



Come gestire un programma di Enterprise Change Management nella fase di maturità

*Clemente Perrone –
HR Organization & People Development
Director & Chief Transformation Officer*

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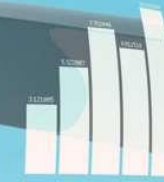
map navigation

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Finance Business Culture
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Songs Graphics Vacancy
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data central



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The Sirti's history is the history of telecommunication in our country



1921

Founded by Vittorio Tedeschi and Piero Pirelli, Sirti started to operate in the development of long-distance telephone systems in Italy



1945

After the Second World War the Company was actively involved in the reconstruction of the National Network



1984

Sirti became a key player in the realization of the new high-speed railway lines, and in energy, IT and technological infrastructures



2011

Sirti celebrated its 90th Anniversary

150 ITU **1865** **2015**

2015

Sirti is awarded by ITU as one of the longest-standing members having participated in ITU since 1931

1930

Sirti supported the development of the national long-distance telephone network laying the foundations of Italian national telecom system



1970

Sirti achieved remarkable success and appreciation abroad, implementing large projects in Middle Eastern countries and Latin America



2000

Over the last years Sirti has been following the market trends, extending its competence and developing innovative solutions in emerging technological areas



2013

By winning Wind BTN contract Sirti started managing in full outsourcing the whole network infrastructure of one of the main Italian Telco Mobile Operators



Sirti is a leading Italian company active in the civil and network engineering sectors, with over 3.000 employees in the Italian boot

A national leader with international vocation

- > Sirti has more than 90 years of experience in the E2E management of operative processes and services both in Italy and abroad:
 - Field Operations: Delivery, Assurance and Creation services
 - ICT & Managed Services: Single Point of Contact (SPOC), Security Operation Center (SOC), Network Operation Center (NOC), System Integration, other ICT services, etc.
 - Project Operations: planning, design, implementation and management of infrastructure projects
- > Main markets served:
 - Telecommunication (~ 72%)
 - Transport & Energy (~ 20%)
 - Large Accounts and public sector (~ 8%)

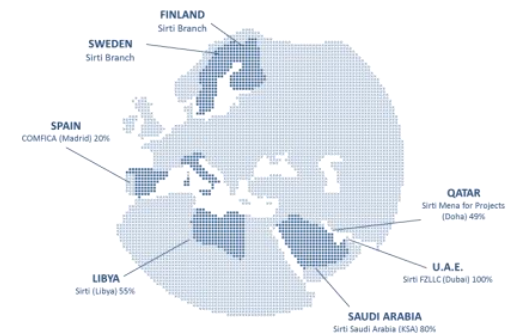
~3.800 employees with distinctive competencies

- > Know How, System Integration & Process Integration
- > Multi-vendor technical competences
- > Work-flow management
- > Management and optimization of all type of activities performed in the country
- > Excellent project management skills for big infrastructure projects
- > Relevant experience and competences in the process management (i.e. Managed Services)

Distinctive and capillary coverage of the whole country

- > Over 20 operative branches and 25 warehouses
- > 2h max of SLA between critical client's requests and our intervention on-field
- > Over 3.000 HC scattered in the Italian booth
- > Over 400 HC in the ICT Business Unit and Back Office (centralized and at client's sites)

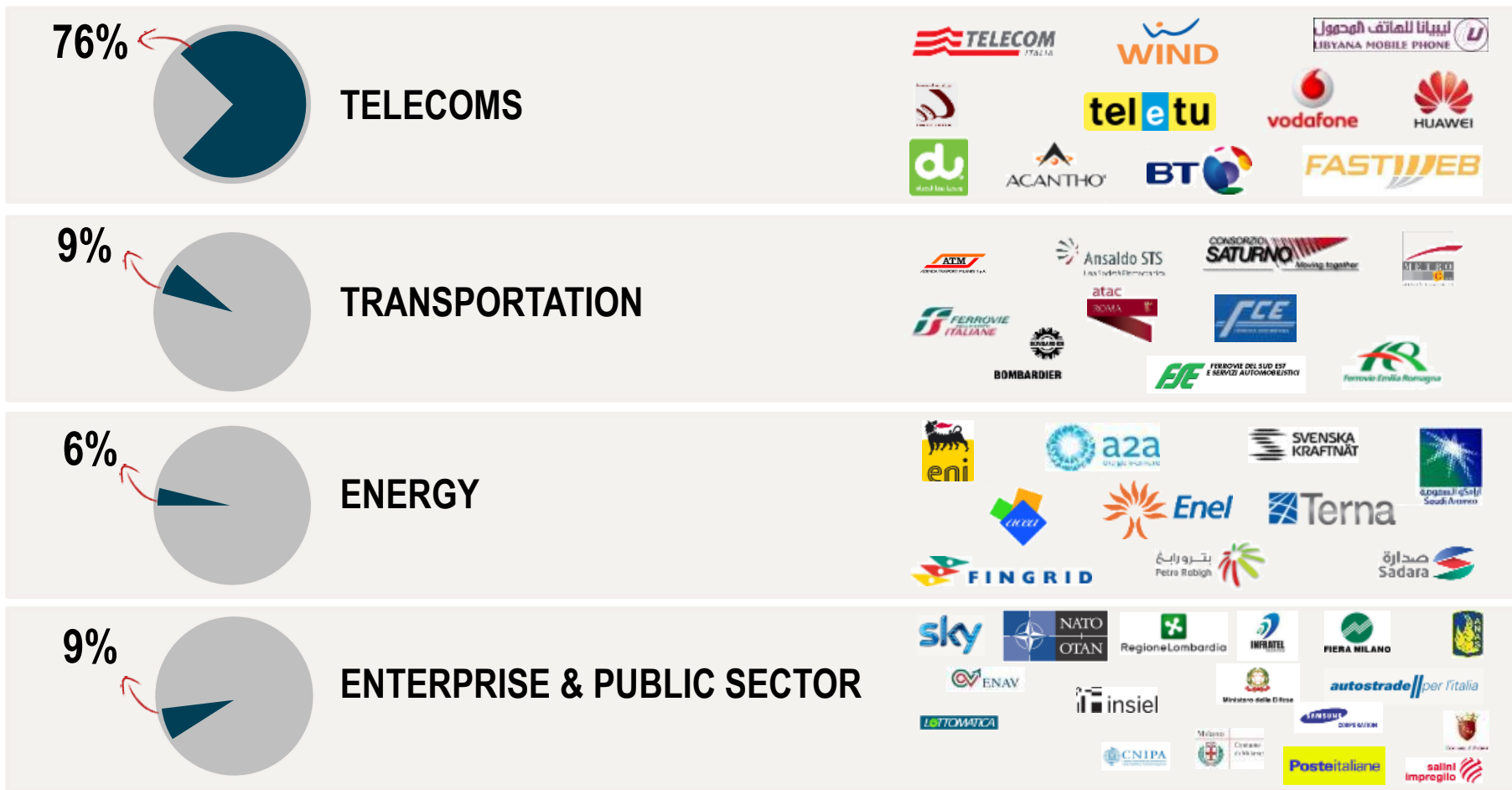
International footprint



Consolidated relationship with key TMT players



Main clients are Telco operators – Growing revenues trend from other markets served (Transportation, Energy and Enterprise & Public sector)

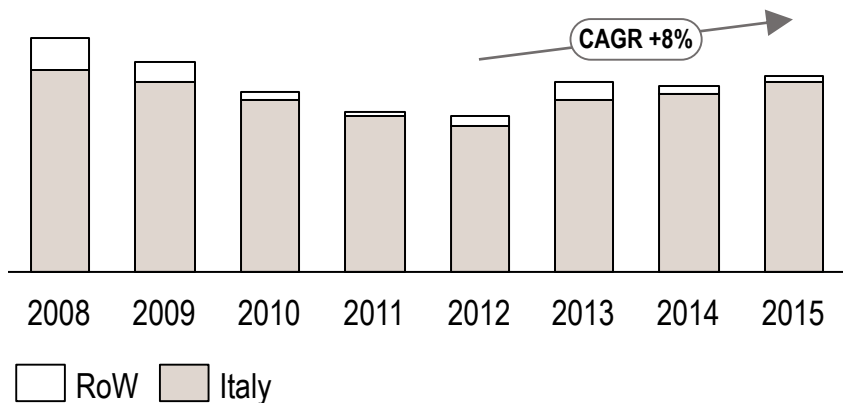


«The new strategic positioning was a turning point for our firm»
Stefano Lorenzi, Sirti CEO (Corriere della Sera, April 9th 2015)

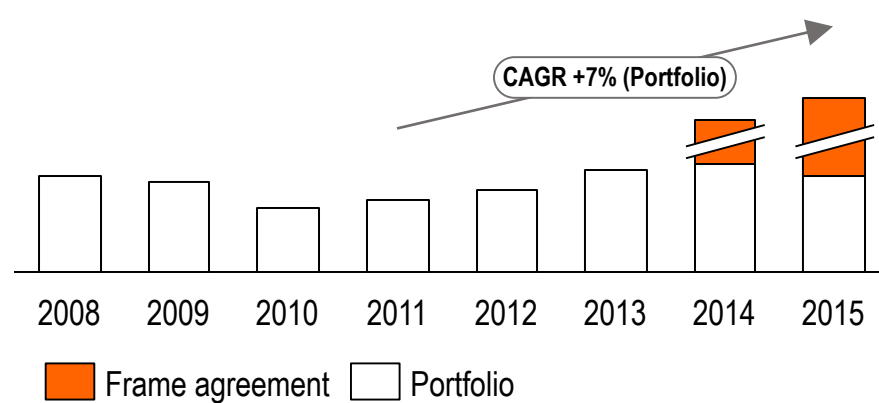
Sirti completed a successful turnaround improving its competitiveness and its strategic positioning in a recovering market

Economics at a glance [2008 - 2015]

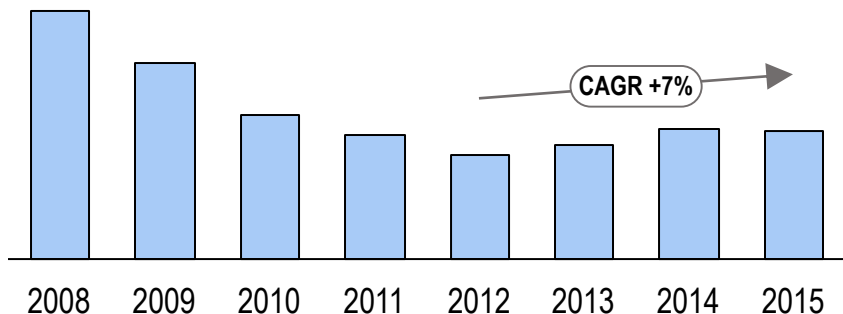
Revenues 2008-2015



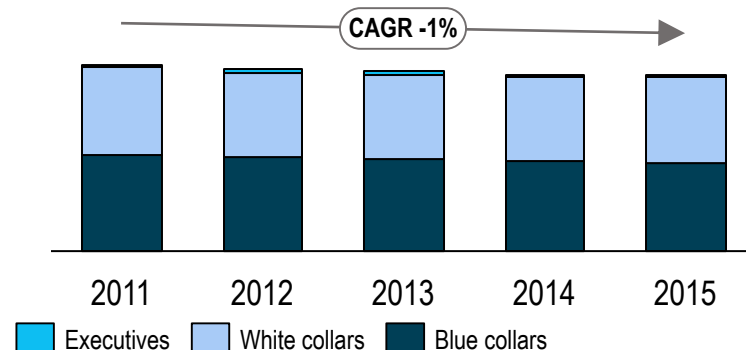
Backlog 2008-2015



EBITDA 2008-2015

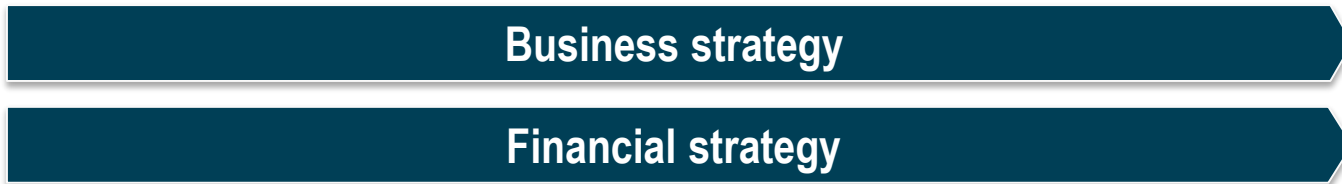


Work force 2011-2015



Continuous Change and Transformation is key for the success of the company

 Business plan



YESTERDAY

Crash-Transformation
Transformation Program

Process and organization

- *Critical processes*
- *Organizational model*

Human Capital

Human resources and cultural fit

- *Distinctive competences*
- *Smart-working*



TOMORROW

Vision
Mission

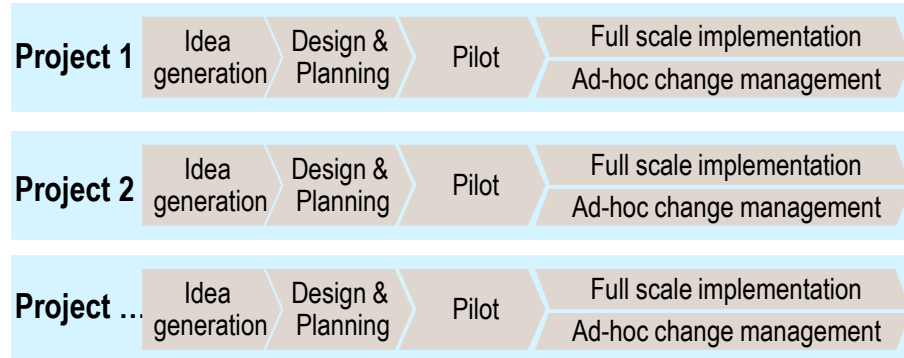
 Transformation

The transformation is moving from a crash program drove by urgency to a Transformation Culture & Organization

The evolution of transformation in the firm

Crash-Transformation

● Transformation Office: E2E ownership of the project ●



- URGENCY -

Transformation office as a owner of the project E2E

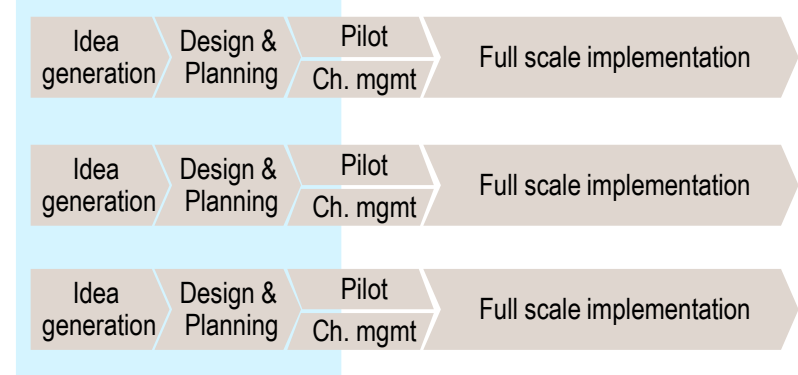
Top-Down approach

Board commitment

Kotter approach

Transformation Culture & Organization

● Transf. Office: Prj starter ●



- TRANSFORMATION CULTURE -

Idea generator – focus on first project phases

Matrix approach

Company commitment

Transformation Culture & Organization is based on an integrated and coordinated approach covering organization, people and processes

Transformation Culture & Organization: Key Pillars

