

Company Overview

With People, For People



S I D E A
GROUP

sideagroup.com



Mission statement

Feeling at home among brave dreamers and curious rebels. We are driven by tangibility, by curiosity and by the pursuit of the highest quality in all we do.

We need to fully comprehend cultural, background, need and emotional diversities to truly facilitate the human experience through the changes of the digital era.

We constantly strive to create a diversified, fair and inclusive work environment for all, aspiring to participation and sharing.

We believe that diversity and inclusion produce revolutionary results that warm hearts and move markets: this is key to our strategic growth goals and the way will will leave our mark on the future.

Vittorio Grassi
CEO Sidea Group

Why do we exist?

We believe economic activity is truly successful only when all the 7.9 billion people on the planet are **involved and benefiting** in some way.

Why

We believe in the possibility of **having a significant (and positive) impact on people around us**, in all that we do.

How

By giving people a chance to **wake up full of inspiration and happy to go to work**, to be satisfied with what they do and to have enough time to spend with the people they love; we want give them a chance to feel the trust and the freedom, to be in contact with nature and to cultivate curiosity and spontaneity.

What

Natural consequence of this view is the birth of **ambitious and visionary projects in the name of innovation**, at the forefront to change the future.

We Believe in Improving People Life. Our people, our customers and our customers' clients. For our customers' clients we try to create the **best human experience**.

Within Sidea Group

With

“**With**” is Group's answer to the new challenges

Introduced by digital transformation. It is the continuous correlation between new consumer behaviours and the company's value range.

“**With**” is Sidea Group’s will to focus on people.

Think, exchange, share, do. People are the soul that drives our actions. Everything starts with people’s needs, their dreams and the knowledge and solutions that they can find and apply. Together.

“**Whit**” is Sidea Group’s inclusive vision. It is sharing know-how, positive experiences, obstacles to be overcome and success stories. It is the link between minds and tools, values and relations.

What we will never change

Sincerity

Curiosity

Kindness

Freedom

Face the risk

Trust

Try new things

Learn

from your mistakes and keep on trying

“Focusing your life solely on making a buck shows a certain poverty of ambition.”

(Barack Obama, 2015)

Brand equity

With people-focused to share, develop and explore.

Sidea Group's business philosophy and culture are based on 4 values that inspire and guide us in the choices and decisions we make on a daily basis.



Share culture

We share our business culture engaging the people, teams, partners and stakeholders who influence and support our change. **Knowledge and inclusion are values we take to heart.**



Further knowledge

We invest in the word “resource” as a source of success and wealth. We like to learn, listen and further the knowledge of our work team so that it always includes valuable human “resources: **valuable namely for themselves and then for the company.**



Nurture talent

We cultivate and nurture our talents and look for new ones. Strengthening teams is not just a matter of numbers but of quality. And we achieve this through **continuous training** and the ever active exchange across generations blending matured experience with new enthusiasm.



Explore innovation

We are curious and future-oriented. We look to the **innovation** market to explore new solutions, to discover and adopt the most advanced technologies and to translate complexity into simple and effective processes.



Sidea Group in a “nutshell”

Sidea Group is the **people centric Mar-Tech Company**.
 We are a strategic and operational partner for our clients.
 We help them through new technologies and new business models.

The Happiness Company The well-being and happiness of the people close to us guide all our strategic choices.

People Edu/Management Model Our People Edu/Management asset integrates the processes of recruiting, training and people care and gives us a competitive advantage.

Innovative Tech & High Quality Execution Studying and choosing the most innovative technologies useful for our customers before our competitors has always been one of our strengths.

7.5 Mln
FY22 annual revenue

+140
FY22 FTE

87%
Customer Retention

+60%
Average Annual Growth

Infinite
Smart Offices around the world

Tech Partners					
	Salesforce	Zuora	Adobe	AWS	Mirakl
Awards					
	2021	2022	2022	2022	2022

Industries and service areas matrix

Industries

- Retail & CPG
- Energy & Utilities
- Financial Services
- Telco & Media
- Manufacturing
- Travel & Hospitality

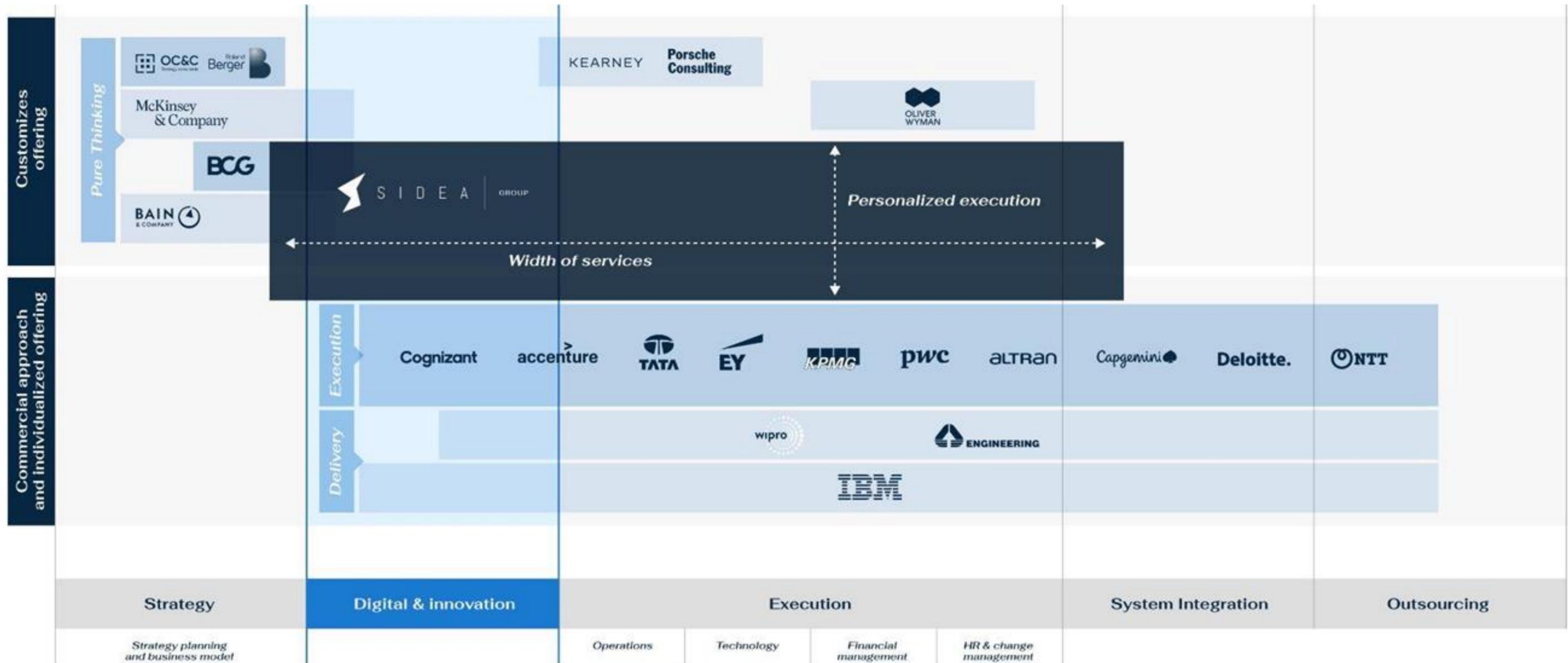
Practices

- **Salesforce for CRM** Projects
- **Salesforce for Marketing Automation** Projects
- **Billing**, Revenue & Subscription
- **Commerce** & Customer Platform
- **Agency** (Marketing, Experience & Creative)

End-to-end offering, from Strategy to Execution

Unique, diversified and flexible position in the consulting market

Sidea Group is strategically focused on Business Transformation between consulting houses and IT Advisors with a strong focus on **Digital & Innovation**.



Technologies

Salesforce

Sidea Group has been a certified Salesforce partner for over 4 years, with more than 60 talents who can boast direct experience in medium and large projects and expertise across all clouds and industries.

Processes related to the sales force and customer service can be automated with Salesforce solutions, integrating them with marketing automation and data intelligence systems.



Applications

- Field service
- Mulesoft
- Sales cloud
- Service cloud
- Digital engagement
- Pardot
- Salesforce Marketing Cloud
- Social Studio and Social Studio Automate
- Interaction Studio

Technologies

Zuora

Sidea Group is a partner of Zuora, the world's leading platform dedicated to billing and subscription payment systems. With a certified and qualified team, it accompanies companies in the full transformation of the business model towards subscription, taking care of every single phase of the project, from platform implementation to the development of subscription-based strategies.

Sidea Group has been Zuora's Premium Partner since 2019, with over 30 dedicated resources who boast expertise and experience in large-scale projects.



Applications

- Zuora Revenue
- Zuora Collect
- Zuora Billing

Technologies

Adobe

Thanks to the many years of experience on highly complex UX/UI and e-commerce projects, Sidea Group has become Adobe's "Bronze partner" in Italy for Magento cloud projects, now called Magento commerce, and Adobe experience manager, the well-known Adobe CMS.



Applications

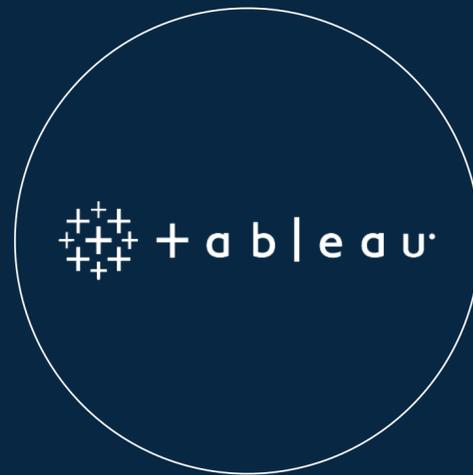
- Experience Manager Sites (CMS)
- Experience Manager Assets (DAM)
- Adobe Commerce (Magento)

Technologies

Tableau

Sidea Group is a partner of Tableau, a company recently acquired by Salesforce, a leader in the management and display of data for business intelligence.

With a dedicated team of data scientists, Sidea Group manages data from multiple sources, standardises it in data lakes and makes it visually usable and understandable thanks to Tableau.



Applications

- Tableau Prep Builder
- Tableau Desktop
- Tableau Server and Tableau Online
- Tableau Mobile

Sidea for talents

With training and sharing
we nurture talent

We firmly believe that every advanced community is based on knowledge. Every company is made up of people who are part of the company and who operate and work in it, rather than by employees. The continuous learning opportunities that we offer our talents not only creates better collaborators but trains the people of tomorrow.



Feeling Inspired

We like to feel inspired, we like to inspire. We believe in **free thinking**. We improve by falling in love with opposite visions.



Sidea Academy

It's our campus. Here everyone's abilities are consolidated, shared and enhanced in a know-how osmosis process made up of methods and tools.



Best Place to Work

We are a "Best Workplace". Real talent deserves to flourish in the best possible work environment.



Welfare

We contribute to the well-being of those who work with us with actions and initiatives that support the balance between the private and professional spheres.

Customers

They chose Sidea Group. And we them.

Energy utility & Services



Tourism hospitality



Manufacturing



Retail





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