ARLANIS REPLY
THE SALESFORCE COMPANY

10/05/2023

REPLY GROUP

UK
Chester, Manchester, **LONDON,** Sheffield

FRANCE
Paris

BENELUX
Amsterdam, Brussels, Luxembourg

BELARUS
Minsk

SWISS
Zurich

US
Atlanta, Auburn Hills, Burr Ridge, Chicago, Jacksonville, Kansas City, New York, Seattle, St.Louis

BRAZIL
Belo Horizonte, Sao Paolo

GERMANY
Berlin, Bremen, Dortmund, Düsseldorf, Eschborn, Frankfurt, **GÜTERSLOH,** Hamburg, Karlsruhe, Köln, Lübeck, Minden, München, Potsdam, Regensburg, Stuttgart

POLAND
Katowice

CROATIA
Zagreb

ROMANIA
Bucharest

AUSTRIA
Vienna, Innsbruck

ITALY
Bari, Bologna, Firenze, Genova, Milano, Padova, Parma, Roma, **TORINO,** Treviso, Trieste, Verona

CHINA
Beijing, Hong Kong, Nanjing

SINGAPORE
Singapore

INDIA
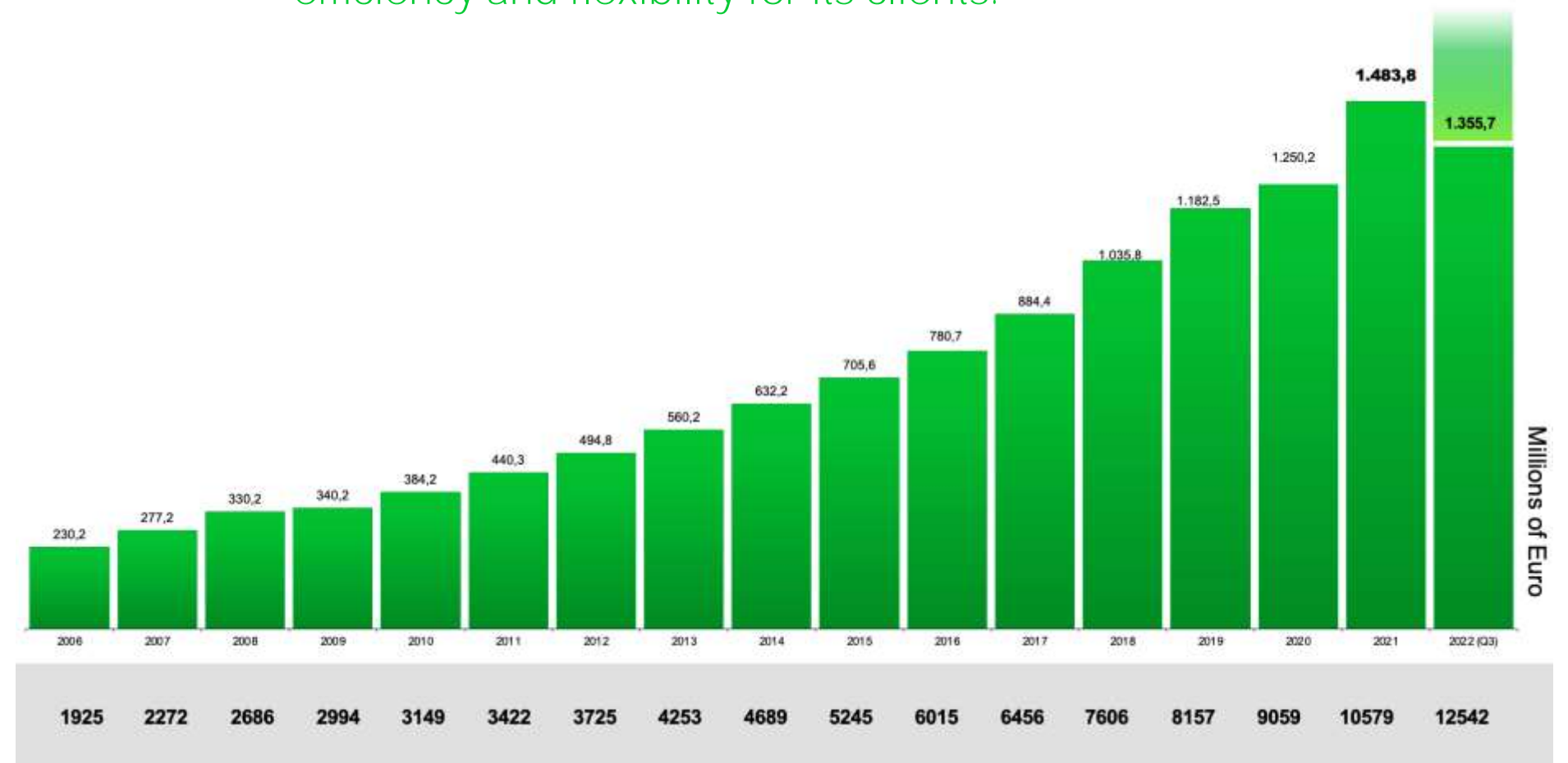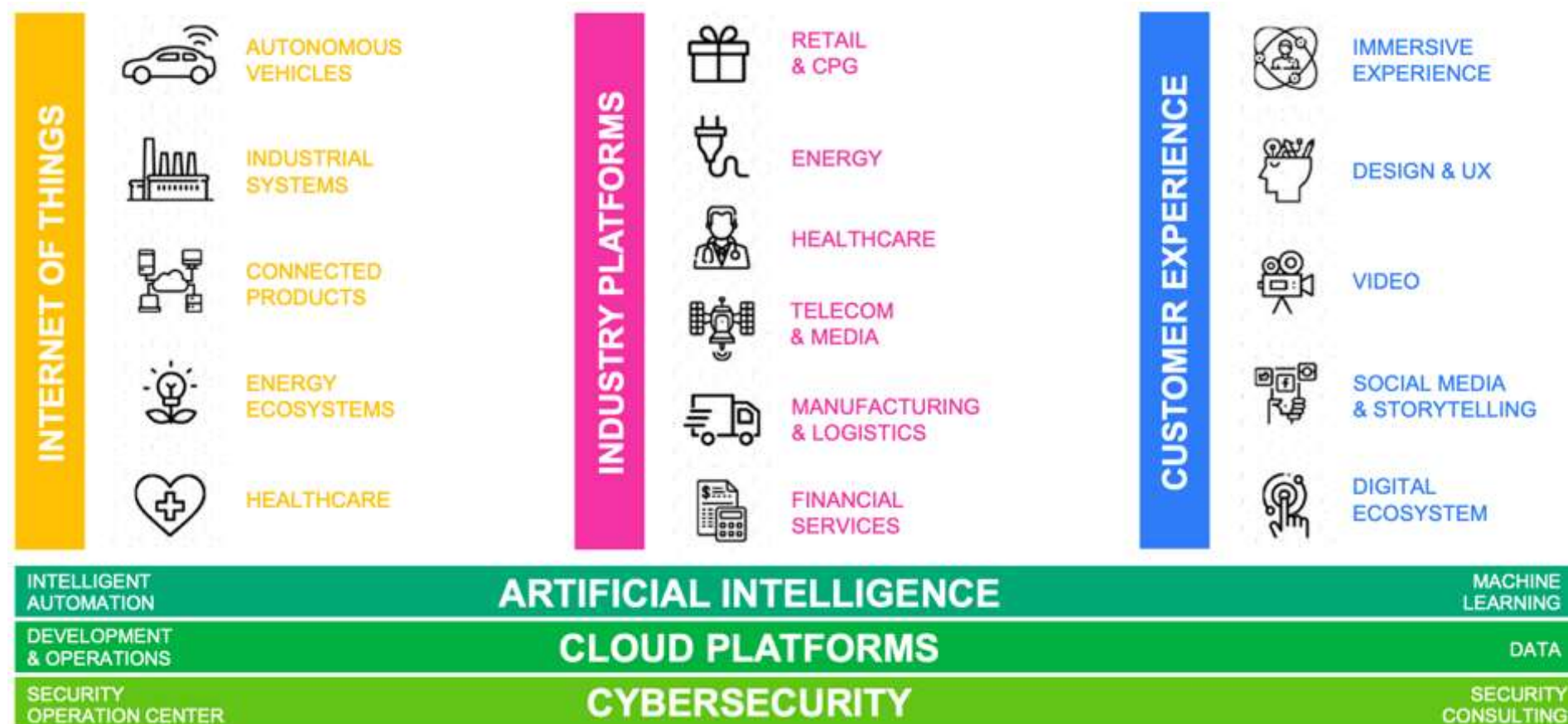Bangalore, Kochi

NEW ZEALAND
Auckland

Through its network of specialist companies, Reply supports leading industrial groups to define and develop business models, suited to the new paradigms of Big Data, Cloud Computing, Digital Media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services.

Reply covers 3 areas of competence:

Processes: for Reply the understanding and the use of technology involves the introduction of a new enabling factor for business processes, based on an in-depth knowledge of both the market and the specific industrial contexts of implementation

Applications: Reply designs and develops application solutions aimed at meeting core business needs;

Technologies: Reply optimises the use of innovative technologies, creating solutions that are capable of guaranteeing maximum operational efficiency and flexibility for its clients.

INTERNET OF THINGS
- AUTONOMOUS VEHICLES
- INDUSTRIAL SYSTEMS
- CONNECTED PRODUCTS
- ENERGY ECOSYSTEMS
- HEALTHCARE

INDUSTRY PLATFORMS
- RETAIL & CPG
- ENERGY
- HEALTHCARE
- TELECOM & MEDIA
- MANUFACTURING & LOGISTICS
- FINANCIAL SERVICES

CUSTOMER EXPERIENCE
- IMMERSIVE EXPERIENCE
- DESIGN & UX
- VIDEO
- SOCIAL MEDIA & STORYTELLING
- DIGITAL ECOSYSTEM

INTELLIGENT AUTOMATION	ARTIFICIAL INTELLIGENCE	MACHINE LEARNING
DEVELOPMENT & OPERATIONS	CLOUD PLATFORMS	DATA
SECURITY OPERATION CENTER	CYBERSECURITY	SECURITY CONSULTING

Millions of Euro

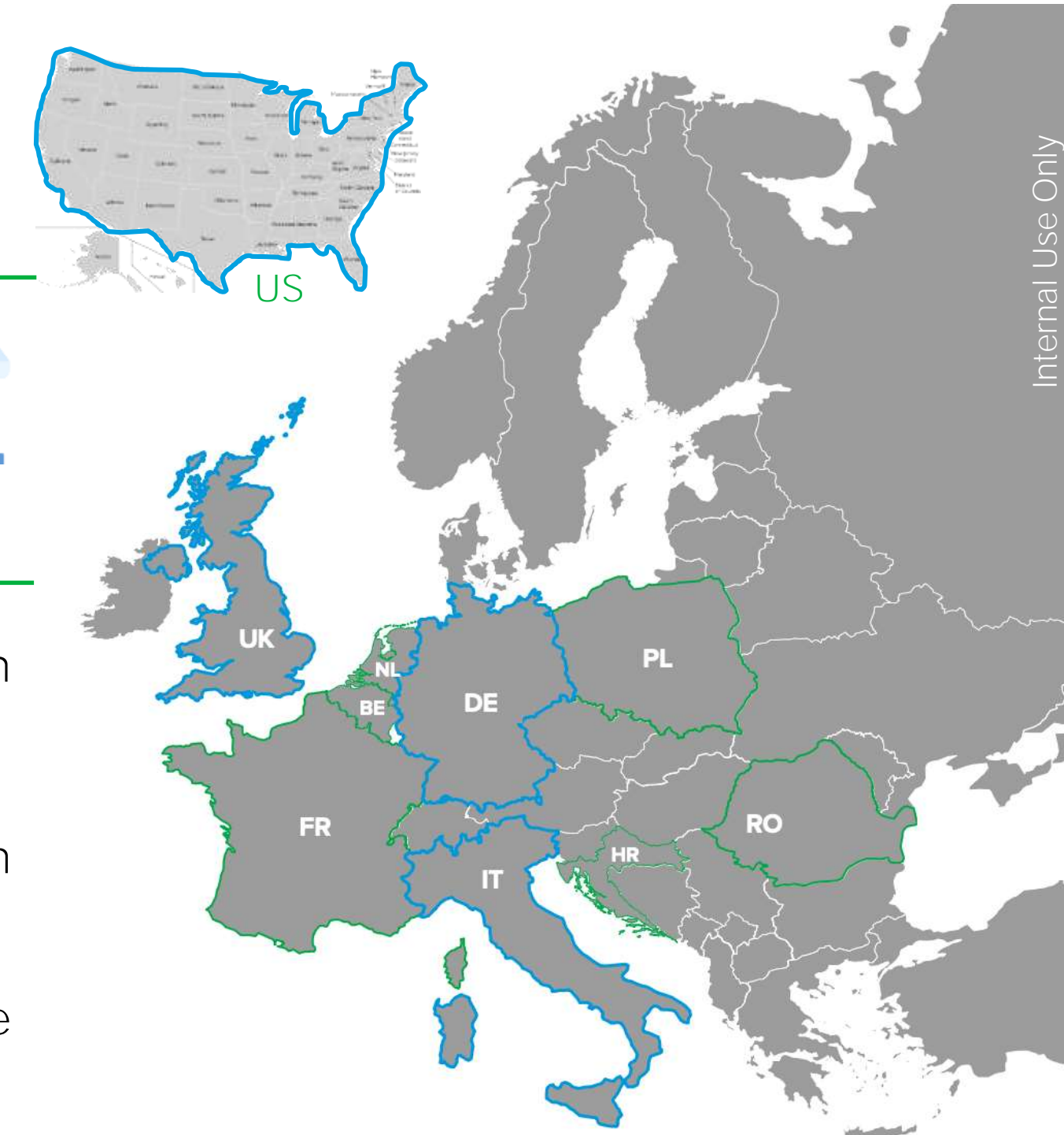| Year	Value	Employees
2006	230,2	1925
2007	277,2	2272
2008	330,2	2686
2009	340,2	2994
2010	384,2	3149
2011	440,3	3422
2012	494,8	3725
2013	560,2	4253
2014	632,2	4689
2015	705,6	5245
2016	780,7	6015
2017	884,4	6456
2018	1.035,8	7606
2019	1.182,5	8157
2020	1.250,2	9059
2021	1.483,8	10579
2022 (Q3)	1.355,7	12542

RETHINK CUSTOMER EXPERIENCE
REPLY SALESFORCE/MULESOFT PRACTISE

Reply, Salesforce Partner since 2005, combines dynamicity and flexibility of a *"local"* provider with the reliability and scalability of international company

Through the adoption of Salesforce/Mulesoft and their components Heroku & Zuora enriched with Artificial Intelligence, Advanced Data Analytics and IoT integration functions, Reply is able to rethink, optimise and automate Sales, Service, and Marketing cross-industry

zuora

US

BANKING	INSURANCE	PUBLIC INSTITUTION	TELCO	MEDIA	ENERGY & UTILITY	AUTOMOTIVE	MANUFACTURING	PHARMA & HEALTHCARE	RETAIL

INNOVATION

Reply develops HealthCloud solutions to digitally, 24x7, multichannel support patients with a platform connecting them with specialist leveraging on a centralized operation centre.

Reply leverages native Salesforce automation capabilities and third party integrations in order to enhance customer journey optimizing resource allocation.

Reply is also running a practise in Sustainability to collect data, monitor and optimise processes responsible for CO_2 emissions through the adoption of Net Zero Cloud.

+600 CERTIFICATIONS   **+450** PROFESSIONALS   **+100** CUSTOMERS   **4.9/5** avg CSI

□ **Reply's Salesforce/Mulesoft Practice**
□ Reply European presence

UK NL BE DE PL FR IT HR RO

OUR OFFERING

CDP
GENIE

1. MARKETING
Marketing offer includes both B2B (Pardot) e B2C (Marketing Cloud) strong expertise as well as pioneering new real-time platform Genie consolidating the Customer Data Platform capabilities

8. ANALYTICS
Analytics CRM certified resources and Customer Data Platform offer expansion in order unlock the potential of heterogeneous data integration, segmentation and contact history

7. HORIZONTALS
Relevant experience in Digital Process Automation offering based on Omnistudio solution to further enhance UX/UI and omnichannel **SF's** capabilities

7.1 DPA

6.1 HEALTH CLOUD

6. VERTICALS
Pioneer in the Health and Net-Zero Cloud enterprise adoption of Vertical solutions and further developing competences on new SF Verticals

6.2 NET ZERO

2. SALES
Sales capabilities leveraging AI and automation further extent by Configuration Pricing Quote features included in the "new" Revenue Cloud

2.1 CPQ

3.1 SERVICE CLOUD VOICE

3. SERVICE
Traditional customer care features extended by two new capabilities: intelligent CTI integration provided by Service Cloud Voice and operational support based on Field Service and Visual Remote Assistant

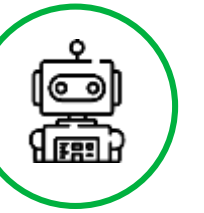## 3.2 FIELD SERVICE & VRA

4. COMMUNITY & COMMERCE
knowledge and references in Experience Cloud focus on Slack partnership as a collaboration solution provider and Commerce Cloud
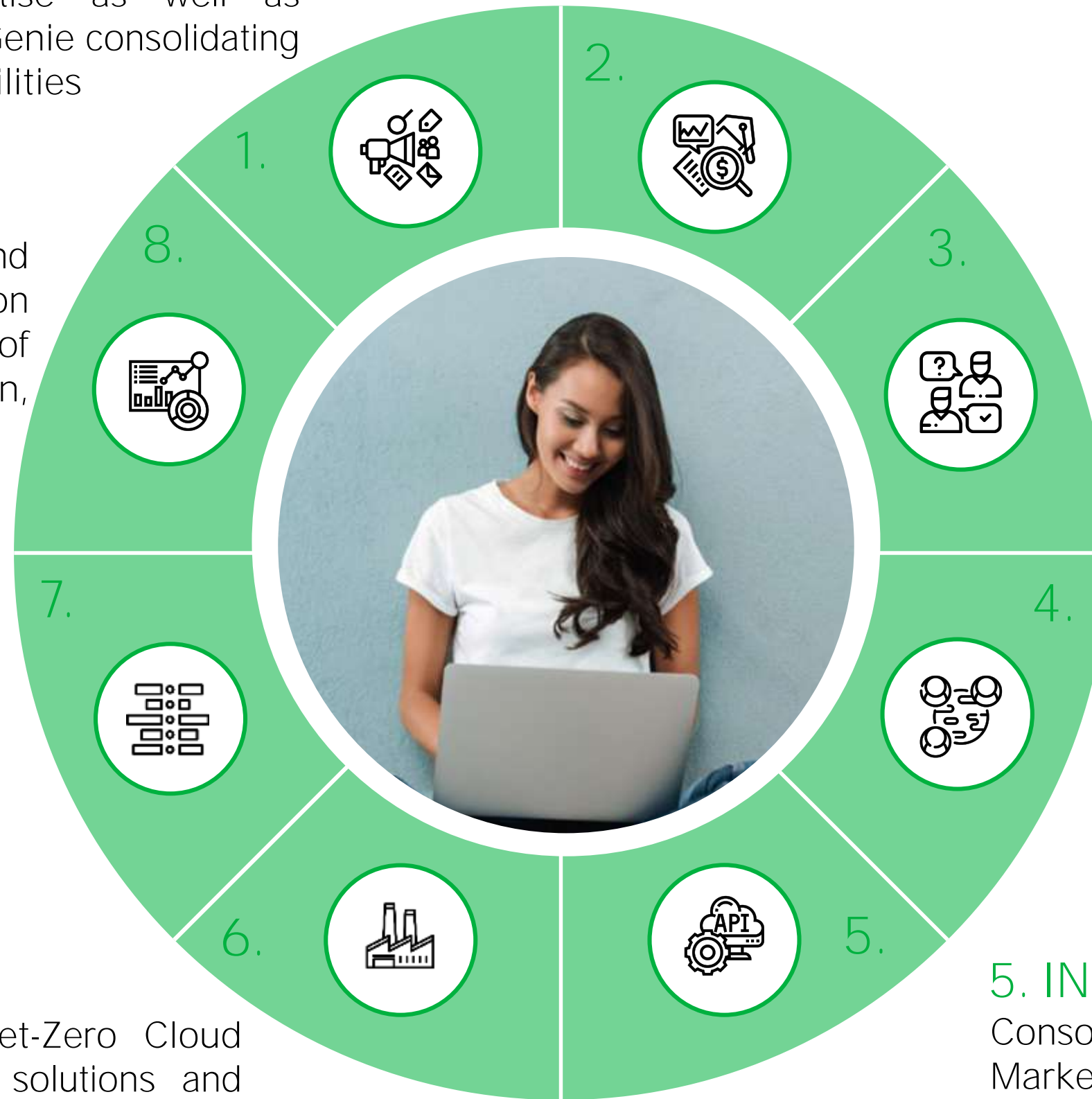
4.1 SLACK

5. INTEGRATE & AUTOMATE
Consolidated Mulesoft practice enriched by Goto Market and Delivery Champions certifications over the traditional one, enablement of RPA capabilities powered by recent **Mulesoft's** acquisition of Servicetrace

5.1 MULESOFT RPA

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THANK YOU