

# MACRO AREAS OF R&D PROJECTS PROPOSED IN 2018

<i>Macro Area</i>	<i>Type of Project</i>	<i>Description</i>	<i>Notes</i>
<b>Energy</b>	<ul style="list-style-type: none"> <li>• Prototyping</li> <li>• Digitalization</li> <li>• Organization</li> </ul>	Prototype testing activity and energy management automation	
<b>Wood processing</b>	<ul style="list-style-type: none"> <li>• Digitalization</li> </ul>	Programming a platform able to simulate the possible customizations and configurations of the machinery. Creation and development of a platform for sharing technical, commercial and online configuration of operating machines	
<b>Chemical</b>	<ul style="list-style-type: none"> <li>• Product Innovation</li> </ul>	Creation of a Research and Development laboratory for the study and the characterization of metal alloy materials	
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Change Management</li> </ul>	Design and implementation of new organizational and operational processes for the supply of field marketing services	
<b>IT Area</b>	<ul style="list-style-type: none"> <li>• Prototyping</li> <li>• Organization</li> </ul>	Design, planning, implementation and test of prototype hardware devices on which a new information system will be installed	
	<ul style="list-style-type: none"> <li>• Service Innovation</li> </ul>	Operational development of an innovative integrated communication platform and a semantic analysis system for incoming and outgoing communications in order to develop algorithms capable of performing autonomous actions based on analyzed keywords	
<b>Large Specialized Distribution</b>	<ul style="list-style-type: none"> <li>• Digitalization</li> <li>• Automation</li> </ul>	Creation of an integrated, digital and intelligent network aimed at automating processes and monitoring phenomena within the company	
<b>Power Retail</b>	<ul style="list-style-type: none"> <li>• Organization</li> </ul>	Development of an integrated internal infrastructure directed at customer needs such as technical activities such as trading, building and customer support	
<b>Pharmaceutical</b>	<ul style="list-style-type: none"> <li>• Prototyping</li> </ul>	Design and development of prototypes for medicine production and packaging lines, with a high customization and innovation level of single components of the plants.	In collaboration with University
	<ul style="list-style-type: none"> <li>• Logistical</li> </ul>	Design and construction of an innovative storage area for refrigeration of high-perishable drugs in the airport transit phase.	