

DIGITAL360 LAUNCHES A NEW LINE OF ADVISORY SERVICES IN DATA GOVERNANCE

Milan, 30 April 2019 – Digital360 S.p.A., a company listed on the AIM Italia - Mercato Alternativo del Capitale market, organised and managed by Borsa Italiana S.p.A. (“AIM Italia”), has launched a new line of advisory services, through its **P4I-Partners4Innovation** subsidiary focused on Data Governance. The solutions have been designed to accompany companies towards proper data governance, a topic of growing importance, both in terms of the strategic value within business conducted by Italian companies, as well as taking into account the vulnerabilities that have emerged in recent months thanks to some high-profile news reports.

The Group's aim is to provide an answer to the growing demand for skills and services in this sector, whose market, according to MarketsandMarkets, has already reached a value of \$1.3 billion globally in 2018 and is expected to be worth \$3.5 billion by 2023, with a compound annual growth rate of 22%.

The new line of services leverages P4I-Partners4Innovation's distinctive skills and expertise in data management and knowledge, in the analysis of regulatory compliance and in the governance of IT systems and cybersecurity, in order to assist companies in applying the main data governance methodologies. In addition to the introduction of Data Governance disciplines in businesses, the approach provides for the transfer of skills with a focus on enabling and accompanying organisations in order to facilitate and encourage the dissemination of a data-driven culture.

“The large amount of data available, together with the evolution of legislation concerning personal data management, is making it necessary for organisations to introduce processes, procedures and tools for integrated data governance – explains **Luca Flecchia, P4I Associate Partner** –. A theme which today touches nearly every area, from information systems to the organisation, from the definition of new roles to the evolution of corporate culture. With the new Data Governance advisory line, P4I-Partners4Innovation will help businesses in the application of the best and most comprehensive methodologies for the collection, storage, transformation, diffusion and management of data and in identifying the best digital support tools in order to improve information useful for business decisions and to reduce the number of resources needed to adapt to the latest regulations on data management and security”.

This press release is available on the Company website at www.digital360.it.

Digital360

Digital360, a company listed on the AIM Market in June 2017, 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 mission through a multi-channel platform unique in Italy, composed of online portals, *advisory and coaching services*, all focused on innovation and entrepreneurship. 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

Partners4Innovation

P4I is a company within the Digital360 Group offering Advisory and Coaching services to support Digital Transformation and business innovation for companies and public administration entities. The approach of Partners4Innovation is unique in its use of methodologies, benchmarks and distinctive data that enable it to go beyond the confines of traditional



consulting, offering businesses and public administration entities, large or small, accessible services designed to enrich and boost the vision, competencies and abilities of decision makers within the organisation.

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