MODERN REPORTING

CLUSTER REPLY CORPORATE INTRODUCTION

REPLY
CLUSTER

Our experts actively shape our common future in partnership with our customers and Microsoft

MICROSOFT PARTNER

SKILLS | PROGRAMS | AWARDS

P A R T N E R S H I P

- **Global Services Provider** for Microsoft Corp and managed partner in 6 countries
- **2,000+ consultants** on Microsoft technologies, 1500+ Microsoft certifications
- **Partner programs:** Azure Expert MSP (renewal pending), Azure IoT Elite, Mixed Reality, M365 Fast Track Ready, SLATE (Teams aaP), Solution Assessment, AAAP, Viva Jumpstart
- **Cloud Solution Provider Direct** in EMEA, LATAM, USA
- **Premier Support for Partners** global agreement

20+ YEARS OF MICROSOFT PARTNERSHIP

D E S I G N A T I O N S

- **Infrastructure**
- **Application Innovation**
- **Data & AI**
- **Security**
- **Modern Work**
- **Business Applications**

Microsoft Solutions Partner
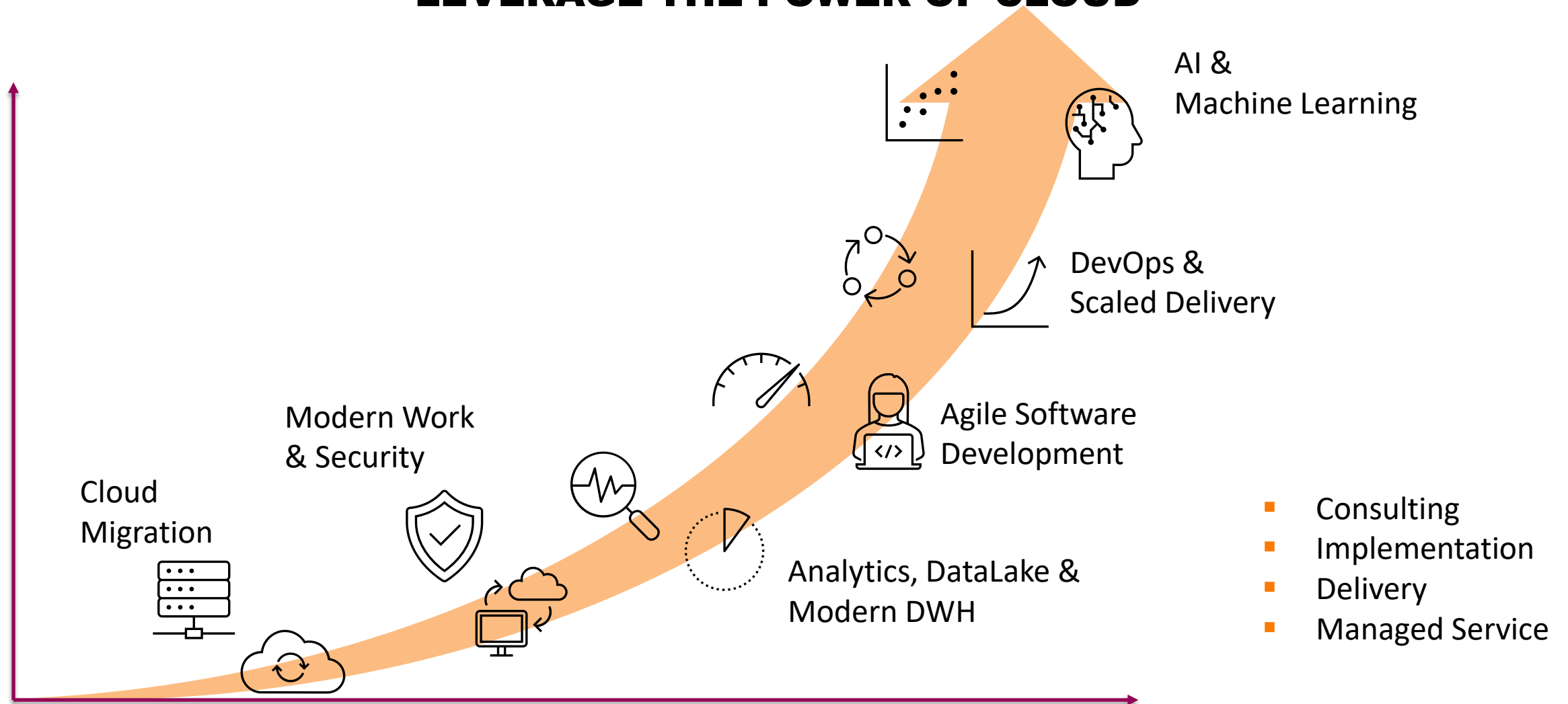Microsoft Cloud

6/6 Designations

A W A R D S

2021 Best Azure Partner
2021 Best Corporate Partner
2020 Partner of the Year (IT)
2020 Best Azure Adoption Partner
2020 Best Corporate Partner
2019 Digital Transformation Champ Award
2019 Partner Award for Modern Workplace (US)
2018 Best Azure Solution Provider
2018 Worldwide Partner of the Year – Health (UK)
2013 Worldwide Partner of the Year – Cloud (UK)

Winner
Microsoft Partner of the Year

10+ MICROSOFT AWARDS

Microsoft
Partner Advanced Specialization

S P E C I A L I Z A T I O N S

Analytics on Microsoft Azure
Kubernetes on Microsoft Azure
Microsoft Windows Virtual Desktop
Modernization of Web App to Microsoft Azure
Windows Server and SQL Server Migration to Microsoft Azure
Low Code Application Development
Cloud Security
Id & Access Management
Information Protection & Governance
Threat Protection
Adoption and Change Management
Calling for Microsoft Teams
Custom Solutions for Microsoft Teams

Microsoft CERTIFIED

DIGITAL TRANSFORMATION
LEVERAGE THE POWER OF CLOUD

AI &
Machine Learning

DevOps &
Scaled Delivery

Modern Work
& Security

Agile Software
Development

Cloud
Migration

Analytics, DataLake &
Modern DWH

- Consulting
- Implementation
- Delivery
- Managed Service

A CLOUD JOURNEY

REALIZE THE VALUE OF DIGITAL TRANSFORMATION

Analyze · Optimize · Execute · Establish & Secure · Collect

Holistic Approach

Business Applications
› ERP & CRM
› Sales
› Customer Service
› Marketing
› Field Service
› Project Service Automation
› Customer Insights

Cloud Infrastructure
› Cloud Transition
› Cloud & Hybrid Network
› Data Security and privacy
› Cloud Modern Workplace
› Governance
› Adoption and Change Management

Cloud Applications
› Application Development
› Azure Integration
› Agile Transformation
› DevOps
› Industry Cloud
› Cloud IoT

Artificial Intelligence
› Image Processing
› Natural Language Processing
› Smart Apps using cognitive services
› Recommender systems
› Bots
› Time series & regression models

Data
› Business Intelligence
› Modern Datawarehouse
› Big Data & Analytics
› Internet of Things
› Modern Reporting
› Data Governance

A CLOUD JOURNEY
TECHNOLOGY LANDSCAPE

Analyze Optimize
Collect Execute
Establish & Secure

Holistic Approach

Cloud Applications
- › App Service
- › Service Fabric
- › Azure Kubernetes Services
- › Azure Functions
- › Logic Apps
- › API Management
- › DevOps

Cloud Infrastructure
- › VM scale sets
- › Virtual Network
- › Express Route
- › Firewall
- › SAP Azure Monitor
- › Application Insights
- › Azure Sentinel
- › Azure Defender
- › Intune
- › Azure Active Directory
- › AzureAD B2C
- › Azure Virtual Desktop

- › Microsoft 365

Artificial Intelligence
- › Azure Machine Learning
- › Cognitive Services
- › Databricks
- › OpenAI

Data
- › Synapse
- › Purview
- › HDInsight
- › Data Lake
- › Data Factory
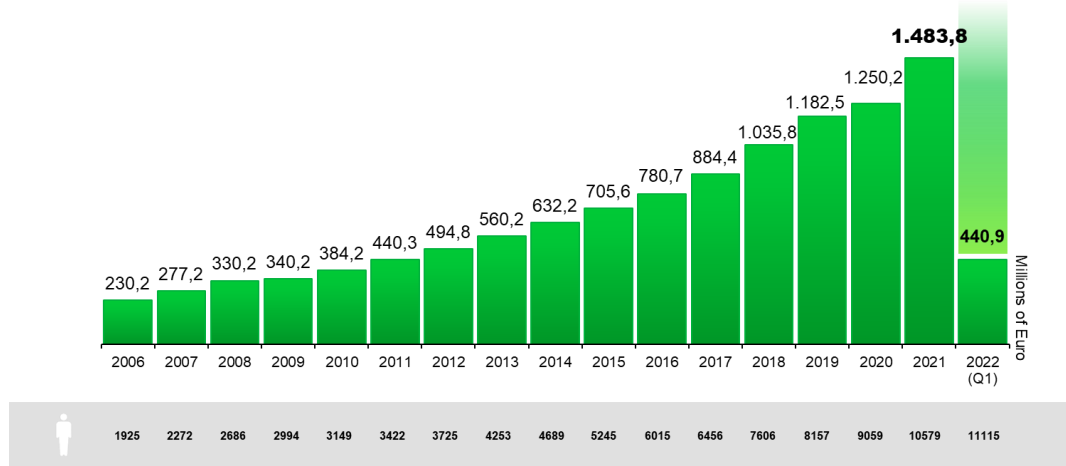- › Azure SQL
- › IoT Hub
- › Power BI
- › Fabric

Business Applications
- › Sales
- › Customer Service
- › Marketing
- › Field Service
- › Project Service Automation
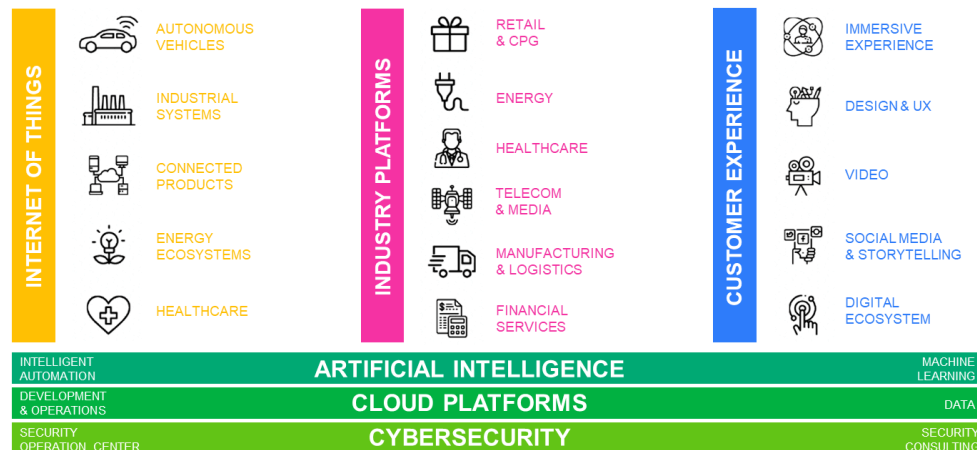- › Customer Insights
- › Finance & Operations
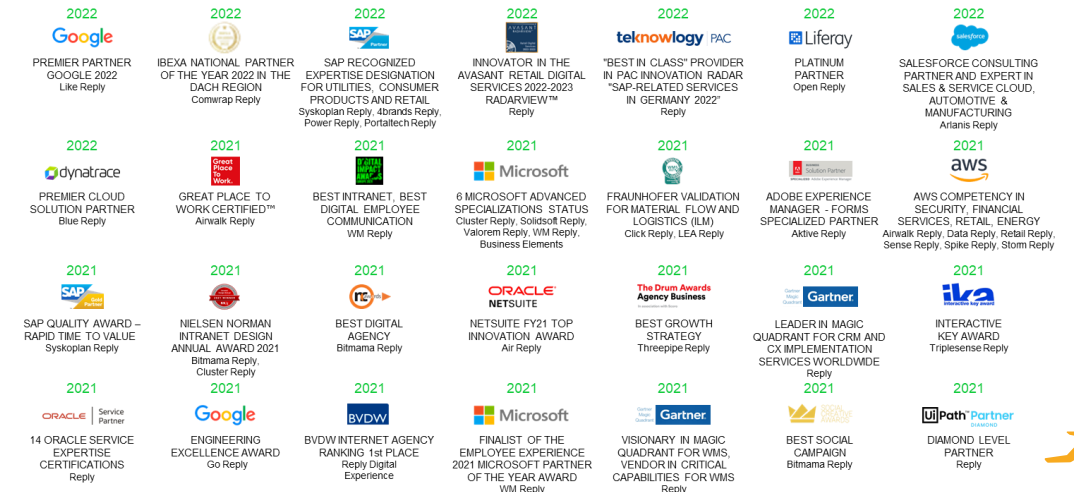
REPLY AT A GLANCE

REVENUE & PEOPLE

Year	Revenue (Millions of Euro)	People
2006	230,2	1925
2007	277,2	2272
2008	330,2	2686
2009	340,2	2994
2010	384,2	3149
2011	440,3	3422
2012	494,8	3725
2013	560,2	4253
2014	632,2	4689
2015	705,6	5245
2016	780,7	6015
2017	884,4	6456
2018	1.035,8	7606
2019	1.182,5	8157
2020	1.250,2	9059
2021	1.483,8	10579
2022 (Q1)	440,9	11115

WHERE WE ARE

UK
Chester, Manchester, **LONDON,** Sheffield

FRANCE
Paris

BENELUX
Amsterdam, Brussels, Luxembourg

BELARUS
Minsk

SWITZERLAND
Zurich

US
Atlanta, Auburn Hills, Chicago, Jacksonville, Kansas City, New York, Seattle, St.Louis

BRAZIL
Belo Horizonte, Sao Paolo

GERMANY
Berlin, Bremen, Dortmund, Düsseldorf, Eschborn, Frankfurt, **GÜTERSLOH,** Hamburg, Karlsruhe, Köln, Lübeck, Minden, München, Potsdam, Regensburg, Stuttgart

POLAND
Katowice

CROATIA
Zagreb

ROMANIA
Bucharest

AUSTRIA
Vienna, Innsbruck

ITALY
Bari, Bologna, Firenze, Genova, Milano, Padova, Parma, Roma, **TORINO,** Treviso, Trieste, Verona

CHINA
Beijing, Hong Kong, Nanjing

SINGAPORE
Singapore

INDIA
Bangalore, Kochi

NEW ZEALAND
Auckland

REPLY SERVICES

INTERNET OF THINGS
- AUTONOMOUS VEHICLES
- INDUSTRIAL SYSTEMS
- CONNECTED PRODUCTS
- ENERGY ECOSYSTEMS
- HEALTHCARE

INDUSTRY PLATFORMS
- RETAIL & CPG
- ENERGY
- HEALTHCARE
- TELECOM & MEDIA
- MANUFACTURING & LOGISTICS
- FINANCIAL SERVICES

CUSTOMER EXPERIENCE
- IMMERSIVE EXPERIENCE
- DESIGN & UX
- VIDEO
- SOCIAL MEDIA & STORYTELLING
- DIGITAL ECOSYSTEM

INTELLIGENT AUTOMATION	ARTIFICIAL INTELLIGENCE	MACHINE LEARNING
DEVELOPMENT & OPERATIONS	CLOUD PLATFORMS	DATA
SECURITY OPERATION CENTER	CYBERSECURITY	SECURITY CONSULTING

MAIN AWARDS & ACHIEVEMENTS

2022 Google
PREMIER PARTNER GOOGLE 2022
Like Reply

2022
IBEXA NATIONAL PARTNER OF THE YEAR 2022 IN THE DACH REGION
Comwrap Reply

2022 SAP
SAP RECOGNIZED EXPERTISE DESIGNATION FOR UTILITIES, CONSUMER PRODUCTS AND RETAIL
Syskoplan Reply, 4brands Reply, Power Reply, Portaltech Reply

2022
INNOVATOR IN THE AVASANT RETAIL DIGITAL SERVICES 2022-2023 RADARVIEW™
Reply

2022 teknowlogy PAC
"BEST IN CLASS" PROVIDER IN PAC INNOVATION RADAR "SAP-RELATED SERVICES IN GERMANY 2022"
Reply

2022 Liferay
PLATINUM PARTNER
Open Reply

2022 salesforce
SALESFORCE CONSULTING PARTNER AND EXPERT IN SALES & SERVICE CLOUD, AUTOMOTIVE & MANUFACTURING
Arianis Reply

2022 dynatrace
PREMIER CLOUD SOLUTION PARTNER
Blue Reply

2021 Great Place To Work
GREAT PLACE TO WORK CERTIFIED™
Airwalk Reply

2021
BEST INTRANET, BEST DIGITAL EMPLOYEE COMMUNICATION
WM Reply

2021 Microsoft
6 MICROSOFT ADVANCED SPECIALIZATIONS STATUS
Cluster Reply, Solidsoft Reply, Valorem Reply, WM Reply, Business Elements

2021
FRAUNHOFER VALIDATION FOR MATERIAL FLOW AND LOGISTICS (ILM)
Click Reply, LEA Reply

2021
ADOBE EXPERIENCE MANAGER - FORMS SPECIALIZED PARTNER
Aktive Reply

2021 aws
AWS COMPETENCY IN SECURITY, FINANCIAL SERVICES, RETAIL, ENERGY
Airwalk Reply, Data Reply, Retail Reply, Sense Reply, Spike Reply, Storm Reply

2021 SAP
SAP QUALITY AWARD – RAPID TIME TO VALUE
Syskoplan Reply

2021
NIELSEN NORMAN INTRANET DESIGN ANNUAL AWARD 2021
Bitmama Reply, Cluster Reply

2021
BEST DIGITAL AGENCY
Bitmama Reply

2021 ORACLE NETSUITE
NETSUITE FY21 TOP INNOVATION AWARD
Air Reply

2021 The Drum Awards Agency Business
BEST GROWTH STRATEGY
Threepipe Reply

2021 Gartner
LEADER IN MAGIC QUADRANT FOR CRM AND CX IMPLEMENTATION SERVICES WORLDWIDE
Reply

2021 ika
INTERACTIVE KEY AWARD
Triplesense Reply

2021 ORACLE Service
14 ORACLE SERVICE EXPERTISE CERTIFICATIONS
Reply

2021 Google
ENGINEERING EXCELLENCE AWARD
Go Reply

2021 BVDW
BVDW INTERNET AGENCY RANKING 1st PLACE
Reply Digital Experience

2021 Microsoft
FINALIST OF THE EMPLOYEE EXPERIENCE 2021 MICROSOFT PARTNER OF THE YEAR AWARD
WM Reply

2021 Gartner
VISIONARY IN MAGIC QUADRANT FOR WMS, VENDOR IN CRITICAL CAPABILITIES FOR WMS
Reply

2021
BEST SOCIAL CAMPAIGN
Bitmama Reply

2021 UiPath Partner
DIAMOND LEVEL PARTNER
Reply

REPLY NETWORK

>12000 Consultants

>140 Boutiques

>1 Bn € Revenue

Industry Partnerships

Microsoft
Certified Gold Partner

SAP
SAP Alliance Service Partner

Google
World Wide Premier Partner

salesforce
Platinum Partner

ORACLE®
Platinum Partner

amazon
web services
Premier Partner

USE CASE & SUCESS STORY

SUCCESS STORY

MODERN DATAWAREHOUSE & REPORTING PLATFORM

Client	LOGISTICS & TRANSPORTATION
Challenge	There is no daily updated data from all companies in the areas of land transport, air and sea freight, finance and warehouse management in order to establish a holistic view of all elementary business processes.
Solution	In this project, we aim to replace the client's existing BI architecture with a data and reporting platform hosted in the Microsoft Azure Cloud. At the core of the solution lies the development of a data warehouse using state-of-the-art Azure Cloud Native Services. For reporting purposes, Microsoft Power BI will be introduced. Given its scalability and expandability, the platform is designed to meet all future requirements, e.g., the use of AI or the integration of further systems if required.
Benefit	Harmonized and global data model and KPI definition Uniform reporting and self-service analyses
Technologies	Azure Purview Azure Data Lake Azure SQL Azure Data Factory Power BI Azure DevOps
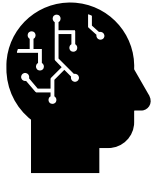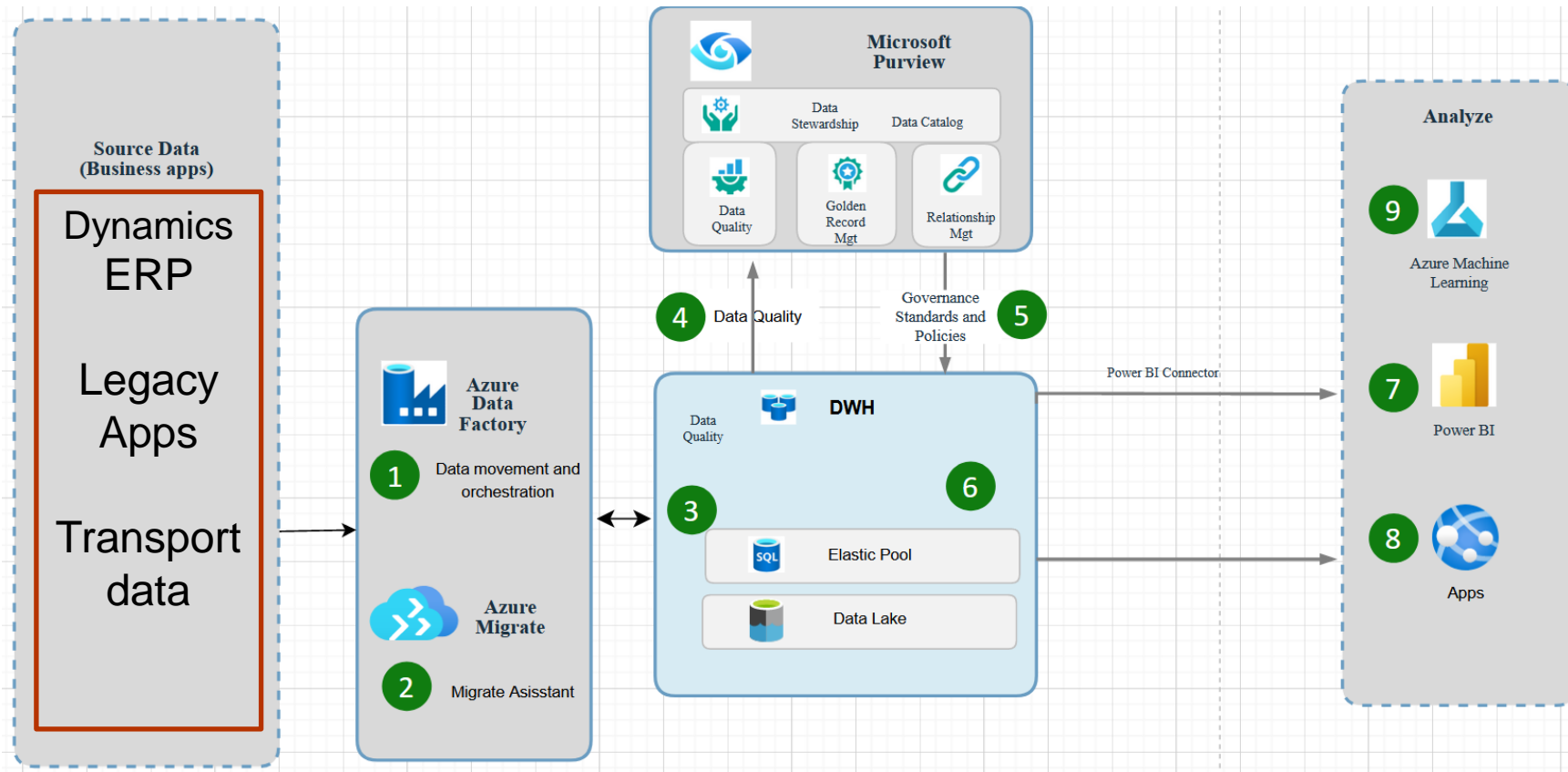
METHOD

METHOD
AGILE IMPLEMENTATION

Adaption
Adaptation of requirements based on regular feedback

5

Vision
understanding of users and processes, Development of a common vision

1

MVP
Derivation of a functional prototype with minimal functionality

2

Incremental Development
Step-by-step development and delivery of new, executable functions

4

3

Requirements
Elaboration of corresponding requirements

METHOD

PROJECT PRINCIPLES

Use Case oriented thinking

Development of new functionalities based on use cases

Incremental approach

Development of small, functional components (end-to-end)

Regular exchange

Regular planning, prioritization and acceptance of requirements
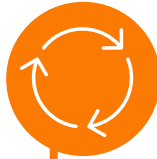
Fast Feedback

Early involvement of users and their feedback

Transparancy

Regular communication of progress and challenges

ENVISIONING A MODERN REPORTING SOLUTION

DELIVERABLE

WORKSHOP

Preliminary talk

1 hour

Collect general information about customer processes , existing IT infrastructure and actual Reporting Landscape

Discuss actual data and reporting strategy

Identification of Pain Points

Discussion about potential Use Cases

Big Picture

2 hours

Investigation of existing data sources, IT infrastructure and Reporting

Definition of Reporting Goals covered by the MVP

Definition of use case for each field

Development of a common vision based on use cases

Roadmap

2 hours

Requirement engineering for use case
Specify technical prerequisites
Describe implementation strategy

Definition of MVP* based on use case

Create architectural design of the Reporting Landscape based on the requirements of the use case(s)

Development of a project plan

Results Call

1 hour

Management summary

Workshop Recap

Solution Design

Project Plan

Reporting Strategy

Effort estimtation & Offer

A working prototype with minimal functionality that allows it to be delivered quickly, providing initial experience for project stakeholders.

DELIVERABLE

TECHNICAL SOLUTION DESIGN

Solution Design and Project Plan

Our architects build technical design solutions according to established best practices in coordination with your requirements. We focus on the customer's specific needs and challenges in order to find the most optimal solution.

Using the best tailored technology solution based on the Azure Stack, we combine data from all possible data sources and visualize it for further utilization. We use agile methods to deliver successful projects of various forms.

Implementation Use Case

All necessary Data Sources are connected to the Reporting Platform. Gateways are implemented to enable the Usage of onPrem Data Sources within the Cloud Reporting Service. Data is stored and structured in Dataflows within the Service to maximize accessibility. Entitlement to the data is easily managed. Taylor made Datasets are provided to the Users and fitted with unique cooperate KPI definitions. Prepared Data can be used by every entitled user to create own insights from the Data in a self-service process. Provided Data can be enriched by the user from several additional data sources, without affecting the underlying base datasets and KPI definitions. Visualization and distribution can be easily managed by the users themselves in numerous formats or can be managed centrally to keep control over the provided insights and data.
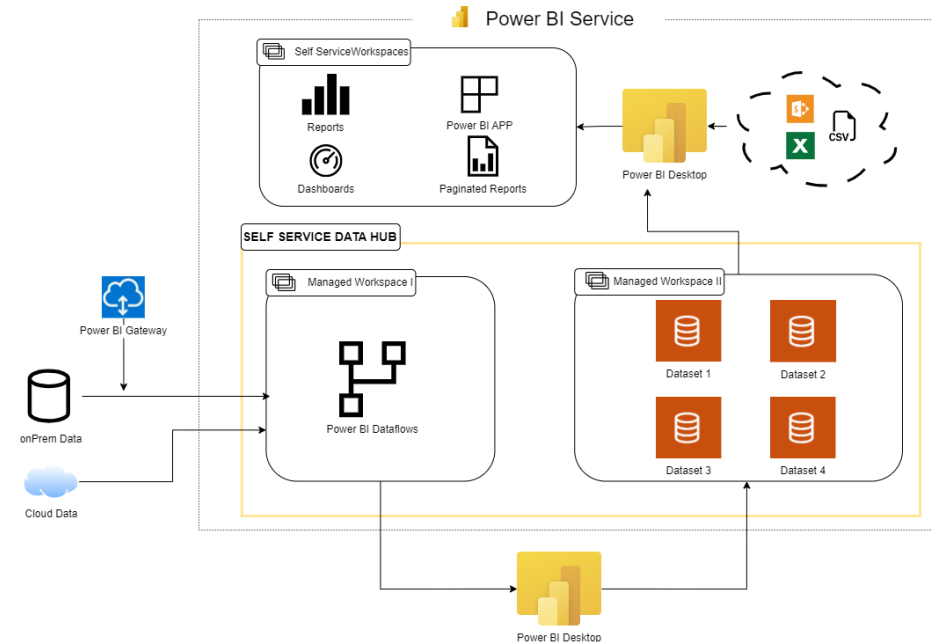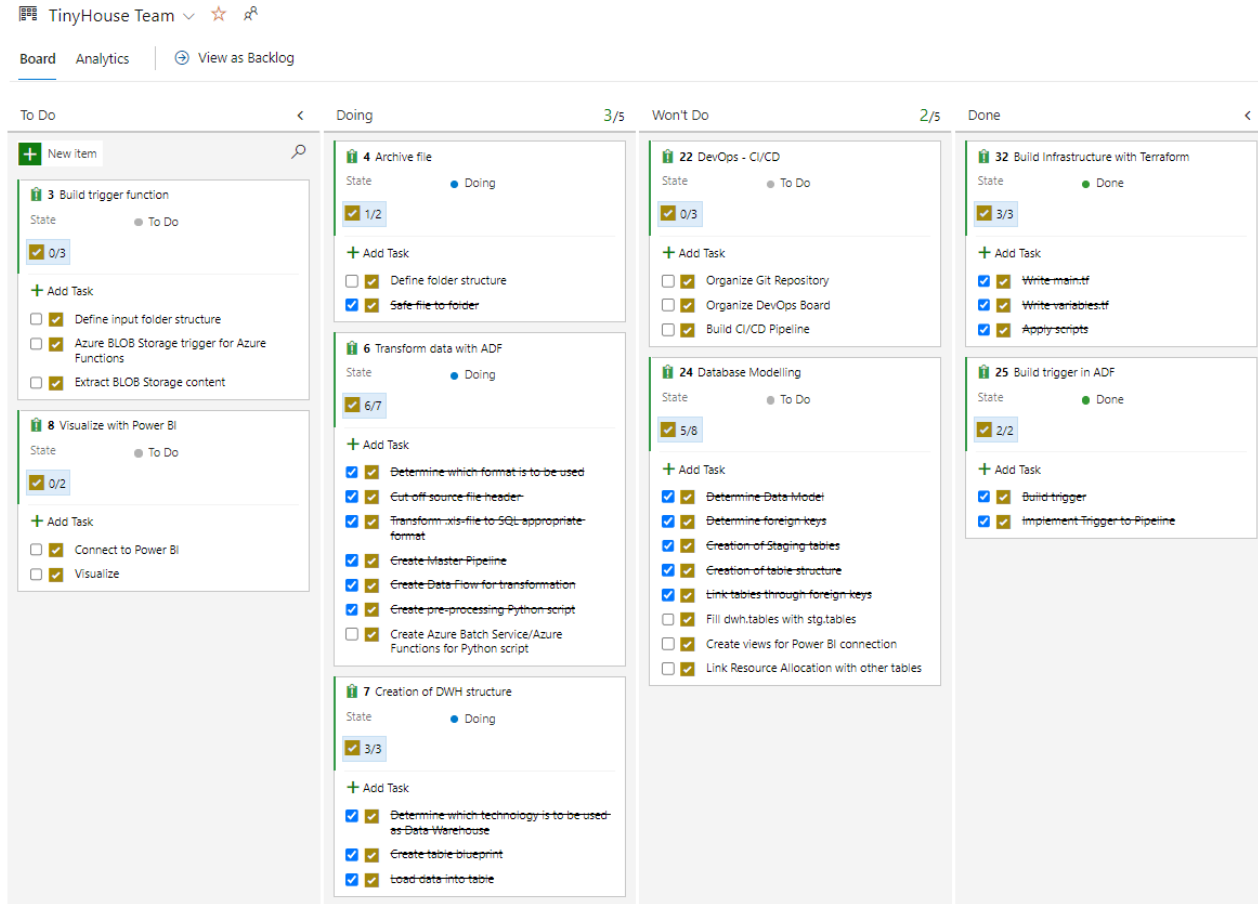
DELIVERABLE
PROJECT PLAN
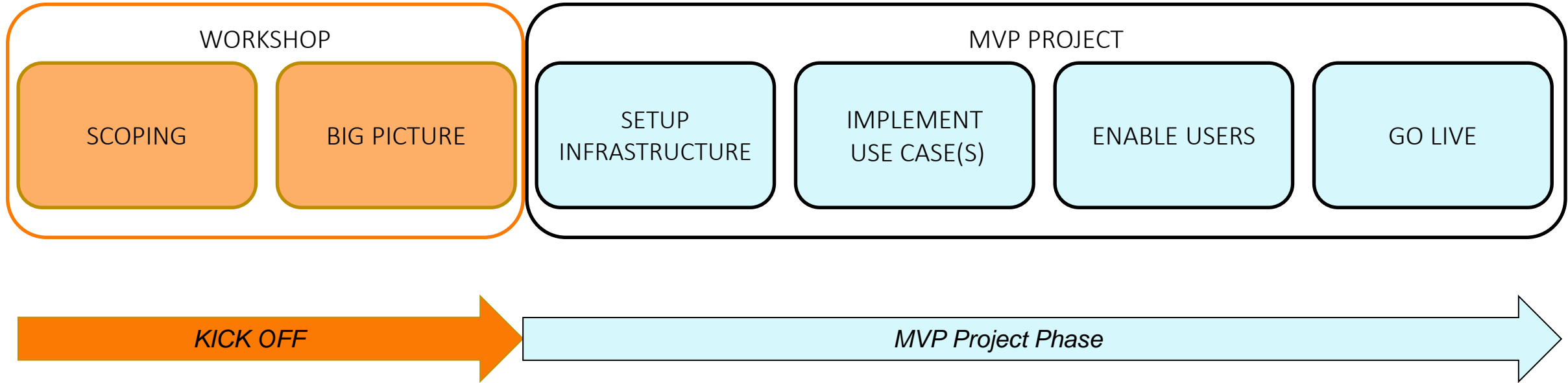
DELIVERABLE

BACKLOG

Roadmap - User Stories

An agile backlog not only simplifies release and iteration planning, but includes all tasks for a team. The Product Backlog consists of a list of items that need to be completed during the development of the product.

A well-maintained backlog provides complete transparency of tasks and planning for each team member. In addition, it opens full control over the tasks, the distribution and processing of tasks.

DELIVERABLE

AGILE IMPLEMENTATION

Adaptation
Adaptation of requirements based on regular feedback

5

Vision
understanding of users and processes, Development of a common vision

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2

MVP
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Elaboration of corresponding requirements

ONE PAGER

Workshop Format

Preliminary Talk – 1h (1)	*Big Picture – 2h* (2)	*Roadmap – 2h* (3)	*Results – 1h* (4)
Introduction of customer processes, contexts and reporting strategy. Discussing the pain points and Use Cases.	Overview of the existing data sources and IT infrastructure. Scoping the overall Reporting goal.	Identify the main technical prerequisites and architectural design for the implementation strategy of the MVP.	Mgmt. summary for stakeholders to support a decision and presentation of solution design and roadmap for next steps.

Business Problems and Added Value

Unification: No consolidated view across multiple systems and data sources.

Harmonization: Data is not harmonized or is error-prone. Too many different KPI definitions.

Lack of automation: A lot of manual post-processing is necessary. Reports are created manually.

*Time-to-Market:* Turn time intensive development of new use cases into short termed solutions.

Lack of Know-How: Turn knowledge gaps into knowledge bases.

Time Delay: Eradicate time delays of current data and the business transactions to become visible.

Achievable by

Deliverable: Solution Design and Project Plan

Our Data Visualization experts build technical design solutions according to established best practices in coordination with your requirements. We focus on the customer's specific needs and challenges in order to find the most optimal solution.
Using the best tailored technology solution based on the Azure Reporting Stack, we retrieve data from all possible data sources, visualize it and distribute it for further utilization. We use agile methods to deliver successful projects of various forms.
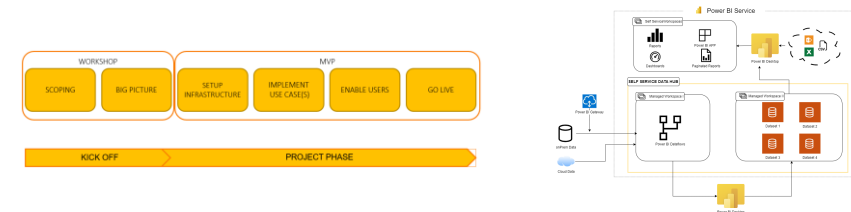
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