

# **ARLANIS REPLY**

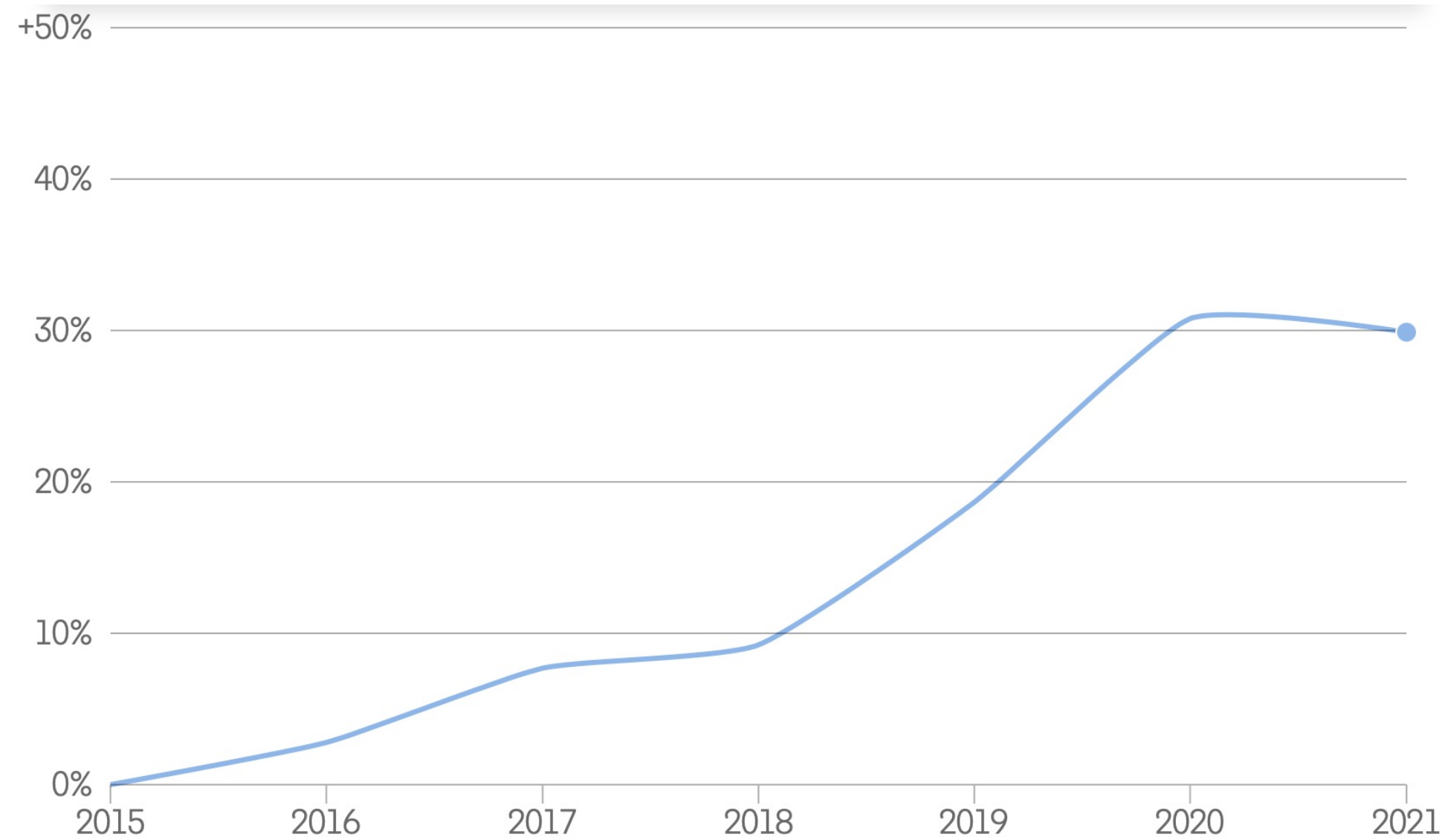
## **CORPORATE PRESENTATION**

**21<sup>TH</sup> JANUARY 2021**  
**MILAN**

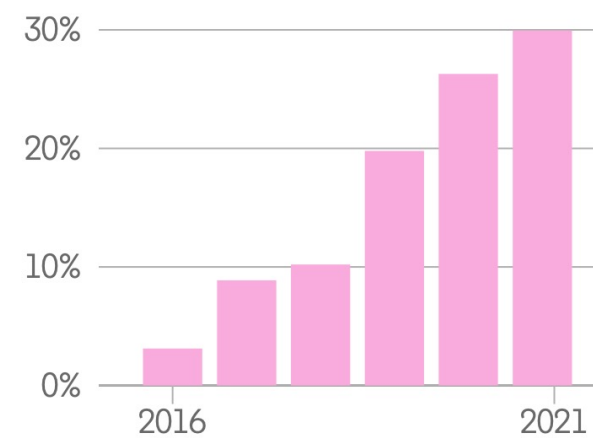
**UNIVERSITA' DI CAGLIARI**

# RETHINK CUSTOMER EXPERIENCE

## ARE YOUR SKILLS READY FOR THE FUTURE?



For Information  
Technology Consultant in  
Italy, skills have changed  
 an average of **30.0%**  
 since 2015



### Top skills

#### 2015

- SQL
- Linux
- MySQL
- XML
- JavaScript
- Oracle Database
- Java
- Integration
- HTML
- Software Development

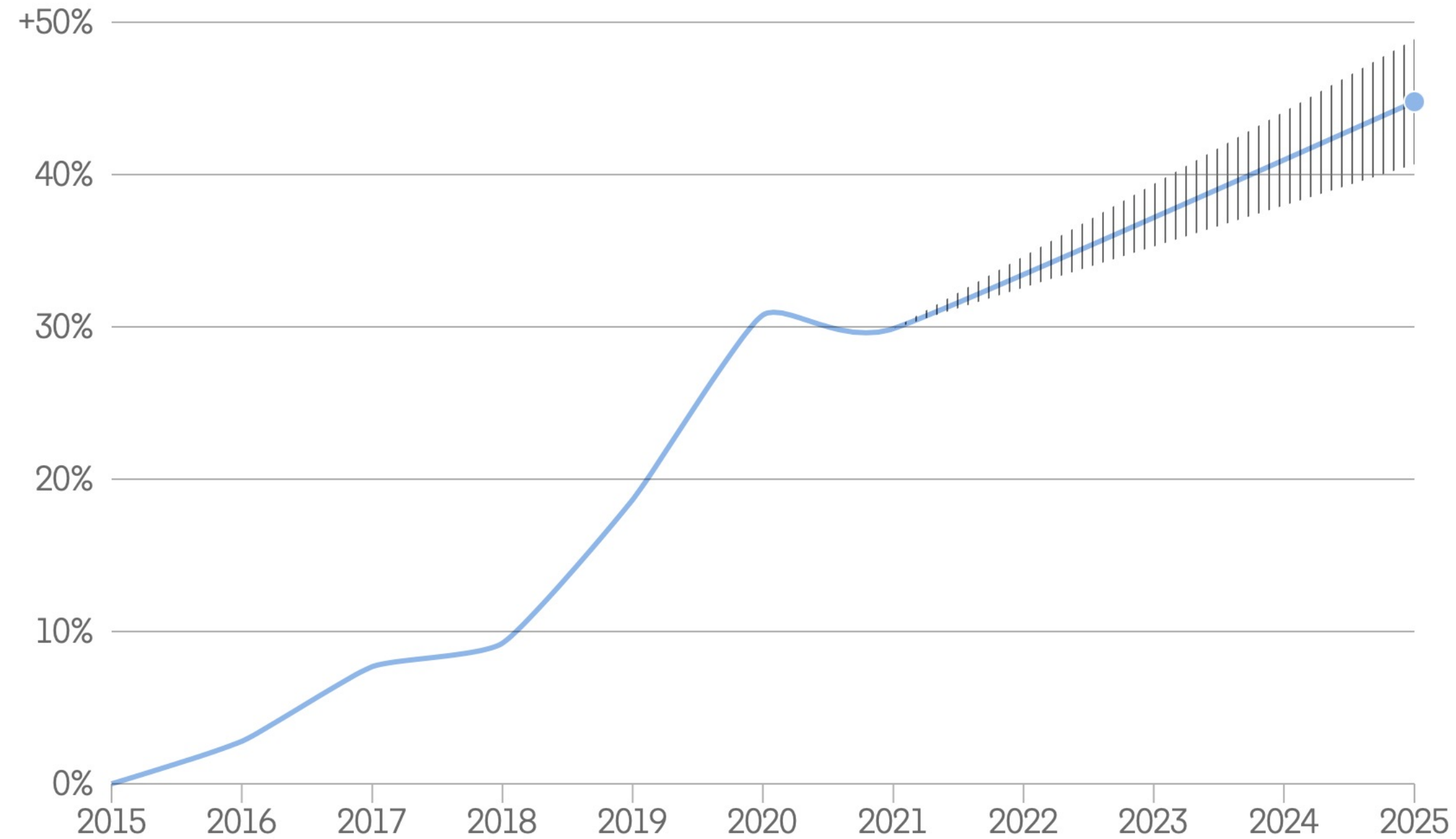
#### 2021

- Java ↑6
- SQL ↓1
- Spring Framework *New*
- Oracle SQL Developer *New*
- Git *New*
- JavaScript ↓1
- Cascading Style Sheets (CSS) *New*
- HTML ↑1
- PL/SQL *New*
- Eclipse *New*



# RETHINK CUSTOMER EXPERIENCE

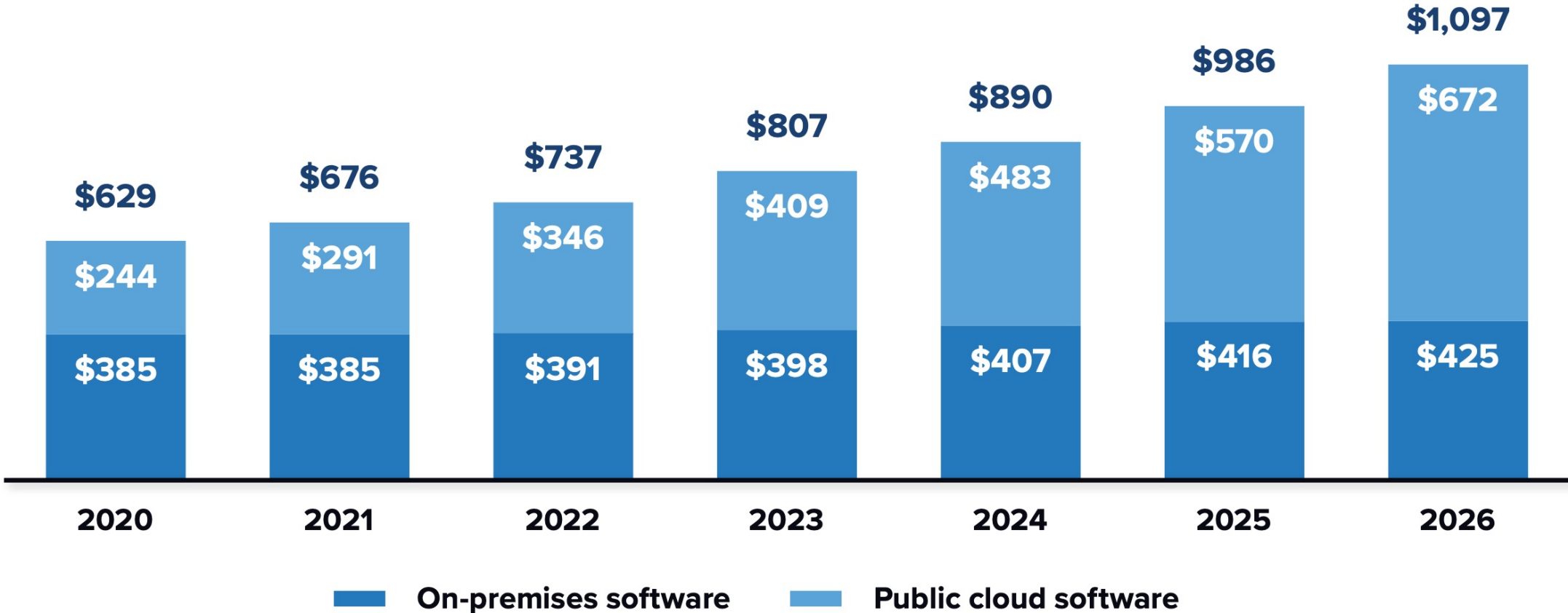
## ARE YOUR SKILLS READY FOR THE FUTURE?



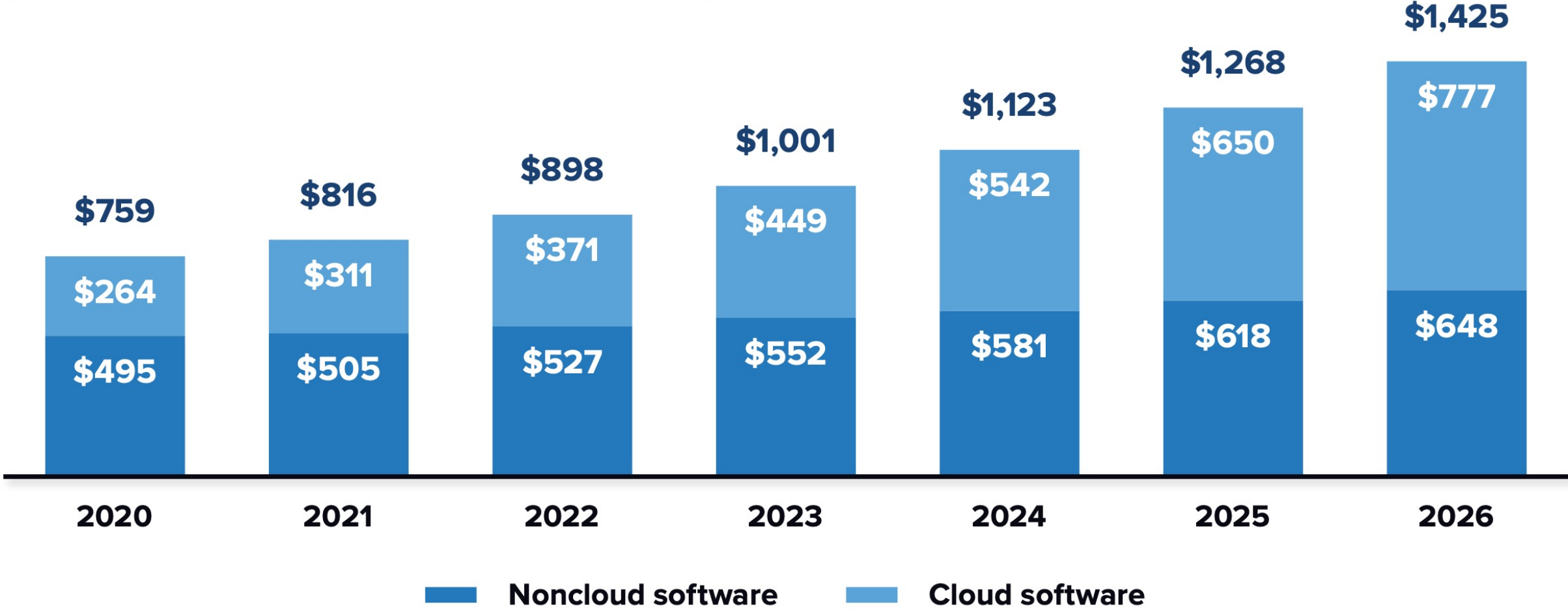
# RETHINK CUSTOMER EXPERIENCE

## CLOUD VS PREMISE

**Software Moves to the Cloud**  
 (worldwide versus on-premises software revenues (\$B))



**Cloud Drives Digital Transformation**  
 (worldwide digital transformation software spending (\$B))



Source: The Salesforce Economic Impact (An IDC Whitepaper)



# RETHINK CUSTOMER EXPERIENCE

## WHAT IS CRM?



# RETHINK CUSTOMER EXPERIENCE

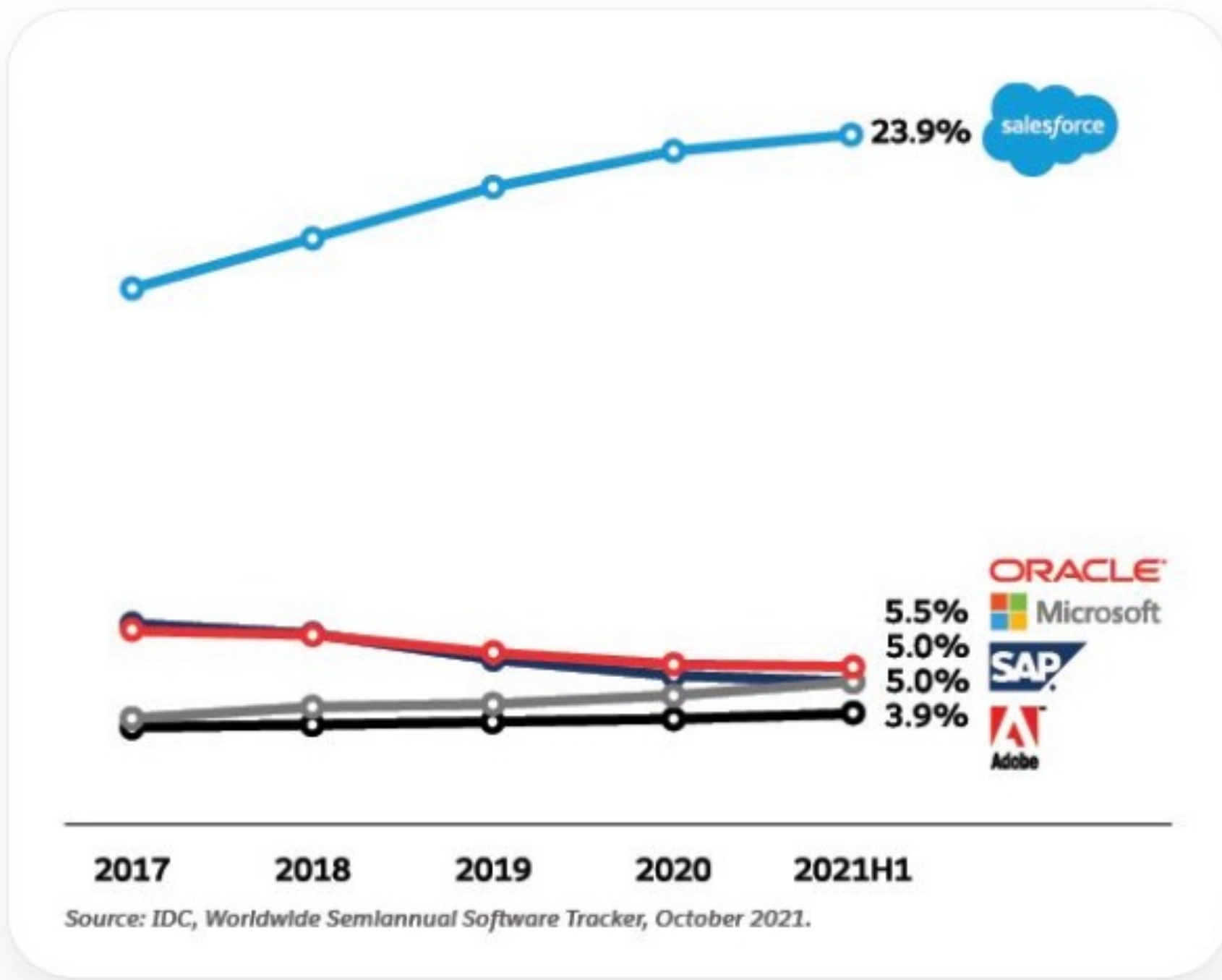
## WHY SALESFORCE

# Salesforce. #1 CRM.

Ranked #1 for CRM Applications based on IDC 2021 H1 Revenue Market Share Worldwide.



[salesforce.com/number1CRM](https://salesforce.com/number1CRM)



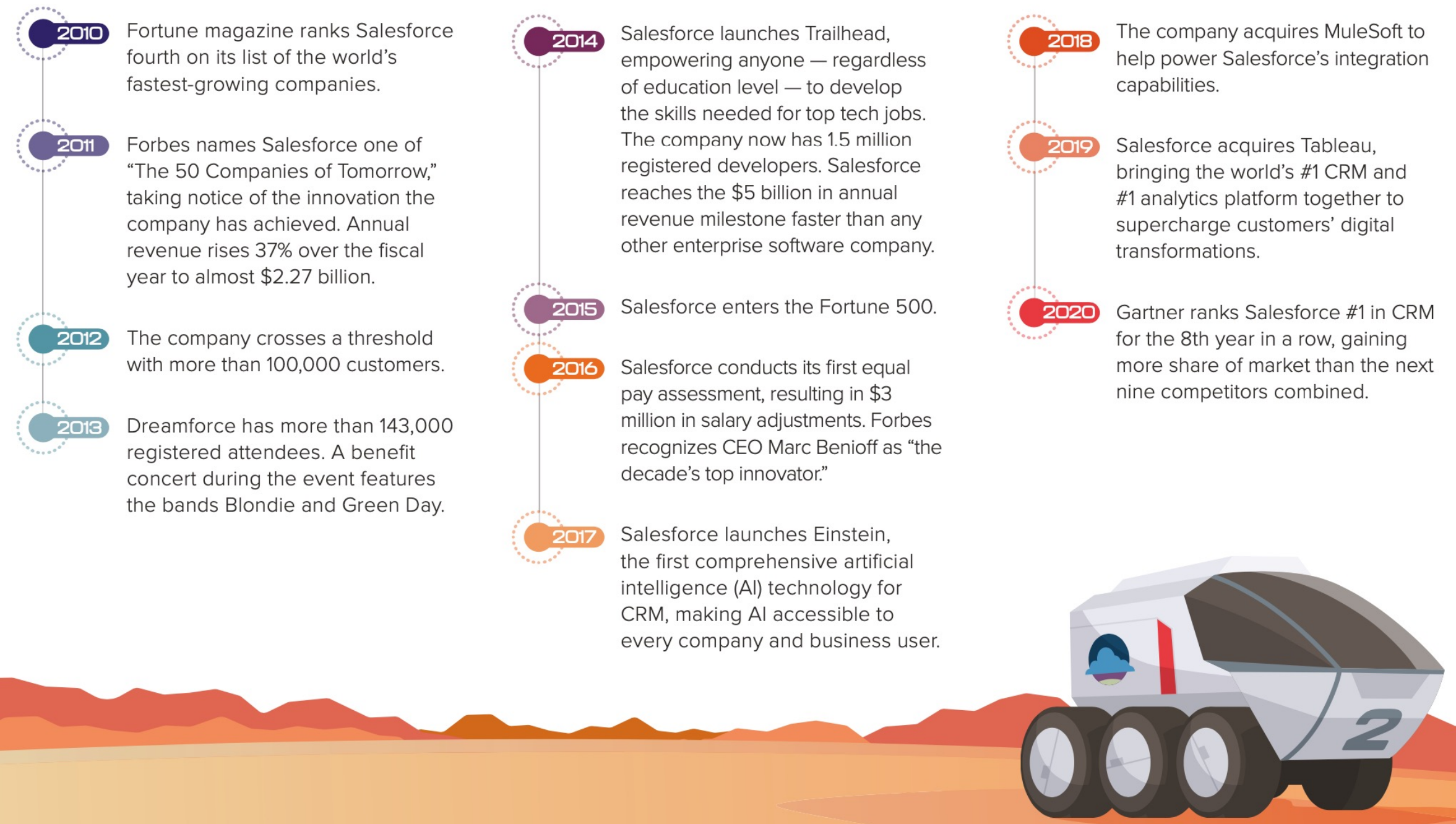
Source: IDC, Worldwide Semiannual Software Tracker, October 2021.



# RETHINK CUSTOMER EXPERIENCE

## SALESFORCE MILESTONE

### SALESFORCE MILESTONES



**Salesforce, Inc Annual Revenue  
(Millions of US \$)**

2021	\$21,252
2020	\$17,098
2019	\$13,282
2018	\$10,540
2017	\$8,437
2016	\$6,667
2015	\$5,374
2014	\$4,071
2013	\$3,050
2012	\$2,267
2011	\$1,657
2010	\$1,306
2009	\$1,077



# RETHINK CUSTOMER EXPERIENCE

## SALESFORCE ECONOMY ITALY


### New Business Revenue Created by 2026 (\$B)

- Business Revenue
- Jobs Created
- Ecosystem Revenue

Worldwide, it is estimated the Salesforce Economy will create **\$1.6T** in new business revenue by 2026.

HOVER OVER EACH COUNTRY TO LEARN MORE

Keep Only  Exclude



**Italy**  
**\$33.9B** new business revenue created by 2026  
 CAGR: 22%

### Economic Impact: Italy

Change Country/Region  
 Italy

	2020	2021	2022	2023	2024	2025	2026
Estimated Business Revenue Created (\$B)	\$4.5B	\$5.6B	\$7.3B	\$9.2B	\$11.0B	\$12.9B	\$14.9B
<b>\$33.9B</b> estimated aggregate gain in business revenue created by 2026							
Jobs Tied to the Use of Salesforce (direct and indirect/induced)	57,500	67,800	84,700	103,200	119,700	135,200	150,800
<b>93,300</b> net new jobs created by 2026							
Partner Ecosystem/SF Revenue	\$4.63	\$5.00	\$5.44	\$5.93	\$6.20	\$6.31	\$6.34



# REPLY GROUP



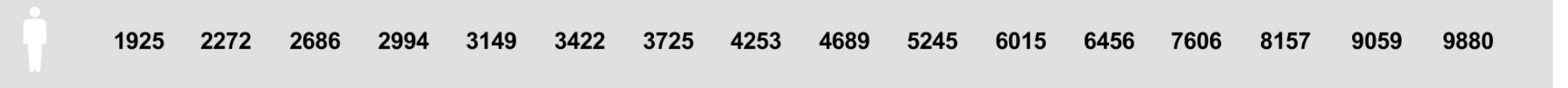
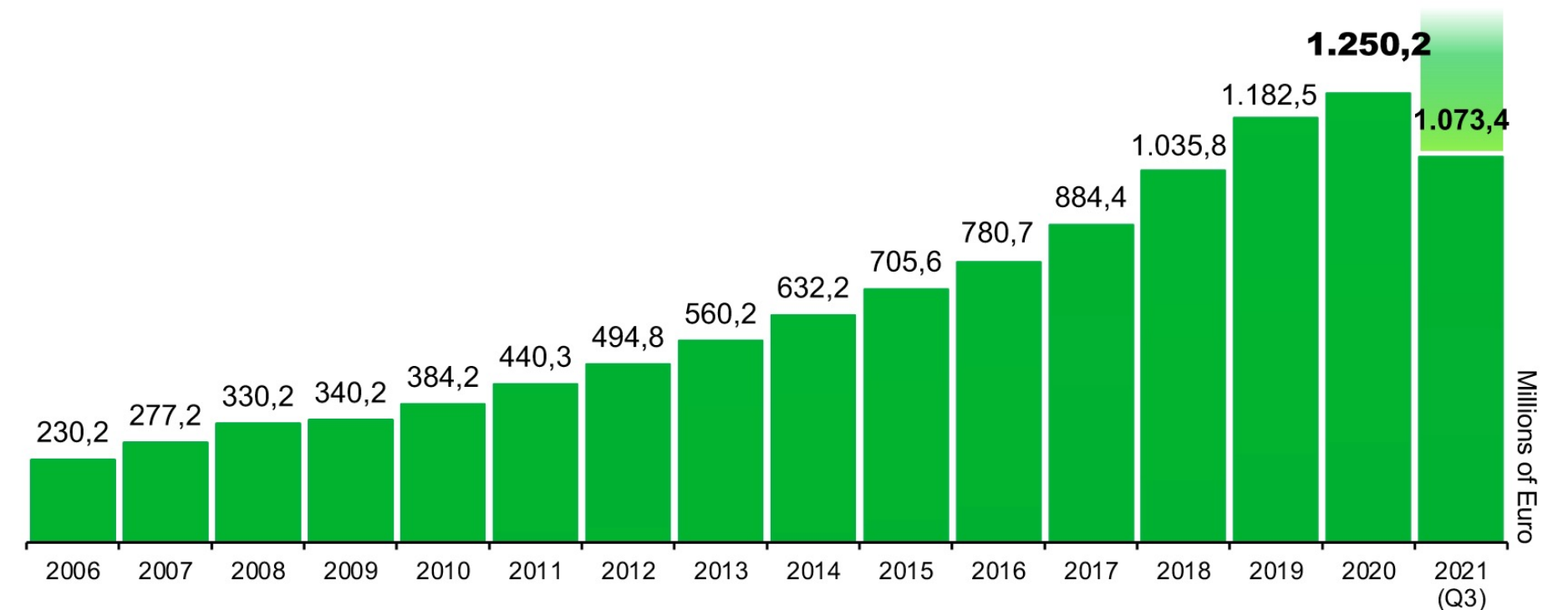
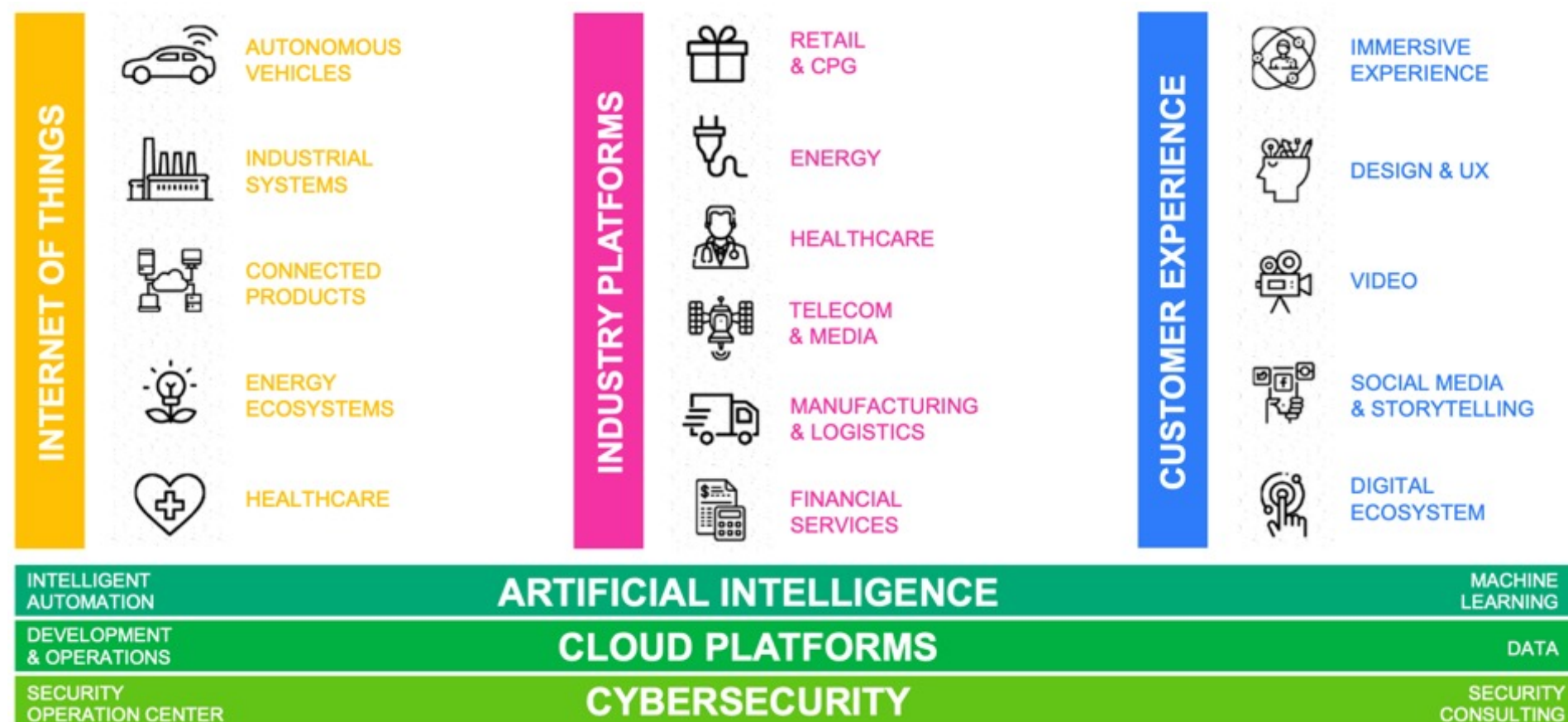
Through its network of specialist companies, **Reply** supports leading industrial groups to define and develop business models, suited to the new paradigms of **Big Data**, **Cloud Computing**, **Digital Media** and the **Internet of Things**. Reply services include: **Consulting**, **System Integration**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



# RETHINK CUSTOMER EXPERIENCE

## CRM & CUSTOMER EXPERIENCE IMPLEMENTATION SERVICES

Reply has been positioned as a **LEADER** by Gartner, the world's leading research and advisory company, in their **Magic Quadrant for CRM and Customer Experience Implementation Services**.

The report evaluated **16 CRM and CX implementation service providers worldwide**.

### GARTNER

“**Leaders** in this Magic Quadrant **bring** a wide range of **business, analytic and technical capabilities**, including **CRM** and other **customer-facing technology expertise, industry-specific domain expertise, and digital design capabilities, CX strategy, business consulting, customer analytics, enterprise architecture and design**. They demonstrate **strong comparative revenue and growth**. **Leaders** can **scale across multiple geographies** and **are consistent in delivering high client satisfaction**.”

**Reply's approach** to CRM and CX projects **is** based on a **Multi Dimensional Approach**. This methodology allows **Reply** to **understand, design and implement complex CRM and Customer Experience solutions that combine customer journey analysis, UX and digital design, process definition, CRM platforms, technological architectures and data analysis, all with a human centric design approach**

Reply has an estimated **4,500 CRM and CX services FTEs worldwide** and providing **cross industry** support on the market leading platforms (Adobe, **Salesforce**, IBM, Microsoft Dynamic, Oracle CX & SAP)



Source: Gartner (May 2021)

# RETHINK CUSTOMER EXPERIENCE

## REPLY SALESFORCE & MULESOFT PRACTISE

*Arlanis 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** and its component **Heroku** & **Mulesoft**, enriched with **Artificial Intelligence, Advanced Data**

**Analytics** and **IoT integration** functions, **Arlanis Reply** is able to rethink, optimise and automate **Sales, Service, and Marketing cross-industry**



INNOVATION



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



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



**Arlanis Reply** is also running a practise in **Sustainability** to **collect data, monitor and optimise** processes responsible for **CO<sup>2</sup> emissions** through the adoption of **Sustainability Cloud**.

**+350 CERTIFICATIONS**   **~200 PROFESSIONALS**   **+100 CUSTOMERS**   **4.9/5 avg CSI**

Arlanis Reply Main Offices  
 Reply European Offices

Internal Use Only

# RETHINK CUSTOMER EXPERIENCE

## REPLY'S SALESFORCE CAPABILITIES

### 1. DESIGN

Arlanis Reply supports its clients with a **Design Thinking practise** based on experienced professional expert in **User Design** and **Customer Experience**. Arlanis works side by side with its client to collect **customer insights**, defining **concept**, **roadmap** and **prototype** in order to craft a **tailor-made solution**.

### 7. ANALYTICS

Arlanis Reply leverages on native **Salesforce**, **capabilities** and **Einstein Analytics** to **collect data** from multiple sources, **explore**, **visualize** and **share information**.

Arlanis supports the integration between **Salesforce** and **Google Analytics** to improve personalization through user behaviour analysis

### 6. INTEGRATE & AUTOMATE

Arlanis Reply supports the adoption of an **enterprise grade solution** to seamlessly integrate solutions through a 3 level **API strategy** (**experience**, **process** and **system**). Simultaneously Reply eases the **RPA adoption** to optimizes customer journey's processes

### 2. MARKETING

Through the adoption of **Marketing Cloud** and **Pardot**, Arlanis Reply supports its client delivering a **B2C**, **B2B** **personalized customer engagement** at scale on **every channel**, from **email** to **web**, **mobile**, **social**, and **digital advertising**.

### 3. SALES

Arlanis Reply, enhances sales force helping client **prioritize and route leads**, speed up **opportunities conversion**, **streamline and automate sales processes** providing a **multichannel solution** to increase the efficiency of sales workforce

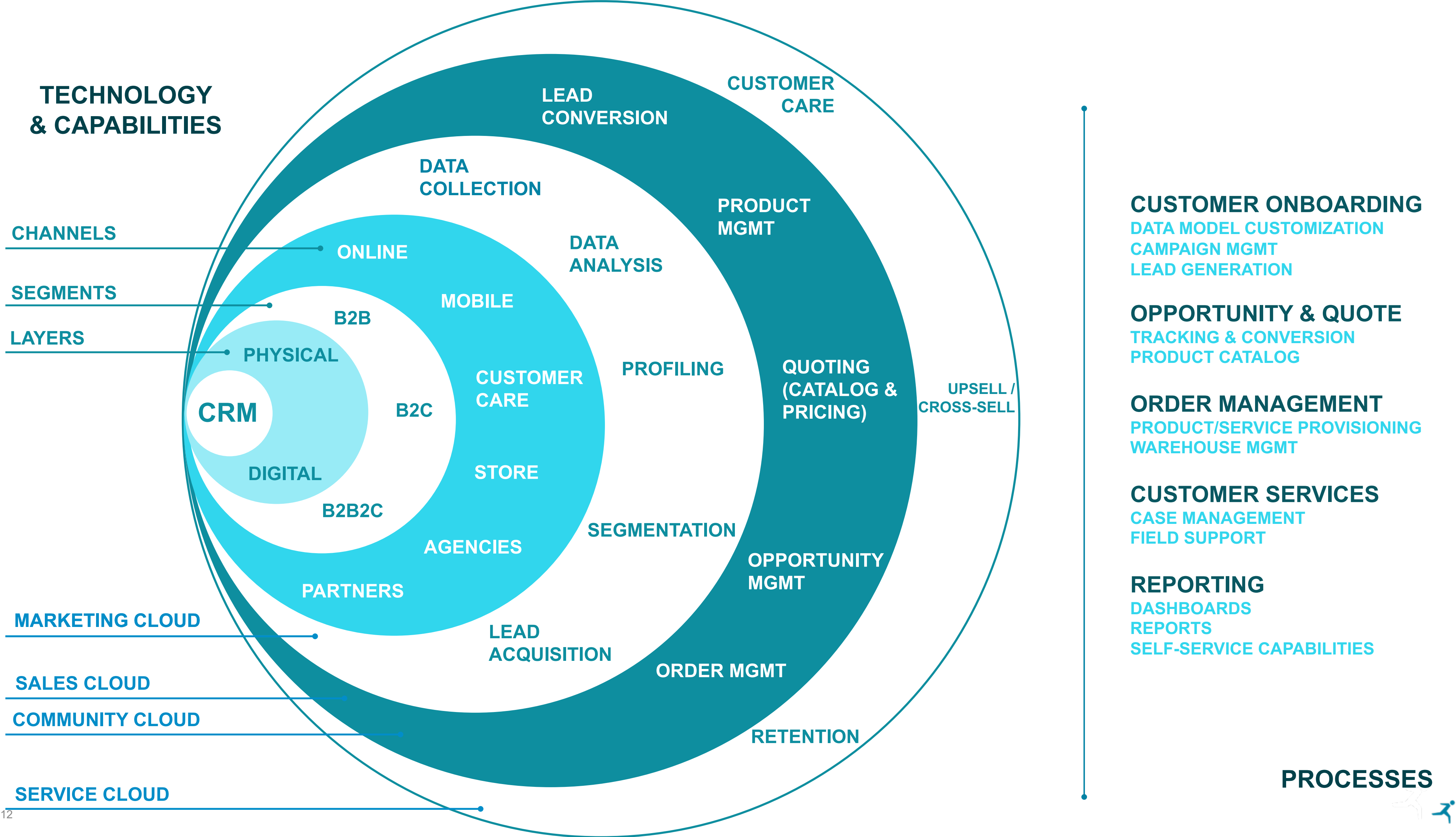
### 4. SERVICE

Arlanis Reply, provides client an **holistic view of the customer history** and **mimic**, leveraging on **multichannel solution** with **intelligent routing capabilities** and the possibility to **automate tasks** and benefit of **self-service capabilities** and **advanced knowledge base**

### 5. COMMUNITY

Through the adoption of **Community Cloud** Arlanis Reply supports its client to **engage Customers** and **empower Partners** creating **multiple experiences**, **extend business processes**, **integrate data** from **third party**, use **CMS** to **create content in any channel**





# RETHINK CUSTOMER EXPERIENCE

## API-LED CONNECTIVITY: CONTEXT



01

### DIGITAL TRANSFORMATION

**Digital Transformation** is driving companies to **reframe** their **relationship with customers, suppliers and employees** leveraging **new technologies** to **engage people in a more personalized way.**

It is not implementing a single application or technology but it **brings multiple technologies together to create truly distinctive and differentiated offerings**



02

### NEW TECHNOLOGY

New Technology paradigms based on **Big Data, SaaS, IoT, Mobile, Blockchain** and **Multichannel** approach need new level of connectivity that cannot be achieved with traditional integration approaches



03

### BI-MODAL IT

**IT Leaders** must ensure **stability & control** over **core systems** of record, **while enabling innovation** and **rapid iteration** of the **application that access those systems** of record



04

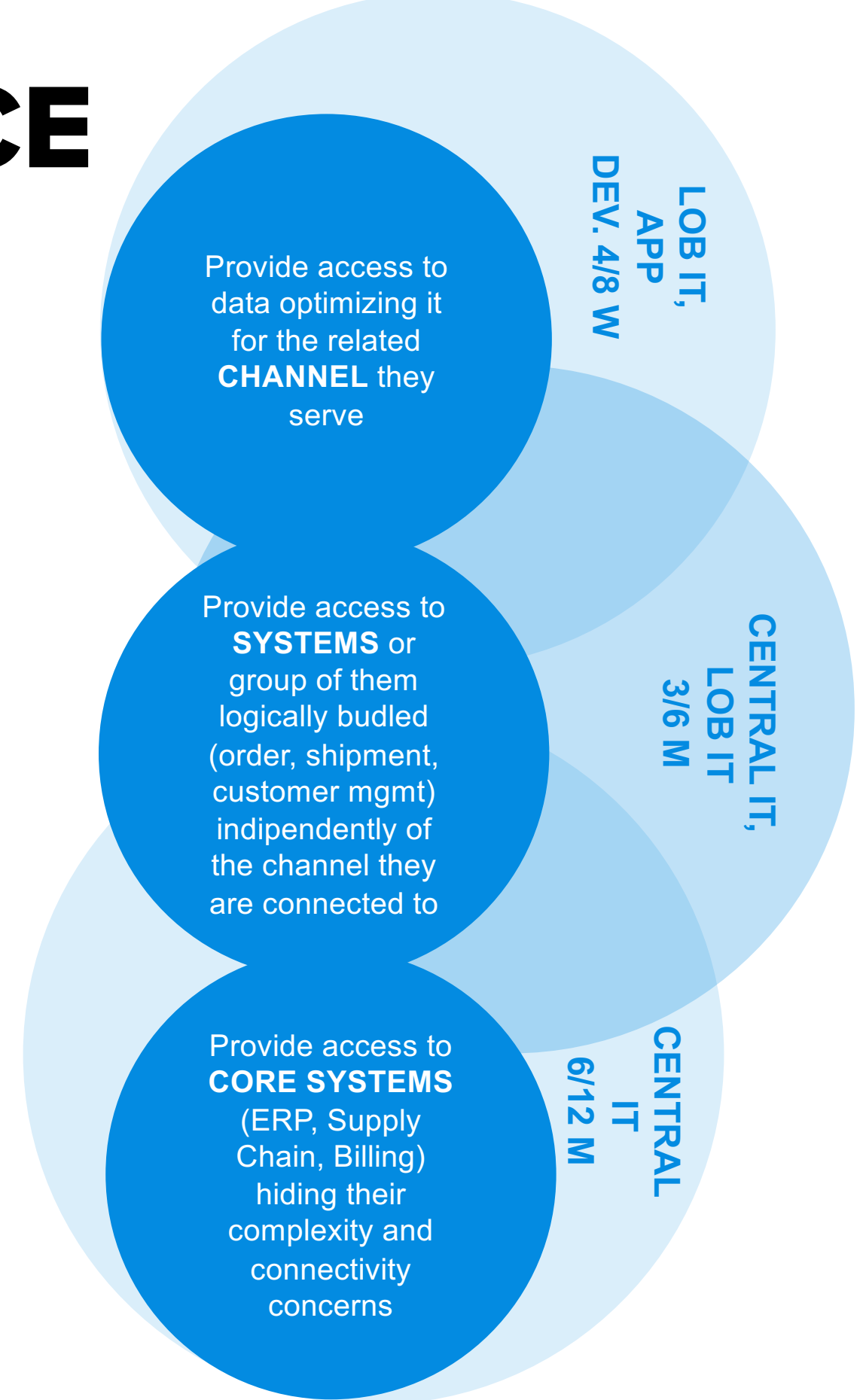
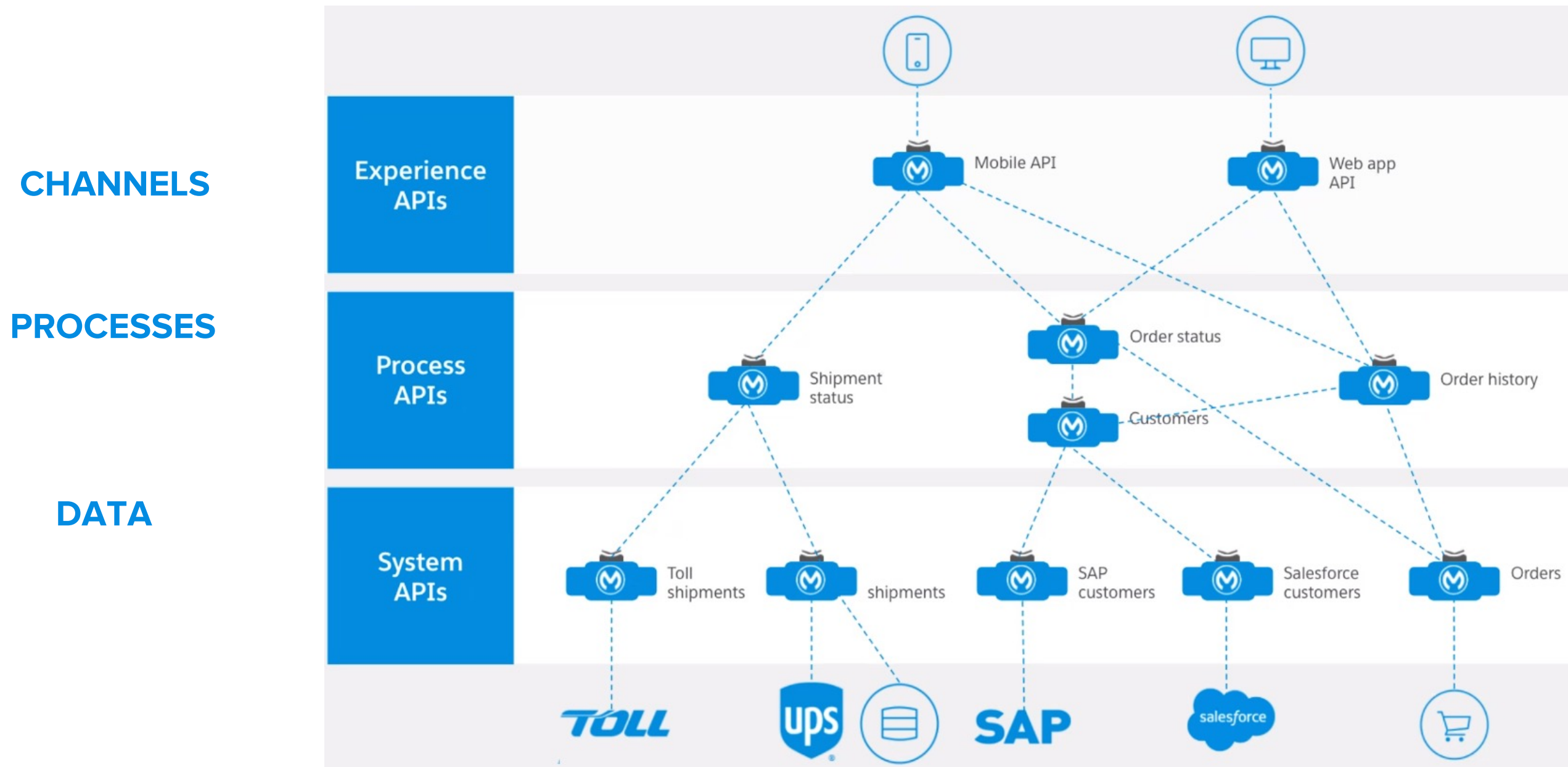
### SOA & MICROSERVICES

Principles of SOA are sound: well defined services that are easily discoverable and reusable. Microservices validate service oriented approach and its concept to well-definition and reusability are extent by non-technology factor: governance, development process and methodology.



# RETHINK CUSTOMER EXPERIENCE

## API-LED APPROACH

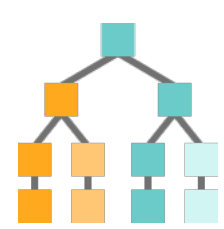


### Benefits of API-led connectivity approach



**REUSE**

It allows developers to **quickly plug-in** and **reuse APIs for projects** (estimated reuse rate 75%)



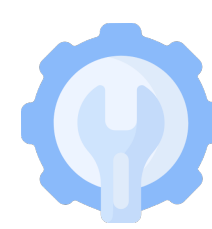
**REVIEW**

Adopting an **API strategy** let **rethink** and **modernize organizational processes**



**IMPROVE**

**Reduction of API's number** and **user-friendly creation tools** **speed-up development**



**OPTIMISE**

A central management console offers **great visibility, monitoring** and **policy management, optimising maintenance costs**



**REDUCTION**

**New integration capabilities** provides opportunities to **dismiss legacy technologies**

# RETHINK CUSTOMER EXPERIENCE

## FEATURES

Mulesoft API solution is **Anypoint Platform** which is based on modules built around a **RUNTIME ENGINE** which support flexible deployment on-prem, cloud or hybrid.



### DESIGN CENTER

Provide a set of development tools which support design, build, integration and testing of APIs



### MANAGEMENT CENTER

A single web interface to deploys APIs, real-time monitoring, troubleshooting, manage users & access and API versioning



### ANYPOINT EXCHANGE

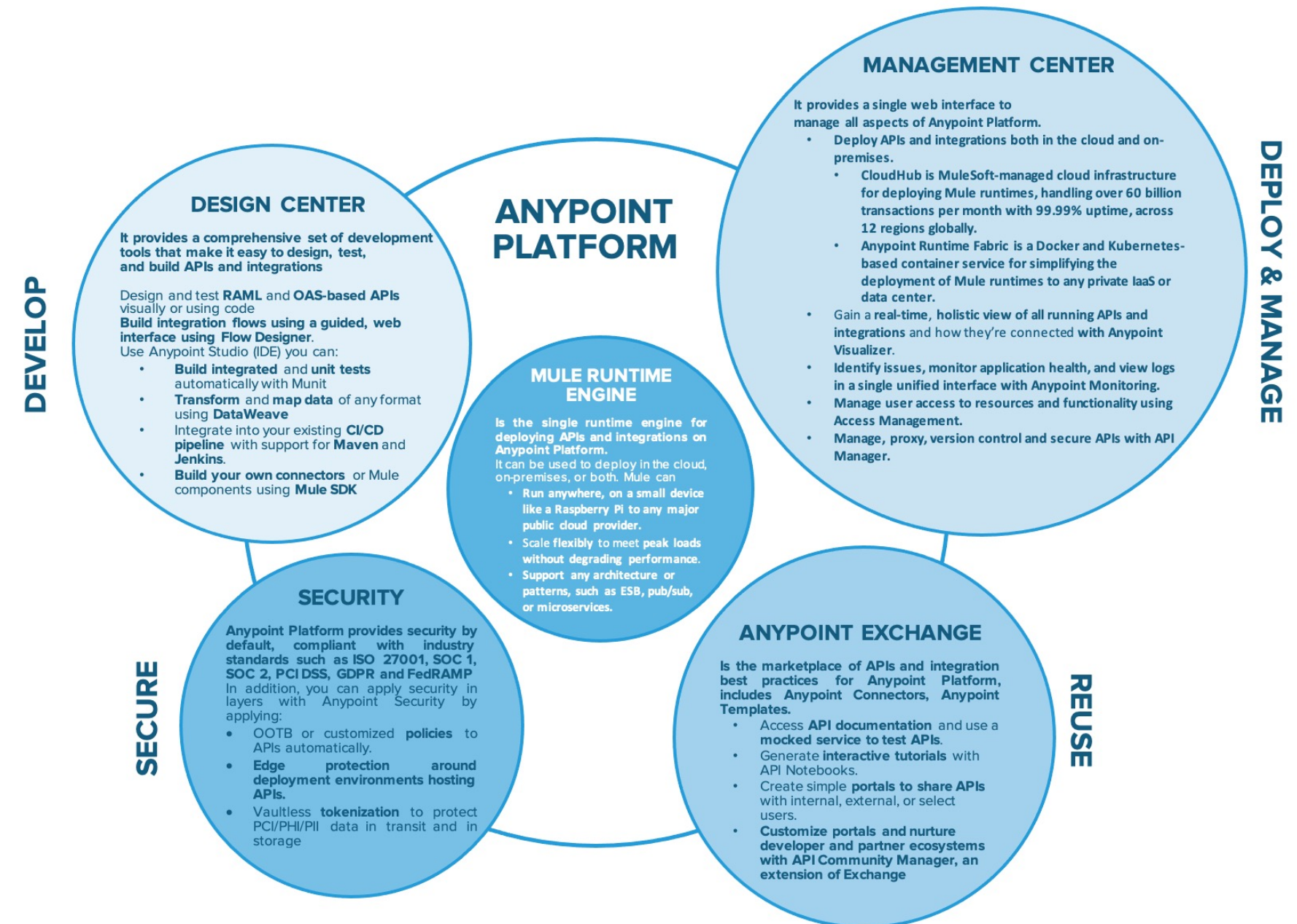
Is the marketplace which provides connectors and templates.

It includes documentation and offer client the functionalities to create their own portal for exposing API



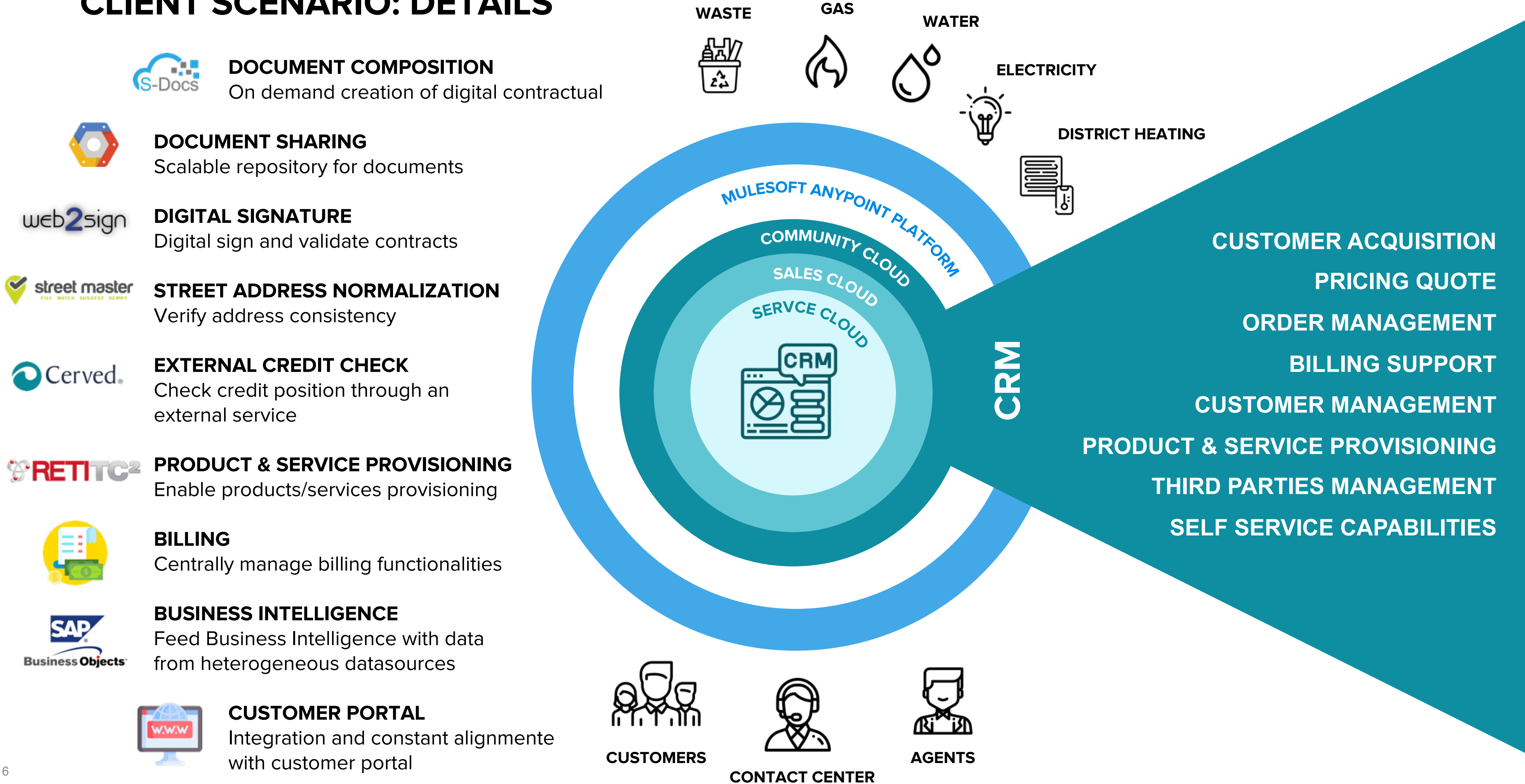
### SECURITY

Embed security standards by default adhering to market leading regulation and compliance (**ISO 27001, SOC1, SOC2, PCI-DSS, GDPR...**)



# RETHINK CUSTOMER EXPERIENCE

## CLIENT SCENARIO: DETAILS



**S-Docs** **DOCUMENT COMPOSITION**  
On demand creation of digital contractual

**DOCUMENT SHARING**  
Scalable repository for documents

**web2sign** **DIGITAL SIGNATURE**  
Digital sign and validate contracts

**street master** **STREET ADDRESS NORMALIZATION**  
Verify address consistency

**Cerved** **EXTERNAL CREDIT CHECK**  
Check credit position through an external service

**RETI TC2** **PRODUCT & SERVICE PROVISIONING**  
Enable products/services provisioning

**BILLING**  
Centrally manage billing functionalities

**SAP Business Objects** **BUSINESS INTELLIGENCE**  
Feed Business Intelligence with data from heterogeneous datasources

**CUSTOMER PORTAL**  
Integration and constant alignment with customer portal

WASTE GAS WATER ELECTRICITY DISTRICT HEATING

MULESOFT ANYPOINT PLATFORM  
COMMUNITY CLOUD  
SALES CLOUD  
SERVICE CLOUD



**CRM**

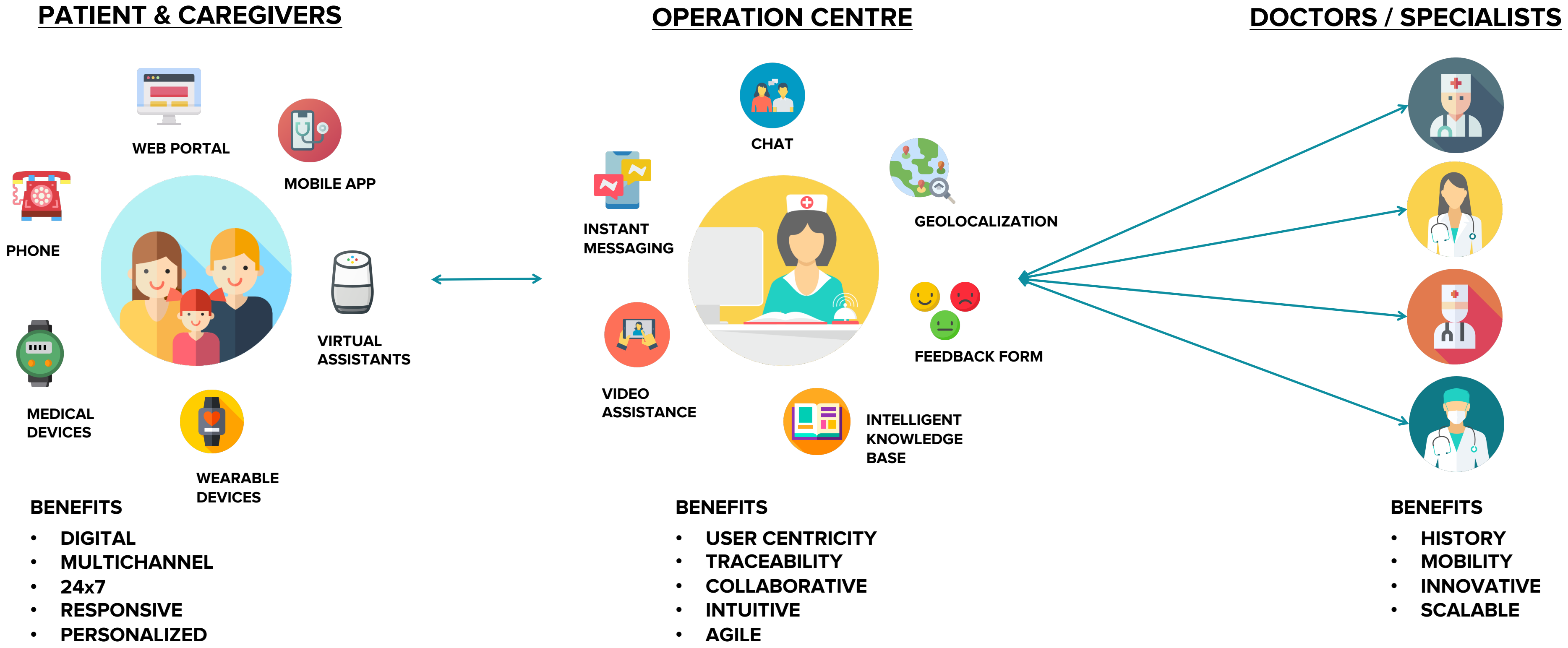
**CUSTOMER ACQUISITION**  
**PRICING QUOTE**  
**ORDER MANAGEMENT**  
**BILLING SUPPORT**  
**CUSTOMER MANAGEMENT**  
**PRODUCT & SERVICE PROVISIONING**  
**THIRD PARTIES MANAGEMENT**  
**SELF SERVICE CAPABILITIES**

**CUSTOMERS** **CONTACT CENTER** **AGENTS**



# RETHINK CUSTOMER EXPERIENCE

## REPLY + SALESFORCE HEALTH CLOUD CAPABILITIES



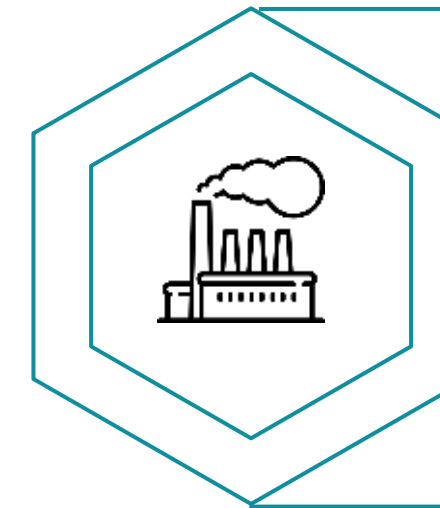
- IMPROVE PATIENT EXPERIENCE
- REDUCE SPECIALIST'S INTERVENTION
- COLLECT RELEVANT DATA
- PROVIDE PERSONALIZED CARE
- MEASURE CUSTOMER SATISFACTION
- ENGAGE PATIENT
- AVOID UNNECESSARY COSTS
- REDUCE NOSOCOMIAL INFECTIONS
- IMPROVE NON CLINICAL EFFICIENCY

# SUSTAINABILITY CLOUD

## COLLECT, MONITOR & REDUCE YOUR COMPANY'S CARBON FOOTPRINT

- **Arlanis Reply** supports companies to tackle the **complexity** of **sustainability reports** (e.g. “Dichiarazione non finanziaria”) by gathering in one place information from several sources and providing **KPIs**
- Emission records are **systematically collected** and **CO<sub>2</sub>e calculation** are **automated** based on conversion factors. This framework allows organizations to **speed up** the accounting process
- Data are aggregated in compliance with the **international standards** (GHG Protocol Corporate Accounting):
  - Scope 1: direct emissions
  - Scope 2: indirect emissions
  - Scope 3: others

SCOPE 1



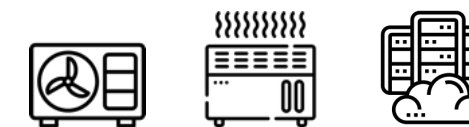
Emissions derived from **sources own or controlled** by the company.

Emissions produced during their **production activities** or by **owned vehicles**



SCOPE 2

Under this scope fall **emissions produced from the generation of acquired and consumed energy, steam, heat or cooling**



SCOPE 3



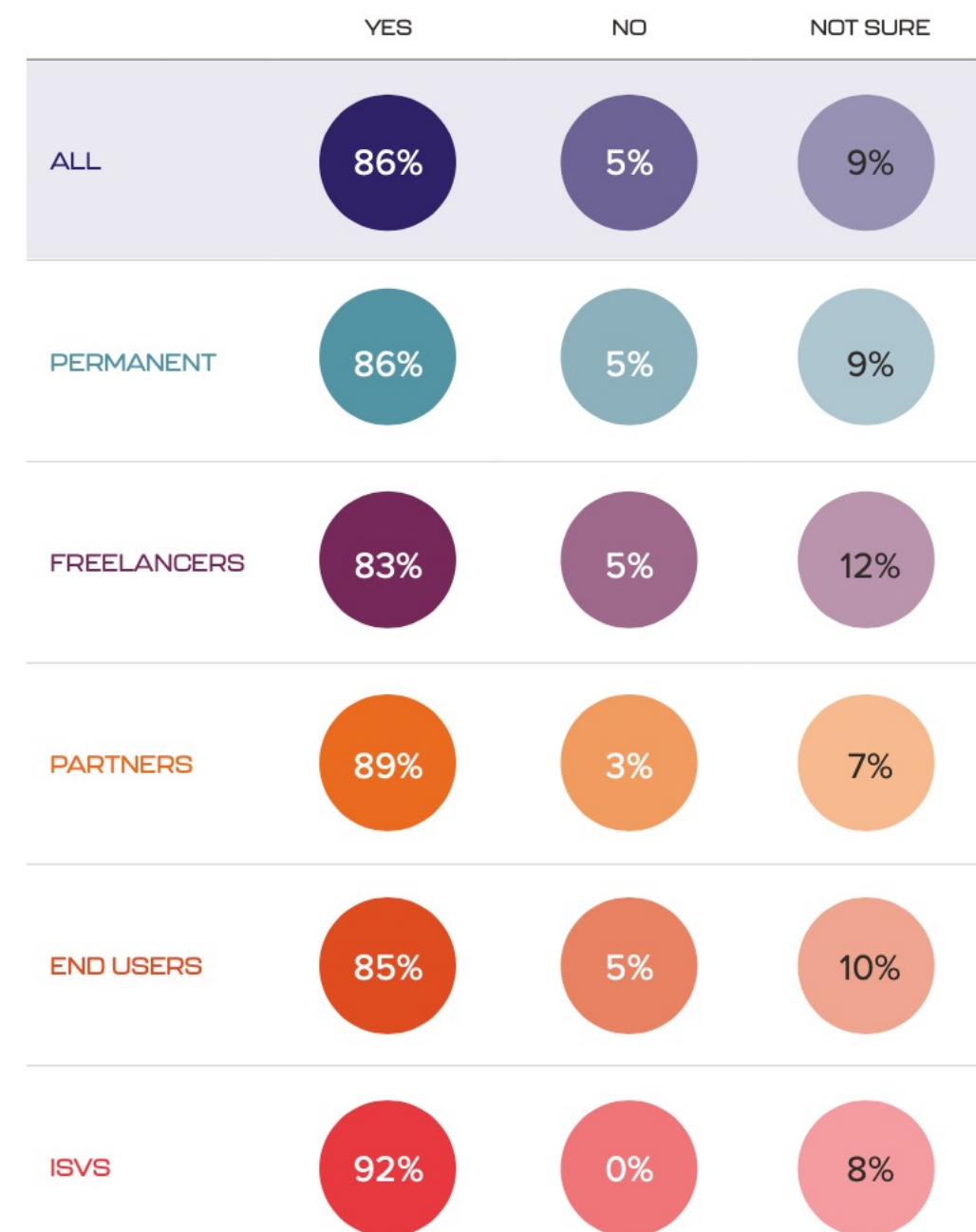
Under this scope fall **all the emissions not included in the previous scopes (logistic activities, business travels, suppliers...)**



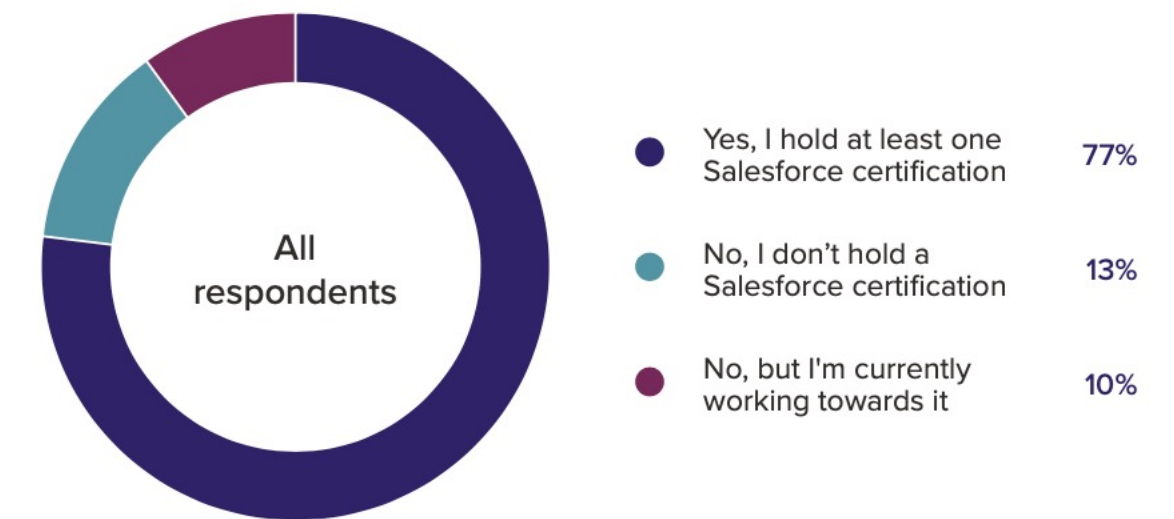
# SALESFORCE CERTIFICATION PATH

## CERTIFICATIONS

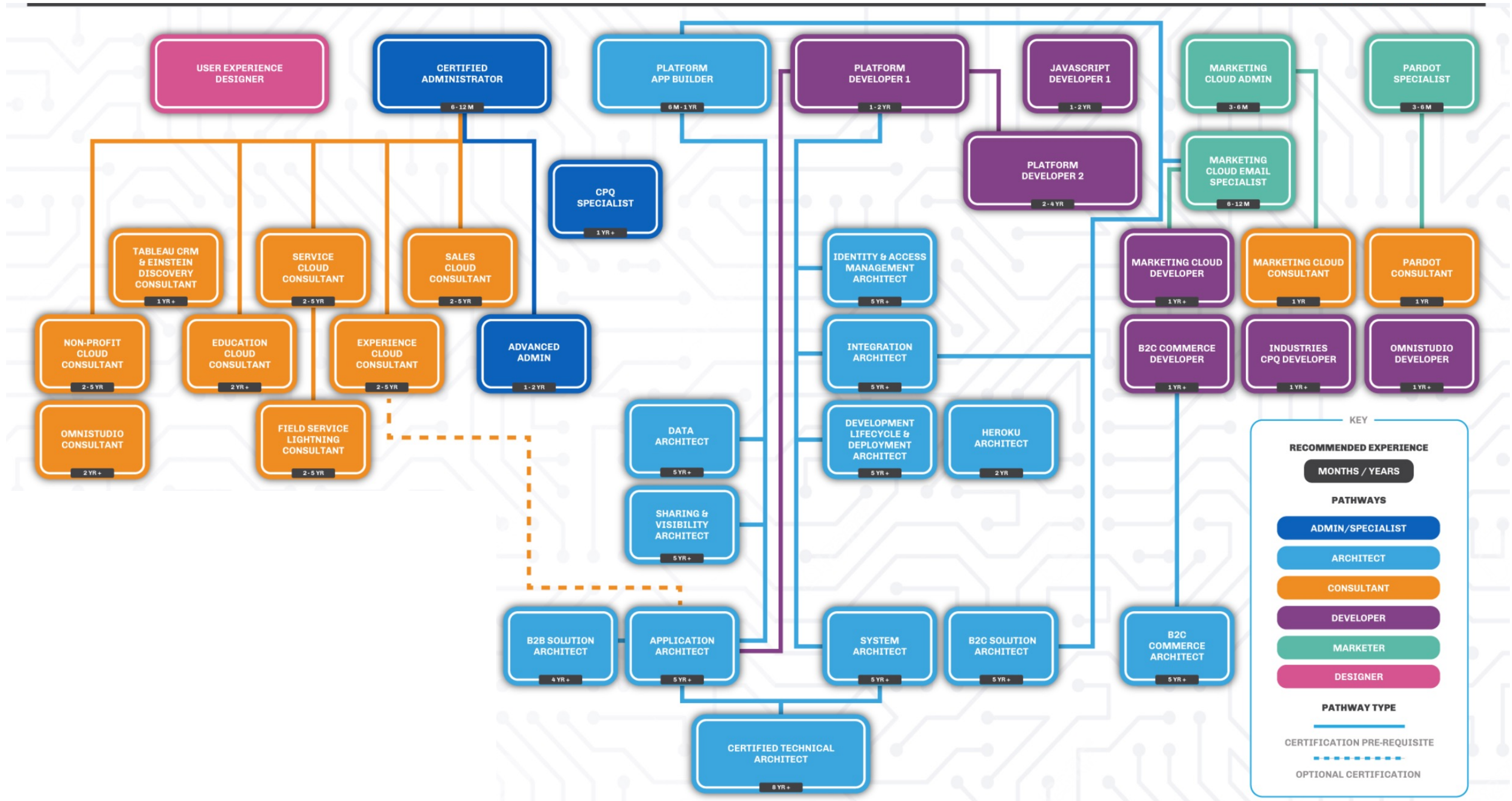
DO CERTIFICATIONS HELP YOU TO STAND OUT IN A COMPETITIVE JOB MARKET?



DO YOU HOLD A SALESFORCE CERTIFICATION?



# SALESFORCE CERTIFICATION PATH





**READY TO JOIN US?**

# THANK YOU

ARLANIS REPLY IT

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