



Company profile

December 2015

Reply [MTA, STAR: REY] is made up of a **network of highly specialised companies**, which support leading industrial groups in defining and developing business models to optimise and integrate processes, applications and devices, using new technology and communication paradigms, such as Big Data; Cloud Computing; Digital Communication; Internet of Things; Mobile and Social Networking

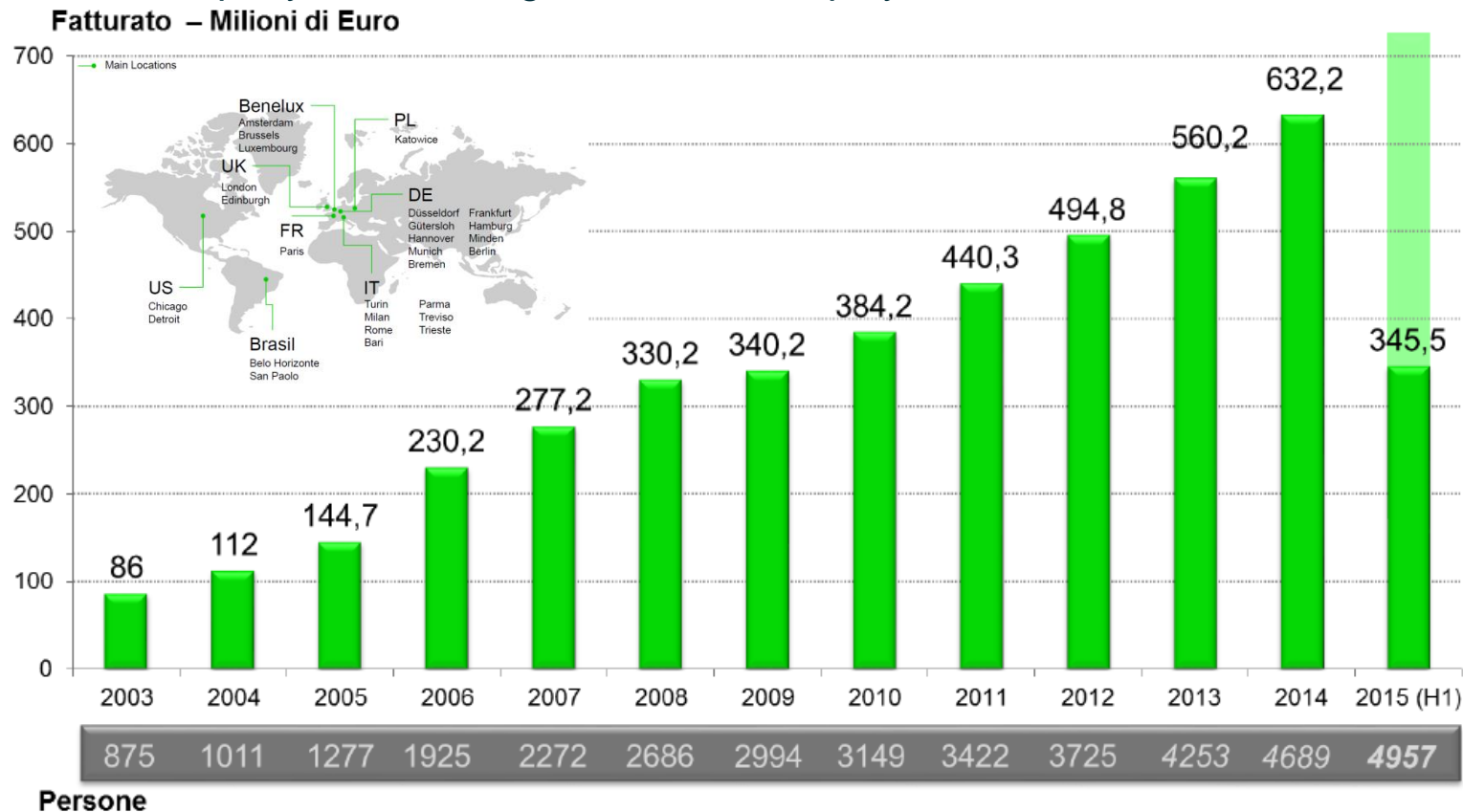
Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors. Reply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

Reply's offer covers three areas of competence: Processes, Applications and Technologies.



Reply Group - Key figures

From 1997 (the first complete financial year Reply was established), Reply has achieved important financial results, with constant and significant growth. The sustained increase in sales, increased from 5.9 million in 1997 to 632.2 million in 2014, has been accompanied by equally important growth in the dimensions of the company, which has gone from 83 employees in 1997 to 4.689 in December 2014.



Lem Reply is the transport and management consultancy of the Reply Group, committed to innovation for mobility and logistics.

In its almost ten years of activity and thanks to the twenty-year experience of its team, Lem Reply has gained **robust skills and experiences in the mobility sector**: engineering, economics, regulation and IT.

Thanks to these cross-curricular skills, Lem Reply follows an **integrated and interdisciplinary approach** aimed at identifying effective, practical and long-lasting solutions.

Working on these subjects both with public bodies and with (publicly and privately-owned) companies, Lem Reply is able to **understand their different needs** and support its clients in transactions often related to the definition and implementation of projects.

Ours Costumers

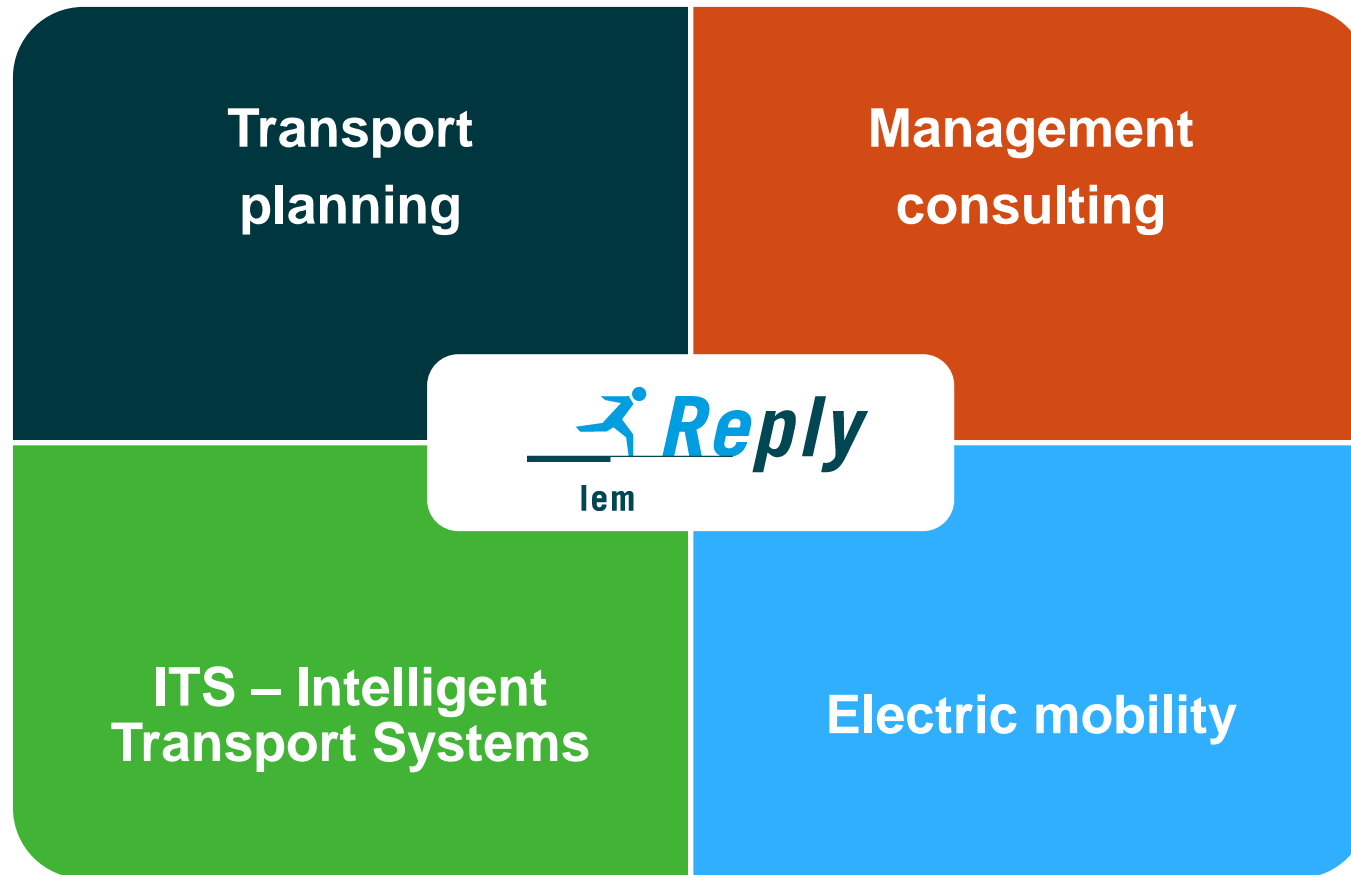
- Public transport and mobility companies
- Central and local Public Authorities
- Transport Authorities
- Institutional investors

Ours projects

- Regional and urban transport plans
- Business planning, M&A operations
- Preparation of terms of reference, service contracts
- Models for defining “standardised costs”
- Training in the transport sector
- Customer satisfaction surveys
- Planning of traffic control centres
- Development of mobile apps and internet sites
- Electric mobility

Lem Reply: four business areas

The offer of Lem Reply is structured in four business areas, but the project teams always include resources with different skills, so as to endure the interdisciplinary approach that distinguishes Lem Reply.





Clients



Activities

- Planning and design of rail and bus public transport systems and networks
- Mobility management and city logistics
- Plans and studies on public and private mobility, logistics and infrastructures
- Feasibility studies, cost-benefit and analyses of environmental sustainability
- Strategic design and upgrade plans of transport infrastructures
- Impact studies of new traffic arrangements and systems

Solutions

- **PTV VISUM:** software for the modelling and simulation of complex transport networks, supporting the strategic planning of multimodal (public and private) transport systems
- **PTV VISSIM:** software for the dynamic micro-simulation of road traffic, aimed at analysing in detail the road networks and selecting the measures to be taken
- **GIS:** software for the geographical representation and analysis of territorial variables

Main projects

- **Regione Friuli Venezia Giulia:** regional Plan of local public transport (bus/rail/ferry services)
- **ANAV Piedmont:** support for the definition of a regional intermodal transport network
- **Regione Liguria** (ongoing): re-planning of services and fare system aimed at defining an integrated lot (including railways)
- **Agenzia Mobilità Comune di Salerno:** preliminary study for a sustainable public transport network
- **Province of Florence:** plan and re-design of public transport networks in Florence and its province
- **Gruppo Class:** technical specifications to be included in the tender for the award of PT services in the Province of Imperia
- **Law Firm Zunarelli:** technical specifications for the tender for the award of PT services in the Province of Cremona
- **APAM Esercizio Mantua:** assistance for the preparation of the bid to the tender for the award of PT services in the Province and City of Mantua and specialist support for the planning of the new PT networks
- **Province of Belluno:** mobility studies aimed at tendering public transport services
- **ATR Agenzia Mobilità Forlì-Cesena:** mobility studies for the feasibility of a tramway between Forlì and Cesena
- **ATR Agenzia mobilità Forlì-Cesena:** guidelines for the development of rail services in the provinces of Forlì-Cesena, feeding the update of the Regional Transport Plan (PRT)
- Lem Reply consultants have taken part in the **planning of PT networks in: Genoa, Province of Genoa (Tigullio area), Milan, Bologna, Cagliari, Cesena, Forlì, Mantua, Modena, Naples, Salerno, Vercelli**



Main projects

- **City of Marsala:** Urban Mobility Plan (PUM)
- **City of Gela:** Urban Mobility Plan (PUM) and related Environmental Strategic Assessment (VAS)
- **City of Cremona:** update of the Urban Mobility Plan
- **City of Bergamo/ATB Mobilità:** Urban Traffic Plan
- **City of Mantua:** feasibility studies for mobility management and city logistics schemes; plan of home/work trips for the company Lubiam
- **City of Rho:** City Time Plan and impact analysis of Fair events on mobility
- **FNM Milan:** assessment of environmental and socio-economic benefits related to the rail transport services operated in the Province of Milan
- **City of Milan:** plan for trip and fleet optimisation; fleet management solutions
- **City of Cologno Monzese:** plan for home/work trips
- **Province of Reggio Emilia:** feasibility study of a logistic platform for the urban distribution of goods
- **Regione Emilia-Romagna:** economic feasibility study and impact assessment of projects eligible for national funding from “Legge Obiettivo” (metro-tramway in Bologna, underground in Parma and Modena)
- **Roma Servizi per la Mobilità and City of Rome:** preparation of the documents for the award of PT and mobility services (on-street and interchange parking)
- **Firenze Parcheggi:** strategic plan for parking management in the city of Florence



Clients



Activities

- Policies and strategies for sustainable mobility
- Business planning
- Assistance in Merger&Acquisition
- Preparation of terms of reference, service contracts
- Design and implementation of public tenders and service contracts
- Analysis and definition of “standardised costs”
- Reorganisation of regulatory and governance systems
- Market and sector analyses
- Organisational and business process review
- Performance reporting systems; social and environmental reports
- Project financing schemes
- Development of marketing and communication plans
- Planning of tariff systems, plans for the increase of revenues
- Support to the certification process of services (EN 13186:2002)



Clients



Solutions

- *Benchmarking* analyses on effectiveness, efficiency and operations
- Support in the preparation of business plans
- Projects aimed at increasing efficiency and productivity
- Review of operation and maintenance processes
- Introduction of *lean management* techniques
- Planning of management dashboards
- Development of incentivising systems for staff and distribution network
- Planning of actions against fare evasion
- Definition of training plans to foster “service culture”
- Integrated client listening analyses: *Mystery Client*, *Customer Satisfaction*
- Analysis and classification of complaints

Main projects

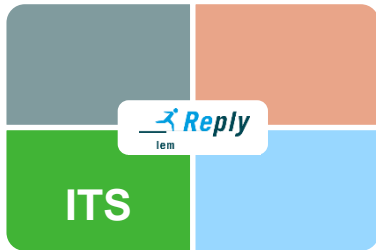
- **APS Holding:** technical and economic analysis to assess the opportunity for a merger between the public transport operators in Padua (urban services: APS, interurban services: BUSITALIA) and Venice (ACTV)
- **BUSITALIA/Autoguidovie:** sworn appraisal for a share exchange within a partnership between the two companies
- **DB-Arriva Italia:** assistance for the preparation of the bid for the tender for the sale of a share in GTT Turin
- **DB-Arriva Italia:** strategic, technical and economic assessment of the opportunity to bid for the tender selling 100% of the shares in ATAF Florence
- **APAM Esercizio:** implementation and monitoring of the Business Plan 2009-2011
- **ATAF Gestioni:** definition of staffing needs through benchmarking and the assessment of the company organisation
- **AMT Genova:** support in the drafting of the Business Plan 2012-2014
- **AMT Catania:** assistance in the drafting of the plan for the transformation in a joint-stock company (SpA)
- **Trieste Trasporti:** plan for the improvement of fleet maintenance processes
- participation of Lem Reply consultants in the assistance to **Transdev** in the bid for the transfer of shares in AMT Genoa
- **ASSTRA:** Campaign of Mystery Client surveys 2014 and benchmarking with a national panel



Main projects

- **Regione Lombardia** (via Trenord): assistance for the definition of standardised costs in the region
- **Regione Liguria** (ongoing): support to the definition of standardised costs in the region
- **Regione Emilia-Romagna**: (ongoing): support to the definition of standardised costs in the region
- **Province of Imperia**: preparation of tender documents for the award of PT services in the province
- **Province of Cremona**: preparation of tender documents for the award of PT services in the province
- **Municipality of Rho**: preparation of tender documents for the award of PT services in the municipality
- **Umbria Mobilità**: preliminary analyses for the privatisation of the company and preparation of tendering documents
- **Roma Servizi per la Mobilità**: support for the reorganisation of the company structure of PT services in Rome, options for the award of PT services, for the new public service contract with Roma Capitale, for the review of accounting procedures

Intelligent Transport Systems



Clients



Activities

- Systems for rail operations
- Innovative ticketing and payment systems
- Urban access control and tolling systems
- Mobility and traffic control centres
- Mobility monitoring and dynamic information systems
- Electronic parking
- Specialist support in e-ticketing and operation systems

Solutions

- Production of websites
- Planning of electronic ticketing systems
- Planning and implementation of traffic monitoring systems
- *Mobile apps* for the consultation of timetables and purchase of rail tickets

Main projects

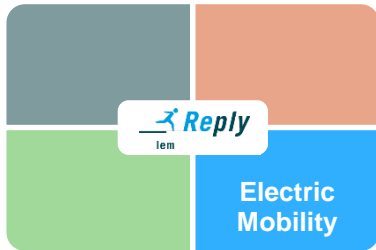
- **ATAC Roma:** compliance assessment and certification of the current electronic ticketing system. Support for the definition of the maintenance specifications for the related software for an upcoming tender
- **Trenord:** support for the planning of a regional integrated tariff scheme: principles of tariff policy, zoning models, governance, clearing models and assessment of economic impacts
- **Trenord/Nordcom:** assistance for the drafting of technical annexes for the procurement of technological equipment for the new e-ticketing system in Lombardy; Application “Mobile Ticketing Malpensa Express”
- **SADEM:** planning of a website and of an e-ticketing system for the purchase of coach services operated by SADEM
- **Trenitalia:** planning of an interoperable *ticketing* system for rail and local public transport
- **Regione Friuli Venezia Giulia:** definition of functional specifications and developments of a regional fare integration and e-ticketing systems within the new Plan for Local Public Transport
- **ATAF Firenze/CAP Prato:** appraisal and proposals for the clearing of the revenues of PT services in the Florence area; study for an integrated electronic ticketing system for PT services in the urban area of Florence and the Province of Prato
- **APAM Esercizio** and **Province of Mantua:** proposal for an integrated tariff system for the provincial PT services
- **TSF:** planning of an integrated tariff system for PT services in the Autonomous Province of Trento
- **Confservizi Cispel/City of Rome:** study for the improvement of the clearing of Metrebus System
- **ATM:** assistance for the evolution of the SBME system and for the procurement of ticketing equipment



Main projects

- **SAIPEM:** planning of IT mobile solutions for management of operations and logistics in construction yards
- **Trenord/Nordcom:** Timetable Database; interface to the RFI (national rail infrastructure manager) traffic control system
- **Kapsch:** study of the impact of Limited Traffic Zones on business and commerce in Italy and Europe, also in relation to the activation of automated access control systems
- **NTV:** Centralised Traffic Control System; Website; interface to the RFI (national rail infrastructure manager) traffic control system, application for customer assistance
- **Regions Emilia-Romagna and Marche:** drafting of the functional specifications and of the tendering documents for the infomobility system «GIM»; assistance for project implementation
- **Province of Alessandria:** IT platform for the monitoring and regulation of service contracts and schedules of public transport companies

.....and also: Lem Reply for electric mobility



Clients



Activities

- Support to **Enel** (project **E-mobility** in partnership with Mercedes)
- Plans for electric mobility and charging networks for: Pisa, Rome, Bologna, Reggio Emilia, Rimini, Ferrara, Ravenna, Forlì Cesena, Umbria, Bari, Genoa
- Master Plan of electric mobility in the city of Florence
- Guidelines for the introduction of electric mobility in the city of Bergamo
- Plan for the introduction of electric vehicles in the cruise terminal of Venice and in the harbour of La Spezia

Solutions

- Decision-support SW, developed on GIS, to position charging points
- Preliminary projects for charging stations on private and public soil
- Analysis supporting the selection of clients for pilot projects of electric mobility
- Definition of functional specifications for the IT platform which monitors pilot projects and provides information to Enel customers
- Developments of electric mobility in public transport and car sharing
- Facilitation of partnership agreements

Main projects

- Support to **Enel** in the development of the **E-mobility** project (in partnership with Mercedes);
- Electric vehicles charging point Plan for the «Puglia Active Network» (PAN) Project (**Enel**)
- Electric mobility plans and charging stations projects for a lot of Italian cities (Rome, Milan, Pisa, Boulogne, Reggio Emilia, Rimini, Ravenna, Ferrara, Florence, Forlì, Genova, Bari, Lecce, l'Aquila, some cities in the Milan area and in the Puglia Region);
- Electric mobility Master Plan for the city of Florence (through **Firenze** Parcheggi)
- Business plan for an all-electric car sharing service in Rome and Florence
- Recommendations for the introduction of electric mobility in the **city of Bergamo**
- Plans for the introduction of electric vehicles in the Venice Port Cruiser terminal and for the La Spezia Port (**ENEL**)
- Electric fleets project for Enel (in partnership with Piaggio)
- Specific analysis about the electric vehicles in the SUMP of Marsala, Gela e Cremona

Lem Reply owns and manages two specialised internet sites: **clickmobility.it** and **electricmobility.it**. In this domain Lem Reply produces studies, researches and market analysis.

Activities

- **Clickmobility** is a daily news website; it offers web marketing services and subscription services (Report “Reform, Market and Competition”, Press release services, Monitoring of invitations to tender)
- **Edizioni Clickmobility** issues books and publications
- **Electricmobility** is an information website on electric mobility

www.clickmobility.it, since 2001 a reference point on the Internet for the mobility and public transport sector with > 6,000 registered users



www.electricmobility.it originates from the collaboration between Lem Reply and Enel in the development of projects aimed at promoting the electric mobility

Main projects and publications

- **Motorshow 2011 in Bologna:** Report “Innovation, networks and smart cities: towards the mobility of the future”
- **Ferrovie Nord Milano:** Sustainability Accounts, environmental analyses and assessment of added value generated by rail transport services
- **ATR Forlì:** international analysis and publication of the book *Mobilità sostenibile per le città medio-piccole: scelte logiche e non ideologiche* - Sustainable mobility for medium and small-sized cities: logical and not ideological choices (Montanari, Gragnani. Edizioni Clickmobility, 2008)
- **GTT Turin:** international analysis and publication of the book *Mobilità sostenibile: utopie e realtà* - Sustainable mobility: utopias and reality (Montanari, Gragnani, Franceschini. Edizioni Clickmobility, 2008)
- **Book** *Salvarsi dal traffico* – Safe from traffic (Montanari, Zara, Gragnani. Il Sole 24 Ore Trasporti, 2005)

Lem Reply relies on the strong experience of its team in consultancy and in the implementation of projects in the mobility and logistics sectors

Its team is formed by senior, expert and junior consultants (**transport engineers and economists**), by a network of independent specialists and by the editorial staff of the Clickmobility and Electricmobility portals

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