THE TELECOMMUNICATION AND MEDIA MARKET

Positioned as one of the major players in the convergence process of Telco, Media and Consumer Electronics, Reply is addressing its focus to components of new mobile platforms, different types of digital TV (DTT, IPTV, WEB TV, DVBH), the Web and, last but not least, integration and communication processes of these environments.

The convergence process of the traditional OSS (Operation Support System) and BSS (Business Support System) environments is driven by cost and operation optimization and targeted to the integration of services in a multiple-player scenario; it involves processes, applications and enabling infrastructures of Operators. BOSS (Business & Operation Support System) - a new 'unified' acronym - identifies the context in which the Reply offering is positioned; with BOSS, Reply intends to meet requirements of IT departments and of the Net in terms of rationalization, consolidation, innovation and support of present and future business strategies.

SCENARIO

In the area of telecommunication, service and content networks where immediate and effective *user experience* is acting as a catalyst, devices and applications are nowadays integrated in order to create a "universe" more and more digital and more and more connected. The new millennium challenge takes place in the field of value-added services and convergence of processes and infrastructures, where Telecommunication and Media Operators must face it ensuring effective business management. The objective is not only to provide value-added services, but also to enable the access and utilization of these services at any time and in any place: at office, using PCs; mobile, through smartphones or car multimedia devices; at home, using devices connected to the home network.

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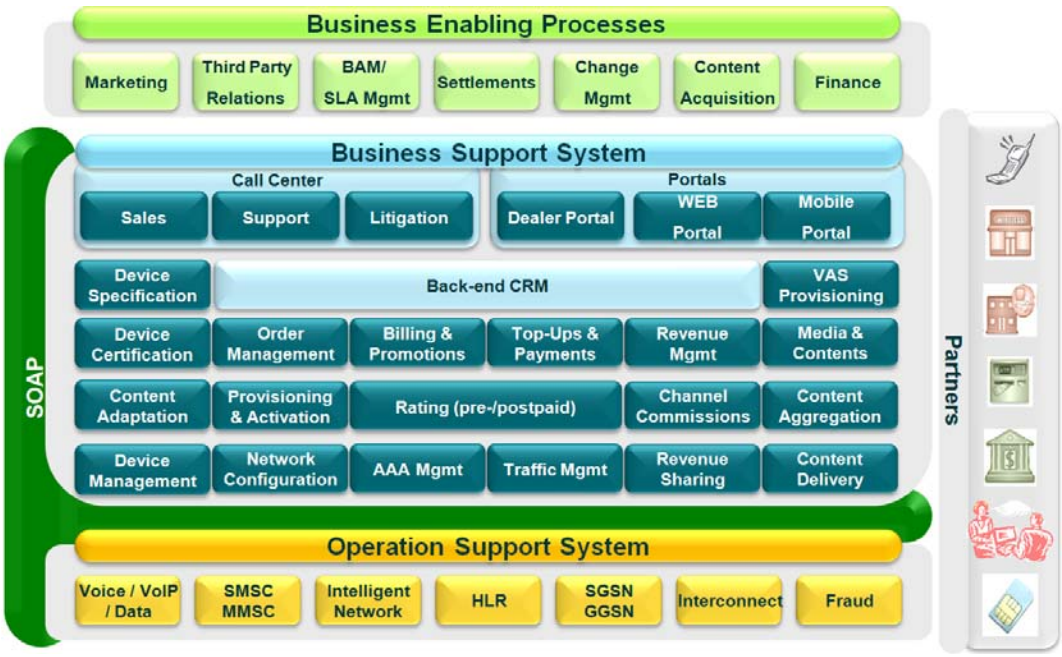
MARKET FOCUS

Telecommunication Operators are increasingly considered by Media, Broadcasters or, in general, by Service Providers as effective Partners who can provide the opportunity both to increase contacts with the relevant customer base and to improve the communication level. Operators are therefore playing the role of providers of value-added services enabling their customers to access all services at any time and in any place and allowing them to use both directly provided services and services provided by third parties

Network infrastructures are becoming more and more sophisticated in order to allow service providers to use their relevant functions. The Web 2.0 approach has demonstrated that the developer community is a valuable source capable of generating new business ideas and consequently new revenue sources. Leveraging the collective intelligence to provide services resulting from other composite services (mash-up) is a further lesson that Telecommunication Operators have learned from the Internet.

While the Internet is the place where new services are experienced, the operator networks are the place where new terminals and new access paradigms are and will be increasingly made available. Consumer electronics produces and will increasingly produce sophisticated and amusing objects capable of connecting to the networks in order to access services, contents or simply to communicate. Nowadays, we see a huge increase of platforms and technologies deploying these capabilities. Electronics, Telecommunication and Service Providers: three different worlds that generate value through the collaboration they can deploy.



Reply boasts a long and in-depth experience in mobile and multimedia technologies and plays an important role in this scenario. Reply objective is to increase collaboration among these three different environments leveraging its deep knowledge of the underlying technologies, designing solutions of system and process integration that enable to express new value.

THE REPLY VALUE

Reply has structured and focused its wide offer of consultancy services, application solutions and technology skills on the Telecommunication and Media market.

The approach Reply deploys within the project management is extremely proactive as for the solutions designed, the state-of-the-art technologies and the result-driven orientation intended to fully meet business requirements.

Reply is the ideal global partner (IT strategy, process, technology, maintenance) in the design and deployment of programs of consolidation and convergence between IT and the Net, services (voice, mobile, data, video), business processes and multiple organizations and is able to ensure full business persistence in a wide range of innovative scenarios.

Reply
Living network

Reply [REY.MI] is specialized in design and implementation of solutions based on new digital media and communication channels. Operating through a network of highly focused companies, Reply provides the leading European Groups in the Telco & Media, Manufacturing and Services, Banking and Insurance Industries as well as the Public Sector with an effective support aimed at defining and developing business models enabled by the Web 2.0 and by the convergence paradigms. Reply services include: Consultancy, System Integration, Application Management and Business Process Outsourcing.

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