



**U. S. ITALIAN BUSINESS  
MATCHMAKING EVENT**



**9:00AM - 5:00 PM  
MONDAY, DECEMBER 14, 2009  
BUSINESS MATCHMAKING MEETINGS  
CHICAGOLAND CHAMBER OF COMMERCE  
MILLENNIUM ROOM  
200 E. RANDOLPH, SUITE 2200  
CHICAGO, IL 60601**

**About this Event**

**Italian Companies:**

**Hicare Reseach srl** specializes in software development ( both database and applications) related to the field of Business Intelligence.

**Rosfer snc** produces precision mechanical machinery equipment.

**Sintea Servizi Informatici srl** provides project and system integration services.

**The Chicagoland Chamber of Commerce and The Italian American Chamber of Commerce** present this business matchmaking event to offer unique opportunities to the U. S. companies who are either considering going global as part of their strategy, or exploring the opportunity of expanding their businesses with Italy.

The matchmaking meetings focus on enhancing cooperation in IT, software development and mechanical industries between Italian and U.S. companies. The goal of the meetings is to aim at forging potential business relationship and collaboration in areas of market entry, distribution, trade, marketing, branding and partnership.

*Please find detailed companies' profiles attached. Each U.S. company is limited to one hour meeting with each of the Italian company. Please contact us to schedule individual meetings at your earliest convenience.*

**TO REGISTER, PLEASE VISIT FAX THIS FORM TO 312.861.0660.**

Name: \_\_\_\_\_ Address: \_\_\_\_\_ Names of Attendees: \_\_\_\_\_

Title: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Industry: \_\_\_\_\_

*Due to Aon Center security procedures, pre-registration is required. Registration for this event closes at 5pm on December 11. Requests for reasonable accommodations should be made by 5pm on December 11.  
This event is **complimentary**.*

**Contact:** Ms. Shufen Zhao, International Programs Director, 312.494.6784, fax 312-861-0660 or szhao@chicagolandchamber.org



Company name: **Hicare Research S.r.l.**  
Country: Italy  
Address: Environment Park, Via Livorno 60 10144 Torino Italy  
Executive name: Massimiliano Cavallo  
Email address: massimiliano.cavallo@hicare.com  
Contact office telephone: +39.011.2258.551  
Mobile phone: +39.348.310.72.95  
Website address: www.hicare.com

### Description of company's business:

The company was founded by associates with more than ten years of broad corporate and international experience and specializes in software development (both database and applications) related to the field of Business Intelligence.

It realizes BI research and innovation, software production, maintenance and commercialization of fully owned software editions. Currently the main product is Lilith Enterprise<sup>®</sup>, an innovative Decision Support System (DSS) adopted by some of the most important brands in their field.

Hicare Research focuses on the implementation of customized BI applications for major players in industrial and financial sectors, with the related consulting services supplied directly or indirectly through specialized distributors.

### Brief description of product/service(s):

Lilith Enterprise Decision Support System based on a new data-storage system named HCR, Consulting Services aimed to implement end to end Analytic applications

Has the first prototype been developed? Yes

Has the product been beta tested? Yes

Are paying customers currently using the product? Yes

We plan to develop the following applications in the horizon of the next 3 years:

Development of SaaS (Software as a Service) through strategic partnership with "content providers", creating a new model of application software distribution where we operate and we manage directly (or through third parties) a Lilith Enterprise<sup>®</sup> suite of Web 2.0 applications (on-line applications with higher level of interaction compared to today standards).

Development of an extremely innovative BI platform, named EIS (Executive Information System), with progressive use of non conventional interfaces (less keyboard, more "touch technology"), coupled with new Lilith web applications supporting current trend of mobile communication (iPhone – Smartphones – Navigators – Consoles).

Development of a "Data Miner" as a new application for data analysis and statistics on huge amount of raw data with searching capabilities for "optimal" solutions.

### Lilith Enterprise<sup>®</sup>

Lilith Enterprise<sup>®</sup> is an innovative multidimensional Business Intelligence system to support decision-making that in detail:

- integrates and record different assorted data sources;
- defines complex algorithms and computation;
- offers an integrated environment for "What-if?" simulation and analysis;
- generates reports and diagrams with an astonishing graphic quality.

Intuitive user-friendliness and accessibility to non-experts are two basic prerogatives of the Lilith philosophy: we offer to the decision-maker the necessary technology to develop and evaluate carefully-computed scenarios in full autonomy.

The intuitive user-friendly Lilith interface contains the power and the innovation of an original multidimensional database engine, with high processing capacity and quality graphics.

### How do you define your target market?

Business Intelligence

### To what countries do you currently sell?

Italy, France, Germany



## Who is your competition?

Business Object, QlickView, Hyperion, Microstrategy, Cognos...

## What

Revolutionary Multidimensional Data Storage, unparallel module integration

## Financial

Do you have written financial statements available?	Yes
Is your company currently generating sales revenue?	Yes
Is your company currently generating positive cash flow?	Yes
What is your fiscal year?	01/02/200X-31/01/200X+1
What was your sales revenue/turnover last year in \$U.S.?	1 mln
What do you estimate your sales revenue/turnover will be this year?	1,5 mln
Do you have any pending legal issues?	No

## Management and Operations

What are the names, titles & email addresses of your top 3 executives?

- 1.) Roberto Marchisio, President, roberto.marchisio@hicare.com
- 2.) Massimiliano.Cavallo, CEO, massimiliano.cavallo@hicare.com
- 3.) Giuseppe.Puccio, CEO, giuseppe.puccio@hicare.com

How many total employees do you employ?	Permanent, Full-Time	5 + 4
	Temporary and Contract:	3

Company name:	<b>ROSFER SNC</b>
Date:	March 30th 2009
Country:	Italy
Address:	Via Morozzo, 14 - 10141 TORINO
Executive name:	ing. Antonio Critelli
Position in organization:	Director - CEO
Email address:	critelli@rosfer.it
Contact office telephone:	+39 011 3833161
Mobile phone:	+39 335 6005439
Website address:	www.rosfer.it

## Description of company's business:

ROSFER was founded in 1968 by Mr Ferdinando Rossotto who used the first three letters of his name and surname to create the company name. As from the very beginning, the core activity of the business is high precision mechanical constructions with special care paid to gauges and to those with dimensional controls in the automotive industry.

In 1970s, in order to meet customers' requirements, ROSFER not only develops controlling systems drawn by the manufacturer to be tested but also selects the best controlling system, starting from the metrology and operational characteristics of the manufactured product.

In 1980s and 1990s ROSFER introduces to the already existing traditional mechanical gauges the pencil probes with microprocessor equipment for dimensional checks and SPC.

In 1990 the founder died prematurely and ROSFER changed to a commercial partnership (Snc) with the Rossotto heirs who have continued to work with the same aim: continuous improvement.

Today ROSFER:

- carries out precision mechanical machining and plans,
- develops dimensional check systems for the automotive industry, aviation and industrial assets.

All production activities are carried out in the plant situated in Turin, where there are the management team and all other departments also. ROSFER has been working in the international market (Europe, Brazil, Argentin, Israel and Turkey) that is supplied by the end customers.



ROSFER applies the policy to acquire new market positions through aimed actions to:  
 geographical differentiation  
 definition of new products in order to meet the growing needs in the mechanical testing field

The products are engineered and elaborated on the customer's request.

In 1993 and 1994 ROSFER implemented a quality system compliant with UNI EN 29001:87. In 2003 ROSFER obtained the UNI EN ISO 9001 certificate.

In 2007 ROSFER also obtained the certification according to AVSQ-MIA (similar to the German VDA 6.4) designed for producers of testing equipment in the automotive industry.

ROSFER is one of few small businesses to have obtained this complex certification scheme.

In the future, ROSFER will:

- Consolidate relations started in 2009 with the main European automotive industries (Volkswagen)
- Consolidate its presence in the aeronautical field and enter in the spacecraft one
- Offer to the market standardized in-process metrological setup, easily customized according to the customer's needs.

**Brief description of product/service(s):**

Rosfer builds metrological set-up systems for two kinds of companies:

- mechanical firms with high production needs (automotive, mechanical components), that require in-process monitoring and control systems;
- firms with medium to low production quantity, but with very high quality (aeronautics), the require gauges and metrological test-set of very high precision.

Besides control systems, that require high design, production and control capacities, ROSFER produces mechanical parts of high precision, in single unities or small series, committed by companies that operate in the field of tooling machines.

**How do you define your target market?**

- ✦ Mechanical firms with high production needs (automotive, mechanical components);
  - ✦ Firms operating in the field of tooling machines and precision mechanic;
- Firms with medium to low production quantity, but with very high quality (aeronautics).

**To what countries do you currently sell?**

Italy, France, Germany, Poland, Austria, India, Brazil, Turkey

**Who is your competition?**

COMPETITOR ANALYSIS

Firm	Rosfer advantages	Competitors advantages
<b>SMALL COMPANIES</b> TAC Meccanica Di Precisione (Torino) SAVIO (Moncalieri) UTENSILERIA MECCANICA UPM (Borgaro Torinese) Others	System certification (ISO 9001 – AVSQ-MIA); High metrology capacity; In-house engineering skills; Ability to integrate HW and SW; Use of production and testing machineries of very high precision (SIP boring machines; ZEISS and SIP metrological testing machines). Visibility of European market trends; Presence in high technology fields (aeronautics)	No advantages referred to ROSFER
<b>BIG COMPANIES</b> MARPOSS SpA (Bs) METROL (UK) MG SpA (Bs) TAMBURINI srl (Bs)	Prices Flexibility	Market penetration Visibility Electronic Technology Worldwide assistance



### What are your competitive advantages?

With reference to Small Companies:

- System certification (ISO 9001 – AVSQ-MIA);
- High metrology capacity;
- In-house engineering skills;
- Ability to integrate external HW and SW;
- Visibility on European market;
- Presence in other high technology fields (aeronautics);

With reference to Big Companies:

- Prices
- Flexibility

### Know-How and Capabilities

#### DESIGN

- ✦ In-house: 2D and 3D CAD;
  - ✦ Well established partnership with engineering companies and mechanical work suppliers;
- Use of specific automotive and aeronautic design methodologies (like FMEA).

#### MANUFACTURING

Working precision: >3 µm (at 800 mm)

#### METROLOGICAL CAPABILITIES

- ✦ Zeiss UPMC 850 (3D): incertitude of measure = 1,8 µm (at 1000 mm);
- SIP 550 M (2D): incertitude of measure = 0,25 µm (at 550 mm).

#### MANAGEMENT TOOLS

Proprietary planning and scheduling management system (“SFERA<sup>®</sup>”)

#### QUALITY MANAGEMENT

- ✦ Certification AVSQ-MIA: only 6 companies in Italy (Among them: Comau);
- Use of specific methodologies (like 8D for non-conformity analysis).

### Financial

Do you have written financial statements available?	Yes
Is your company currently generating sales revenue?	Yes
Is your company currently generating positive cash flow?	Yes
What is your fiscal year?	Jan. 1st - Dec. 31th
What was your sales revenue/turnover last year in \$U.S.?	€1,180,000
What do you estimate your sales revenue/turnover will be this year?	€1,300,000
Do you have any pending legal issues?	No
Active Customers:	51 (2008)
Qualified work-supplier firms:	15 (machining, heat-treating, surface treating, welding)

### Management and Operations

What are the names, titles & email addresses of your top 3 executives?

- 1.) Antonio Critelli, ing., critelli@rosfer.it
- 2.) Rossella Rossotto, rag., acquisti@rosfer.it
- 3.) Piero Ausonio Bianco, dott. pabianco@tin.it

How many total employees do you employ?	Permanent, Full-Time 12	4
	Temporary and Contract:	



Company name: **SINTEA SERVIZI INFORMATICI srl**  
Date: 11th March 2009  
Country: Italy  
Address: Via Perugia 56  
Executive name: PUTERO Roberto  
Position in organization: CBDO  
Email address: roberto\_putero@sintea.com  
Contact office telephone: +39 011 2470111  
Mobile phone: +39 335 1332707  
Website address: www.sintea.com

### Description of company's business:

Sintea was established in 1991 in Turin, Italy, with the aim to project and develop a complete range of software solutions specialized for the Investment Management and Asset Management industry. The company started its activities as a provider of project and system integration services. Soon it expanded its service range by offering Front-Office, Data Management software and built up a new business line totally committed to Web and Multimedia Web Communication solutions development.

Certified **UNI EN ISO 9001:2005** in 1998 for Quality Control and **UNI EN ISO 27001** in 2005 for Security Management, Sintea has established numerous national and international partnerships in the last years.

The alliance with *Unione Fiduciaria S.p.A.* (Italian Banche Popolari and Service Company), which was set up in 1997, represents the occasion to have a straight communication channel with Financial Market Control Authority.

The strategic choice of being *Oracle Partnerwork* members since 1995, has led Sintea to project scalable and modular architectures, tailored to Financial Market operators' refined demands.

The exclusive alliance for the Italian area with *Aim Software* (an Austrian company) has allowed Sintea to complement its Data Management solution with financial data coming from worldwide information providers (i.e. Bloomberg, Telekurs, Swift, Wm, etc.).

After the acquisition of Previnet part of Sintea in 2008 and the beginning of systems integration phase, we will be able to provide our products also to insurance market.

### Brief description of product/service(s):

Our solution is an integrated suite of modules (Back Office Module - Front Office Module - Data Management Module) which can connect and collaborate in a homogenous business environment.

Has the first prototype been developed?	Yes
Has the product been beta tested?	Yes
Are paying customers currently using the product?	Yes

**Data Management** : Its purpose is management of financial data from Info Providers. The modular structure enables the user to parameterize data extraction for different applicative entities in accordance to its Specific needs.

The integration of the SMF enables the user to utilize new functionalities such as trading an instrument missing in the data base: In this case it will automatically procure the missing data by downloading it from selected info providers and subsequently storing it in a central repository.

**Front Office** : The front office architecture system has been designed with a view to achieving the maximum integration with Back Office systems. All the daily activities are part of a single application which utilizes a unique relational data base. This centralization brings about a significant reduction in use-related errors which stem from multiple data-entries of same data. The Front Office module enables users to insert and consult data such as financial instruments, deals, portfolios, benchmarks, markets, issuers and counterparty companies, calendars and currencies. The system checks compliance control regards (2005) Banca d'Italia Rules, Covip Rules, company regulation and internal management: in the collective service field, compliance control regards Consob rules, leveraged and internal restrictions which can be put on a single mandate or a management line. The compliance control is activated as an order is placed (real or simulated), every morning before starting activity and when it is requested by the user.



**Portfolio analysis** : The Portfolio analysis module enables the user to understand the drivers of risk and returns of the portfolio and how to attribute both risk and returns to their fundamental and asset-specific components, in absolute terms or relative to a benchmark. The results of the analysis may be displayed and disseminated in form of reports, which the user may obtain by selecting certain parameters. It is possible to export the created reports including all graphics to other applications like Word or Excel.

All modules use a highly scalable server based platform which has the clear advantage of supporting the solution for a long period of time without becoming obsolete soon. The elaborations, realized in Oracle PL/SQL language, are executed on an appropriate data base server.

The server configuration may be dynamically defined on the basis of data volume of every single client.

The RDBMS is Oracle DataBase which realizes different compatible configurations, related to the data base dimension and operative system installed on the server with progressive costs connected with the configuration chosen by user.

**How do you define your target market?**

Investment Management Industry, Asset Management, Private Bank, Found Administrator.

**To what countries do you currently sell?**

ITALY – SWISS

**Main Customers**

<p><b>Poste Italiane (Italy)</b></p>	<p>Poste Italiane Group, besides being the first postal services provider in Italy, is able to offer financial products and services all over the country.</p>	<p>We are working together to develop and maintain the framework able to provide their financial instruments to the customers. We have opened an office in Rome with 5 developers and a Project Manager in order to supply a better service.</p>
<p><b>BNP-PARIBAS (FR – Italy)</b></p>	<p>BNP Paribas, one of the European Leader in the banking and financial sector, has one of the largest banking network internationally. It also works in the Asset Management and Stocks – Derivatives market.</p>	<p>Sintea is the supplier of the Front Office product which they manage all the portfolio of the Italian subsidiary.</p>
<p><b>BLACKROCK (UK – Italy)</b></p>	<p>Black Rock Investment was formed by the merged between Merrill Lynch I.M and Black Rock. It is one of the world’s leading investment management companies and is fully focused on delivering a world-class range of investments.</p>	<p>We have worked together for 10 years in several projects in the asset management market. Now we are providing to all their costumers network the Portfolio Manager product through our server farm.</p>
<p><b>CORNER (Swiss)</b></p>	<p>Corner Banca is a private and independent Swiss bank. Private bankers and specialists in lending and credit cards, it also offers the whole range of traditional banking products and services.</p>	<p>Corner Banca is one of our most recent costumers for Data Management products. We are involved in a 3 years project where our full package (Price, Basic Data, Corporate Actions) is going to become their Master Registry.</p>



**Who is your competition?**

- ✦ Steria (FR)
- ✦ Charles River (GB)
- ✦ CAD (I)

<b>STERCI (Swiss)</b>	Sterci provides STP (Straight Through processing) solutions for financial messaging, application integration, reconciliation, and data management Sterci solutions can easily interoperate in a Service Oriented Architecture (SOA) Solutions: - Financial Messaging – Reconciliation and Exception – Management Application – Market Data Management – Anti Money Laundering
<b>AR (Italy)</b>	AR Enterprise designs and realizes integrated solutions for found management and asset management markets All its software are complaint to the bank regulations active in each country AMS+ is a front office solution dedicated to the personal and collective asset management
<b>IGEFI (Luxembourg)</b>	IGEFI has grown to become the foremost provider of software solutions for international fund promoters, third party investment fund service providers and fund managers. Its industry-leading products, Multi-Fonds Fund Accounting and Transfer Agent, are built on the latest technology and boast unparalleled functionality. Multi-Fonds, a single database solution supporting the widest range of fund types and structures is fully compliant and operational in more than 20 key markets.
<b>CHARLES RIVER (USA – UK)</b>	Charles River Development is a provider of innovative technology systems and services to 280 investment firms The Charles River Investment Management System (Charles River IMS) is a comprehensive front-and middle-office software suite for all security types
<b>ASSET CONTROL (USA – Netherlands)</b>	Asset Control supports the entire life cycle of data management including sourcing, cleansing, enrichment, storage, distribution, applications and research services It serves firms in all areas of capital markets operations and portfolio managers in energy and private asset management.

**What are your competitive advantages?**

A full integrated solution able to manage large volume of data - Low cost

**Financial**

Do you have written financial statements available?	Yes
Is your company currently generating sales revenue?	Yes
Is your company currently generating positive cash flow?	YES
What is your fiscal year?	01/01 - 31/12
What was your sales revenue/turnover last year in \$U.S.?	3.600.000 \$
What do you estimate your sales revenue/turnover will be this year?	3.800.000 \$
Do you have any pending legal issues?	No

**Management and Operations**

What are the names, titles & email addresses of your top 3 executives?

- 1.) PUTERO Dante, C.E.O., putero@sintea.com
- 2.) PUTERO Roberto, C.B.D.O., roberto\_putero@sintea.com
- 3.) GENNERO PierLuigi, C.O.O., gennero@sintea.com

How many total employees do you employ? Permanent, Full-Time 22  
Temporary and Contract: 3