



REPLY COMPANY PROFILE  
2009

## REPLY MAIN CHARACTERISTICS

Reply is a leading Consultancy, Systems Integration, Application Management and Business Process Outsourcing company, specialized in the creation and implementation of solutions based on new communication networks and digital media.

### *The context of reference*

The rapid adoption of new communication tools drives companies to adopt new ways to communicate and to do business, enhanced by the ability to exchange information in real time with all the players involved in the value chain.

Reply is specialized in creating effective business solutions based on innovative technologies enabling communication between clients, partners suppliers and collaborators.

Reply [Rey.MI] is listed in the Star segment of the Italian Stock Exchange.

### *The model*

Reply's organizational model is based on a network structure composed of subsidiary companies, each focusing on specific lines of offer, which are excellence centres classified as Best in Class in their respective competence areas. This model combines the capacities of a large entity with the flexibility, specialization and dynamism typical of small structures.

### *The offer*

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

Reply's offer covers three areas of competence:

**Processes** – for Reply understanding and using technologies means introducing a new enabler for processes thanks to in-depth knowledge of the market and of the specific industrial implementation contexts;

**Applications** – Reply designs and implements application solutions aimed at meeting the needs of the *core business* of enterprises;

**Technologies**– in Reply the use of innovative technologies is optimized to implement solutions ensuring customers maximum operational efficiency and flexibility.

Within the sphere of the three lines of competence, Reply offers these services:

**Consultancy** –strategic, communications, process and technology;

**Systems Integration** –a combination of business consulting with high value-added and innovative technology Solutions to better harness the potential of technology;

**Application Management** –management, monitoring and continual evolution of the technological assets.

## ***Market of reference***

Reply operates in the following markets:

### **Telecommunications, Utilities and Media:**

Reply is one of the principal technological partners in the convergence process between Telco and the Media, with particular focus on the components relative to terrestrial digital systems, the management of contents and digital assets, Billing and CRM services.

### **Industry and services**

Reply assists companies in the introductory and changeover phases and in the management of Information Enterprise Systems. From the strategic design to the understanding and redefinition of the core processes, Reply designs and implements solutions aimed at the integration of applications in support of the Extended Enterprise (CRM, SCM, BI)

### **Banks, Insurance Companies and Financial Operators**

Reply is specialized in strategic consultancy, planning and the creation of multi-channel infrastructures and services for Banks, Insurance Companies and Financial Operators.

### **Public Administration and HealthCare**

For the Central Public Administration and the National Health Service, Reply leverages its experience gained in the most advanced online services, verticalizing applications and competencies to create specific solutions to manage relations with the citizen.

## ***Partnerships***

To offer the most suitable solutions for the diverse needs of its customers, Reply has established partnership with the most important IT vendors: Microsoft Gold Certified Partner, Oracle Certified Advantage Partner and SAP Special Expertise Partner on SAP NetWeaver.

## ***Distinctive features***

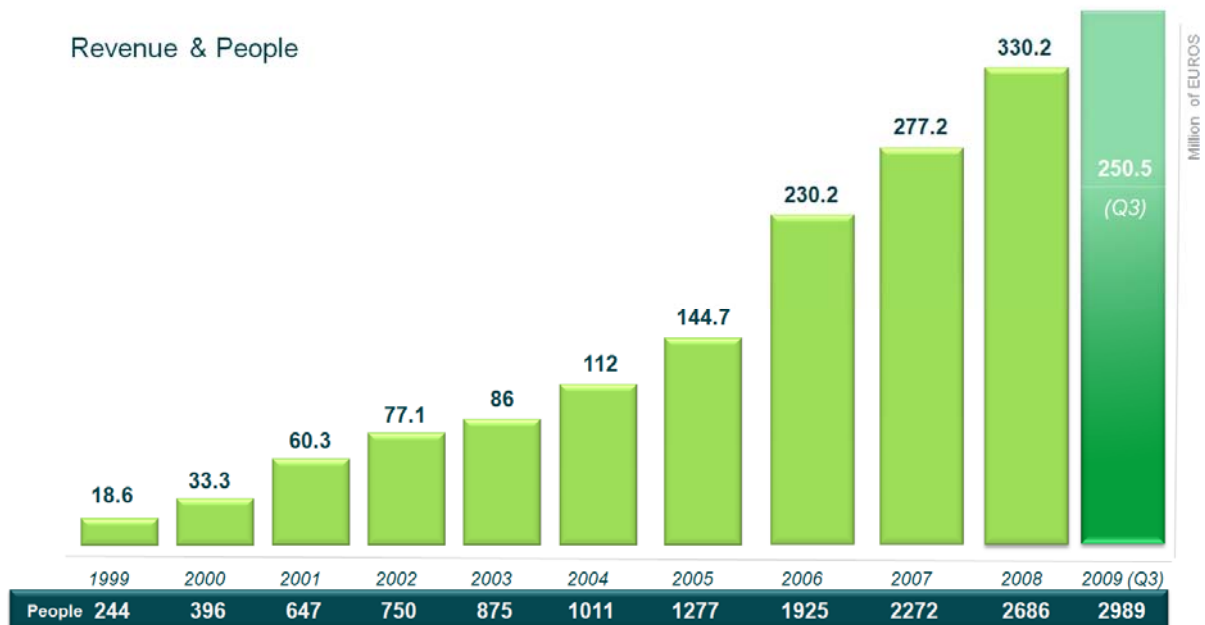
Reply's distinctive features are:

- a flexible structure, which has the capacity to foresee market evolutions and trends, new organizational models, and technological innovation;
- a group of highly specialized companies with different core competencies, within the scope of the lines offered by Reply;
- highly experienced management, strongly oriented towards profit generation;
- a team of professionals coming from the best universities who, with a solid and specialized planning methodology, work together to obtain fast and excellent results;
- a scaleable delivery method of proven success;
- the capacity to establish long-term relations with large industrial companies and with the main operators in the telecommunications market;
- consolidated partnerships with the principal players in the worldwide ICT sector.

## ECONOMIC-FINANCIAL TREND

From 1997 (the first complete financial year after its constitution), Reply has achieved important economic-financial results, with constant and significant growth.

The sustained increase in sales, which went from 5.9 million in 1997 to 330.2 million in 2008, has been accompanied by equally important growth in the dimensions of the company, which has gone from a staff of 83 employees in 1997 to over 2600 in December 2008.



Reply [Rey.MI] since December 2000 is listed on Borsa Italiana Star Market.

## 1996-2009: A FEW MILESTONES

- June 1996: Reply was founded in Turin by a group of managers from the IT sector, led by Mario Rizzante.
- December 2000: Reply is listed on the New Market of the Italian Stock Exchange.
- January 2001: Reply acquires XYZ, a communications agency operating in the advertising and marketing advisory sector. The acquisition is part of a plan for consolidation of the web marketing sector, and to offer multimedia content, reinforcing E-Business communications (multimedia communications and web-marketing services).
- April 2001: Oracle names Reply the European Partner of the Year for "Customer Satisfaction".
- September 2001: Reply acquires E\*Finance Consulting (58%), a leader in strategic consultancy and a specialist in the finance sector for the creation of services on internet channels, contact centre, wireless and broadband. E\*Finance Consulting collaborates with the primary international strategic consulting networks, and develops projects and solutions for some of the most important Italian financial institutions. The acquisition allows Reply to extend its offer to the banking and insurance sector.
- April 2002: Reply creates a dedicated unit for the study and development of mobile applications.
- June 2002: in Mediobanca's annual outlook Reply hits the top ranking among Italian mid cap for growth on fundamentals
- October 2002: Reply acquires Sysproject (100%), an IT services company specialized in the planning and management of architectures, systems and services for the Web. Sysproject mainly operates in the services sector linked to the design and management of software infrastructures with strong specialization in Microsoft architectures. The acquisition is part of Reply's development plan related to Web Management, which includes services and solutions for the management, monitoring and development of E-Business solutions.
- December 2002: Reply acquires Santer (49% plus 2% three years after signing the agreement), the Lombardia Informatica Group company – the technological partner of the Lombardy Region – which operates in the Local Public Administration market and is specialized in solutions for Territorial Health Services and Local Authorities. The acquisition represents Reply's entry into the Health Services and Local Government sector, and marks the entry into the E-Government solutions market.
- June 2003: Reply acquires IrisCube (51%), an Information Technology company working since 1991 in designing and creating both proprietary and third party software solutions in the systems integration and consultancy services fields. With this acquisition, Reply consolidates its leading position in the E-Finance and Mobile markets, integration its own offer, through architecture and technological applications, application platforms for the multi-channel distribution of banking, financial, and insurance products and services, and the development of integrated solutions for corporate and mobile banking.
- October 2003: Reply founds its own research centre for the use and application of RFID technologies.

- October 2003: Reply is the first Italian systems integrator to enter WS-I (Web services interoperability organization).
- February 2004: Reply is included in the annual Forbes classification of the first 25 companies with the highest growth rate.
- May 2004: Reply establishes Reply Consulting, a company specializing in process consultancy for extended companies.
- June 2004: Reply establishes Cape Reply, a company specialized in SAP technologies, to assist companies in the changeover process, thanks to the ability to plan, create and manage innovative solutions and services on SAP Netweaver
- February 2005: Reply takes over ACS Multimedia, the division of Advanced Computer Systems ACS S.p.A specialized in digitalization, cataloguing and management of audio archives. The operation is included in Reply's development strategy in the Digital Asset Management sector, which it entered in 2004 with its own Discovery Reply platform, and which involves both terrestrial digital and wide band for home entertainment applications.
- March 2005: Reply establishes Power Reply, to offer technological and application solutions to public and private companies operating in the utilities sector
- May 2005: Reply buys a branch from the Fiat Group dedicated to the management of the "third party customers" of Fiat Gesco, a company specialized in process management solutions. With this acquisition, Reply adds a new important component to its offer to companies, which includes Consultancy, Systems Integration, Application Management and, as of today, also Process Management.
- December 2005 – April 2006: agreement for the takeover of syskoplan AG, a German company listed on the Frankfurt Stock Exchange, leader in CRM consulting. The operation was finalized in April 2006, when Reply took over 63.8% of syskoplan A.G.'s corporate capital.
- June – July 2006: Reply increases its corporate capital in Santer S.p.A. by 53.76%, enforcing the terms set forth in the 49% purchasing agreement signed with Lombardia Informatica and Lombardia Chambers of Commerce in December 2002. With this operation Reply reaffirms its determination to further grow in the promising area of health care service management platforms.
- November 2006: Reply, in partnership with Microsoft and Intel, sets up the first Italian labs to allow companies to test new Microsoft technologies: Vista and Office 2007.
- December 2006: in Dubai, Reply is awarded the prestigious OPN (Oracle Partner Network) Innovation Awards EMEA (Europe, Middle East and Africa) for the "Leonardo" project, implemented for Comando Carabinieri Tutela del Patrimonio Culturale (CCTPC, the Carabinieri Section for the Protection of the Cultural Heritage) which is a highly innovative tool to monitor, identify and recover stolen works of art. In particular, Reply has upgraded the Information System of Comando Carabinieri Tutela del Patrimonio Culturale by introducing access through innovative channels, both web and mobile, and developing a standard-based solution which ensures flexibility and security.
- February 2007: Reply Network expands in Germany with two acquisitions and one start-up. syskoplan has acquired 100% of Xuccess Consulting GmbH; launched discovery sysko, a start-up company dedicated to the media sector; syskoplan has acquired 85% of Interactiv GmbH.

- March 2007: Reply and EMC Corporation have signed a partnership to develop the service and consulting supply on the new EMC2 solutions for business intelligence and software management. Reply has established Square Reply, a new company which will develop the EMC technology offering, initially focusing on the *EMC/Documentum* and *EMC/Smarts* platforms, respectively dedicated to managing the entire business intelligence life-cycle and monitoring complex IT infrastructures.
- March 2007: Reply joins Second Life, the famous on-line 3D virtual community. Reply headquarters are on a private island - called Living Network - in Second Life meta-world, where the company staff organizes meetings, brainstorming sessions, training and workshops. Reply also wants to identify new Virtual Business opportunities for its customers as well, both in terms of Research and Development and of Recruiting and Communication and to further its development capabilities in 3D and in the creation of new content models.
- October 2007: Reply acquires Santer S.pA. by 100%.
- October 2007: Reply sets up, on Second Life, a space devised for anyone wishing to learn how to develop 3-D virtual objects and movements in a simple and funny way. Second Life SMS Messaging and Avatar Creation Services are available to the general public for the whole month of November at Reply Living Network Island.
- November 2007: Reply and Hinchcliffe & Company established a partnership for exclusive delivery of Web 2.0 University™ bootcamps to their clients and the general public in Italy and Germany. In strategic partnership with O'Reilly Media, Hinchcliffe & Company developed the Web 2.0 University™ courses. Reply exclusively delivers Web 2.0 University™ in Italy and Germany.
- January 2008: Seat Pagine Gialle chose Reply to enhance and make even more innovative its already advanced voice service – 89.24.24 Pronto PagineGialle. Today customers use the 89.24.24 service with the new opportunity to receive also multimedia content via MMS, directly on their mobile devices. This is possible by means of GAIA Image Transcoder (GIT), the component developed entirely by Reply and released as open source within the GAIA Reply™ solution.
- March 2008: Reply signed the acquisition of Communication Valley Spa from UniCredit group. Reply decided to finance the acquisition of Communication Valley, based on an equivalent value of 14.5 million Euros, through the line of credit, established in December 2005, for M&A operations. With the acquisition of Communication Valley, Reply extends its offering in terms of services targeted to Business Security & Data Protection.
- March 2008: Oracle and Reply announce a co-development agreement to build an Oracle Application Integration Architecture Product. The agreement implies working side by side to develop the Oracle solution. For this purpose, Oracle hosts the Reply team at Oracle's facility in Redwood Shores, California, allowing them to participate in the development lifecycle of an AIA based Order to Cash Process Integration Pack that is intended to integrate Siebel CRM with the Oracle® E-Business Suite.
- July 2008: the first Italian Competence Center dedicated to Oracle AIA (Application Integration Architecture) has been jointly presented to the press by Reply and Oracle Corp, the world's largest enterprise software company. The center allows companies to access in real time to the latest developments available on new Oracle integration technologies and assess the Integration Business Processes (PIP=Process Integration Pack) Oracle is continuously releasing.

- July 2008: Cluster Reply, a company of the Reply Group (STAR [REY.MI]), announces that through the Microsoft Partner Program it has fulfilled the qualifications necessary to achieve Voice specialization within the Microsoft Unified Communications Competency. Earning the Unified Communications Competency Voice specialization requires the completion of competency testing and a rigorous technical readiness program that includes specific staffing requirements and an internal deployment of the complete Microsoft unified communications offering.
- July 2008: Reply acquires 100% capital share of glue:, a company specialized in Enterprise Architecture, Solution Design and SOA consulting services. glue: - leader in its field - works for leading organizations within the Telco & Media, Manufacturing, Insurance and Retail markets such as: Argos, Axa, BBC, Boots, BSkyB, Cable&Wireless, Carphone Warehouse, Fosters, GlaxoSmithKline, J&J, Kraft Foods, Liverpool & Victoria, Marks & Spencer, Unilever, WH Smiths. The acquisition allows Reply to extend its own offerings also to the UK market.
- October 2008: Reply has made available the "Software as a Service" version of TamTamy, its Enterprise Social Networking platform. At Web 2.0 Expo Berlin Reply launches the SaaS (Software as a Service) version of its 2.0 platform
- October 2008: Aktive Reply, a company of the Reply Group (STAR [REY.MI]), announces that it has signed a partnership agreement with Adobe Systems. With this agreement, Aktive Reply, a specialist in the development and deployment of Information Lifecycle Management projects, becomes Enterprise Solutions Partner of Adobe consequently expanding its offer with innovative solutions developed with Adobe® LiveCycle® Enterprise Suite, Adobe Flex and Adobe® AIR™.
- February 2009 Reply signs an agreement to acquire Motorola's Turin research centre. The Reply Group creates an M2M (machine-to-machine) research and development centre in Turin based on existing skills and facilities. The aim of Reply's new research centre is to create a platform of services, devices and middleware to support specific vertical applications such as infomobility, advanced logistics, environmental safety, contactless payment and product traceability. The new research centre allows Reply to round out its offering through the ability to design integrated hardware and software solutions, enabling the Group to strengthen its position in the markets where it operates (Telco-Media-Utilities, Banking and Insurance, Industry and Services, Health and Public Administration).
- May 2009: Reply and Armando Testa merge their competences in digital communication, into a new entrepreneurial reality: bitmama. bitmama comes to light in order to satisfy the requirements of a rapidly evolving market, where the Internet and digital media penetration is dramatically changing lifestyles, consumption patterns and the languages of communication and creativity applied to the brand.
- May 2009: Reply establishes Live Reply, a new company committed to providing advanced services and digital contents for Mobile, the Web and TV. Live Reply boasts a consistent specialization in the design, development and distribution of services and contents on Mobile and TV, in the definition of Community and Entertainment services for the Web, Mobile and TV, as well as in the development of advanced applications for mobile devices and Set-Top-Box.
- May 2009: Google and Open Reply, a Reply group company specialized in Open Source technology and web 2.0 online solutions and services, announce a partnership for Google Apps Premier, Google's suite of online communication and collaboration tools. According to the agreement, Open Reply will offer the Italian market complete

solutions based on Google technology, aimed in particular at medium and large enterprises.

- June 2009: Hermes Reply expands its partnership with Apriso to help Italian manufacturers cut costs and improve production operations. The longstanding relationship between the Turin-based company and the software manufacturer from California has been further consolidated following renewed interest in the Italian market, with a special focus on manufacturing companies, the heart and soul of Italy's industrial fabric.
- September 2009: Aktive Reply receives an Adobe reward as the best Solution Partner. Aktive Reply won the award thanks to a comprehensive solution they provided to a major worldwide Italian energy corporation.
- September 2009: GAIA Reply™ for the mobile portals of la Repubblica and Radio DeeJay. Through GAIA Reply™ the mobile area of Gruppo Espresso optimises the display and use of the mobile sites of la Repubblica and Radio DeeJay on all new and old generation mobile phones.
- October 2009: Reply makes available the Definio Reply platform to enhance its offering to companies operating in the field of Finance. Definio Reply, which is already being used successfully by several companies in the asset management market, stands out as an open and flexible platform for the management of information relating to finances and assets, with its integration of the main instruments used for monitoring, analysing and supporting financial consulting.
- November 2009: Vordel appoints Spike Reply as partner to further strengthen position in Italian SOA security market. The two companies will work closely together to build out their complementary SOA Governance product and service offerings into key industry sectors including Government, Financial services and Telecoms.

### ***Information & Contacts:***

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