

# **DATA AND INFORMATION STRATEGY AND PLAN**

Service Definition  
G-Cloud 15



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## SERVICE DESCRIPTION

Crafting a robust data strategy is a cornerstone of our approach at Reply. Collaborating closely with our clients, we go beyond generic solutions to develop bespoke strategies tailored precisely to your business objectives. Our service encompasses the development of clear data objectives aligned to your organisation's business strategy and goals, outlining investment priorities, key initiatives, and a comprehensive roadmap for execution.

We can start from an existing data maturity assessment or we can include this stage in the process.

We have defined data strategies for a breadth of organisations to achieve business outcomes such as improving customer experience through digital channels, reporting data-driven insights, and operational efficiency.

We differentiate ourselves by our underlying principles in defining a data strategy through Pragmatic Execution, Value-Based Delivery, Breadth and Depth, and being Vendor Agnostic.

## Methodology

| MOBILISATION                                                                                                                                                                   |                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ACTIVITY                                                                                                                                                                       | ARTEFACT                                                                                                                                                                                                                                                      |
| <b>Engagement focus</b> includes identifying key stakeholders, ways of working, existing information repositories, governance, meeting scheduling and plan                     | <b>Scope and Project Plan:</b> Document outlining the scope of the project and overall approach including timelines and deliverables                                                                                                                          |
| <b>Clarify project Scope</b> explicit inclusions & exclusions, focus areas, opportunities value prioritisation framework                                                       |                                                                                                                                                                                                                                                               |
| <b>Digest existing analysis/documentation</b> completed by Vivid, so that SMEs aren't asked the same questions                                                                 | <b>Business Data Vision:</b> Define the vision for Data and how it should be aligned with outcomes and visions. Will also feed into Current State Data Capability & Business Pain Points                                                                      |
| <b>Understand Business Strategy</b> to centre business at the heart of work and link outcomes that can be enabled through Data. Providing a clear interlock between activities |                                                                                                                                                                                                                                                               |
| <b>Utilising Reply knowledge/experience in housing</b> and similar sectors to identify common challenges impacting the industry.                                               | <b>Common Data Challenges in Housing:</b> Leveraging knowledge of the Housing sector combined with our expertise in Data Architecture, Governance, and Quality we will produce insight into common challenges to drive conversations in accelerated discovery |

| DISCOVERY & CURRENT STATE                                                                                                                                                             |                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ACTIVITY                                                                                                                                                                              | ARTEFACT                                                                                                                                                                                                                                      |
| <b>Workshops with Business and Technical SME's to:</b><br><b>Understand Pain Points and Aspirations:</b> <ul style="list-style-type: none"> <li>Validate known pain points</li> </ul> | <b>Current State Pain Points</b> overlaid against the current state artefacts: architecture/data flows/business capability model<br><b>Prioritized Business Use Cases:</b> Documenting the key use cases driven by challenges and aspirations |



|                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                      |
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| <ul style="list-style-type: none"> <li>Identify new pain points and priorities from a business perspective</li> <li>Identify future use cases and aims for each business unit across People, Process &amp; Technology</li> </ul> <p><b>Understand the Data Landscape</b> such as Key Systems, Key Data flows, Owners of Data etc.</p> | <p>that domains are looking to realize and prioritizing use cases based on impact, outcomes and benefits.</p>                                                                                                                                                                                                                        |
| <p><b>Conduct Data Maturity Assessment</b> leveraging Reply's Data Maturity Assessment Model</p>                                                                                                                                                                                                                                      | <p><b>Data Maturity Assessment Analysis:</b> Assessment/heatmap of the key capabilities and services expected across a mature data practice, identifying root cause of pain points and the identification of improvements to support future use cases</p>                                                                            |
| <p><b>Consolidate all analysis</b> to identify issues/resolutions where immediate action can be taken to drive positive outcomes</p> <p>Leverage Artefacts: Reply's Common Data Challenges in Housing, Business Data Vision, Current State Pain Points, Prioritised Business Use Cases, Data Maturity Assessment Analysis</p>         | <p><b>Early Opportunities Log:</b> using quick win realisation framework to prioritise and identify key features to realise value early.</p> <p><b>Art of the Possible –</b> A review of current and emerging trends across the housing, data, and technology landscape, to identify proof of value cases that could serve Vivid</p> |

| TARGET STATE                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ACTIVITY                                                                                                                                                                                                   | ARTEFACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p><b>Develop the Target Data Vision</b> to support data across Vivid, including principles, a target logical architecture with capabilities required, operating model, governance, culture and change</p> | <p><b>Data Architecture Principles:</b> Defined strategic data design and architecture principles to inform the target architecture.</p> <p><b>Target State Logical Architecture</b> - Outline of the business and technical capabilities required. Based on the target themes and vision for data, a target data architecture. Demonstrating the resolution of key pain points.</p> <p><b>Target Operating Model:</b> Appropriate business structure to ensure the architecture can be executed</p> <p><b>Determine the Target Value Metrics</b> and tracking mechanisms</p> |

| PLAN & COMMUNICATE                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ACTIVITY                                                                                                                                                                                                                                                                                                  | ARTEFACT                                                                                                                                                                                                                                                                                          |
| <p><b>Outline the gap across People, Process and Technology</b> and identify the key focus areas based on the importance of the target vision</p> <p><b>Define the major building blocks and foundational activities</b> and develop realistic and pragmatic work packages that release value as well</p> | <p><b>Roadmap:</b> Outlining sequenced work packages to deliver against business outcomes. The roadmap will outline key workstreams.</p> <p><b>Outcome and Transition States:</b> State of the architecture at each stage and articulation of outcomes that will be realised at each stage of</p> |



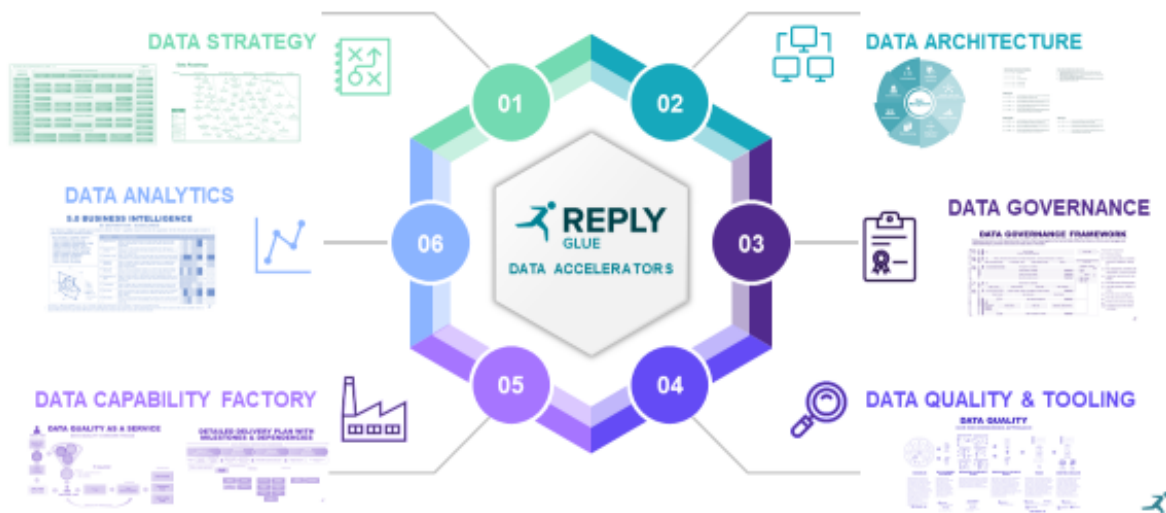
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| <p>as move Vivid along the defined path to realise the overall vision.</p> <p><b>Create a high-level transformation roadmap</b> outlining sequences of work packages in a way that:</p> <ul style="list-style-type: none"> <li>Releases visible value to business users</li> <li>Creates identifiable and stable transition states</li> <li>Foundations are strategic to minimize rework</li> <li>Ensures the business can adopt the anticipated change</li> <li>Is prioritized and aligned to existing change portfolios</li> </ul> | <p>transition. Metrics can be forecast to show how the value is delivered</p> <p><b>Determine the Target Value Metrics</b> for each interim state and tracking mechanisms.</p> |
| <p><b>Engage with stakeholders</b> regarding changes and timelines for value realisation, ensure buy-in</p>                                                                                                                                                                                                                                                                                                                                                                                                                          | <p><b>Communication Packs:</b> Outline a clear message and story to stakeholder groups to reinforce value and outcomes</p>                                                     |

The benefits of partnering with Reply for a robust data strategy are substantial: our outcome-driven approach ensures alignment with business goals, while our extensive experience significantly de-risks any transformation process. Ultimately, our data strategy services enhance strategic data utilisation, empower informed decision-making, and can position your organisation for sustained success in today's data-driven digital landscape.

Our overall approach, skills and experience with building and executing data strategies are described below.

## OUR DATA ACCELERATORS

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



### Service Features and Benefits

| FEATURES                                                                    | BENEFITS                                                  |
|-----------------------------------------------------------------------------|-----------------------------------------------------------|
| Collaborative development of your Data Strategy, including analytics and AI | Provides a clear, actionable path for data transformation |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <p>We follow a capability-based planning approach which aligns with CDDO National Data Strategy identifying which data topics need greater maturity to deliver the organisation's objectives. We provide a comprehensive roadmap that identifies investment priorities, required resources, key initiatives, and a clear timeline.</p> <p>We design a holistic strategy that encompasses vital aspects such as data governance, quality assurance, data products, AI and more.</p> | <p>The data strategy, particularly the vision and objectives, are powerful communication assets to help align the organisation to the strategic direction. The roadmap enables you to allocate resources efficiently and track progress effectively.</p> <p><b>Captures expectations for business synergy, efficiency, interoperability and data assets.</b></p> <p>As required by CDDO national strategy.</p> <p><b>Facilitates improved public services, efficiency, decisions and security.</b></p> <p>Execution of the data strategy can lead to benefits across all dimensions of the organisation's performance.</p> |
| <p><b>Identification of Quick Wins and Early Value</b></p> <p>We identify quick wins within your data landscape to facilitate early value realisation and work with you to identify a 'beacon' project that will address a core data challenge of the organisation.</p>                                                                                                                                                                                                            | <p><b>Builds momentum</b></p> <p>Facilitates you to demonstrate tangible benefits swiftly and build momentum for broader data transformation efforts, ensuring rapid ROI and stakeholder engagement.</p>                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p><b>Assessment of current state and can include data maturity assessment</b></p> <p>We assess current data capabilities including people, process and technology. Through our data maturity assessment process, we benchmark your organisation's data capabilities against frameworks such as the Central Digital &amp; Data Office Data Maturity Assessment (CDDO DMA).</p>                                                                                                     | <p><b>Delivers CDDO Data Maturity Assessment requirement.</b></p> <p>If the DMA has not been completed, or should be expanded in scope, including this in the development of the data strategy helps to meet government standards.</p>                                                                                                                                                                                                                                                                                                                                                                                     |
| <p><b>Determine data objectives and targets for the organisation</b></p> <p>We work closely with your team to articulate precise data objectives that seamlessly align with your overarching business goals.</p>                                                                                                                                                                                                                                                                   | <p><b>Drives tangible value</b></p> <p>Clear objectives and targets enable measurement of tangible value from the investments.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p><b>Collaborative development of your data vision, principles and target state</b></p> <p>A series of workshops helps to upskill and collaboratively develop these key components of a successful data strategy.</p>                                                                                                                                                                                                                                                             | <p><b>Provides focus for the strategy execution</b></p> <p>Principles provide guardrails and the vision and target state ensure alignment across initiatives.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p><b>Outlines investment priorities, identifies significant data initiatives, resources and roadmap</b></p> <p>Depending on data capability gaps and the organisation's objectives, we may outline initiatives such as data governance, data</p>                                                                                                                                                                                                                                  | <p><b>Provides clarity for DDaT and organisation leadership</b></p> <p>CIOs, CDO and digital transformation leadership have clearly articulated initiatives</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                            |



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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| quality, data marketplace, data and analytics platforms, AI, master data.                                                                                                                                                                                               | outlined to inform the portfolio and business planning process.                                                                                                                                                                                                                                                                                            |
| <b>Assistance establishing roles, ownership, accountability for data assets, including quality</b><br>We provide a framework and facilitate communication and stakeholder engagement to establish the roles.                                                            | <b>Improves data quality and reduces risk</b><br>Establishing the roles is a key step and delivers on CDDO data strategy requirements.                                                                                                                                                                                                                     |
| <b>Alignment with National Data Strategy, CDDO DMA and organisation strategy.</b><br>We analyse your organisation's business strategy and objectives and ensure the data strategy is aligned, and we development traceability to show alignment with national strategy. | <b>Improved synergy</b><br>Improved synergy across all organisational facets and fostering a cohesive approach towards achieving overarching objectives.                                                                                                                                                                                                   |
| <b>Data strategy includes data governance strategy and data quality strategy</b><br>These are key areas within the data capability maturity model and form part of the assessment, target state and roadmap development.                                                | <b>Data governance and quality strategy increases efficiency and reduces risks</b><br>Furthermore, leads to better data to power decisions, and provides quality data to power digital transformation.                                                                                                                                                     |
| <b>Provides access to Reply's enhanced Data-Driven Enablement data capability model</b><br>Our model is aligned with CDDO DMA, DAMA and leading industry practice.                                                                                                      | <b>Reply accelerators facilitate rapid assessment.</b>                                                                                                                                                                                                                                                                                                     |
| <b>Leverages technologies such as cloud data platforms, data management tools</b><br>We harness the power of cutting-edge technologies such as cloud data platforms and advanced data governance and quality.                                                           | <b>Technology-enabled capability improvement</b><br>Many of the latest improvements achieved in industry in efficiency, decision making, reduced risk, improved customer experience are just not possible without new technology.                                                                                                                          |
| <b>Proven experienced specialist skills</b><br>We provide all the specialist skills required across all data capability domains, including data management, cloud technology, data governance, security, etc.                                                           | <b>Our extensive experience de-risks data transformation</b><br>Drawing from our extensive experience in data transformation initiatives, we mitigate risks associated with implementation by leveraging best practices, lessons learned, and industry expertise, providing you with the assurance of a smooth and successful data transformation journey. |
| <b>Can include data readiness assessments for Cloud and AI</b>                                                                                                                                                                                                          | <b>Enables adoption and innovation</b><br>Ensuring that your organisation is equipped with the necessary infrastructure, capabilities, governance frameworks and processes to leverage these transformative technologies effectively.                                                                                                                      |
| <b>Identify and Assess Data Assets</b><br>We examine all the organisation's data assets in terms of their condition and the                                                                                                                                             | <b>Improved 'Monetisation' of Data Assets</b>                                                                                                                                                                                                                                                                                                              |



|                                                                                       |                                                                                                      |
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| value they deliver to the organisation and analyse how these can be further utilised. | 'Monetised' in the sense of improved services, efficiency and data sharing for joined-up government. |
|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|



## ONBOARDING

### Kick-Off Meeting

When we start an engagement with a new client, we begin with a workshop introducing the team (from both Reply and the client), the project objectives, and our anticipated timelines and approach. This workshop is most impactful when the majority of client stakeholders involved in the project are present and involved (either in person or remotely). Where this is impossible, we can hold separate sessions with teams that cannot participate in the kick-off workshop to ensure all stakeholders are engaged and bought into the project's objectives.

### Account Management

#### *Designated Account Manager*

Each client has a designated Account Manager, who will be the main point of contact throughout the engagement. This individual is responsible for ensuring that delivery progresses and is executed to the standards that Reply and our clients expect.

#### *Fortnightly review meeting*

Alongside regular ceremonies and informal daily interaction between the Reply project team and the client, we hold formal review meetings with key stakeholders, usually fortnightly. This includes critical client stakeholders, senior Reply project team members, and the Reply Account Manager. Where appropriate, these meetings will consist of a review of work completed and demonstrations or walk-throughs of deliverables.

### Offboarding

Where an engagement continues to completion, unless the client requests an extension or new engagement, all client IT, documents, artefacts and deliverables will be returned to the client. Our team will ensure a complete handover of data and knowledge to client staff. An ongoing support or retained advisory service may be implemented where appropriate to provide additional continuity.

### Access to Data

Ensuring secure access to client data upon exit is paramount to maintaining confidentiality and integrity. We begin by conducting a comprehensive inventory of all client data stored within our systems, encrypting it both in transit and at rest using industry-standard protocols. Strict access controls and authentication mechanisms are implemented to restrict access to authorized personnel only, with permissions regularly reviewed and updated. Client data is segregated from other data within our systems, ensuring isolation and protection. Upon exit, all access rights to client data are promptly revoked, including user account deactivation and permission removal. If requested, we securely delete or anonymise client data in accordance with retention policies and regulatory requirements. Detailed documentation and audit trails of data access are maintained, providing transparency and accountability. Before exiting, we verify with the client that all necessary data access has been revoked. Finally, we adhere to legal and regulatory obligations regarding data protection and privacy, ensuring compliance with contractual agreements and applicable laws such as GDPR or HIPAA. Through these measures, we ensure that client data remains secure throughout the exit process, mitigating the risk of unauthorized access or data breaches.



## **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 (SyOPs) as may exist. If such do not exist we shall apply our own SyOPs.

### **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

We enable customer teams throughout delivery by embedding knowledge transfer alongside implementation activities. Training is aligned to organisational roles, ensuring relevance for finance users, operational staff, and system administrators.

Knowledge transfer is delivered through:

- A train-the-trainer approach to establish internal subject matter experts.
- Technical training for administrators covering configuration, security roles, and integrations.
- Walkthroughs of system design, data structures, and operational processes.
- Provision of comprehensive documentation, including user guides and runbooks.

Formal training is supported by ongoing access to expert guidance during delivery and early life support. Where required, refresher sessions or additional enablement can be provided to support organisational change or onboarding of new users.



## **ORDERING AND INVOICING PROCESS**

To begin the process, please contact [glue.frameworks@reply.com](mailto: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**

To deliver our responsibilities as a partner, we require the following:

- Full access to systems and data that are relevant to the specific project
- Reasonable and timely access to key stakeholders and internal SMEs for information gathering, requirements definition and other critical tasks associated with the delivery of our outputs

## **Technical and Client-Side Requirements**

Other than the system access specified above, there are no specific technical or client-side requirements that would limit our capacity to begin work.

## **Outcomes and Deliverables**

Our engagement's specific outcomes and deliverables will be determined during the scoping phase before beginning the project based on your goals and objectives and the level of depth you require. These will include:

- Workshop(s) to discuss and assess the existing architectural design
- Detailed assessment of design with identification of risks and opportunities
- Report with recommendations and proposed action plan



## 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 decentralised 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