

Prepared for



ASSOMINERARIA



The **digital ecosystem** for  
industrial equipment and services

*Why a startup for digital innovation  
in Oil&Gas: the SupplHi case*

Workshop Trasformazione digitale: Opportunità e strumenti  
Milano, November 30<sup>th</sup> 2018

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## SupplHi policies

### CONFIDENTIALITY

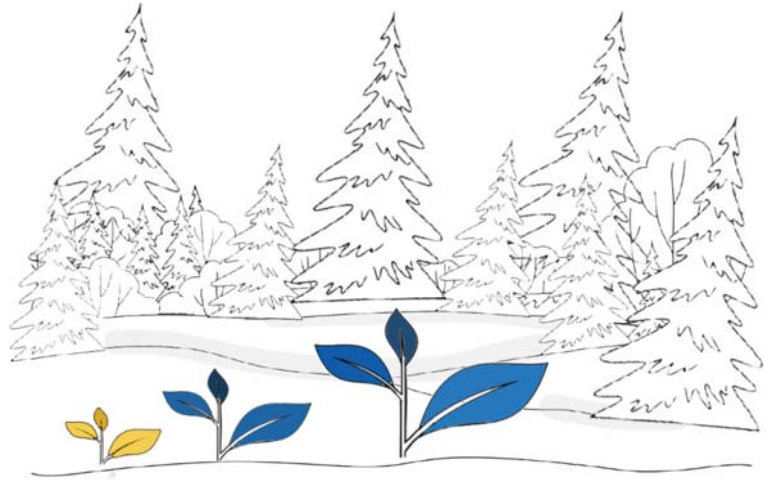
SupplHi has included in this document information and methodologies based on our worldwide experience and research. SupplHi has not, however, included any client-proprietary data or analysis, in line with our strict policy to safeguard client confidentiality.

### HEALTH, SAFETY, SECURITY AND ENVIRONMENT

SupplHi places the highest priority on the health, safety and security of its employees and the environment (HSSE). We recognize the critical importance of these areas to our clients and their business. In mobilising for our activities, we commit to reviewing your applicable HSSE policies, advise of any additional requirements and ensure the SupplHi Team is familiar with all outcomes. We provide a designated contact accountable for maintaining an HSSE dialog for the duration of all activities.

## Why are startups required for digital innovation even in an industry dominated by large technological players?

*10 reasons from the SupplHi case, a startup focalized on digital innovation for vendor management and supply chain in industrial B2B*



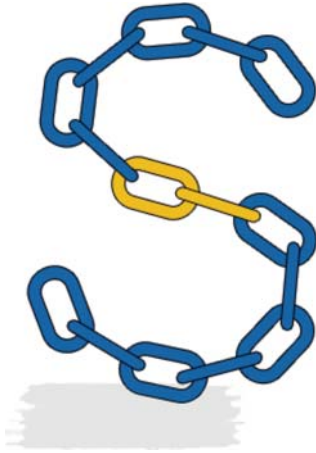
# 1



Creation or upgrading of internal IT systems is an “in house duty” to recover efficiency, while disruptive digital innovation **connects users with similar needs across multiple players**

*SupplHi enables better decisions in vendor management through improved data at reduced costs for all players*

# 2



The **business model** for an industry-wide digital innovation has to deliver **value to all players of the supply chain**, based on strong **flexibility**

*It took 3 years for SupplHi to involve - through a clear and unique value proposition for everyone - Buyers and Vendors at all levels (End-Users, EPC Contractors, OEMs, Components Manufacturers, Service Providers, ...)*

# 3



**Laser focus** for a **gradual growth**, avoid mixing the digital ambition with other activities that may distract or temporarily dilute results

*SupplHi started from scratch with a very little team and limited resources, with an initial slow user acquisition, it is now experiencing growing traction and is using its momentum to spread an integrated set of solutions to larger clients*

# 4



**Independent & shared industry-specific language and processes based on int'l best practices as the backbone for extensive digital adoption**

*SuppliHi created the Standard Categorization of industrial equipment and services and its Standard Data Model as the common language to enable the network effect*

# 5



**A fresh & independent digital “white label” can experience larger industry adoption even vs highly reputable and global brands**

*SuppliHi leveraged on clients and partners that believed in its innovative value proposition and that are not just attracted by a brand name alone*

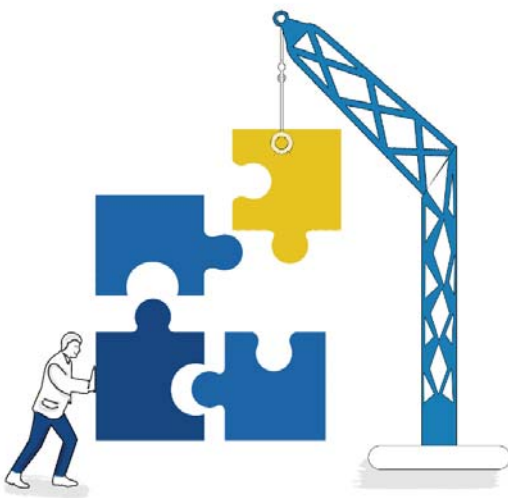
# 6



Constant **openness to collaborations** with “**best in class**” **global & local large players** - for digital and physical activities in a one-stop-shop solution

*Among SupplHi’s several premium partners, such as SACE-CDP to support the export of Italian industrial equipment and services, Lloyd’s Register is also an investor since 2017*

# 7



**Native system integration** with traditional IT tools through an **APP & API-**based digital infrastructure, with possibility to “**build upon**”

*SupplHi allows for higher automation and quicker & cheaper integration compared to the traditional “monolithic” systems*

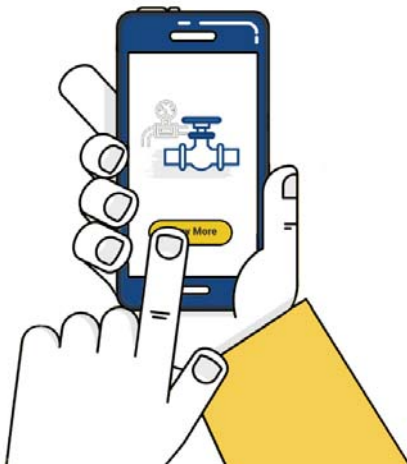
# 8



**Continuous technological updates** are required, including cyber-security to provide integrity to all users: **trust** as the scarcest digital asset on earth

*SupplHi is exploring Blockchain technologies to manage the innovative industry-wide Vendor Rating*

# 9



**User Experience and Communication** from the B2C world need to inspire digital innovation in industrial B2B

*Graphic designers and UX specialists are part of the SupplHi Team in order to embed the best consumer practices into industrial B2B*

# 10



Technical knowledge



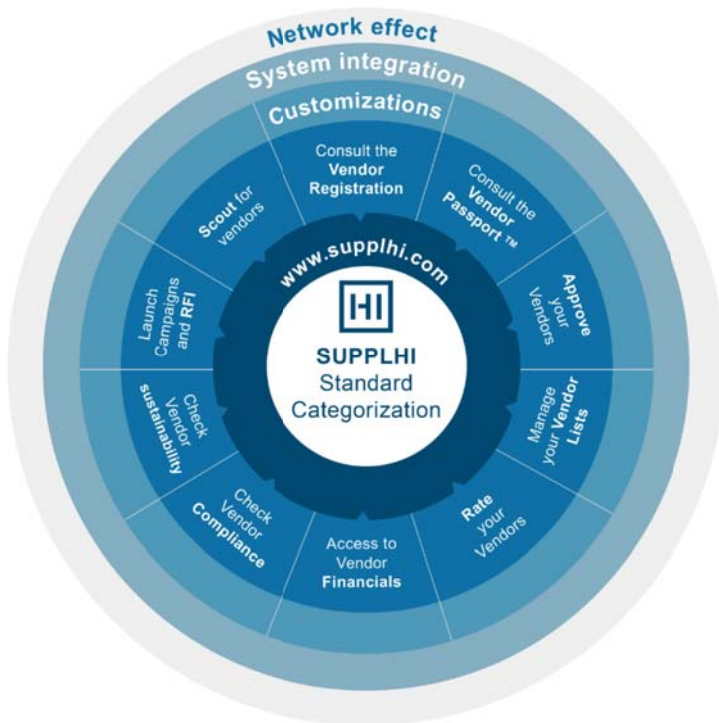
Industry expertise



Digital Tech skills

A digital innovation **Team** with a **mix of competences and understanding of generational needs** that strongly differs from the ones of an Industrial Co.

*SupplHi's average age is 31, with a balanced mix of IT developers and market analysts, with passion at the earth of its values*



## Digital one-stop-solution for all Buyers' needs related to vendors

Buyers from all over the world leverage on the functionalities of the SupplHi Digital Ecosystem for their daily needs, typically through a yearly subscription. Support is constantly available online also through dedicated account management.

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

is the digital ecosystem for industrial equipment and services



**2250**

Categories of supply

**17000**

Vendors

**110**

Geographies

... and growing

**SUPPL HI**

The **digital ecosystem**  
for industrial equipment and services

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