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Proprietary Assets, Partnerships and Strong Focus
How innovation for business leaders is built - in a case

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Reply combines culture, competence, proactivity with vertical specialization to achieve excellence on new technology services and solutions tailored to help customers in reaching their business goals.

Reply Key Drivers:

- Specialized competence on Consulting, System Integration, Service Management (Application & Operation), Business Process Outsourcing.
- Vertical markets Core Processes knowledge.
- Focus on New Communication Channels and Digital Media.
- Continuous investments on Innovation and Know-How.
- Strategic Partnership with Leading Market Vendors.

- Founded in 1996 to achieve excellence within the internet consulting market, Reply is today a leading IT Services Company.
- Impressive track record: from €18.6m in 1999 to €384.2 m sales in 2010.
- Constant two digit Ebit.
- More than 3000 employees distributed on a network of specialized companies.
- Large customers, with a very high customer retention
A case of innovation

Social Media, e-commerce and retail.
And a long chain of integrated services.
Three Disruptive Innovations emerging

**Proximity**
The birth of the local Internet

**Convenience**
Price, customer management, word of mouth

**Social Connections**
Valuable advice anywhere anytime
Geo-localization of people through mobile devices, of places through referencing and apps. The local dimension of Internet spread the Wings. Proximity and Separation.

**Crucial Actions:**
- Hello!?! I am here!!!
- Where are my friends? Or my colleagues?
- What’s up around here? Any deals? Suggestions? Fun things to do?
- What are my friends (of people I follow) favourite places around here?
- I create a social identity through the places I visit
Convenience

Couponing, Group purchasing, Instant e-commerce sites, combine traditional price-promotion techniques with the leverage of DEM, Social Sites and viral Word of Mouth and new rich customer experience

Crucial Actions:
- Let’s check the deals of the day
- I like to suggest exclusive deals or new promotions to my friends
- I choose, I buy and pay on line and have home delivered. Compulsive.
- Partecipating to a group purchase is thrilling and fun
Social Connections

Social Networking convey on a global or close relationship basis suggestions, reviews, deals and tips on everything that can be bought, used, eaten or experienced.

Crucial Actions:

• Who’s advising me of this brasserie? An Aussie first time here or a local?
• What are my friends experiencing? Or my “favourite” colleagues?
• Let’s find a good idea for a weekend from people I know
• I like this brand and I love to express my opinions to the other “likers”
• I am recognized as a “Social Influencer” among my peers
But there is not YET sign of converging lines

Promotion and convenience are seldom bound to a proximity level of information or discovery.

Deal discovery or social advice mapped on a local environment are lightly integrated in local geo-referenced services.

Large Social Networks make a limited use of geo-referenced information. Their use by convenience players is tactical.

Integrating business processes and communication flows, as a system, will be one of the next frontiers of digital media, e-commerce and retail.
@Reply it takes many ingredients – talents, r&d, vision, partnerships - to deliver such a scenario to innovators

**Reply Proprietary Technologies:**
- Social Media Platform
- Gaming Platform
- Mobile site and multichannel Platform
- Crowdsourcing Platform
- Digital Media Management Platform
- Internet of Things Platform
- Mobile Payment Platform

**Vertical (industry) Competence**
- of market and operating model
- of application ecosystem

**Integration Capabilities and Strategic Partnership with Leading Tech Vendors.**
- E-commerce
- Digital Creativity
- Social Media Design and Management
- Crowdsourcing Management
- Idea Generation - Management
- CRM and Social CRM
- ERP configuration and integration
- e-payment solutions
- Embedded devices integration
- Expertise on devices
- Digital Content Management Expertise
Site/Media and Advertising Effectiveness

Our strategic map

Communities

Single Cluster of Interest or “self-made”
High relevance of personal profiles

Disruptive

Global Brand Social Media Mix Strategies
Integration in CRM, Product Innovation Processes

Market place

Personal Micro Cluster
Value to small level of separation

Utilities

Macro Cluster – Campaign approach
Social personal rating

A Global Cluster
Where is the “systemic” value Reply is generating in its innovation path?
Value for the system

New Professions on the edge of innovation path
Multicultural disciplines as Social Media Designers and Engineers, Community Managers, User Experience Designers, e-commerce specialist, Digital Art Directors, Software Engineers

Integration of complex technologies consistently with the innovation strategies in brand communication and retail services
Long and complex supply chains
Creativity and branding, hi-tech integration, operating processes, administration and reporting, payments

Shorten the time gap from the global innovations labs
Local investments and partnership with technology vendors enable european private & public sector to a better time-to-market for business innovation leaders
Thank you

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