



**BTO**

# COMPANY PROFILE

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*Let us be your guide toward Digital Reinvention!*

# A Young, Multinational, Pocket-Size Company

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## OUR PURPOSE

### VISION:

Discover, create, build and achieve **Business, Technology** and **Organizational** opportunities driving together an impactful human future.

### MISSION:

Enable digital leaders to achieve **goals innovatively** and unlock **sustainable advantages** in their **Digital Transformation Journey**. Working smart through our diverse excellence hub made of talented individuals and teams, **academic figures** and **business partners** to unleash the client's full potential.

## 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 HISTORY

BTO **boosts its network** adding other industries to IT services world

**2010**



Opening branches in **Turin** and **Luxembourg**

**2012**



Opening branch in **Wien**

**2014**



BTO becomes part of **"Elite"**, the international program of BORSA ITALIANA

**2018**



Awarded with **"Le Fonti Awards"**

**2021**



**2009**



Launch of the **1st Community Event** on financial services

**2011**



Opening branch in **Rome**

**2013**



Opening branch in **Munich**

**2016**



Awarded with **"Premio dei Premi"** by **Sergio Mattarella**, President of the Italian Republic

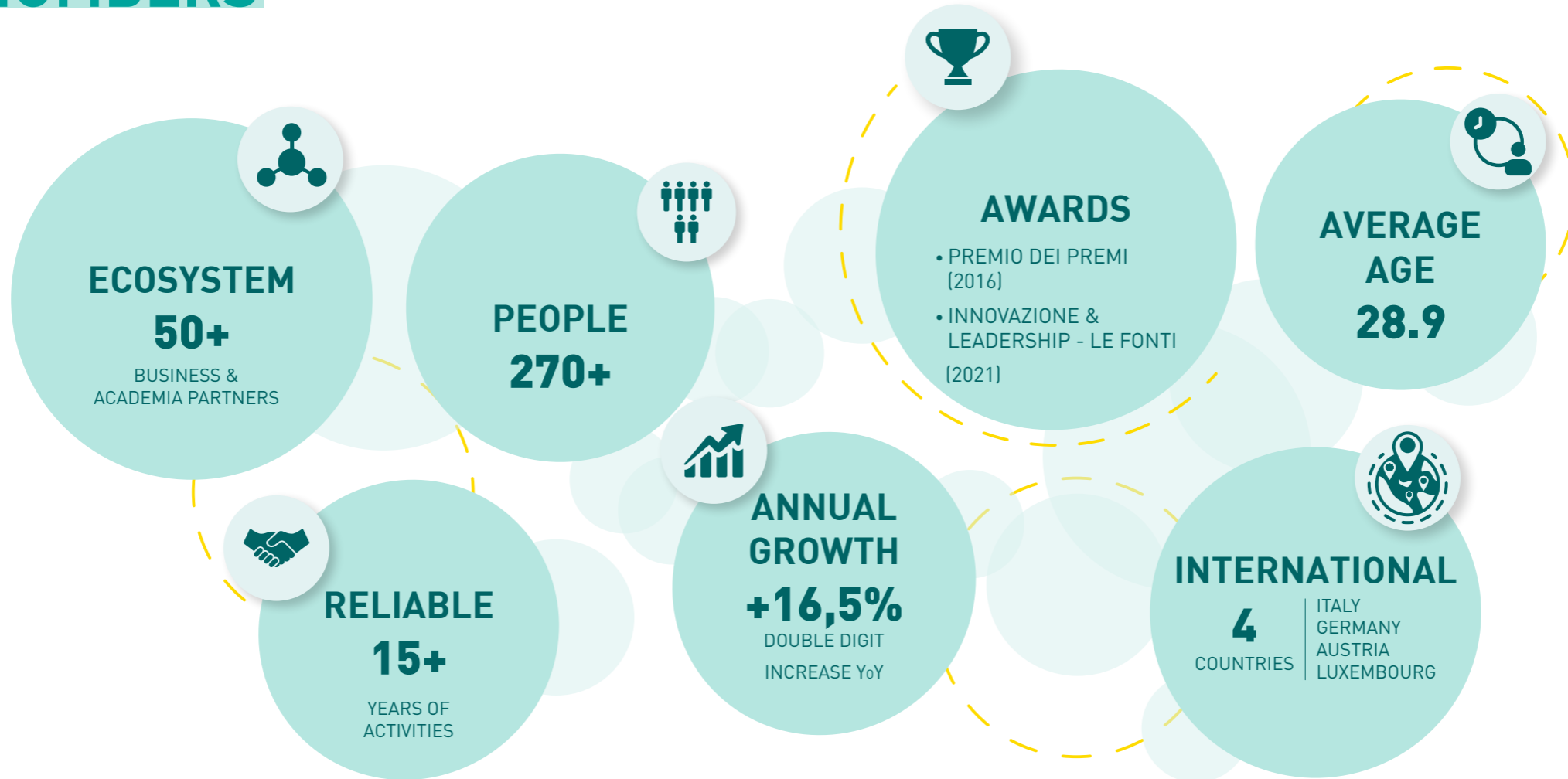
**2019**



Opening branch in **Bologna**



# OUR NUMBERS



## 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.



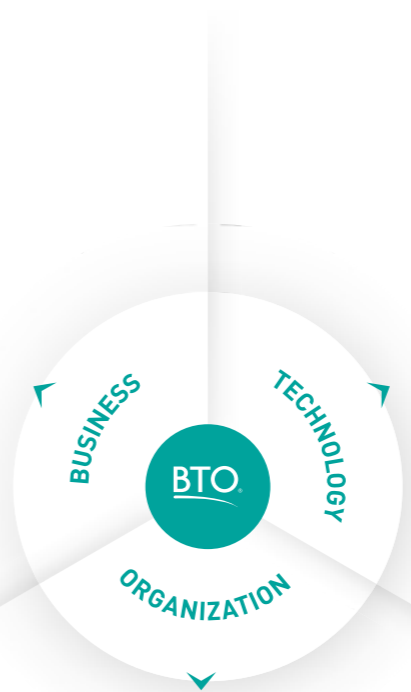
#### SOLID TIME TO MARKET

From the feedback collected from our customers, we have **effective time to market** which has allowed us to have over 50 active customers, in 15 years of presence in international markets.



#### TECHNOLOGY INDEPENDENT

We have an integrated ecosystem specialized in Business, Technology, and Organization matter while **remaining independent about technology and vendors**.



#### YOUR CHALLENGES ARE OURS

We create and consistent deliver **tailor-made services** with skilled vertical execution and Subject Matter Experts.

# OUR DNA

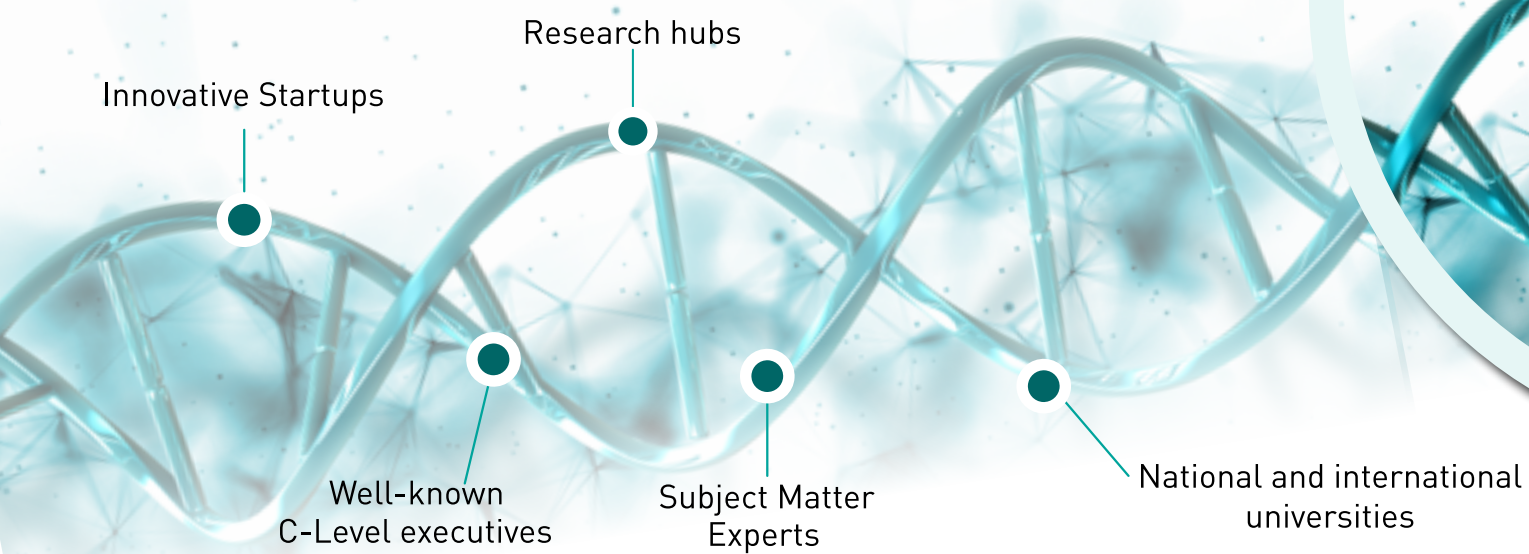
## ACADEMIC DRIVEN BUT BUSINESS ORIENTED

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.



**DISTINGUISHED  
AND INDEPENDENT  
POINT OF VIEW**



Innovative Startups

Research hubs

Well-known  
C-Level executives

Subject Matter  
Experts

National and international  
universities



# OFFICES

## 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**.



### 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

# BOARD OF DIRECTORS



**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.”

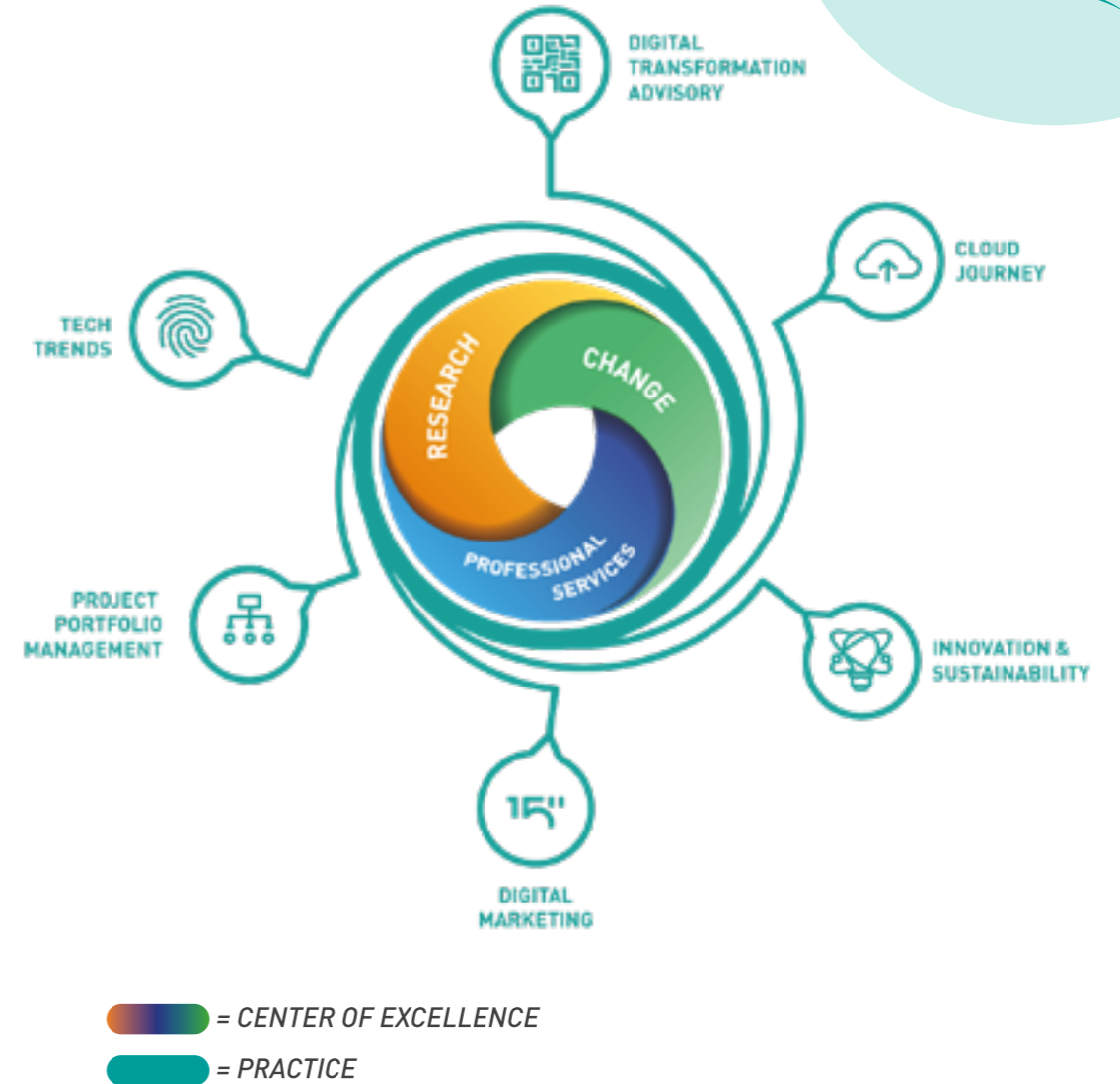
*Innovation distinguishes between  
a leader and a follower.*

STEVE JOBS

# BTO SERVICES

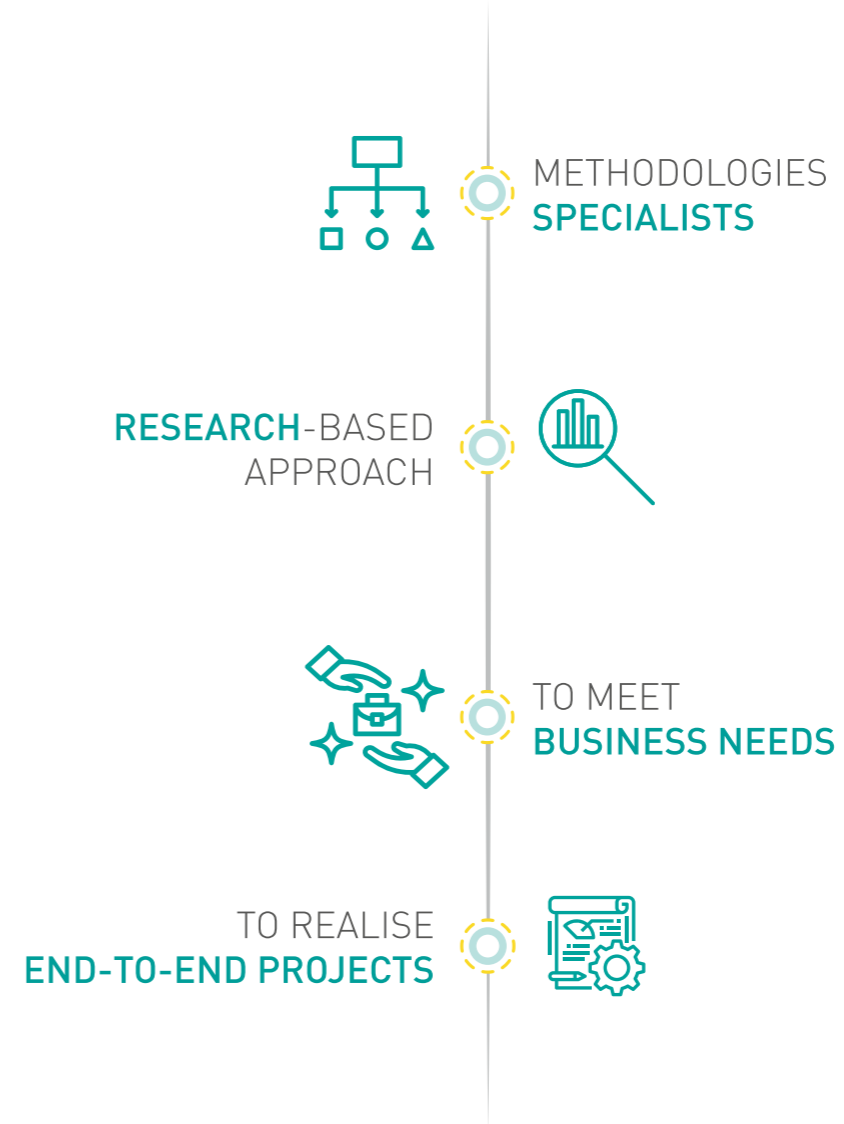
In a year of challenges and changes, BTO chose to ride the **wave of transformation**, knowing that changes are the essential **driver of innovation**.

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**.



# CENTERS OF EXCELLENCE

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

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

The **Technology Adoption** service provides guidance to the choice of the most suitable technology, from analyzing the functional requirements to **scouting** and **benchmarking** platforms while selecting the **software vendor** that better fit the company's application scenario.

### ACADEMIC TECHNOLOGY RADAR

It aims at identifying **global technology trends** from the academic perspective. The relevance of topics is evaluated by accessing three of the top sources of academic publications.

### TREND ANALYSIS

BTO Research reports aims to answer effectively specific questions and facilitate topics exploitation, **leveraging valuable information** coming from both academic and business sources.



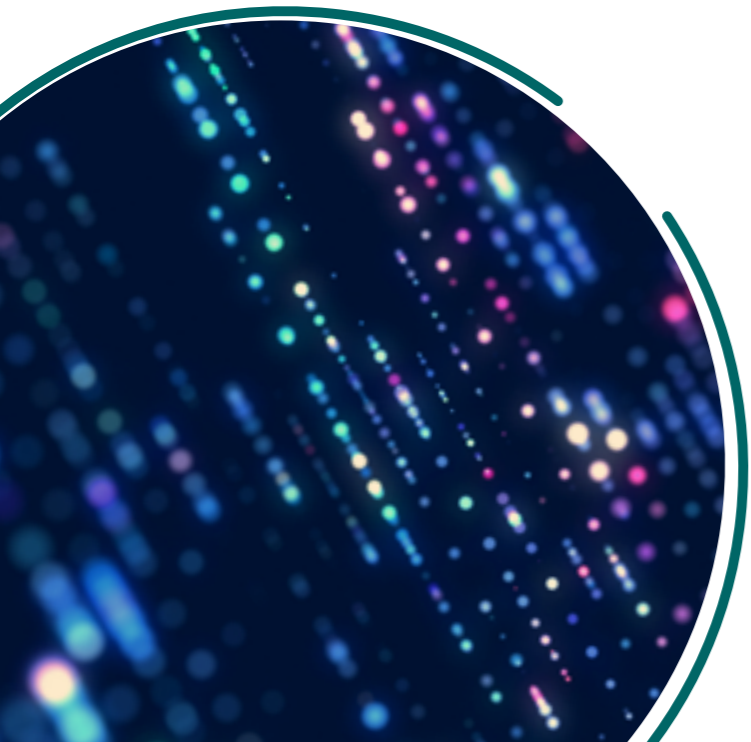
BTO



# 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 **skill-set, culture** and **values**.



## DIGITAL PROFICIENCY PATH

BTO proposes a method that allows to map managerial, process, technical and **soft skills**.

## AGILE TRANSFORMATION

The adopted approach could be read through three different logical waves built on the bi-lateral plan meant to intervene organizationally and culturally in **end-to-end processes**.

## EXECUTIVE EDUCATION & MANAGEMENT ACADEMY

BTO is able to propose single workshops or articulated business academies with an end-to-end logic and in **hybrid environments** on the frontier of digital training.

## DIGITAL OPERATIVE MODELS

BTO methodology evaluates, designs and implements **new operating models**, intervening on structures, processes and people to transform the organization into a holistic, adaptive and digital system.

## CHANGE MANAGEMENT PROGRAMS

Our Change Management projects, where possible, include the identification and introduction of the so-called Change agents as **reinforcement** and **accelerator** of the expected benefits.

# 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 Services.

## 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**.

## 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.

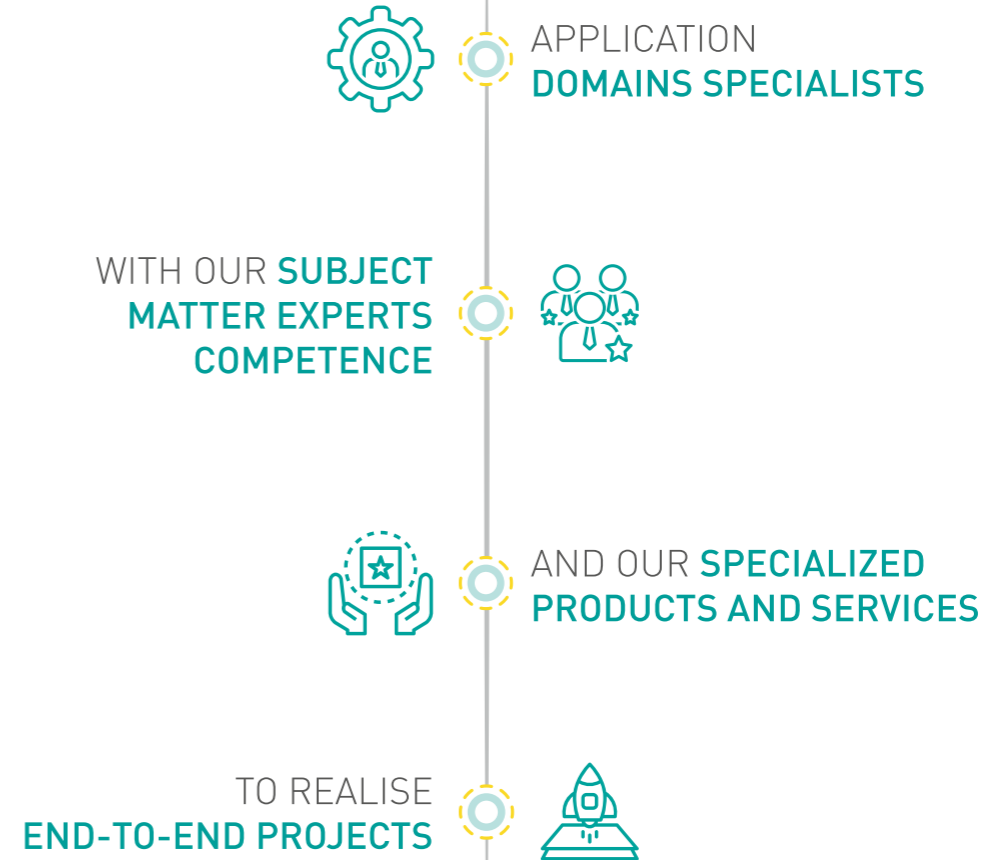
## IT GOVERNANCE

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



# PRACTICES

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 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

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.

## 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.



# CLOUD JOURNEY

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



## ADVISORY ON CLOUD MODEL & ADOPTION

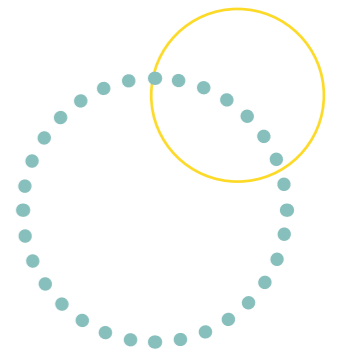
Wide-ranging advisory activities for Cloud Adoption as a step towards for achieving the levels of innovation **flexibility, agility** and **scalability** required by today's competitive market. The adoption of any Cloud solution, is therefore a challenge for the organisation as a whole, involving business, 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 goes 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 includes all direct and indirect factors that are part of 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.



# INNOVATION & SUSTAINABILITY

BTO concretely spread innovation to its customers through the Innovation Journey, a set of modular and complementary services which are similar to itinerary stages having specific objectives, expected benefits, way of conduction and requirements. The search for sustainability, in any shape and for every company, is the key to building a prosperous and lasting business. BTO proposes focused services that impact on **Environment, People, Culture** and **Business**.

## INNOVATION STRATEGY

This is the sherpa that guides you to the top of the mountain of making innovation through three main steps: **Why, What** and **How**.

## INNOVATION ECOSYSTEM

In a world of abundant knowledge, Open Innovation is the current standard for companies to **innovate continuously** in a sustainable way.

## INNOVATION LEARN & PLAY

Doing Corporate Innovation is like talking a new language. To work properly it needs to be a **common knowledge**.

## STARTUP SCOUTING & ACADEMIC RADAR

BTO methodology evaluates, If your need is to stay aligned with the **startups operating** within a specific perimeter, the Startup Scouting is the answer.

## CO-CREATION WORKSHOPS

Since innovation is not a one man show, especially in the **corporate context**, BTO proposes to define, organize and execute co-creation workshops.

## CIRCULARITY JOURNEY

The Circularity Journey service is built to **reshape** a product or service life cycle by generating or improving a Circular Economy model.

# PROJECT PORTFOLIO MANAGEMENT

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



## PPM PRACTICES ASSESSMENT

BTO can evaluate your company's PPM practices, 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**.

## TOOLS DEFINITION & CUSTOMIZATION

The management portfolio and the portfolio data management integrated suits are a **powerful set of tools** to ease the project management, the **decision making** and the **enhancement** of the obtained results.

## ADDED VALUE REPORTING

Leveraging Project **governance competences** and **reporting capabilities** we deliver effective and targetized views of the portfolio evolution and performance.

## PPM PRACTICES IMPLEMENTATION

BTO's approach is based on clear and easy project management **methodologies** are concretely applicable. The aim is to enhance these methodologies from non-formalized operative modes into company best practices.

## 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. The goal is to **remodel the communication standards** of the post-"new-normal", designing memorable experiences



## DESIGN

- **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-learning**

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

- **Adv & Seo Strategy**

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

## CONTENT

- **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 their buying habits.

- **Social Media Marketing**

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

- **Photo & Video Production**

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

- **Advocacy Marketing**

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



# TECH TRENDS

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



## 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 it's 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).







*The riskiest thing we can do is  
just maintain the status quo.*

BOB IGER

## WE ARE BTO

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

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

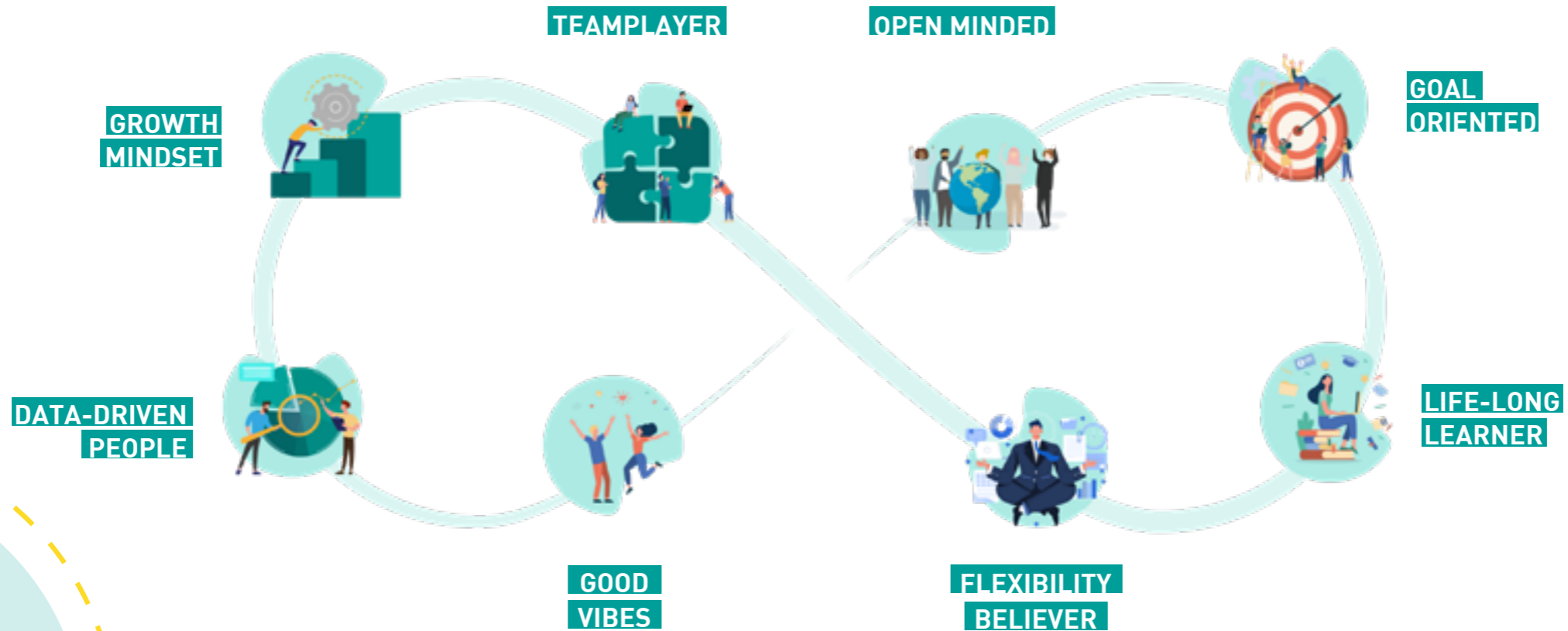


BTO

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**.

# BTO MANIFESTO

Our **Manifesto** strives to describe the tesserae underlying the **fundamental principles** that guide those who live in our organization and that can be applied effectively on a daily basis at BTO. Each of our **8 principles** is a **call for action in our everyday life**, the free and personal expression of our way of being that is in keeping with our organizational culture.



# 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 whose 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 from thousands of brands and online stores. By accessing the hub, the employees can choose their discount and **tailored made offers**.



### INSTITUTIONAL RELATIONS

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



### ACADEMIC RELATIONS

Through a system of post-graduate grants Università per stranieri «Dante Alighieri» BTO invests through **postgraduate grants** on skilled international students in order to introduce them to 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.



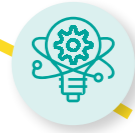
### FLEXIBILITY

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.



### INNOVATION DRIVEN

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





# WHO HAS ALREADY CHOSEN US

## BANKING



## INSURANCE



## AUTOMOTIVE & MANUFACTURING



## GAMING



## FASHION



## OTHER INDUSTRIES



#WeAreBTO

BTO