CLOUD DATA MIGRATION

G-CLOUD 14
SERVICE DEFINITION DOCUMENT

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OUR SERVICE

Service Description

Exec Summary

Our service can help you to migrate application data, files and unstructured content from on premise to cloud or between cloud services with least disruption, including strategy, planning, design and migration tool selection, analysis, cleansing, extract, transformation, loading, reconciliation and validation. Delivers modernisation, digital data products, improved efficiency and security.

Overview

Our Cloud Data Migration service offers a comprehensive suite of features and benefits designed to streamline the Cloud Data Migration process and maximise value. From planning and strategy, leveraging tried and tested our templates, to seamless architecture and migration tool selection, we ensure a tailored and holistic approach aligned with your business drivers and existing technology solutions.

Throughout the migration journey, we prioritise data integrity at every step, offering support for profiling and cleansing before any migration to ensure good data quality. Our validation procedures are rigorous, incorporating incremental migration and cutover rehearsals to minimise risks and ensure a seamless transition.

Post-migration, our commitment to ongoing support, coupled with robust security measures and automation options, ensures optimised resource utilisation, improved data quality, and increased service availability, all contributing to a maximisation of value and satisfaction during and after your cloud data migration journey.

Our approach, skills and experience with data enablement is described below.

GLUE REPLY – WHAT WE ARE SEEING

ENTERPRISES ARE FINDING THAT BUSINESS USERS AND CLIENTS ARE BECOMING MORE DATA LITERATE BUT EXISTING DATA INFRASTRUCTURE AND WAYS OF WORKING CANNOT SERVICE THE NEEDS OF THE BUSINESS

Common challenges we have seen preventing organisations from gaining value from their data include:

Business Users are frustrated with the lack of high quality data to enable self-service	Business demand for data products is not being met leading to proliferation of tactical solutions	IT Led Data Solutions not enabling Business Value Streams	Time to deliver Data Projects is too long, too expensive and not sustainable	Data Strategies are monolithic and are not delivering incremental Business Value

This has left many organisations in a situation where:

DATA TEAMS STRETCHED TO CAPACITY	COMPLEXITY & COSTS INCREASING
These challenges and a lack of a performant Modern Data Architecture means that Data Teams are stretched to capacity to just "keep the lights on" and create tactical ad-hoc solutions to meet pressing demand such as regulatory change leaving now capacity to make impactful strategic change.	The firefighting approach to meet immediate demand and short-term priorities has led to legacy systems being in place long beyond their planned lifetimes and the increase of tactical & inefficient solutions have been embedded into the data landscape increasing complexity and cost.

GLUE REPLY – WHAT GOOD LOOKS LIKE

WE HAVE CONSOLIDATED OUR EXPERTISE AND MODERN DATA ARCHITECTURE THOUGHT-LEADERSHIP TO IDENTIFY WHAT GOOD LOOKS LIKE AND HOW IT CAN BE DELIVERED VIA AN ENTERPRISE DATA MARKETPLACE

A MODERN APPROACH TO LEVERAGING VALUE FROM DATA

TRUSTED	AGILE	SELF-SERVICE	CONSISTENT	INNOVATIVE	ECONOMICAL
Data Services and Products are available in the Marketplace expose curated, clean and governed data to data consumers	Domains are empowered and enabled to lead the design and delivery of Data Product via enterprise Centre of Excellences	Data is democratised via user-friendly tooling to access and "know" the data in the right context and use cases	Data Owners and stewards are given the tools to be able to actively own their data and monitor data quality and remediate issues	The availability of trusted datasets and systems provide the foundations to unlock advanced analytical use cases within the enterprise	Promotes re-use of trusted data services & products. And enables cost-effective delivery of data products preventing proliferation of data systems & silos

A DATA DRIVEN ORGANISATION

DATA MARKETPLACES – WHERE GOVERNED, HIGH QUALITY DATA IS MADE AVAILABLE TO DATA CONSUMERS TO DRIVE BUSINESS OUTCOMES

DATA MARKETPLACE

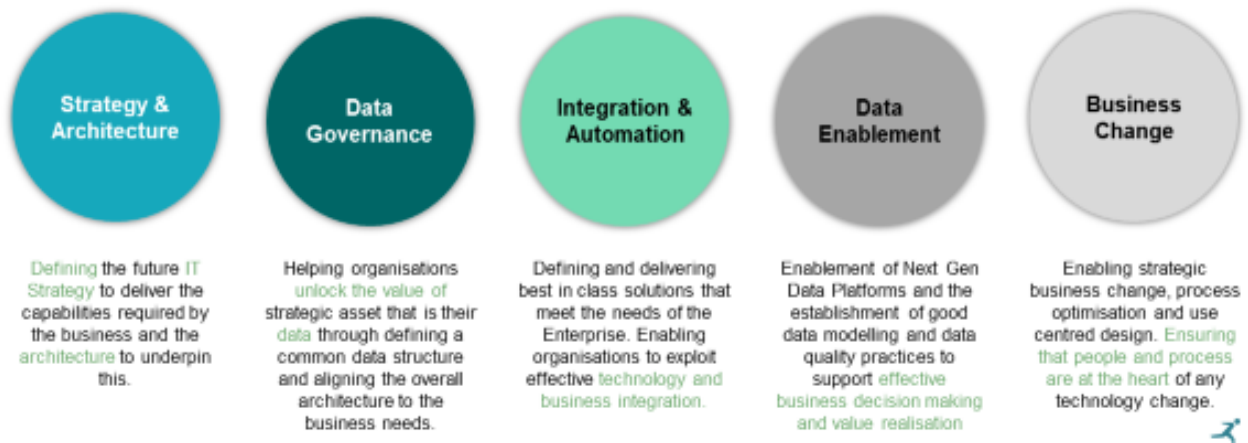Data Products Catalog | Data Services Catalog | Data Dictionary | Knowledge Base

Client Domain
Data Product | Data Services

Finance Domain
Data Product | Data Services

Product Domain
Data Product | Data Services

Other Domains

- Data Owners
- Self Service Reports
- Request Data
- Report DQ Issue
- Request Developer Access
- Data Centers of Excellence

DELIVERING DATA TO THE BUSINESS

Glue Reply, have synthesised our expertise and best in current innovation in the data space and technology and produced a **Data Marketplace Framework**.

This approach enables organisations to move to a model where they can effectively use their Data when and where it's needed. Key to achieving this is actually democratizing access to data and removing silos across an organisation.
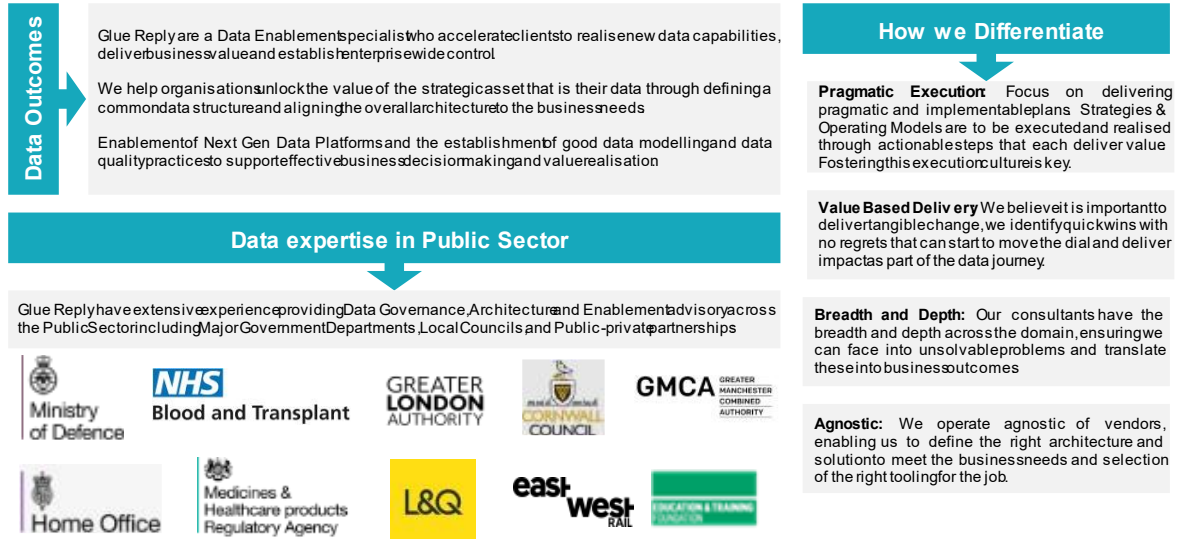
GLUE AFFINITY REPLY

Glue Affinity Reply is an outcome focused **Enterprise Architecture & Data Strategy** specialist, trusted by public and private sector organizations alike to solve complex problems. Glue Affinity Reply helps its clients succeed by turning strategy into tangible solutions and vision into practical outcomes. Glue Affinity Reply diagnoses the challenges and advise on the way to make real impact – enabling its clients to deliver.
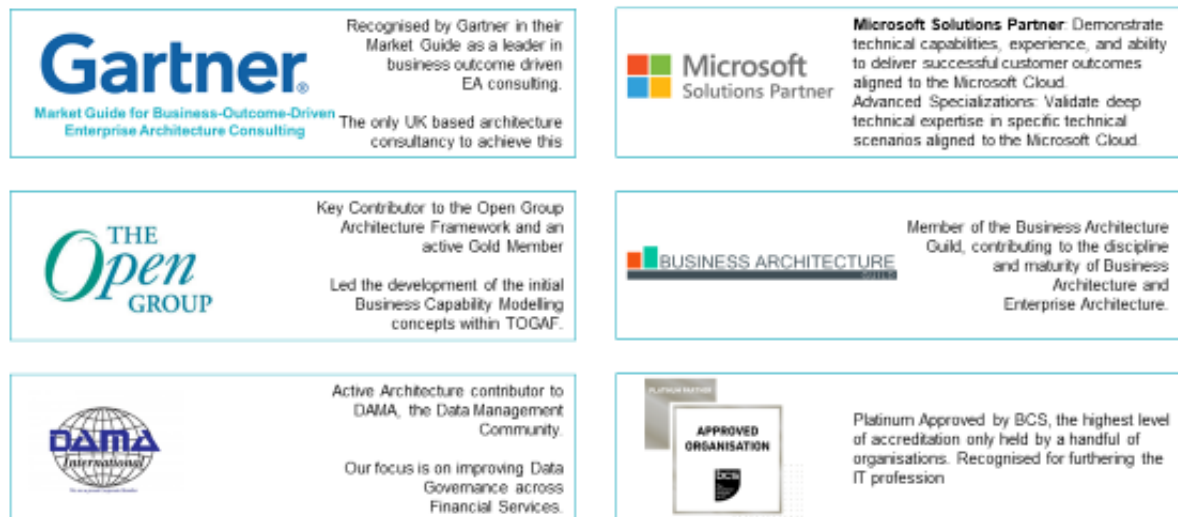
Strategy & Architecture

Defining the future IT Strategy to deliver the capabilities required by the business and the architecture to underpin this.

Data Governance

Helping organisations unlock the value of strategic asset that is their data through defining a common data structure and aligning the overall architecture to the business needs.

Integration & Automation

Defining and delivering best in class solutions that meet the needs of the Enterprise. Enabling organisations to exploit effective technology and business integration.

Data Enablement

Enablement of Next Gen Data Platforms and the establishment of good data modelling and data quality practices to support effective business decision making and value realisation

Business Change

Enabling strategic business change, process optimisation and use centred design. Ensuring that people and process are at the heart of any technology change.

GLUE AFFINITY REPLY - DATA EXPERTISE

WE ARE A LEADING UK BASED ARCHITECTURE & DATA CONSULTANCY, ESTABLISHED TO HELP ORGANISATIONS REALISE THEIR BUSINESS OUTCOMES

Data Outcomes
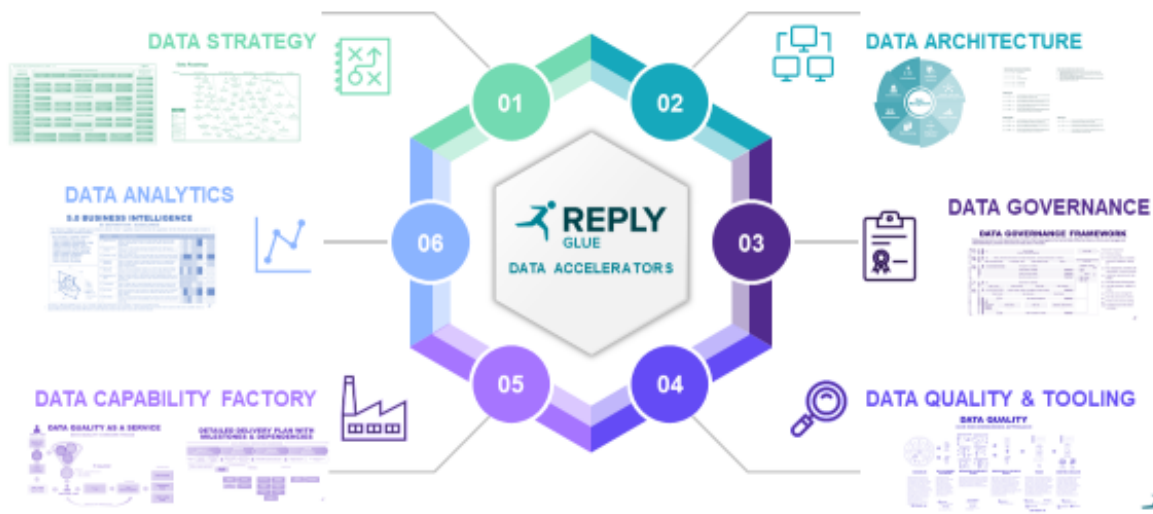
Glue Reply are a Data Enablement specialist who accelerate clients to realise new data capabilities, deliver business value and establish enterprise wide control

We help organisations unlock the value of the strategic asset that is their data through defining a common data structure and aligning the overall architecture to the business needs

Enablement of Next Gen Data Platforms and the establishment of good data modelling and data quality practices to support effective business decision making and value realisation

How we Differentiate

Pragmatic Execution: Focus on delivering pragmatic and implementable plans Strategies & Operating Models are to be executed and realised through actionable steps that each deliver value Fostering this execution culture is key.

Value Based Delivery We believe it is important to deliver tangible change, we identify quick wins with no regrets that can start to move the dial and deliver impact as part of the data journey.

Breadth and Depth: Our consultants have the breadth and depth across the domain, ensuring we can face into unsolvable problems and translate these into business outcomes

Agnostic: We operate agnostic of vendors, enabling us to define the right architecture and solution to meet the business needs and selection of the right tooling for the job.

Data expertise in Public Sector

Glue Reply have extensive experience providing Data Governance, Architecture and Enablement advisory across the Public Sector including Major Government Departments, Local Councils and Public-private partnerships

Ministry of Defence · NHS Blood and Transplant · GREATER LONDON AUTHORITY · CORNWALL COUNCIL · GMCA GREATER MANCHESTER COMBINED AUTHORITY

Home Office · Medicines & Healthcare products Regulatory Agency · L&Q · east west RAIL · EDUCATION & TRAINING FOUNDATION

SAMPLE ACCREDITATIONS

Gartner · Market Guide for Business-Outcome-Driven Enterprise Architecture Consulting

Recognised by Gartner in their Market Guide as a leader in business outcome driven EA consulting.

The only UK based architecture consultancy to achieve this

Microsoft Solutions Partner

Microsoft Solutions Partner: Demonstrate technical capabilities, experience, and ability to deliver successful customer outcomes aligned to the Microsoft Cloud. Advanced Specializations: Validate deep technical expertise in specific technical scenarios aligned to the Microsoft Cloud.

THE Open GROUP

Key Contributor to the Open Group Architecture Framework and an active Gold Member

Led the development of the initial Business Capability Modelling concepts within TOGAF.

BUSINESS ARCHITECTURE

Member of the Business Architecture Guild, contributing to the discipline and maturity of Business Architecture and Enterprise Architecture.

DAMA International

Active Architecture contributor to DAMA, the Data Management Community.

Our focus is on improving Data Governance across Financial Services.

APPROVED ORGANISATION

Platinum Approved by BCS, the highest level of accreditation only held by a handful of organisations. Recognised for furthering the IT profession

OUR DATA CAPABILITIES

ENABLING ORGANISATIONS TO REALISE VALUE FROM THEIR DATA THROUGH EFFECTIVE ARCHITECTURE, GOVERNANCE AND ENABLEMENT

DATA STRATEGY
Data Advisory & development of pragmatic data strategies to realise business outcomes and mature data capabilities

DATA ANALYTICS
Development of Data Analytics strategies, enterprise data services and analytics architecture

DATA CAPABILITY FACTORY
Establishment & run of data factories to support analysis, modelling, data-ops and data triage.

DATA ARCHITECTURE
Realisation of Enterprise Data Architecture and associated artefacts to provide a holistic vision for data.

DATA GOVERNANCE
Definition and establishment of fit for purpose data governance & operating models

DATA QUALITY & TOOLING
Development of Data Quality Frameworks & adoption of tooling to mature data quality / sourcing to unlock value

OUR DATA ACCELERATORS

ESTABLISHED METHODOLOGIES, TOOLKITS AND FRAMEWORKS TO RAPIDLY MATURE ORGANISATIONS AND ADDRESS THEIR DATA CHALLENGES

DATA STRATEGY

DATA ANALYTICS

DATA CAPABILITY FACTORY

DATA ARCHITECTURE

DATA GOVERNANCE

DATA QUALITY & TOOLING

How can we help?

Proven Migration Templates: Glue Reply's Cloud Data Migration service begins with a comprehensive strategy and planning phase, utilising our proven templates. We work closely with clients to understand their unique requirements, assess existing systems, and devise a tailored migration roadmap. Our templates streamline the planning process, ensuring efficiency and alignment with best practices.

Data Migration Architecture and Tool Selection: We provide expert guidance on selecting the most suitable architecture and tools for data migration projects. Using our industry knowledge and experience, we help clients choose the right technologies that align with their specific needs, ensuring optimal performance, scalability, and compatibility throughout the migration process.

Support for Profiling and Cleansing Data at Source: Prior to migration, we also offer robust support for data profiling and cleansing. Our team employs trusted techniques to identify and address data quality issues, ensuring that only accurate and relevant data is taken forward. This proactive approach minimises the risk of errors and enhances the overall data integrity.

Analysis of Source to Target Mappings and Transformations: We conduct thorough analysis of source to target mappings and transformations. By mapping data elements and defining transformation rules, we can ensure accurate and efficient migration, minimising disruptions to business operations and ensuring seamless data transfer between systems.

Extraction, Transformation, and Loading: Our Cloud Data Migration service encompasses the entire ETL (Extract, Transform, Load) process, from extracting data from source systems to transforming and loading it into the target environment. We utilise advanced techniques and loading templates to streamline this process, optimising speed and reliability while maintaining data integrity.

Incremental Migration, Dry Runs, Cutover Rehearsals, Validation, Reconciliation, and Cutover: Glue Reply offers comprehensive support for incremental migration, conducting dry runs, cutover rehearsals, validation, reconciliation, and cutover activities. We meticulously plan and execute each phase of the migration process, ensuring minimal downtime and maximum accuracy.

Go Live and Post-Migration Support: Our commitment to client success extends beyond the migration phase. We provide extensive support during the go-live period and offer post-migration assistance to address any issues or challenges that may arise. We can work closely and remain available to ensure a smooth transition and ongoing operational excellence.

Data Provenance and Lineage: Throughout the migration process, we can closely track data provenance and lineage by design. This ensures full traceability and accountability, enabling clients to confidently audit and monitor the flow of data from source to target systems, enhancing compliance and governance.

Flexible Enterprise-Grade Security: Security is paramount in every data migration project we undertake, and as such we regularly implement flexible, enterprise-grade security measures including data masking, encryption, and access control mechanisms. These measures safeguard sensitive data throughout the migration process, ensuring confidentiality, integrity, and compliance with regulatory requirements.

Robotic Process Automation and Hyper Automation: For complex migrations, we can offer advanced Robotic Process Automation (RPA) and Hyper Automation options. By leveraging automation technologies, we streamline repetitive tasks and accelerate the migration timeline whilst reducing the risk of human error. This approach enhances efficiency and enables seamless migration of large-scale, mission-critical data environments.

Why Glue Reply?

Migration aligned to business drivers, risks, and technology solutions: Our tailored service ensures that the entire migration process is closely aligned with the specific needs and objectives of the client. Understanding the underlying drivers, inherent risks, and available technology solutions is key to Glue Reply's migration strategy with any client, ensuring seamless integration and minimal disruption to operations.

Reduced risks, timescales, and costs through greater automation: Through the implementation of advanced automation tools and methodologies, we can significantly reduce risks associated with manual errors, accelerating migration timescales, and ultimately lowering overall costs. By streamlining processes, automating repetitive tasks, and leveraging best practices, we ensure a swift and efficient migration process.

Better understanding of data risks, issues, and their mitigation: We regularly and proactively provide comprehensive insights into data risks and issues throughout the migration process. Potential challenges are identified early on, allowing for proactive

mitigation strategies to be implemented, ensuring smooth progress and minimising potential disruptions.

Accelerated time to migration and ability to meet changing priorities: By working closely with clients, we can accelerate their time to migration while maintaining the flexibility to adapt to changing priorities. Through agile methodologies and efficient resource allocation, Glue Reply regularly completes migrations swiftly and can easily accommodate evolving business needs.

Cloud resource utilisation: We are experts with the utilisation of cloud resources, ensuring that organisations maximise their investment while maintaining flexibility to scale as needed. By carefully analysing workload requirements and optimising resource allocation, Glue Reply minimises unnecessary expenses, ultimately driving down overall costs.

Increased visibility and confidence: We regularly provide stakeholders with real-time updates and insights throughout the migration process, as we find this transparency instils confidence in the migration outcomes, enabling informed decision-making in a timely manner.

Availability of service: By leveraging advanced technologies and methodologies as well as working closely with clients, Glue Reply prides itself on its responsiveness and availability of service throughout the migration process, ensuring minimal disruptions to operations and allowing organisations to maintain high levels of productivity and service continuity.

Minimise downtime: We actively prioritise minimising downtime and maximising availability during the migration process through careful planning, strategic execution, and proactive risk mitigation.

Secure, minimal access to data: Robust security is paramount in our Cloud Data Migration service. By implementing reliable security measures and protocols, we ensure that data remains secure throughout the migration process. Access to sensitive data is of course minimised as needed, preserving confidentiality and integrity.

Improves the data quality during migration to maximise value: We place a strong emphasis on data quality throughout the migration process. By employing data

cleansing and validation techniques throughout, Glue Reply ensures that data integrity is maintained, maximising its value for the organisation post-migration.

Service Features and Benefits Summary

FEATURES	BENEFITS
Data migration strategy and planning	Data migration aligned to business drivers, risks and technology solutions
Data migration architecture and tool selection	Reduced risks, timescales and costs through greater automation
Support for profiling and cleansing data at source	Better understanding of data risks, issues and their mitigation
Analysis of source to target mappings and transformations	Accelerated time to migration and ability to meet changing priorities
Extraction of data, transformation and loading (or populating loading templates)	Optimise use of cloud resources, maximise flexibility and minimise costs
Robotic Process Automation and Hyper Automation options for complex migrations	Provide increased visibility and confidence in migration outcomes
Incremental migration, dry runs, cutover rehearsals, validation, reconciliation and cutover	Improved response and higher availability of service
Go live and post migration support	Minimise downtime and increase availability
Data provenance and lineage tracked by design	Delivers secure, flexible migration minimising access to data as needed
Flexible enterprise grade security, through masking, encryption and access control	Improves the data quality during migration to maximise value
Data migration strategy and planning	Data migration aligned to business drivers, risks and technology solutions

Onboarding

At the outset of any engagement where we develop and deploy a service or capability, we prioritise a collaborative approach to ensure seamless integration and knowledge transfer, with the hope of establishing a solid foundation for ongoing partnership and success. Working closely with our clients we can craft a tailored onboarding plan that encompasses various approaches such as formal training, on-the-job training (OJT), computer-based training (CBT), or the identification and selection of client resources with the aptitude for continued operation.

Our commitment to facilitating a smooth transition extends to scenarios where we assume responsibility for the provision of any support, service, or capability from a client or previous contractor. In such cases, we work diligently to ensure that the transfer of knowledge and responsibilities is conducted efficiently and transparently. Additionally, should the situation necessitate, we are equipped to address Transfer of Undertakings (Protection of Employment) Regulations (TUPE) transfers, ensuring compliance and continuity for all parties involved.

Offboarding

In the event of project completion or the need for transition to another supplier, we prioritise a structured and orderly offboarding process to ensure a seamless exit and minimise disruptions. Our offboarding approach is characterised by careful planning, clear communication, and a focus on delivering value until the very end of our engagement.

A comprehensive assessment identifies any outstanding tasks, deliverables, or dependencies that need to be addressed prior to the transition. Through open dialogue and collaboration, we're able to develop a tailored offboarding plan that outlines the steps, timelines, and responsibilities involved in the transition process.

Our goal is to facilitate a seamless transition that preserves continuity, minimises risks, and enables our clients to seamlessly transition to their next phase of operations. By leveraging our expertise, resources, and commitment to excellence, we strive to leave a lasting positive impact on our clients' business outcomes, even as our engagement comes to a close.

Access to Data

Throughout the offboarding journey, we take proactive measures to facilitate ongoing access to client data. We provide comprehensive documentation outlining the location, format, and access procedures for client data, ensuring that relevant stakeholders have the necessary information to access and utilise the data effectively.

Throughout the offboarding period, our team remains available to provide ongoing support and assistance to client personnel, addressing any queries or concerns related to data access and ensuring a smooth transition of ownership and responsibility.

Security

Personnel Security

As a Specialist Cloud Service, the capability being offered is not limited to specific Impact levels (as it is not infrastructure, software or a platform) and can be used, subject to personal Security Clearance levels.

Reply consultants are mostly Security Cleared (SC), some have higher-level Developed Vetting (DV) clearances. We also have a pool of NPPV3 Consultants for Policing work. The majority of our work for both public and private sector clients is at IL2 but we work in the Official, Secret and Top-Secret domains.

Our hard and soft information security processes have been designed and approved by independent CESG CLAS accredited consultants.

Information Security

We are ISO27001, Cyber Essentials certified and our Quality Assurance processes are based upon and compliant with our ISO 9001 accreditation. Our Information Security processes are directly guided by our ISO27001 accreditation. We shall adhere to local information and other security policies and will apply local Security Operating Procedures (SOPs) as may exist. If such do not exist we shall apply our own SOPs.

Physical Security

The Main Reply Office (London, UK) is a Police Accredited Secure Facility (PASF) with access controls for each point of entry. All Laptops/Phones must be stored securely overnight. When working on a client-site our consultants adhere to client security policies.

Training & Knowledge Transfer

As part of the offboarding process and where such is required, we are keen to assist clients in developing their staff and supporting self-sufficiency, ensuring they are equipped with the skills and knowledge required to access, manage, and maintain systems put in place post-offboarding.

We are happy to discuss how best to assist in continuous professional development with a client. Our primary methods are through workshops, mentoring and guided on-the-job training, however we offer many flexible options – for example, we have the capability to develop and deploy "Apps" to support and deliver training options exploiting Portable User Devices such as tablets and smartphones. Through partners, we can also deliver more formal instructor led and computer-based training packages and Webinars.

Ordering and Invoicing Process

To begin the process, please contact glue.frameworks@reply.com with details of your organisation, role and high-level requirements.

Our Framework Manager will connect you to our experts and from here we will organise an introductory discussion to go into more detail and shape a proposed engagement that suits your needs.

We invoice for both fixed price and time and materials engagements one month in arrears. For fixed price engagements, this takes place upon completion of the deliverable(s), or in stages, if the size of the engagement is greater than £40,000 excluding VAT.

Payment terms are 30 days net of receipt of invoice.

Customer Responsibilities

1. Government Furnished Information (GFI)

The Consumer is responsible for the provision of such background information, including access to information systems, subject to Impact Level and personal security clearances that may be required to facilitate successful work package or project outcomes.

We include user requirements and system requirements in GFI. We can deploy various approaches to requirements elicitation and management from lower level MoSCoW method to use of more complex DooRs and MooD based requirements. We have developed and deployed our own simple requirements approach for small IT systems, CIDr (Critical, Important, Desirable requirements) which is configured to meet a client's needs including, justifications, benefits, dependencies, User Acceptance and Testing and any risks, issues and opportunities we identify at that stage.

2. Government Furnished Equipment (GFE)

We do not believe there is a requirement for any GFE, however, if such is determined as needed during any Work Package or project this shall be discussed and agreed with the Consumer.

3. Access

The consumer shall provide access passes for buildings as may be required for the duration of the project or work package, we shall provide evidence of security clearances as may be required by our consultants to support the work package or project. Access passes shall be handed back to appropriate security personnel on cessation of any work package or project.

4. Risks, Issues and Opportunities

We shall actively participate in the identification, analysis, management and mitigation of risks and issues and realisation benefits or opportunities and expect the same of the consumer. This may require us to be given access to relevant projects risks, issues and opportunities plans and tools for the work package or project.

5. Stakeholder Engagement

We are happy to and expect to assist in stakeholder engagement and expectation management at any and all levels and expect the consumer to have ensured that stakeholders are aware of our being engaged for any task. We are happy to draft and agree forms of words as introductions to stakeholders and use any approved message the consumer requires us to deliver or adhere to. We will utilise various approaches to Stakeholder Management including the facilitation, management and delivery of workshops which is a core skill. Stakeholder Management can be supported by a RACI (Responsible, Accountable, Consult, and Informed) Tool for more complex work packages, projects and programmes, which can be web enabled.
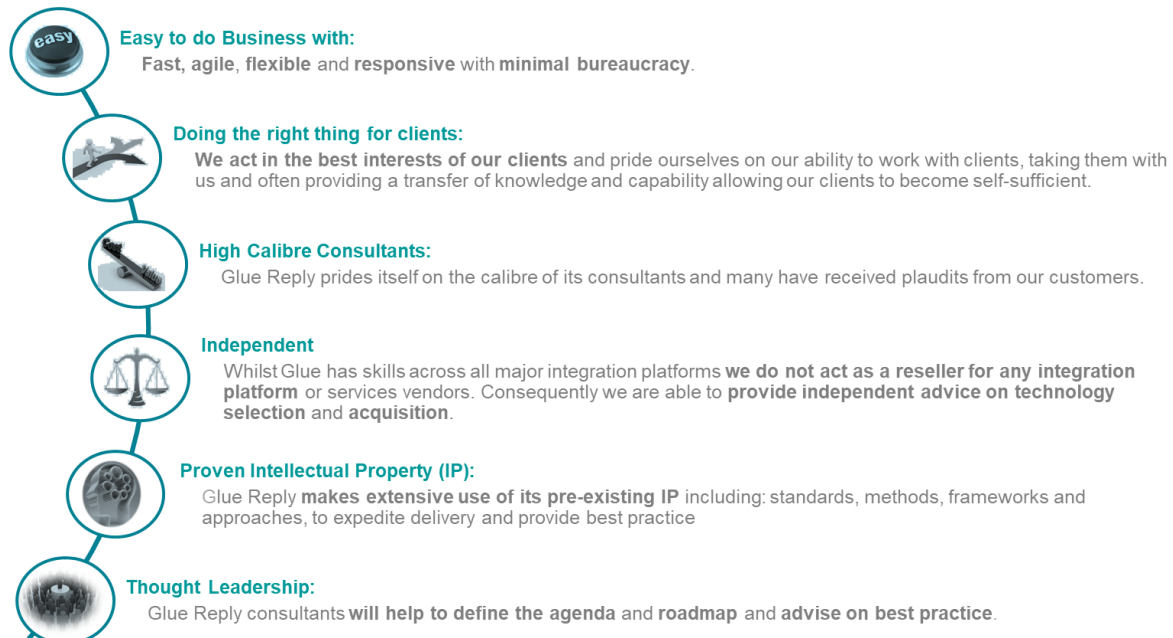
6. Place of Work

We will work from any stated client site or sites, including international sites, or from our Head Office at 38 Grosvenor Gardens, SW1W 0EB in Central London. We encourage Home Working where it is appropriate, the client agrees and the information we are using is unclassified. Work at a main client site is included in our quoted price. Work at other sites is normally covered by an agreed Travel and Subsistence T&S Limit of Liability (LoL). T&S rates are covered in the separate T&Cs Document.

GLUE
REPLY

About Glue Reply

Glue Reply is a UK based outcome focused strategy & enterprise architecture specialist, trusted by public and private sector organisations alike to solve complex problems, focused exclusively on optimising IT/business alignment and minimising the cost of business and technology change. Our core proposition is to help organisations maximise the value from their change and technology investments by helping them define, design, implement and resource best practice. We help our clients succeed by turning strategy into tangible solutions and vision into practical outcomes.

Glue Reply as an SME type organisation, with the stable backing of the wider Reply group, offers the agile, collaborative behaviours, coupled with Government and technical insight (architecture, design, cloud services, IT investment) to act as IT Strategic Technology Partner providing professional services for a range of technologies. We follow a model of agile, collaborative delivery in which we focus on the value we can provide in delivering projects, expanding knowledge and driving innovation. We work with internal teams, multidisciplinary teams and other suppliers to achieve our common goals with a high level of quality throughout. We have over 20 years' experience of proactively collaborating and partnering with other delivery teams and cross-cutting functions across a wide portfolio in complex government programmes. Our approach, based on tailored agile methodologies, incorporates managing major changes and reacting to evolving changes. We strive to automate, simplify and improve across every programme we deliver.

Easy to do Business with:
Fast, agile, flexible and responsive with minimal bureaucracy.

Doing the right thing for clients:
We act in the best interests of our clients and pride ourselves on our ability to work with clients, taking them with us and often providing a transfer of knowledge and capability allowing our clients to become self-sufficient.

High Calibre Consultants:
Glue Reply prides itself on the calibre of its consultants and many have received plaudits from our customers.

Independent
Whilst Glue has skills across all major integration platforms we do not act as a reseller for any integration platform or services vendors. Consequently we are able to provide independent advice on technology selection and acquisition.

Proven Intellectual Property (IP):
Glue Reply makes extensive use of its pre-existing IP including: standards, methods, frameworks and approaches, to expedite delivery and provide best practice

Thought Leadership:
Glue Reply consultants will help to define the agenda and roadmap and advise on best practice.

About Reply

Reply is a company that specialises in Consulting, Systems Integration and Digital Services with a focus on the conception, design and implementation of solutions based on the new communication channels and digital media.

Reply partners with key industrial groups in defining and developing business models made possible by the new technological and communication paradigms such as Artificial Intelligence, Big Data, Cloud Computing, Digital Communication, the Internet of Things and Mobile and Social Networking. In so doing, it aims to optimise and integrate processes, applications and devices.

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Artificial Intelligence, Big Data, Cloud Computing, Digital Media and the Internet of Things.

We make innovation happen
We started with a small team and a purpose: to help the digital revolution happen. Today, we are a team of more than 14,600 people in 16 different countries but we still have the same DNA, made up of agile, vertical task forces and an inner passion for innovation.

We are a decentralized network of specialised companies
Among Replyers, you will find passionate geeks, visionary strategists, and creative minds, each with sharp skills in a specific business, who cooperate together and never stop learning from each other.

Make forward, act sustainably
We know a sustainable future is possible and technology can be a strong asset to reach it. As leaders in digital transformation, we push for change and operate in full accordance with the highest ethical standards and with respect for the rights of future generations.