



BTO[®]

COMPANY

PROFILE

2021



Looking forward
to the future

#WeAreBTO

A Young,
Multinational,
Pocket-Size
Company

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VISION & MISSION

Passion, enthusiasm and tenacity in pursuing our goals is what characterizes us from the beginning **fostered by evolution** and **inspired by innovation**, we look out for new challenges.

Our mission is to connect Academia and Business, looking towards the future, driven by passion, we act as a bridge able to transfer **knowledge** and **talents** to companies, helping them to gain tangible results. We create communities and support meaningful relationships between people and their ideas, because we believe in the **power of innovation!**

BTO'S WAY



CREATE VALUE

Our goal is to **generate value** for our Clients guiding them on the **path towards the continuous evolution** of their digital models



BUSINESS FIRST

We know **technologies** and we analyse them from a business stand point. We evaluate and select them according to the value they can have for our clients.

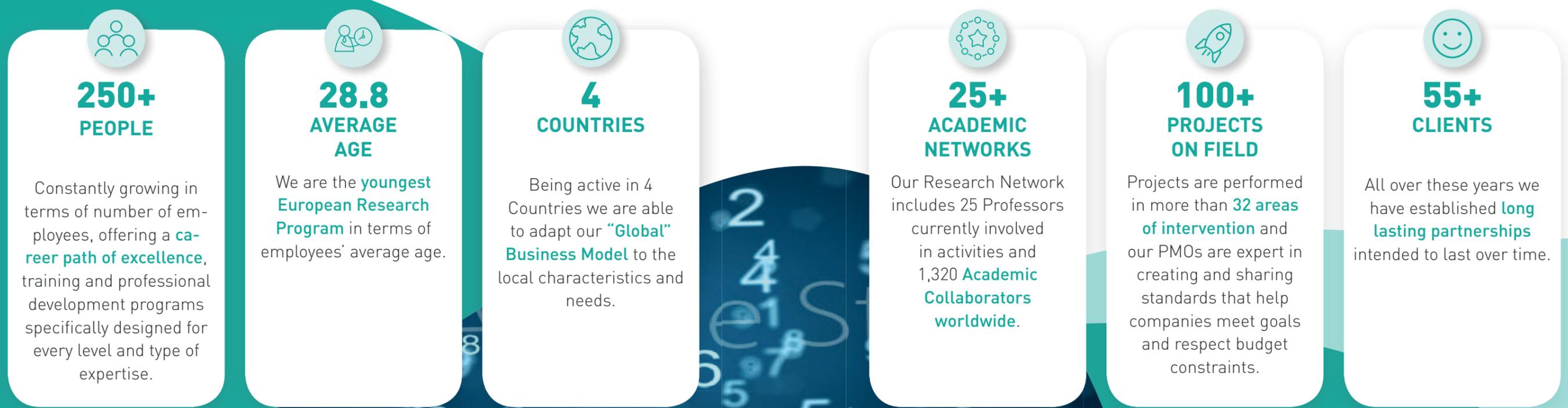
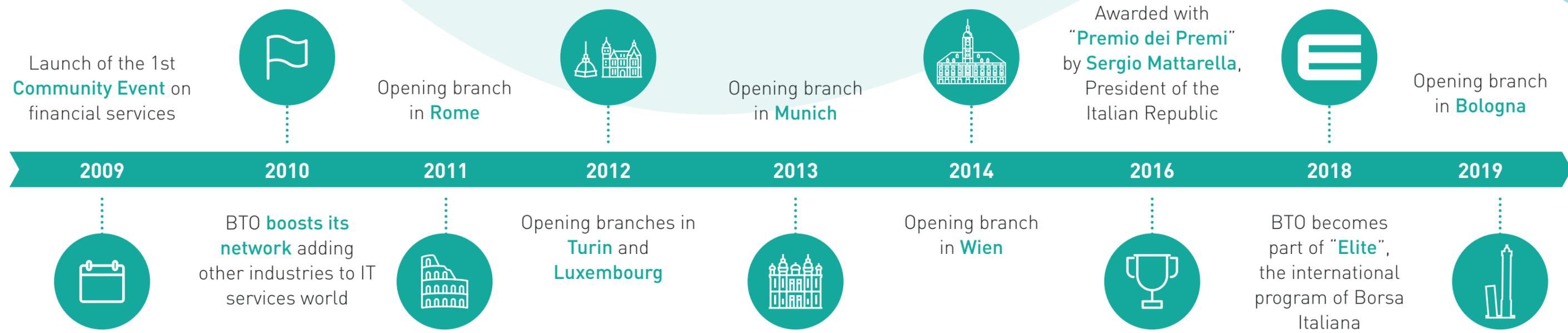


MANAGING COMPLEXITY

We are committed to bridging the gaps between research and innovation implementation, integrating technologies, and **redesigning the organization**



OUR NUMBERS

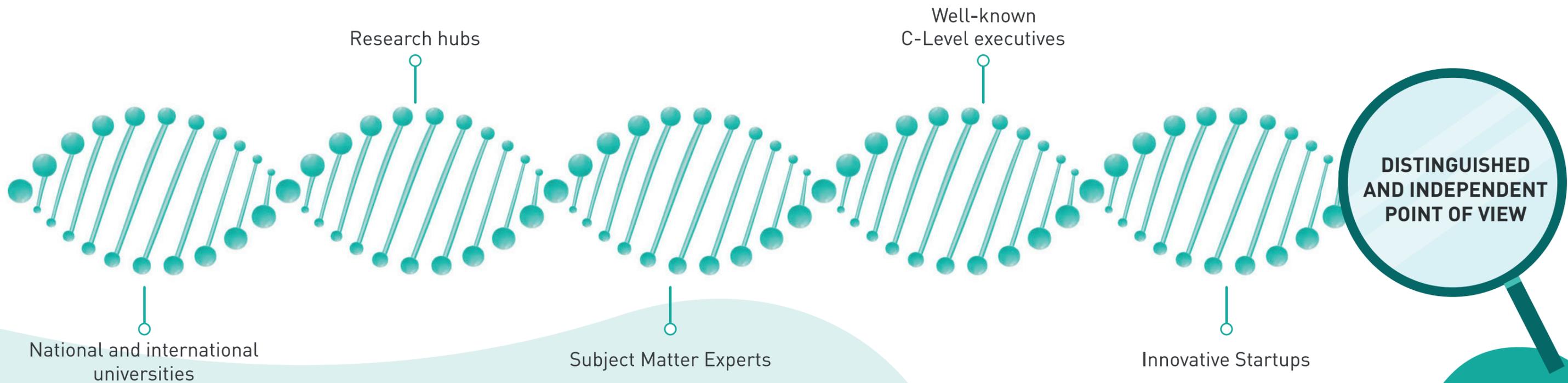


OUR DNA

ACADEMIC DRIVEN & BUSINESS ORIENTED

By our very nature, we have a “**Continuous Improvement & Learning**” approach that we apply on the market.

We draw from a **Multidisciplinary Network of Excellence** that grants us an eminent and certified point of view.



WHY BTO

THE SECRET OF OUR SUCCESS

Trusting the continuous exchange of ideas and by confronting the knowledge of the millennials with the **experience of managers and specialists**, we are able to build customized innovative solutions based on quality, trust and on a highly professional approach.

The main distinctive features on which we found our valuable activities are:



UNIQUE NETWORK

We are a unique company, able to draw innovation and best practices from the very **best international centers of excellence** (academia, business and industry experts)



DYNAMIC, FLEXIBLE & COMPETITIVE APPROACH

We created a **young, dynamic, and flexible structure** that relies on our experienced network; thus, we are able to offer high value services at very competitive conditions.



RELIABLE ORGANIZATION

We have been on the market for over 15 years, developing solid and lasting business relationships and **building clients loyalty** thanks to the quality of our services.

**“He who has a why to live
can bear almost any how”**

Friedrich Nietzsche

MANAGEMENT COMMITTEE



FLORENZO MARRA
General Manager

“To achieve our dreams we shouldn’t forget to be always passionate and humble. Every single step forward moves us closer to the success. Perseverance is the essential key for the ambitious in order to realize projects to be proud of.”



FABRIZIO MANZO
Chief Operating Officer

“The valorization of human capital is the basis of our success. People have always been at the center of our project and today, more than ever, they represent the engine for growth and for achieving competitive advantage.”



MARTINO SCANZIANI
Head of BTO International

“We mix Italian dedication and geniality, with local people and their strengths, to create a unique, dynamic and passionate European team, localized to consult our Partners on-site.”

OFFICES



MILAN

Via Uberto Visconti di Modrone, 28
20122



TURIN

Corso Francesco Ferrucci, 112
10138



ROME

Via Reno, 1 - 00198



BOLOGNA

Viale Angelo Masini, 12
40126



MUNICH

Leopoldstrasse, 10
80802



LUXEMBOURG

9 Rue du Laboratoire,
1911



WIEN

Wallnerstraße 1/3.
OG-1010

BTO IS AN INTERNATIONAL COMPANY

BTO has branches in the north and in the center of Italy, as well as in Germany, in Luxembourg and in Austria.

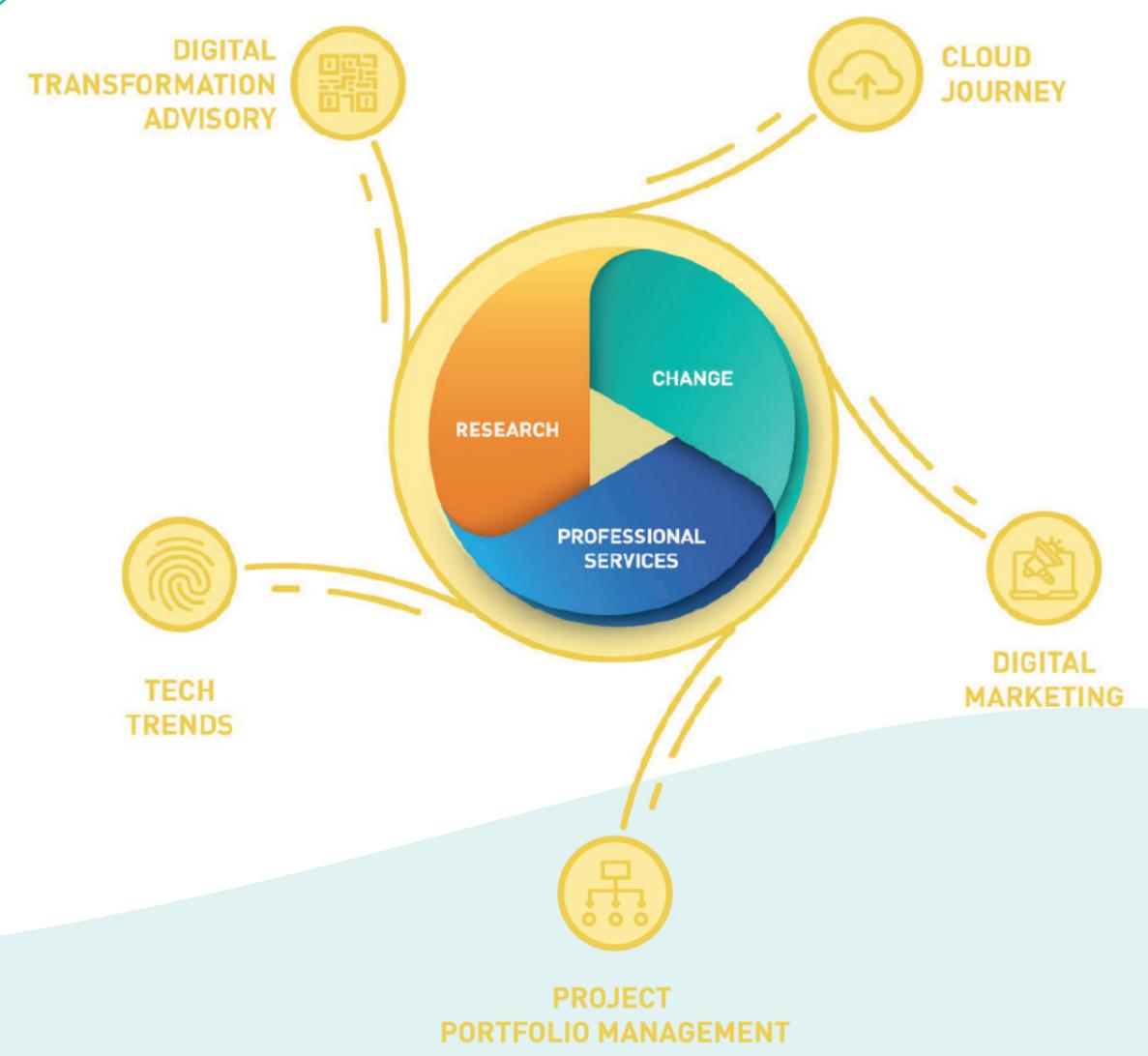
By joining BTO you will experience the opportunity to work in an **international and competitive environment**. We aim to involve young professionals in different working scenarios within the European landscape.

You will have the opportunity to understand country's needs and communicate with Executives in defining **the best way to improve their business**.



*Innovation is the
specific instrument of
entrepreneurship...*

*...the act that endows
resources with a new
capacity to create wealth.*



BTO SERVICES

In a year of challenges and changes, BTO chose to ride the **wave of transformation**, knowing that changes are the essential **driver of innovation**.

In order to guide companies and future leaders during the transformation path which had an exponential growth during the 2020, we questioned ourselves about our purpose and decided to evolve by **reinventing the entire structure of our service offering**.

= CENTER OF EXCELLENCE
 = PRACTICE

CENTER OF EXCELLENCE

WE INNOVATE

With our Centers of Excellence which are specialized on **methodologies** and with the **authority of our research center**, we answer our client's business needs by supporting their projects.



RESEARCH:

We want to be your **guide** in reinventing your information system to get the most out of the opportunities offered by **digital technologies**.

CHANGE:

BTO has methods, practices and tools to support **organizational structures, business processes, people's behaviour**. It also implements a robust and qualified **change management** method to always accompany change.

PROFESSIONAL SERVICES:

BTO, thanks to its DNA of Research and Practice, cultivates and develops the culture of **HOW** and **WHY**. Our Professionals, in addition to possessing a high and specific know-how on the methodological aspects operate in various business contexts.



ACADEMIC TECHNOLOGY RADAR

aims at identifying global technology trends from the academic perspective. The relevance of topics is evaluated by accessing **three top sources** of academic publications: IEEE, ACM, and Science Direct

VENDOR SCOUTING

a guide for the conscious **selection of a digital tool**: from the analysis of the required application scenario, technological scouting and benchmarking to the selection of software and partners

PROCESS REINVENTION

a structured approach to investigate company's processes, actors, systems and goals in order to co-design target solutions aiming at **boosting automation, reliability, efficiency and customer-perceived quality**

RESEARCH

The Research Team **leverages insights from both business and academic** worlds covering all Digital and IT area.

BTO's Research services help clients acquire **valuable insights** for their business and empower them in taking fast, informed, and efficient decisions



ASSESSMENT & ORGANISATIONAL REDESIGN

Operating on fundamental components of **organizational structure**: structures, operational processes, social processes (people)

SKILL MAPPING & EDUCATION

Involves the **people component, culture** and the **competences system of the organization**. It includes the detection, mapping and evaluation of gaps and educational interventions or cultural evolution

CHANGE MANAGEMENT

Programs accompanying organizational changes, with the aim of minimizing negative impacts. They include coordinated **communication, training** and **motivation actions**, by borrowing own actions from the two previous areas.

CHANGE

BTO Change framework operates with **assessment, redesign, implementation and organizational projects' support** thanks to an end to end logic and specific design interventions.

Our framework can be applied when a digital transformation is put in place, when introducing agile practices or when a company needs to evolve its skills set, culture and values.



PROFESSIONAL SERVICES

The Professional Service Center of Excellence relies on **young talents** and **professionals**, motivated to operate in various business contexts and to contribute to carry on our client's projects and initiatives.

We **select**, **train**, and **support** them during the maximization of their competences with the final objective of creating value for the organization to whom they will provide Professional Services.

PROJECT MANAGEMENT

Project Management services related to all processes of the project development cycle. Certified **professionals** and **experts** of the most established International Standards accredited.

AGILE BUSINESS

An increasing number of initiatives developed by our clients are built on **Agile Approaches**. Our professionals, which are skilled on **Agile methodologies**, contribute to the creation of a cultural mix that facilitates and optimizes the success of the projects.

IT GOVERNANCE

IT Context Monitoring and **Governance Services**: IT Financial Planning, KPI Monitoring, Audit.

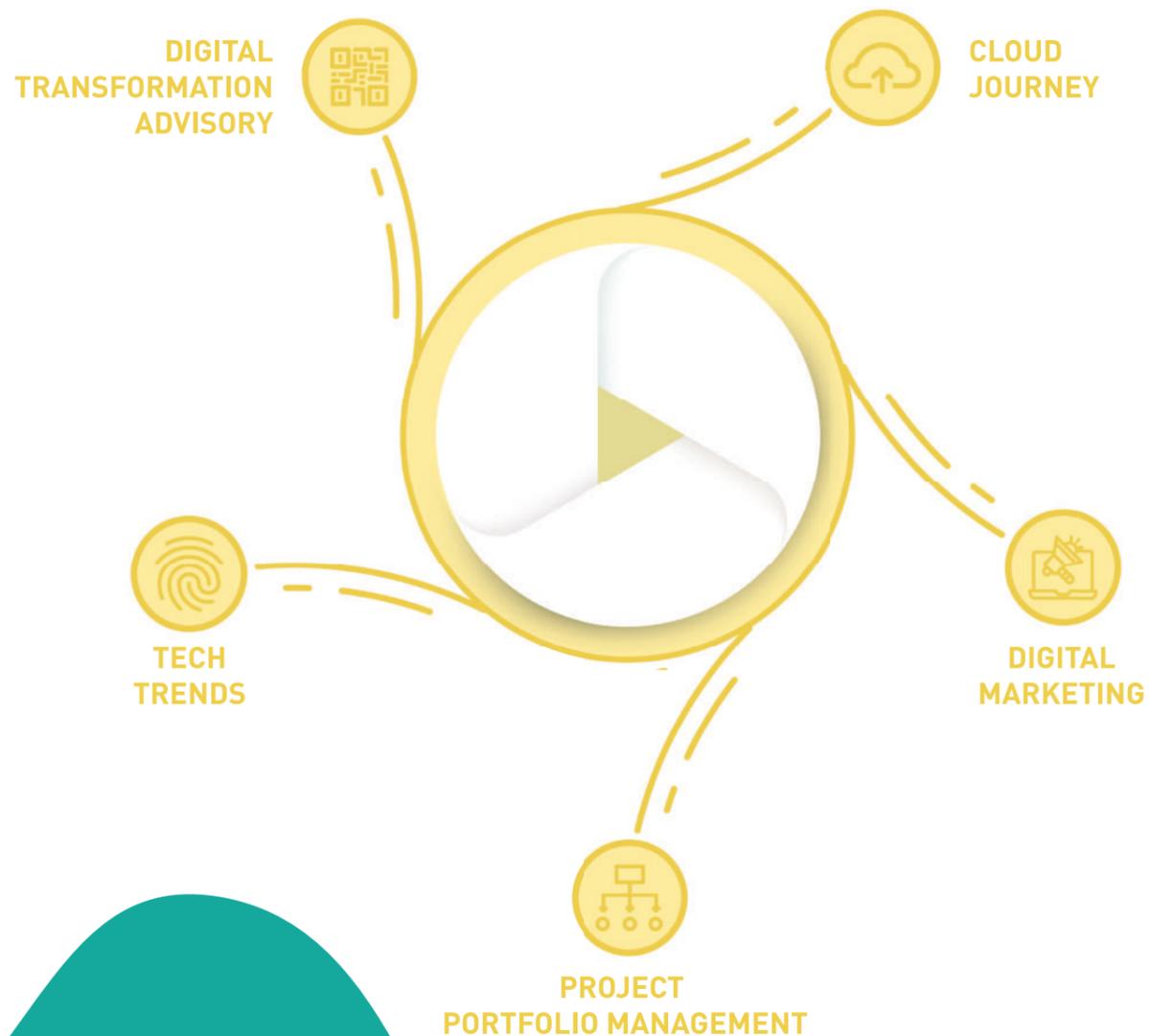
PROCESS & OPERATION MANAGEMENT

In a context of continuous revisions and adaptations, the management of the Processes has demanded the formation of Professionals that must have competences on **numerous economic-managerial disciplines** (Service Management, E-commerce enrichment, catalogue management, Testing and UAT, Rollouts and Training).

PRACTICE

WE TRANSFORM

Through our best practices we drive end to end projects exploiting the competences of our **subject matter expert** and the deployment of our service offering



DIGITAL TRANSFORMATION ADVISORY

BTO supports Clients in the definition of strategic choices of **Digital disruption**, of **adoption** and **revision** plans and of **roadmaps development**.

CLOUD JOURNEY

Support our Clients in all the Cloud Transformation steps with a **specific methodology consolidated over the years**.

PROJECT PORTFOLIO MANAGEMENT

We support our Clients from a Project Portfolio Management perspective with **tools, reports** and **training** to accelerate the Digital Reinvention.

DIGITAL MARKETING

From our Digital Marketing practice is born “**15 Seconds**” in response to the ever increasing demand for values and truths, it is necessary to **reshape the communication standards** through which to interact with the identities of tomorrow.

TECH TRENDS

Thanks to the digital transformation process, BTO supports customers by strategically and operationally exploiting the **changes, impact** and **opportunities** of **different technologies**.



DIGITAL TRANSFORMATION ADVISORY

BTO Digital Transformation Advisory practice is driven by a dedicated team with many years of experience in the main industries and a **combination of skills** and **values** that guarantee the successful delivery of complex advisory projects.

ADVISORY ON DIGITAL TRANSFORMATION STRATEGIES

to support the development of Digital Transformation **strategic plans** and **strategic models** of Innovation by developing them for business areas and enabling technological solutions to ensure new efficiency levels of business operations and greater profitability.

EXECUTION ROADMAP DEFINITION AND MANAGEMENT

to offer value in defining and revisiting Digital Transformation Roadmap. As BTO Advisor we want to assume the complex **orchestrator's role**, ensuring the customer, the «grounding» of the execution plan in line with the strategy identified.

INNOVATION HUB/LAB DEVELOPMENT AND IMPLEMENTATION MANAGEMENT

to act as the sole actor in the orchestration of the definition phases. Implementation of INNOVATION HUB/LAB and their re-organization as poles of Innovation with the aim of identifying and scaling **innovative solutions** to transform the Company in line with the Vision and objectives of Industrial Plan and Brand recognition.

TECHNOLOGY RESEARCH

to select trends and topics for digital evolution through the scouting of relevant **platforms** and **technological solutions** for comparative analysis, evaluations and choices in progress taken by the customer.



CLOUD JOURNEY

Our Cloud Journey Services offer our Clients a “**compass**” to set and make more efficient their Cloud Transformation Journey.

The Cloud adoption strategy is, without any doubt, a mandatory transition in order to embrace IT innovation, flexibility, agility and scalability into the operating model.

A growing number of operating and cost efficiency criteria push our client companies towards the adoption of cloud-based solutions but the **migration** and **integration** with their **infrastructural applications** is complex and involves every piece of the organizational puzzle: business, people, processes and company culture.

ADVISORY ON CLOUD MODEL & ADOPTION

Wide-ranging advisory activities for Cloud Adoption as a step towards for achieving the levels of innovation **flexibility**, **agility** and **scalability** required by today competitive market. The adoption of a Cloud solution, is therefore a challenge for the organisation as a whole, involving business, people, processes and culture.

CLOUD READINESS & CLOUD MIGRATION PLANS PORTABILITY ASSESSMENT

Carrying out assessments to ensure the suitability and readiness of applications for the Cloud migration. End-to-end approach geared towards **migration planning** and **presentation** of a detailed strategy to the management. It go through an in-depth analysis of the as-is on-premise infrastructure.

PREPARATION OF STRATEGIC SUPPORT BUSINESS CASES AND CLOUD TRANSFORMATION PLANS

Identification of the correct positioning on the Cloud and evaluation of costs and benefits according to a **strategic and holistic approach**. It include all direct and indirect factors that are part of a migration to the Cloud. Drafting of a Business Case to support the pros and cons of adopting the Cloud and propose a strategy aimed at a successful transition to the hybrid cloud, private or public.

PROJECT PORTFOLIO MANAGEMENT

Our Project Portfolio Management Practice has the goal to **conceive, develop and implement** interventions aimed at achieving an effective and efficient Project Management.

Our interventions can be described and summarized as follows: Existing practice assessment, Implementation of Project & Portfolio Management innovative approaches, Definition and customization of PPM tools, Added value reporting, coaching and training. These levers must be balanced depending on the **maturity of the PPM** and on the company's strategy

PPM PRACTICES ASSESSMENT

BTO can evaluate your company's PPM practices of, identify the may strengths and weaknesses, and guide you through an evolutive roadmap to better manage the project portfolio by acting on the main **efficiency** and **effectiveness levers**.

PPM PRACTICES IMPLEMENTATION

BTO's approach is based on clear and easy project management **methodologies** which are concretely applicable. The aim is to enhance these methodologies from non-formalized operative modes into company best practices. Our analysis bases its foundation on the individuation of the **company's strengths** with the objective of integrating them with their missing aspects and create a system with **clear guidelines** and **tools** that can be scaled on every level of the company's portfolio.

TOOLS DEFINITION AND CUSTOMIZATION

The management portfolio and the portfolio data management integrated suits are a **powerful tool** to ease the project management, the **decision making** and the **enhancement** of the obtained results. Such tools must be chosen and configured in a way that reflects the company's best practices in order to maximize the efficiency.

ADDED VALUE REPORTING

Leveraging Project **governance competences** and **reporting capabilities** we deliver effective and targetized views of the portfolio evolution and performance. Our **reporting solution** is based: on providing the appropriate level of information to the targetized stakeholders; set a defined timing and process for data aggregation and on the automatization of the report production.

COACHING & TRAINING

BTO can develop a **Project Management Academy** a personalized for your organization's needs.



DIGITAL MARKETING

By applying the same research methodology and trend analysis as BTO Research Center, "15 Seconds" (our Digital Marketing practice) offers **strategy** and **consulting** services for digital communication.

Thanks to BTO's expertise, we aim to become a point of reference for the entire market by spreading our concept: the creation of communication strategies that exploit technology to enhance the Human Aspect, building a surprising personal experience. This is what we like calling **Human-Hology Business**: the technology at the client's service.

INSIGHT TRENDS & DIGITAL STRATEGY

Each communication strategy that we develop is based on **trend research** and on **data analysis** of the consumer behavior. We predict the evolution and the buying habits.

CONTENT CREATION

- **Social Media Marketing & Social CRM**

We create Social Editorial plans and strategies, taking care of every creative aspect, from the text content production to user relationship management;

- **Digital ADV & SEO/SEM**

We also develop digital advertising strategies and the production of structured text for a correct positioning in search engines;

- **Audio-video & Photo Production**

We offer cutting edge tools and a consolidated experience in the cinematographic production world, thanks to which we can realize foto/video productions that can also be highly qualitative in 3D;

- **Advocacy Marketing**

We take in charge the scouting of authentic digital talents which are able to present the brand values of our partners, instead of having a more product placement-oriented approach.

WEB DEVELOPMENT

- **UI & UX Design**

To deliver a correct graphic design and a constant measuring of the user behavior we exploit UI & UX design experts to develop websites, apps and web platforms;

- **E-commerce & E-learning Platform**

Among the services, we develop exclusive B2B and B2C e-commerce platforms, e-learning and Phygital platforms through which it is possible to provide trainings and interactive digital events.



TECH TRENDS

The Tech Trends practice is meant to **follow** and **support** Client companies in the identification of a tailored path towards **technological innovation**.

BTO supports customers by strategically and operationally exploiting the changes, impact and opportunities of various technologies thanks to **Digital Transformation**.

CYBERSECURITY

The Cybersecurity area has the objective of supporting management units deal with every aspect of the security of the **company's information assets** with a strategic approach.

DATA MONETIZATION

Data enhancement is a key component to build a **financial** and **measurable competitive advantage**. BTO's Data Monetization Area exploits solid frameworks to transform data into remunerating assets through direct and indirect methods.

BUSINESS PROCESS MINING

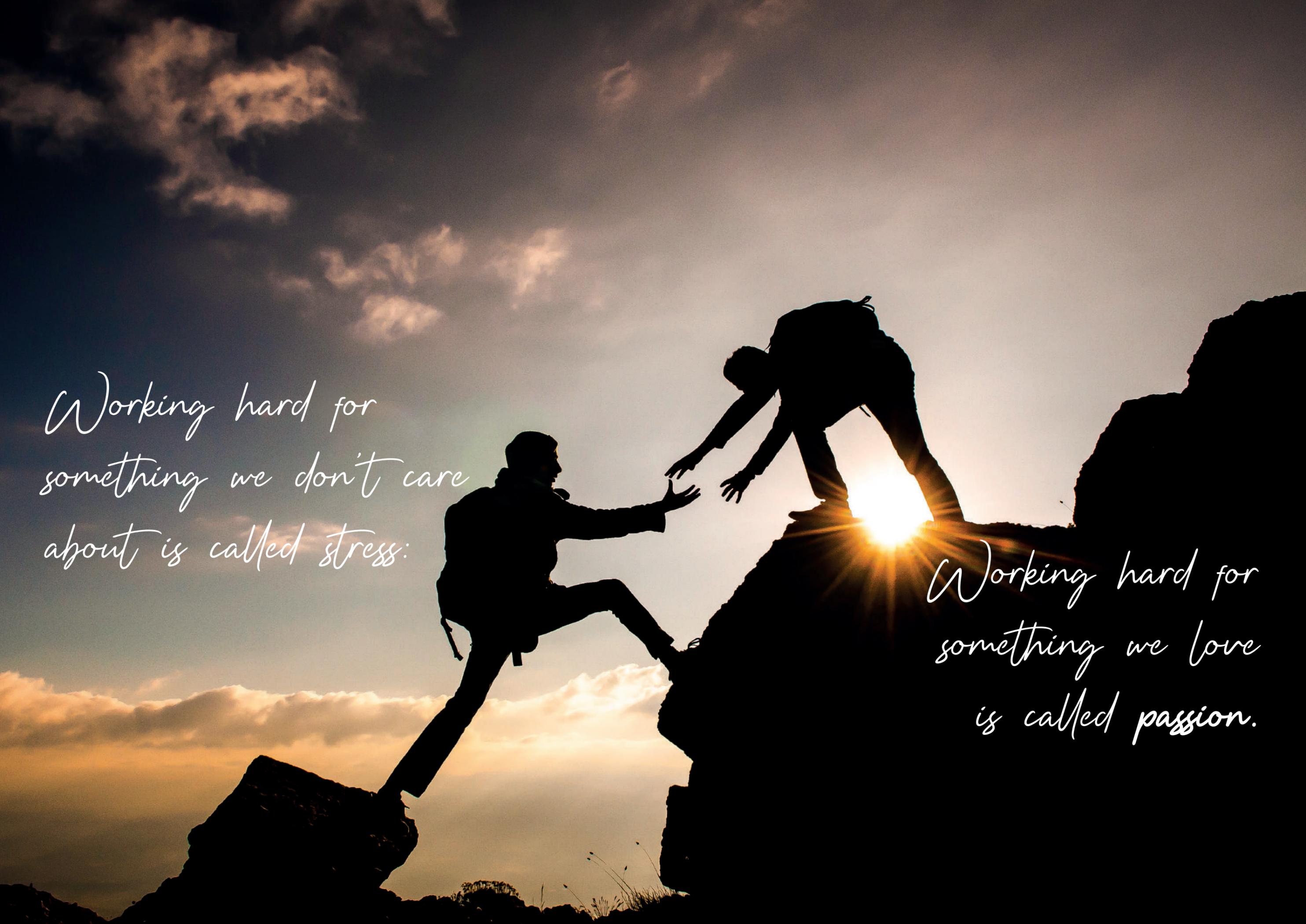
Thanks to process mining its possible to connect Data Science with process management in order to support the **operational process analysis** which are based on event logs.

CUSTOMER EXPERIENCE

In an increasing client-oriented perspective the **use of CRM** allows companies to stay in contact with its own clients in a continuous and long-lasting way by applying **client relationship enhancement strategies**.

ARTIFICIAL INTELLIGENCE

We offer end to end projects with the scope of maximizing the business simplicity, innovation, and efficiency using **technological solutions** based on Artificial Intelligence. Among the solutions there are: Chatbots, Speech-to-Text, Vision technology and Robotic Process Automation (RPA).



Working hard for something we don't care about is called stress:

Working hard for something we love is called passion.



INNOVATION OUR DISTINCTIVE ELEMENT

We believe in **young talents** and we **foster innovation**. Our collaborators convey a priceless value to our Partners: safety for the future. A cutting edge future, **effective** and **efficient**, which leads to tangible results.

Our Partners stand out from the competitors thanks to their **flexibility**, **quality** and their look towards the future. Our focus is innovation: we renew to make it better, we innovate to always be **one step ahead**.

WE ARE BTO

We offer our resources a **career path** of excellence enhanced by training and professional development programs, which is specifically defined for every level and type of expertise, thanks to an **evolving international network** and the **continuous business growth**.

Each resource's professional growth is fostered by an official performance evaluation system together with structured **training program**, aiming to consolidate professional competences.

BTO ACTIVITIES

WE BELIEVE IN PEOPLE AND TALENTS

BTO strongly supports education through scholarships and a detailed Training Program. Young talents have to be supported so that they can become the **leaders of tomorrow**.

BTO PROFESSIONAL ACADEMY



Since their first day in BTO, the company support the resources in their **professional growth** through a structured and tailor-made educational path focused on **PM** and **IT** topics. **BTO Training Program** is composed by BTO Professional Learning, BTO Professional Academy, BTO PM Academy and BTO Specialization Path.

BUSINESS TECHNOLOGY FOUNDATION



Since 2008, we have been engaged in financing the **Business Technology Foundation** which operates in the innovation and research fields and which main aims are: supporting **research activities**, providing scholarship to Digital and Technology deserving students in stimulating and promoting digital initiatives.

BT04U



BT04U is a hub designed for our employees, where they can **benefit** from many exclusive discounts and promotions for thousands of brands and online stores. By accessing the hub, the employees can choose their discount and the **tailored-made offers**.

ISTITUTIONAL RELATIONS



BTO is represented in the **Assinform General Council** and in the Auditors Council. Assinform is a branch of the Confindustria Association and it counts more than **200 companies** within the Information Technology Italian market.

ACADEMIC RELATIONS



Through a system of post-graduate grants Università per stranieri «Dante Alighieri» and BTO invest through **postgraduate grants** on skilled international students in order to introduce them into the Business world

CAREERS

TURN YOUR ASPIRATIONS INTO REALITY!

Do you want to play “The Long Game” showing all your potential? Take your chance! By joining the BTO Team you will discover the **energy** and **commitment** we dedicate to our customers and our projects, by transforming the working methods with the most **innovation technologies**.



INTERNATIONAL REALITY

BTO embraces internationality: we offer the opportunity to live an **international work experience** in different cities worldwide such as Milan, Rome, Munich, and Luxembourg.



YOUNG ORGANIZATION

We strongly believe nurturing talents is the key factor to assure a **competitive future**. So, we pick up the best graduates, invest on them and empower them enhancing professional and personal growth.



TRAINING & PROFESSIONAL GROWTH

BTO enlightens your competences through a tailor-made educational path, made up of **ad-hoc-training programs** and encourages **certification** gaining.



FLEXIBILITY

BTO spreads your wings allowing you to be boundaryless among **industries and roles**, to follow your own ambition and to make the difference for our partners.



CONSULTING SERVICE

BTO allows its professionals to support **Innovative strategic projects** and to catch the ultimate **digital and IT challenges** assuring our partners to keep up with the continuous market changes. for our clients.



INNOVATION DRIVEN

With BTO you are part of an ecosystem of start-up and hubs to supports partners through **high-quality applied research** fulfilling their reinvention needs in order to boost their business.

“Great Vision without Great People

is irrelevant”

[Jim Collins]

BECOME OUR PARTNER

DIFFERENTIATE AND SUCCEED

Discover our **BTO Membership** to have access to different services: by becoming a member you can choose among 3 packages (Plus, Premium and Exclusive) according to your needs.

<p style="text-align: center;">BTO. Plus</p> <p style="text-align: center;">Event Program 2021 Innovation Magazine</p> <p style="text-align: center;">1 Servizio a scelta tra: WORKSHOP ACADEMIC TECHNOLOGY RADAR</p>	<p style="text-align: center;">BTO. Premium</p> <p style="text-align: center;">Event Program 2021 Innovation Magazine</p> <p style="text-align: center;">2 Servizi a scelta tra: STARTUP COLLECTION WORKSHOP ACADEMIC TECHNOLOGY RADAR SOFTWARE SCOUTING</p>	<p style="text-align: center;">BTO. Exclusive</p> <p style="text-align: center;">Event Program 2021 Innovation Magazine</p> <p style="text-align: center;">3 Servizi a scelta tra: STARTUP COLLECTION WORKSHOP ACADEMIC TECHNOLOGY RADAR SOFTWARE SCOUTING</p>
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Event Program 2021

The most experienced teachers, the most ambitious startups and CxOs of the main European companies are invited to share innovative ideas, discuss and present practical examples on **innovative digital topics**.


Innovation Magazine

It is a **research report** created and shared with our members on a recurring base.


Startup Collection

The product aim is to select different startup in several field to stimulate and diversify **companies' innovation process**.


Workshop

Programs and lectures on **various topics** created together with high skilled professor part of our Network.


Academic Technology Radar

The objective is to identify global tech trends from an **Academic perspective**.


Software Scouting

Designed to provide an independent support looking at all the **digital solutions** to meet company's needs.

SOME REFERENCES

BANKING



INSURANCE



AUTOMOTIVE & MANUFACTURING



FASHION



GAMING



OTHER INDUSTRIES





Let us be **your guide** toward
Digital Reinvention!

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are set against a clear blue sky with a few wispy white clouds. The perspective creates a sense of height and architectural grandeur. The image is framed by a large, curved teal shape that matches the top-left corner of the page.

#WeAreBTO