

Abstract

The Reply Group cooperates with the main banking and insurance groups, as well as with the main financial companies (specialized in Asset Management, Private Banking, and Consumer Credit, etc.) in order to offer and develop complete solutions for performance enhancement, by combining the different business consulting, organization, process development, planning and technological development components.

Reply helps its customers anticipate change by defining strategies based on new logics and technologies (Web Services, SOA, Mobile and Wireless solutions, Web 2.0, online self services, Social Networking platforms, user generated content management solutions, semantic search engines, Business Intelligence and Knowledge Management) aimed at introducing actual innovation in mission-critical industries such as Trading, Asset Management, support to business relations and Human Capital Management.

Scenario

Recently, Banking Institutes have implemented the procedures required by the new European norms, with special attention to the new Basel II agreement, to the directives for operative continuity, and complying with the MiFID and SEPA regulations. Banks have also started important projects related to managed assets – new instruments for performance measurement and portfolio rationalization – and to the development of new multichannel platforms supporting the management of *private* customers. The new communication technologies have created new challenges and opportunities for the Banking and Insurance industry: identify and implement solutions and new systems that enable the integration, management, and above all, re-use of existing information assets; promote and introduce standards for interoperability with the ecosystem of partners and customers, transforming data and information into a competitive advantage.

Positioning

The Reply Group believes that the new ICT technologies, starting from Web 2.0, reached a maturity and expansion level enabling, if used correctly, a real qualitative leap when compared to many performance parameters of Financial Institutions. More specifically it believes that, during the current economic situation, the organization and business innovation induced by technology represents a ground for sure success. Consequently, nowadays the Reply group is particularly present in “mission critical” and “technology intensive” business areas - such as service level for retail customers, logical security, the increase of online channels effectiveness and penetration, the development of “mobile” services, the reduction of traditional ICT infrastructure costs, the development of supports and solutions like business communities – in order to capture and make available the scattered “knowledge workers” knowhow, the development of new risk management tools and relating management supporting systems.



Reply Value

Through its network of industry specialized business units on the one side, and more innovative technologies and platforms on the other (ex. SOA, SaaS, cloud computing, social networking platforms, web agencies, semantic engines, mobile devices), the Reply Group is able to provide the Italian financial Market with a high, documentable and realistic proposition capability, by also offering – with regards to the ICT component – solutions and systems which allow the integration with and the evolution of old application architectures, ensuring the interoperability and reuse of the existing information heritage. Finally, the acquisition of the Turin Motorola Research Center, allowed the Reply Group to integrate excellent skills in the development of mobile devices, into end-to-end testing and into embedded systems. Reply is able to plan and engineer M2M (Machine to Machine) platforms on which specific vertical applications may be based, like for example, infomobility, advanced logistics, environmental safety, contactless payment and product traceability.

Reply [REY IM] offers Consulting, System Integration, Business Process Outsourcing and Application Management. Specialising in the design and development of solutions based on new communication channels and digital media, Reply combines vertical market expertise with innovative technologies such as Social Networking, Cloud Computing and the Internet of Things for the optimisation and integration of processes, applications and devices. Based on a network of companies specialized by service offering, Reply combines the planning and organisational capacity of a large corporation with the flexibility and dynamism typical of specialist companies. Reply has a presence in Germany, England and Italy and operates within the leading industrial sectors (Telco and Media, Banking and Insurance, Industry and Services, Energy and Utilities, Public Administration and Health) with a range of services covering three main areas: Processes, Applications and Technologies.

For further information: www.reply.eu