



Betacom - WeDoIT





**20**

years in the  
IT world

**500**

collaborators

**6**

offices in  
the world

# About us

We are an **innovative IT firm** focusing on consultancy, design, development and prototyping of IT solutions.

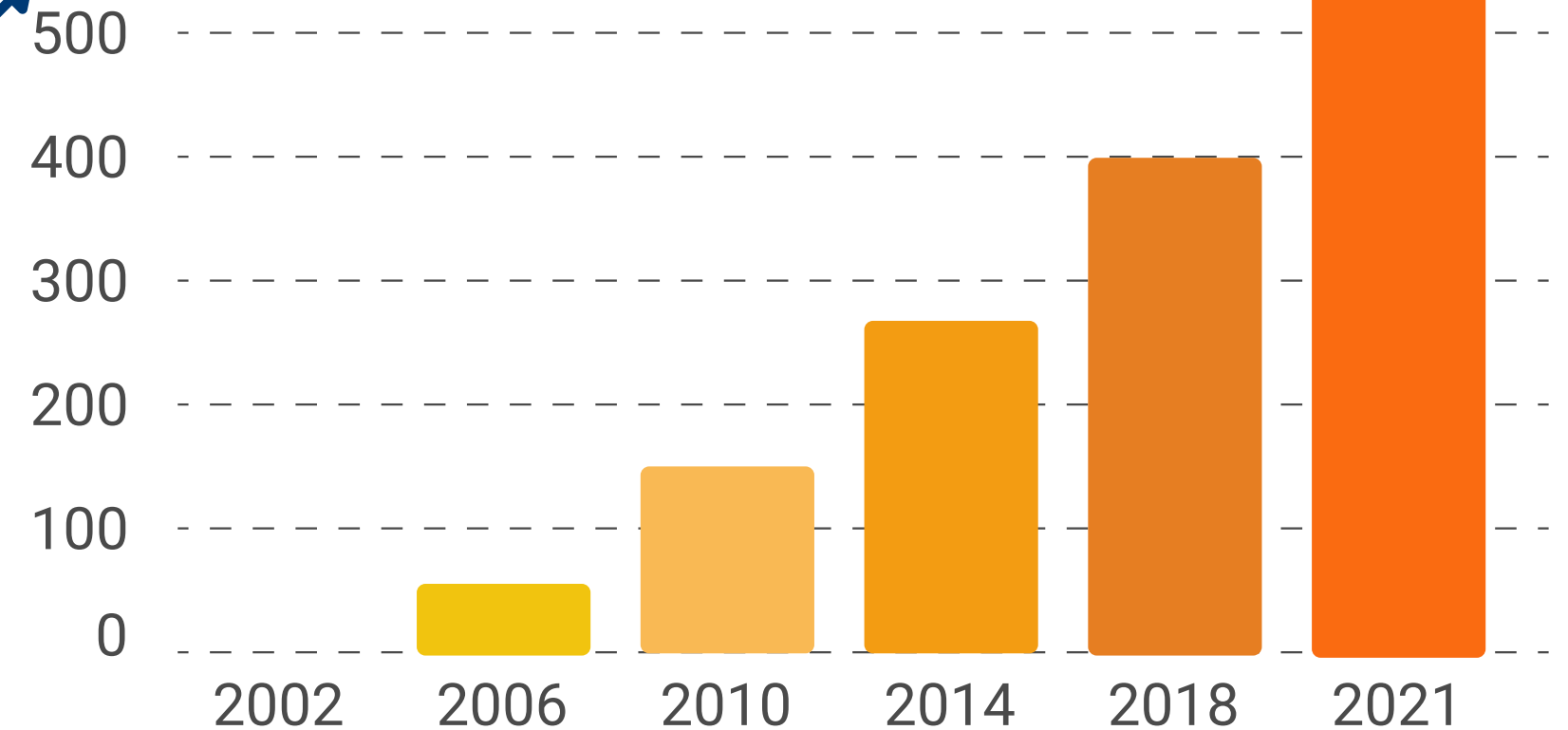
We promote digital transformation of business processes using **innovative technologies**. Our team members and partners are constantly updating and developing themselves through certified courses and workshops.

The **soul of our company** is our people: we build solid and long-lasting relationships with our employees and we constantly encourage them and guide through their career growth.

# Our Numbers

## Constant Growth

Betacom keywords are strength and innovation. Business growth in the IT sector is based on strong fundamentals, knowledge, teamwork and constant research and innovation.



## Branche in Italy and internationally

We currently have five branches in Italy: Turin, Milan, Treviso, Padua and Rome.

We also have a branch in **Köln**, Germany.



## Certifications





# The Company

At Betacom we believe the internet is the most effective strategy for the development of technological competencies and business opportunities.



Business Continuity, Disaster Recovery, Private/Public Cloud, Hosting professionale, Colocation.

[www.criticalcase.com](http://www.criticalcase.com)



Networking, IT Security, Penetration Test, Vulnerability Assessment.

[www.produceict.it](http://www.produceict.it)



Insurance ERP. Machine Learning Solutions for fraud prevention in the Insurance field.

[www.audacia.it](http://www.audacia.it)



Cloud Platform for museum collections management.

[www.comwork.eu](http://www.comwork.eu)



Risk & Credit Management, Machine Learning, Predictive Model on Big Data clusters.

[www.fairtile.com](http://www.fairtile.com)



Digital transformation for firms, management of important customer projects, support for partners.

[www.ictopera.it](http://www.ictopera.it)



Consultancy and Training SAP. Partner SAP EBM.

[www.si-soft.it](http://www.si-soft.it)



Access to Decentralized Finance. Equity crowdfunding campaigns, Mentorship Path.

<https://round.capital/>



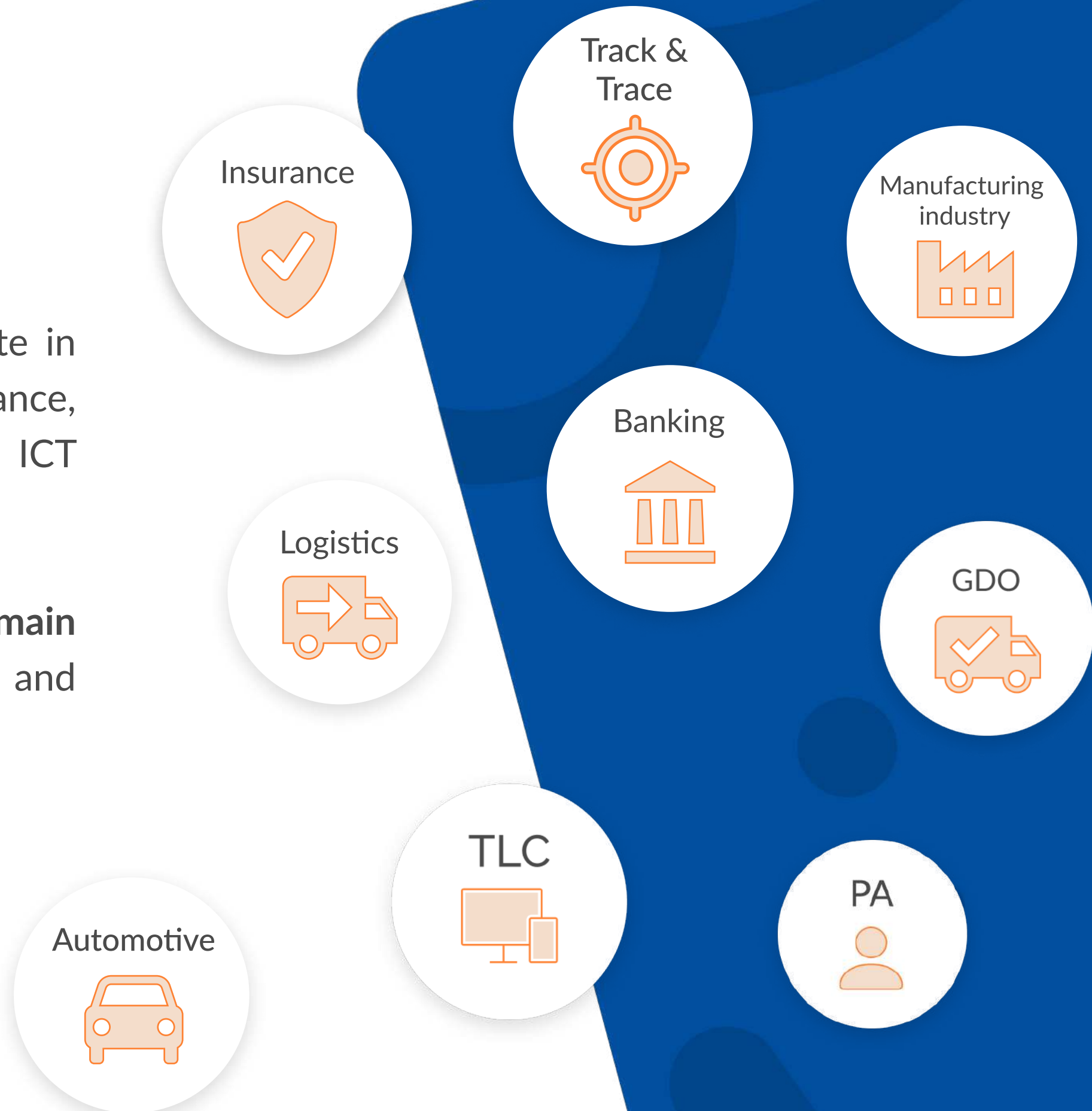
Wine distribution and selection. A tailored retail offer designed to meet all business requirements.

[www.evinto.it](http://www.evinto.it)

# Markets

Our **knowledge and competences** allow us to operate in various important sectors such as: banking, insurance, industrial groups, public administration e notable ICT organizations.

We build long-lasting, strong relationships with **main markets players**, offering **top-quality IT Solutions** and constantly innovating our processes and offers.





MAGNETI  
MARELLI

mediolanum  
BANCA

TELECOM  
ITALIA

INAZ

BasicNet

CNH  
INDUSTRIAL

Teksid

REALE  
MUTUA

ERSEL

INTESA  
SANPAOLO

Rai

LAVAZZA

BANCA SELLA

STT  
GRUPPO TORINESE TRASPORTI

FCA  
FIAT CHRYSLER AUTOMOBILES

POLITECNICO  
DI TORINO

## Our customers

Professionalism, ethics, and attention to details and to our customers' needs are the core values of our offer. We believe our commitment and values can constitute the basis for building long-lasting trust between our firm and our institutional customers.

### MISSION

Our main goal is spreading **digital culture** among businesses. To reach this ambitious goal, we keep an open-minded attitude, we are open to new challenges and believe in **people's value**.

Our mission is providing **innovative tailor-made IT solutions** to meet all of our customer's needs.

### VISION

The value of technology lies within people, from their **passion** for their own work and from **teamwork**.

# Competences



## Digital Transformation

IoT & Industry 4.0, Data Analytics & Machine Learning, Business Intelligence, Tracking.



## Software Development

ERP, Software Development, Mobile Development.



## System Engineering

Agile and dynamic approach, achieving a continuously evolving system.



## Database Administration

Data Migration, data security, storage, backup, and disaster recovery.



## Security & Networking

IT Security, IT Networking.



## UX/UI Design

User Experience Design, User Interface & Graphic Design



# Software Development

## List of completed Projects

### Audit, Risk and Compliance Management

#### BANKING

Web application designed to **manage data filling form** with dynamic steps between different status, using admin-approved templates.

Management of template versioning and the included data.



### SAS Data Governance

#### BANKING

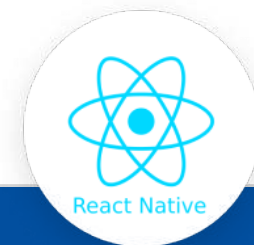
**Data governance** project aimed and notifying ECB on customers credit status/score and handling of data quality and data anomalies.



### Consent / Proxy

#### HEALTH

Web portal designed for consent and proxy management for Italian **National Health Service (SSN)** and integration of data with national healthcare departments (ASL).





# ERP, Digital marketing, Mobile

## List of Completed Applications

### AMS SAP Management

#### INDUSTRY

A modular, integrated, and scalable solution fit for all major **business processes**.



### Online aggregator

#### WEB MARKETING

web portal designed for analysis of data collected through crawling method, using graph database with multi-cloud and **real time business intelligence dashboards**.



### Museum Platform

#### CULTURAL PROPERTY

Allows for creation and implementation of **virtual tour** of museums and exhibitions. Using 360 navigational features, the project gives its user a **full-immersion and interactive cultural experience**.



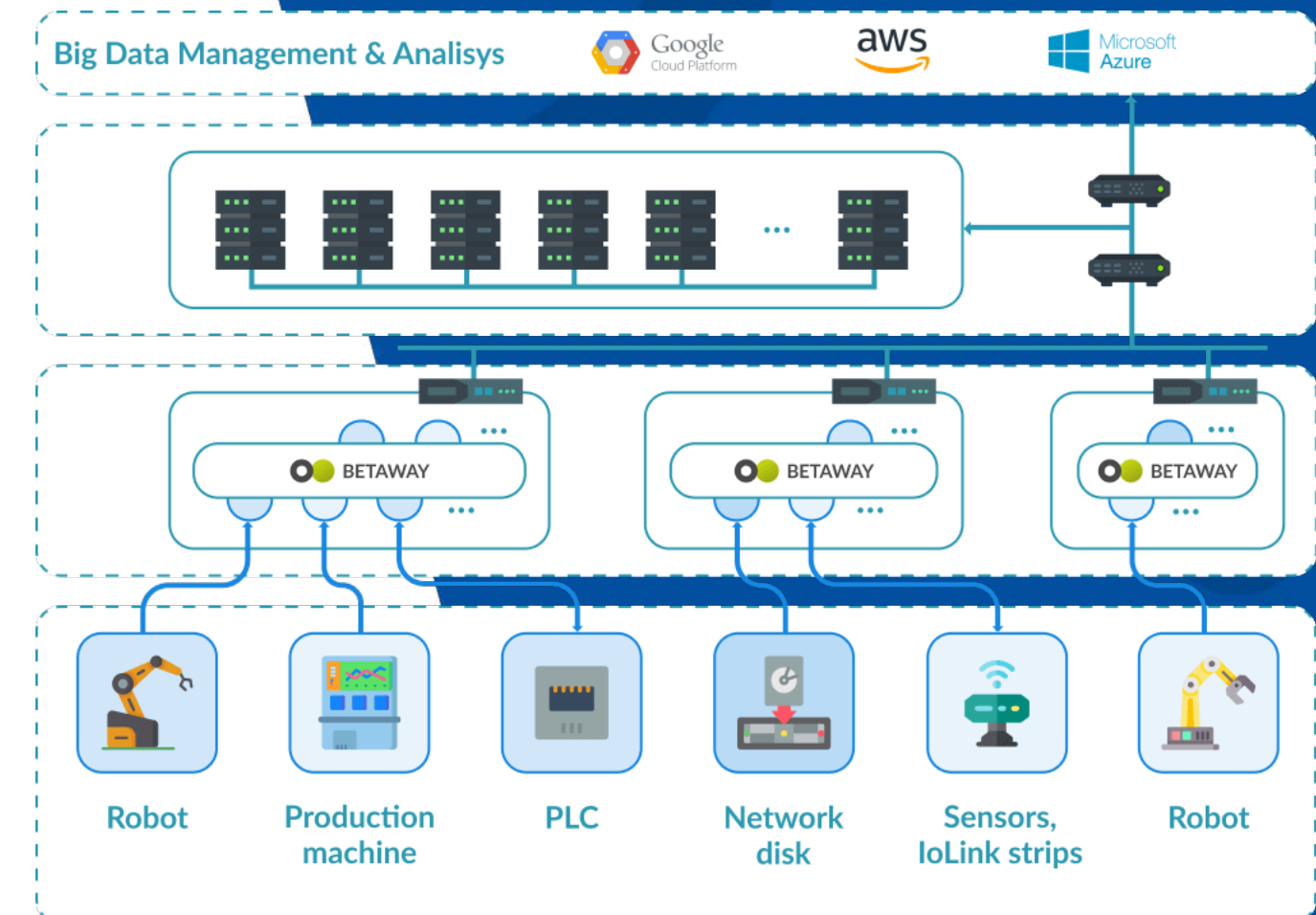
# IoT and Track & Trace

## Tailor-made solutions for every sector

Our knowledge in the fields of **Industrial IoT** and **Track & Trace** are implemented both in Italy and internationally.

Our solutions have been installed in more than 20 European plants, covering various operative needs.

We have a dedicated business unit for studying and evaluation of customer business process and custom-made IT solutions, design through our own platform “**Betaway**”.



# Suite Betaway



## SCADA System

BETAWay is a new generation Scada system. It collects data from different elaboration systems, using it for process and analysis for higher level environments (MRP, Manufacturing Execution System or Cloud).



## Tracking System

BETATrack can track a particular product through different levels of manufacturing and processing. It allows to have a detailed view of the complete journey through the supply chain, from raw materials to manufactured products.



## Andon System

BETAAndon implements a **fully configurable web visualization tool**. Through a web interface, it allows visualization of table charts. BETAAndon is a multi-platform tool and can be download and installed on any device.



## Work Block Control System

BETAWBC allows **visual control and repair of process components**. Using a touch screen interface, it is easy and effective to apply corrections to single components.



# IoT and Track & Trace

## List of completed applications

### Real time automotive tracking system

A real-time solution designed for **data monitoring** in automotive production. It manages quality **control processes**, collects, and sends information on plant operations. The systems can **send alarms and notifications** (SMS, smartwatch, etc.).

### Mechanical parts visual control system

This real-time **visual monitoring** solution allows for control processes on mechanical parts, **matching photos of components** under scrutiny with the benchmark component, easily identifying defects through **smart interface**.

### Tracking system for manufactured tobacco product

Solution for European ID Issuers, following EU legislation EU2014/40. The system supports **tracking code management** of cigarette packs. It exchanges data real time with the **European DB**, supporting code issuing authorizations.

# Artificial Intelligence

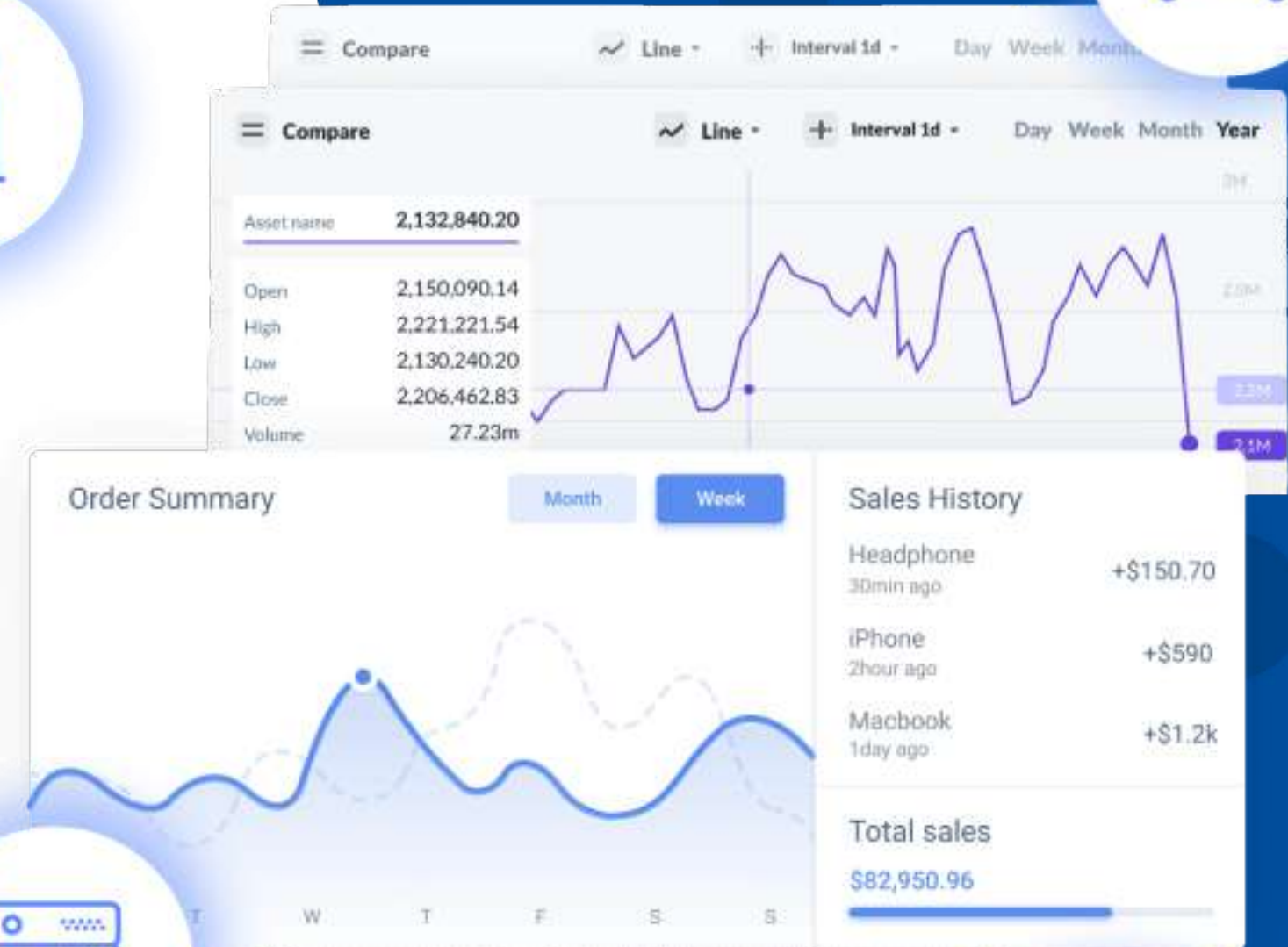
## Consultancy, Design, Development

Our **business unit** is fully dedicated to design and development of **Artificial Intelligence Solutions**.

Our team is made of data science and data engineering experts.

During the past years, we have developed considerable experience in the following **fields**:

- contact center
- finance
- social media
- automotive
- retail



# Areas of Competence



## Natural Language Processing

Analysis of **natural language** and **context**, extraction of semantic and technical features. Chatbot integration, search engines and automatic tagging instruments.



## Computer vision

Automatic analysis of images and videos for **content detection**. Integration with quality control systems, visual and written content generation.



## Advanced Analytics

**Advanced data analytics**, analysis of process statistics, machine learning and deep learning of algorithm training for **business production process** and management tools.



## Customer Intelligence

Algorithm training for **analysis of Enterprise Knowledge Graph**, improving data information available on users, improving engagement strategies, and enhancing customer satisfaction.



# List of completed applications

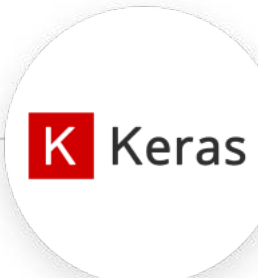
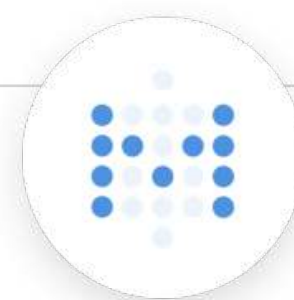
## Resume and job offer matching system

Analysis of natural language on millions of job offers, **extracting semantic features**. **Real-time analysis** of uploaded resumes, language, and content, matching the resume to corresponding job offers.



## Real-time monitoring of mechanical components

Manufacturing statistical analysis of manufacturing processes and machine capability. **Data analysis** with **Machine Learning** algorithm for defect detection and repair recommendations.



## Integrated chatbot and product suggestion system

Machine Learning algorithm focused on **client search history** and orders, aimed at providing shopping suggestions for online customers. **Intelligent chatbot** focusing on adding products to the shopping cart e order tracking.



# Audacia Solution Srl

With Audacia we offer software solutions for insurance companies, using Machine Learning for Insurance fraud prevention.



## Alta

**Data Science platform.** This tool can create deep knowledge from available data, supporting decisional processes of both individuals and organizations.

**inewsis**

## Inewsis

Semantic tool for **text mining**, using intelligent classification processes based on insurance ontology. The tool automatically detect text with relevant content and extract it.



## Perizia fai da te

This tool creates a **communication and approval workflow** with the insurance examiner. It allows for remote examination and creation of insurance policies using mobile devices

**[AMAREA]**

## Amarea

Informatic management system for **insurance companies** and **brokers**, allowing for easy issuing and handling of insurance policies.

# Museum Services Suite

Our products create new business opportunities using **digital technologies**, improving and augmenting visitor's experience.



## Comwork

Comwork Museum is a **cloud platform** focused on management of museum collections, created by ComWork. Through a single software, it manages all aspects of the task and **it integrates with other tools**. The platform allows for cataloging and consultation of digital files, web publishing, museum process handling and report printing.



## Pocket.art

Pocket.art is a web app created to digitalize art exhibitions.

An innovative tool that allows creation of:

- **Digital Guide:** make your exhibition completely immersive by simply scanning a QR code.
- **Digital Tour:** the exhibition will be accessible from anywhere at any time, creating 360° tours.





**Talent wins games, but teamwork and intelligence wins championships**

- Michael Jordan

[www.betacom.eu](http://www.betacom.eu)