

**PRESS RELEASE**

**Spindox designs the application SIAE+  
competing for the prestigious “Compasso d’Oro 2020”  
Selected among the best Italian design products according to the ADI Design  
Index 2020, the app is now being exclusively showcased at the ADI Design  
Museum in Milan**

Milan – August 4th, 2021 – Spindox, active in the market of ICT (Information & Communication Technology) products and services dedicated to corporate digital innovation and recently listed in the AIM market, has designed and developed SIAE+. SIAE+ is the new mobile application of SIAE, historical national institution that mediates copyright and is now engaging with the digital transformation of its services. The application has been selected by the prestigious industrial design association ADI, according to its score in terms of the ADI Design Index 2020 – in the digital services category – and it is now being showcased to the public at the ADI Museum in Milan, while competing at the same time for the “Compasso d’Oro 2020”, the world’s most renowned design award.

Created with the aim of redefining the ecosystem of the user experience as well as the service supply modality according to new canons of transparency and simplification, SIAE+ was designed and developed by Bixuit. Within Spindox, Bixuit is the business unit that provides consultancy in the business area, integrating design-thinking methodologies with technological competencies and considering the centrality of the end user for the integration of all elements of interaction.

Luca Lisci, Head of Design and Chief Experience Officer of Bixuit, states: “we are extremely satisfied with the collaboration with SIAE, the Italian Society of Authors and Editors, that from 1882 defends the rights of those who create. Together, we have reached the successful objective of the SIAE+ app, dedicated to Authors and Editors, thus largely advancing the digital evolution and transformation of the services offered by SIAE. Today, our collaboration continues with end-to-end designing and other touchpoints of the ecosystem of such an





important organisation in our country.”

The SIAE+ app has simplified customer relations and reduced service distribution times, allowing the undertaking via smartphone of certain procedures that were once only accessible offline, such as: deposit, control of conditions and signature of the work, monitoring of incoming and outgoing payments, of the initial balance and the received payments. In terms of digitalisation, Bixuit has made all processes safer and more intuitive, while the application was made user-friendly according to all age target groups thanks to simplified functions like the login through FaceID and TouchID.

Apart from Bixuit, Spindox presents a series of other brands on the market, which denotes specific business lines: Spindox Labs (industrialisation of Artificial Intelligence and IoT based solutions), aHead Research (mathematical optimisation models, Machine Learning techniques for predictive maintenance and simulation systems), Dogix (IT consultancy) and Ublique (Decision Intelligence platform for retail, manufacturing, fashion and logistics).

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## About Spindox

*Operating in the market of ICT products and services, Spindox is a company that designs, develops and implements innovation. It is situated among the top 50 companies of the industry in Italy in terms of turnover (source: IDC / Data Manager, data from 2019) and is one of those with the highest growth rate in the past four years (CAGR 2018-2020 equal to 20%). The group has around 800 employees (as of early 2021) distributed across eight Italian branches in Milan, Rome, Maranello, Turin, Cagliari, Trento, Bari and Ivrea, and four branches abroad in Spain, Switzerland, the UK and the US. Spindox's mission is to support the business innovation of its clients by offering consultancy, IT services and network engineering and by integrating technology, research and Artificial Intelligence.*

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