sonar Reply

Sonar Reply is a trend research platform developed with the German Research Centre for Artificial Intelligence (DFKI). Designed with a search engine-like interface, it makes trend analysis accessible to data analysts, researchers, journalists, and marketers. Its database indexes over 70 million sources, including scientific publications, patents, blogs, articles, and news. Thanks to AI, it identifies emerging patterns, monitors trends, and provides data-driven forecasts. Companies can use it to anticipate market changes and develop strategies based on reliable information, turning data into concrete insights.

TamTamy Reply

TamTamy Reply, originally launched as an Enterprise Social Network platform to improve corporate communication, has evolved into a complete digital ecosystem that integrates knowledge management and content distribution, reaching a new level of innovation in 2024 with the introduction of advanced AI-based tools. Among the main innovations is a proprietary platform of intelligent agents that automates repetitive tasks, simplifies information management, and promotes the implementation of AI solutions in the

corporate environment. The DXP module has been enhanced with an AI agent capable of generating dynamic mini-websites without technical expertise, facilitating internal communication, event management, and content sharing. The Learning Management System has also been enhanced with features that make corporate training more interactive and personalised through adaptive learning paths based on user needs.

Ticuro Reply

Ticuro Reply is a modular platform certified as a medical device (class IIa, CE) that supports remote care continuity and prevention according to the connected healthcare model for digital health. Delivered in a SaaS model, it uses IoMT (Internet of Medical Things) technology to connect to medical devices and wearable sensors, promoting ongoing collaboration between patients, caregivers, and healthcare professionals throughout the care pathway. In 2024, advanced functionalities were introduced for near-real-time processing of clinical documents and diagnostic support via specific algorithms. Integration with oncology departments has led to the implementation of dedicated tools for clinical collaboration, including video calls, chat, and document sharing, connected to departmental systems, genomic analysis tools, and international databases. Ticuro Reply enables rapid and remote access to patient information from various sources, ensuring a constantly updated and comprehensive view. It also provides automated tools for report generation and clear data visualisation, simplifying collaboration between doctors and optimising personalised therapeutic choices.

X-RAIS Reply

X-RAIS Reply is an AI solution designed to support radiological diagnosis processes through the application of deep learning. Specialising in a wide range of diagnostic methods and specific anatomical regions, it leverages advanced image recognition techniques to assist radiologists in identifying anomalies and pathologies, improving the accuracy and timeliness of diagnoses. In 2024, X-RAIS Reply continued to evolve with the refinement and testing of its algorithms for the advanced analysis of computed tomography, increasing accuracy and efficiency in processing medical images. An important new feature has been the platform extension to host and integrate third-party algorithms, thus providing a flexible and scalable environment that allows healthcare professionals to access various diagnostic tools within a single interface, improving collaboration among experts for more effective and personalised diagnoses.

REPLY LABS

In the various countries where Reply operates, the Reply Labs represent spaces for innovation and joint design between Reply specialists and client companies. The solutions designed and tested have a tangible potential to improve the operations and business of client companies, which can integrate cutting-edge solutions into their daily activities.

Area42

Area42 is a laboratory dedicated to exploring and experimenting with advanced technologies, including robotic solutions (quadrupeds, rovers, humanoids, drones), digital humans, and interactive humanoid robots. Reply experts conduct tests using synthetic data, "sim-to-real" applications, edge AI, and additive manufacturing. Within the Co-Design Workshops, clients, supported by Reply professionals, can explore the lab technologies and develop innovative prototypes to apply to real use cases. Emerging technologies are validated through concrete experiments, also thanks to collaboration with universities and research centres on innovative projects.

Cybersecurity Lab

The Cybersecurity Lab offers an advanced environment for evaluating and simulating security scenarios in areas such as cloud computing, secure software development, protection of applications and data, and network infrastructure. It provides companies with innovative solutions and tools to ensure the security and privacy of individuals, organisations, and processes. The area includes demo units for testing and simulating attacks, threat modelling, and hacking on hardware and software components. The Lab's activities cover key sectors such as industrial security, IoT, automotive security, and smart building security, enabling clients to analyse and strengthen their cybersecurity strategies.

Immersive Experience Lab

The Immersive Experience Lab explores extended reality (XR) applications in business areas such as sales, marketing, design, production, maintenance, operations, and professional training, with a demo area dedicated to experimenting with innovative use cases. Immersive experiences allow for the creation of customised product presentations, such as virtual test drives for the automotive sector and new methods of training, assistance, and maintenance.

IOT Validation Lab

Reply's IoT Validation Lab is a centre for designing, integrating, validating, and implementing IoT solutions and connected products, with a focus on environmental sustainability and energy efficiency. With end-to-end expertise and cutting-edge instrumentation, Reply supports clients throughout the entire lifecycle of IoT solutions, providing consulting, connectivity testing, and device pre-certification. The Lab explores applications in key sectors such as automotive, telco, manufacturing, energy, appliances, and logistics, enabling the assessment of the sustainability of IoT infrastructures by analysing material degradation and the operational lifespan of components.

Test Automation Centre

The Lab ensures continuous monitoring of the quality of critical business products and services, leveraging a proprietary framework and advanced validation techniques based on AI. Clients can oversee the entire lifecycle of products and services, both during the development phase and after commercial launch, allowing for the anticipation of potential issues and timely corrective actions. The Lab helps prevent problems that could negatively impact end customers and reduce future maintenance and management costs. The integration of advanced quality assurance tools enhances the efficiency of fundamental processes, including test selection, data preparation, and maintenance, ensuring effective verification even in technically complex scenarios.

Area Phi

Active since 2024, Area Phi supports Reply's clients in translating technological innovation into concrete strategies for their sector. Among its main activities are: developing hyper-realistic digital humans by integrating conversational AI and generative AI; exploring immersive technologies such as extended reality, gamification, and AI to create engaging experiences, including digital escape rooms, immersive e-learning, and interactive games. In the field of edge computing, the lab develops solutions for manufacturing and renewable energy, enhancing efficiency through real-time analysis, predictive maintenance, and defect detection with AI.

ALLIANCES

Since its founding, Reply has built and strengthened solid collaborations with a broad ecosystem of innovative technology companies, with a particular focus on the strategic relationships with leading technology vendors. Today, Reply professionals boast the highest levels of certification and recognition with each of the strategic partners.

Adobe

Adobe and Reply collaborate in Europe and the USA to offer advanced solutions in marketing automation, digital asset management, and information management. Reply, recognised as an Adobe Platinum Partner, achieved six specialisations in Adobe Experience Manager and Adobe Commerce in 2024, developing solutions with Adobe GenStudio, Firefly Custom Models, and IO App Builder. Awarded as the "Digital Experience Emerging Partner of the Year 2024" for Central Europe and recognised by analysts such as Forrester, IDC, and PAC, Reply stands out in key areas such as the adoption of AI to optimise the content supply chain and provide clients with greater speed and efficiency in content production.

AWS

Reply is part of the select global group of AWS Premier Tier Service Partners. Over the years, it has developed solid expertise in migrating complex enterprise systems to AWS, now offering a wide range of services in cloud computing, including content processing & distribution, development and integration of custom enterprise applications, and end-to-end support with 24/7 maintenance and management. In 2024, Reply was among the first global partners to achieve Generative AI Competency in the consulting services category, thanks to its deep experience with AWS Bedrock, now widely adopted across various sectors. The company also boasts certified expertise in Data & Analytics, DevOps, Oracle, Migration, IoT, Industrial Software, SaaS, Machine Learning, Financial Services, Security, Retail, Energy, and Automotive, in addition to competencies related to the Managed Service Provider Program and the Well-Architected Program.

Google

Reply has strengthened its partnership with Google in Europe, the UK, and the USA,

developing collaborations with Google Cloud and Google Ads divisions. The application of new Google technologies in Generative AI, also thanks to participation in the exclusive Trusted Tester Program, has allowed Reply to be among the first system integrators globally to achieve Generative AI specialisation. During Google Cloud Next '24, Google recognised Reply as the Global Partner of the Year in the DevOps category. Reply has also confirmed its status as a Premier Partner and Managed Services Provider for Google Cloud. In the field of Google Ads, Reply has demonstrated its expertise by obtaining certifications in Search, Display, Video, Shopping, and App, showcasing its ability to implement effective digital marketing strategies.

Microsoft

Reply is a global partner of Microsoft and a leader in offering innovative solutions across the three clouds: Azure, Microsoft 365, and Dynamics 365. Operating in Europe, the UK, the USA, and Brazil, Reply leverages a network of companies that covers all seven Microsoft Solutions Partner Designations, alongside numerous sector specialisations. In 2024, Reply also received recognition as a Global Non-profit Partner of the Year and Partner of the Year in Italy, in addition to being selected for an exclusive acceleration program for large clients in EMEA. Today, Reply stands out in innovating Microsoft offerings due to its deep knowledge of Copilot and Azure OpenAI technologies with vertical experiences across various industries.

Oracle

Reply is recognised as an Oracle Cloud Service Provider, thanks to its excellence in managed services and implementations of solutions on Oracle Cloud Infrastructure. In 2024, Reply received the prestigious EMEA Cluster Award in Innovation Cloud/Technology for the South Europe region, confirming its ability to offer innovative solutions based on Oracle technologies, with particular attention to artificial intelligence and machine learning. Reply's capability to meet client needs has further solidified in Oracle solutions for Finance, Supply Chain, Planning, and Production, thanks to international projects on ERP Cloud and NetSuite, achieving notable results in manufacturing and healthcare sectors. In 2024, Reply also expanded its presence in the HCM and CX sectors, developing strategic projects based on solutions such as Oracle Xstore and CX Unity.

Salesforce

Reply is a certified consulting partner of Salesforce with experts in Europe and the USA and was awarded by Salesforce in 2024 with Partner Awards in Italy and Germany. Reply's expertise covers the entire Salesforce offering: sales, service and marketing, B2B and B2C commerce, integration with Mulesoft, analysis with Tableau, and collaboration with Slack. Reply is also involved with various Salesforce Industry Clouds and extensions such as Field Service, Account Engagement, Data Cloud, Einstein, and Agentforce. Reply is one of the few global specialists of Salesforce in the automotive sector and has implemented one of the first Financial Service Cloud solutions in Europe. Other highly specialised industries include

manufacturing, energy & utilities, public sector, media, and retail & consumer goods.

SAP

Reply's expertise in SAP encompasses a wide range of SAP Cloud technologies, including SAP S/4HANA Cloud (RISE with SAP, GROW with SAP), Business Process Transformation (SAP Signavio), SAP Customer Experience, SAP Business Technology Platform, SAP Digital Supply Chain, SAP ARIBA, SAP Concur, and SAP Business AI. Reply has also established a close collaboration with SAP Co-Innovation Labs, positioning itself as one of the leaders in AI-based innovation in the SAP environment. In 2024, Reply affirmed its global status as one of the Top 25 SAP Partners for expertise and specialisations, reflecting its constant growth in terms of global reach and investments in SAP Cloud and SAP Business AI solutions. This recognition is confirmed by Reply's presence in the SAP Services Landscape by Forrester; Reply was also ranked in 2024 among the most competent SAP service providers and leaders in the PAC RADAR study "Leading Providers of SAP Services in Europe and Germany 2024."