

Press release

DIGITAL360 FOCUSES ON DIGITAL INNOVATION TO REACT TO THE CURRENT HEALTH EMERGENCY

Milan, 13 March 2020 – To cope with the sudden change in the economic and organisational scenario brought on by the health emergency relating to the COVID-19 virus, Digital360 has enhanced its digital services, both internal, to ensure the continuity of all the Group's activities, as well as external, to offer its customers concrete support in managing the crisis situation and to ensure the continuity of business activities.

With regard to its internal services, the Company has shifted to the adoption of a full Smart Working model, making the most of all the various eCollaboration, eLearning and digital meeting tools available, in order to enable the effective performance of everyday work.

On the external services side, the Company's market offer was strengthened on four key fronts:

- advisory services to companies and public administrations, to help them adopt Smart Working. In particular, a "Smart Working Emergency Kit" has been designed. Such kit makes it possible to quickly support organisations in the correct adoption of Smart Working, from a labour, organisational and technological point of view and with the support of ad hoc training courses to help people improve their use and adoption of remote working methods;
- services for organising online webinars, complex conferences offered in full streaming and digital round tables. In particular, an intervention kit has been developed for transforming any physical event format that has already been planned into an equivalent digital event, avoiding the cancellation of such events;
- distance learning services, based on the 360DigitalSkill smart learning platform, focused in particular on the ongoing emergency and on the possible actions that can be taken to better manage this complex crisis at a corporate level;
- fully remote advisory services in the legal, audit & compliance and cybersecurity fields.

To promote these services, various webinars have been organised, that have demonstrated the strong interest of companies on this front: 150 managers signed up for the initiative during which Digital360 provided an in-depth look at the various modes and tools through which it is possible to transform a physical event into a fully digital event; 250 signed up for the Smart Working webinar and almost 2,000 participated the 6-hour event organised for IBM – entirely online – on various themes relating to the Cloud, with over 50 speakers connected remotely.

"Despite its criticality and complexity, this emergency we are experiencing can represent an opportunity for all organisations to experiment with new working methods, new digital tools and channels –**Andrea Rangone**, CEO of the Digital360 Group explains –. There is no doubt that a positive side effect of this incredible situation could indeed be a greater digital maturity and propensity for innovation in our country, in all its components, private as well as public. This could facilitate post-crisis recovery."

DIGITAL360

DIGITAL360, a company listed on the Borsa Italiana AIM Market, aims to partner with businesses and public authorities assisting them in the understanding and implementation of digital transformation solutions, relying on the best technology providers on the market. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation", supports technological companies (vendors, software houses, system integrators, start-up companies, etc.) in their communication, storytelling, event management and business opportunity generation activities; the other, called "Advisory & Coaching" is aimed at all companies and all public administrations who wish to embark on any digital transformation path. Transversal to both Business Units, NetworkDIGITAL360 is the largest network of online publications focused on all aspects and current themes related to Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and expertise, thanks to analysts, journalists, consultants and experts active in the digital world who all share a great passion and a common mission: digital innovation as an engine of growth and modernisation of our country. For more information: www.digital360.it

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