

## Press Release

### **DIGITAL360 CONTINUES ITS FULL SMART WORKING MODEL WITH INNOVATIVE METHODS FOR EMPLOYEES AND COLLABORATORS**

*The company has experimented with innovative ways of working and digital tools to promote not only the working effectiveness and productivity of all employees, but also the involvement, socialization and continuous learning of people within a totally remote working model*

Milan, 10 November 2020 - **DIGITAL360 S.p.A.**, a company listed on the AIM Italia - Alternative Capital Market, organized and managed by Borsa Italiana S.p.A. (hereinafter "**DIGITAL360**" or "**Company**"), announces the regular continuation of the full smart working method started at the beginning of March for all its collaborators, with the aim of ensuring, on the one hand, continuity and business effectiveness and on the other, social distancing and safety, using innovative working procedures and digital tools to foster people's engagement, socialization and learning.

In fact, in recent months, in order to monitor the level of engagement of the entire workforce and to support the managers of the operating units in improving the remote manager-collaborator relationship, making the work of employees and collaborators more efficient and effective, DIGITAL360 introduced **Beaconforce**, a *people management* platform which combines artificial intelligence and behavioral science to provide a timely thermometer of the level of people's involvement. Thanks to this tool, the managers of the teams can now find out the motivation of the various work groups in real time, identifying any weak signals that require ad hoc handling right from the very beginning.

Furthermore, in order to support internal communication, socialization among colleagues, the sharing of best practices and contamination between the various people in the organization, the Company has introduced **Facebook Workplace**, an innovative and user-friendly collaboration platform which connects all the company's workforce, simplifying the exchange of views.

In order to encourage ongoing learning on all the most significant issues of digital transformation and on the current scenarios concerning the health emergency, and to improve the skills and knowledge of all, DIGITAL360 has made available the contents of its **360DigitalSkill smart learning** platform, which includes hundreds of video clips.

DIGITAL360's latest internal survey on the trend of Smart Working found that for 87% of workers, the working effectiveness is "unchanged" or "improved" compared to work in presence and for 82% the interaction with their manager and colleagues has also remained the same or has improved. Almost all DIGITAL360 workers, 92%, considers the smart working experience as "positive" or "very positive" and believes that at the end of the emergency we should not go back, but review the way of working by taking this into account.

"The full smart working experience imposed by the health emergency in recent months has been a success, it has allowed us to experiment with new, more effective and productive working methods enabled by digital tools that we have decided to continue using also in the new normal - says **Gabriele Faggioli**, CEO of DIGITAL360 -. For several months, colleagues have no longer physically seen each other in the office and to make up for the lack of that fundamental "both formal and informal confrontation" in organizations, we have set ourselves the goal of



maintaining the sense of belonging and engagement of our people, at the same time favoring continuous learning and improvement, with several initiatives which have proved to be highly effective and which we intend, on the one hand, to continue over the coming months and on the other, to make available to our customers in order to improve the effectiveness of their production processes, to limit costs and, also, to better target investments".

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This press release is available on the Company's website at the following address [www.digital360.it](http://www.digital360.it)

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## 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 modernization of our country. For more information: [www.digital360.it](http://www.digital360.it)

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