

Press Release

24 ORE Group targets professional publishing with a comeback on the SOFTWARE market

Commitment to software the cornerstone of a broader effort to innovate the product portfolio, in an increasingly digital perspective.

First initiative: ‘Valore24 Commercialisti’

The **24 ORE Group** implements the **Professional Area’s development** strategy, focused on innovation and strong integration with the Sole system, **with a return on the software market.**

With its longstanding presence on the **professional publishing market**, the Group strengthens its role as a partner in the day-to-day operations of professionals, complementing the **databases, magazines, books, products and digital services** with a **new software catalogue** that marks the natural evolution of its B2B digital publishing portfolio.

Boasting a product portfolio of 30 databases and online services, 12 specialist magazines and periodicals in print and digital format, 45 books published in 2018 and over 70 instant books and add-ons sold at newsstands, the 24 ORE Group's **Professional Area** generated revenue of **€ 47.3 million** in 2018, with a strong presence of recursive digital products with a high loyalty rate and a **total subscription base of approximately 50,000 units**. The Group is now eyeing this professional audience with its new **management software** packages, offering solutions tailored to the different professional categories.

The **strategy** to play a lead role in this professional market segment hinges on the **development of two types of products**: on the one hand, a series of **structured management solutions** that address all the complexities in managing a practice and, on the other, a line of **more agile, stand alone management software**, in the cloud and with a powerful publishing identity. The **strength** of the distinctive offer of 24 ORE Group branded products is their **integration with all the high value-added contents of the Sole 24 Ore world.**

The first product on the launch pad is '**Valore24 Commercialisti**'. Designed by the 24Ore Professional Division, the software combines product innovation with the strength and tradition of the historical brands of the Sole 24 Ore world: from *Norme&Tributi* to *Esperto Risponde* and the Frizzera System.

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This marks a first major step for the 24 ORE Group, which makes a strong comeback, **thanks to this management tool dedicated to the tax world, on the software market.** The commitment to software represents a cornerstone of a broader effort to innovate the product portfolio, in an increasingly digital and "mobile first" perspective, which sees its first application in the new IlSole24Ore.com website launched a few days ago. The 24 ORE Group's mission is to provide services to professionals and businesses, crossing the boundaries between digital publishing and software, with the aim of helping B2B customers in innovative ways.

‘Valore24 Commercialisti’ is, in fact, more than just a "normal" software, it is **an integrated platform**, where management contents combine with summary support documents and advice, aimed at making accounting firms’ activity as straightforward as possible.

The software is also enhanced by a series of value-added services, including **customizable training webinars, snippets** created by **Sole 24 Ore experts** and a "**Regulatory Assistant**" designed exclusively for users.

‘Valore24 Commercialisti’ will soon be followed by solutions designed in **the work area** and targeting the activity of **law firms, statutory auditors and independent auditors, condo managers** and professionals working on the issues of Legislative Decree '231'. Again, with the aim of providing an innovative solution that provides access to every management and informational component of Il Sole 24 Ore.

The challenge is therefore to create a virtuous circle between software solutions and the Group's publishing and professional know-how. The 24 ORE Group is, in fact, the only player capable of offering a tool that, together with the typical features of management software, allows users to stay constantly up to date, to have the practical side of new developments readily at hand, in a timely manner and functional to the use of the applications.

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