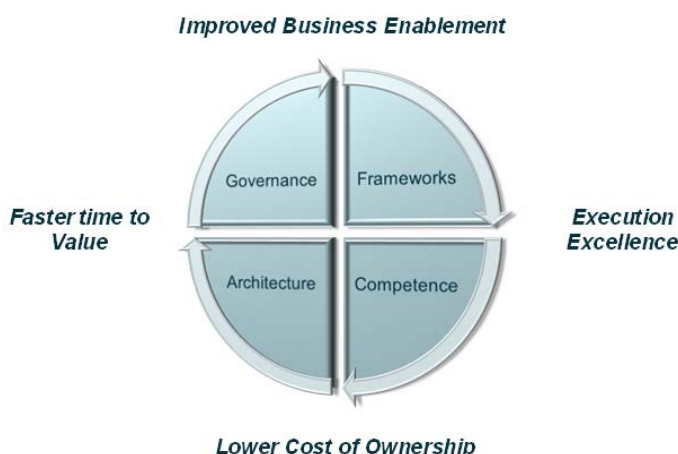


GLUE REPLY. SIMPLIFY THE COMPLEX.

Glue Reply is a leading, independent consulting company, focused on IT strategy and execution. We help our Clients maximise the value from their IT assets and investments, pursue increased business agility and sustainable service excellence, and reduced the cost of IT ownership. We combine pragmatic thought leadership with our wealth of intellectual property, including best practices, methods and accelerators, to deliver focused, tailored engagements, which provide a much shorter time to value for our clients.

INTRODUCTION



MATURE. We were founded in 1999 and were privately owned up until 2008. The Head Quarters is in Marlow, UK, and we also have offices in Baker Street, London.

EMPOWERED. In 2008 Glue became part of Reply S.p.A. and is now engaged in the network of leading companies that sit under the Reply Group across Europe. This brings to Glue Reply and its clients, access to even greater knowledge and development opportunities, across a wide spectrum of IT domains and technologies.

INDEPENDENT EXPERTS. We value our independence as it enables us to give our clients the best possible consultancy and advice. We are experts in our fields and we use our objectivity to stay focused on our customer’s needs.

PROFITABLE AND GROWING. We have been profitable from year one. We are growing in terms of people, locations and turnover.

PEOPLE. We have some of the most talented domain experts in the field of Enterprise Architecture, Integration, SOA and Data in Europe; we are passionate about what we do and this shows through our client engagements.

PACKAGED SERVICES. Our pragmatic thought leadership and IP (Intellectual Property) enabled services are designed to decrease time/cost to value and risk.

PARTNERS. We have a number of technology partners, ‘best of breed’ technology, tools and a complementary service provider partnering strategy.

CLIENTS. Over 55 international clients – including Argos, AXA UK, Bayer, BBC, Boots, BSkyB, Burberry, Cable & Wireless, Debenhams, Experian, General Motors, HSBC, ICI, J&J, Fosters, Kraft Foods, MOD, M&S, Tesco and Unilever.

OUR SERVICES ALIGN TO ALL CIO KEY ISSUES

ENVISAGE	ENABLE	EXECUTE	EVOLVE
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IT enabled business excellence

- Business Architecture and Business Design help IT organisations manage complexity and develop a more clear understanding of Enterprise Strategies and of the Business expectations/needs
- **We help Clients define, formalise, apply and evolve Enterprise Architecture frameworks and approaches**

Enterprise Technology Design & Delivery excellence

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- Technology is constantly evolving and so are approaches, tools and processes related to Technology Management
 - **We help Clients to understand and to make the best use of technology, advising and offering direct support on:**
 - SOA, Integration, Middleware
 - Business Process Management
 - Data Design & Management
 - Solution Architecture & Design
 - Technology Architecture & Design
 - New Trends: web 2.0, Virtualisation/Cloud, Grid Computing

IT Operations excellence

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- Managing IT and Innovation is increasingly complex
 - **We help Clients to define and implement best practice organisations, processes and tools to maximise effectiveness and efficiency of their IT Departments/Organisations**

GLUE REPLY PHILOSOPHY

The company was founded with the clear purpose of creating and offering our clients an alternative service partnering proposition to that offered by the large and global Systems Integrators. We achieve this by being:

SPECIALISTS NOT GENERALIST. Our goal is to recruit, develop and maintain an expert consulting team with the experience to give our clients the best possible consultancy and advice.

PRACTICAL AND PRAGMATIC NOT THEORETICAL OR ACADEMIC. We pride ourselves on adding genuine value to organisations with deliverables that are appropriate and timely solutions to today's business and IT problems.

PROVEN DISCIPLINE TO DELIVER. We have a proven track record of delivering on-time, to budget and as agreed.

OPEN & FLEXIBLE. "We do it 'with' our clients not 'to' them". Many of our clients either need or expect to develop knowledge (even core competency) around the subjects and technologies in which the company specialises. Our approach is designed to enable a complete and effective knowledge transfer.

EASY TO DO BUSINESS WITH. Our client centric focus and refreshing commercial flexibility, coupled with our ability to form solid relationships combine to ensure that we always deliver the right solution.



Glue Reply is UK's leading consulting services organisation focused exclusively on optimising IT/Business alignment and minimising the cost of business and IT technology change. Our core proposition is to help organisations maximise the value from their change and technology investments by helping them define, design, implement and resource best practice:

- Enterprise architecture and business/technology change management processes, roadmaps and competencies;
- Business design and process management initiatives;
- SOA, integration and data management platforms.