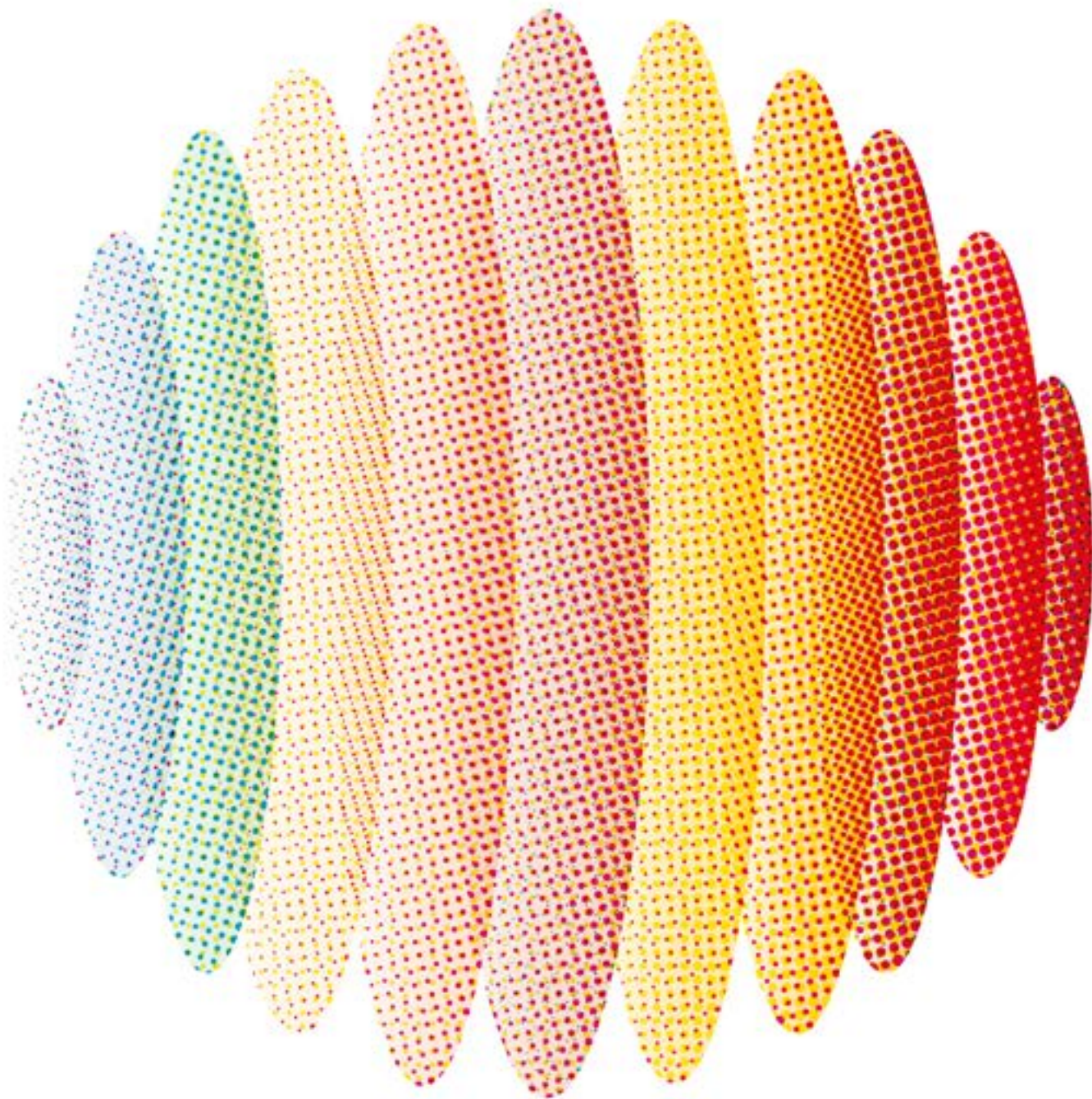


# .People



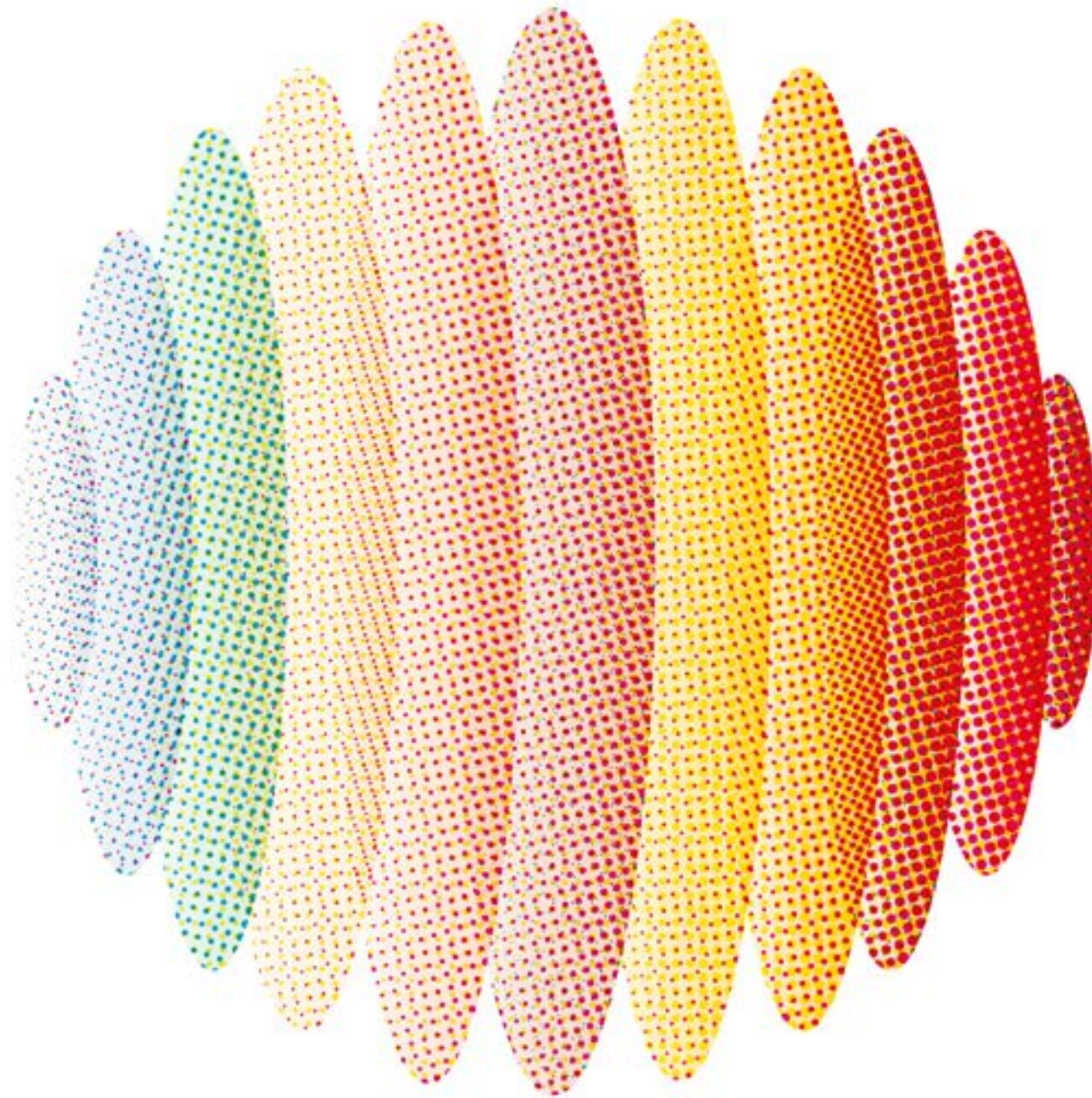
at on



year



Impact Assessment Report 2024



# People

People.

This is where it all begins.

Our story, our way of doing business,  
our impact.

We believe in digital neo-humanism,  
a company culture focused on valuing  
people within an inclusive environment  
by nurturing relationships between  
co-workers, customers and the community,  
with both mutual respect and respect  
for the planet.

We make technology work for businesses  
in order to advance sustainable digital  
development, where sustainability  
is a competitive advantage to be shared  
with those who have chosen to grow  
alongside us.

# •Welcome

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Giorgio De Nardi  
CEO & Founder

# The best companies have a significant social impact

The current global economic model is based on principles that date back to the Industrial Revolution: invested capital, factors of production, costs, revenue, depreciation, tax, profit. Is it time to turn the page?



● We're always talking about money. Just about money. People are only seen as wages and costs and the environment a series of laws. This model, represented by financial statements and by a system of control structures and regulations, describes companies as mere economic entities. Today however we can no longer see financial results as the only means of classifying a company's merit.

We are used to praising our leading companies in terms of their turnover and the profit they make for their owners, but we should also begin to evaluate the benefit they generate for society and for the community:

- how many people does the company employ?
- in Italy or offshore?
- what proportion of contracts are permanent or temporary?
- are principles of diversity, equity and inclusion respected?
- how much added value does the local workforce generate for the community?
- are there effective plans in place for training, growth and professional and personal development?
- are policies envisaged for welfare and flexibility?
- is work-life balance given sufficient emphasis?
- what is the company's environmental impact?

By collecting such data it would be possible to assess companies based on their qualitative merit and so identify which perform best overall, not only considering the interests of the investor, but also those of the entire ecosystem that companies engage with.

Labour regulations are unfortunately still too rigid and ambiguous, hindering growth in company size, so that Italian businesses tend to limit permanent hires and the overall number of employees. They keep their businesses small, make extensive use of temporary workers and outsource manufacturing and services abroad.

Consequently, our nation is becoming progressively impoverished in terms of labour, the economy and taxation and, as a result, in civil, social and demographic terms as well. Better regulation of private initiatives and hires would improve social wellbeing with the creation of new, high quality jobs at the expense of temporary employment, subcontracting and offshoring.

If we want to effectively tackle critical issues, such as the demographic crisis and the brain drain abroad, by relaunching the economy at home, then we must change this inflexible and

cynical culture, putting the focus on workers once more, on the quality of their added value and on companies' productivity.

We must change our deeply rooted culture, and for this we also need social organisations, politics, regulatory bodies and the media in order to communicate a different message, one that is positive and constructive. This is true for businesses, which can decide who, where and how they hire, and for workers, who have the power to decide whether to stay in Italy or not.

The same principle can be extended to all citizens to construct a new social pact of reciprocal collective trust between companies and the state in order to create a more prosperous and sustainable future for all.

Tania Zanatta  
CFO

# • A shared beat of wings

“We are putting the focus on workers once more”, writes Giorgio, our CEO, at the end of his letter. And that's where I'd like to begin. Because believing in the value of people, today, is a courageous choice. At Aton, it's a choice we make every day.



● Economically, 2024 was not an easy year: growth did not follow expected trends and, at times, we felt the weight of macroeconomic uncertainty. We did not stop investing however: in people, in products, in the company culture, in sustainability. Not through inertia but through conviction. To maintain consistency. Because we believe in doing business differently.

We continued to work steadfastly and methodically, making decisions responsibly, even the tough ones. We strengthened the foundations of our governance structure, separating the auditing of accounts from the functions of the board of auditors. The most important goals for the upcoming year include the adoption of the 231 Organisational Model and the Code of Ethics, along with gender equality certification: tools that will help us to be even more robust, transparent and aligned with our guiding values.

We are a dynamic company, but with solid roots. Every step we take, each challenge we face, originates out of a desire to improve, to listen and to create real value.

In 2024, we introduced a new incentives model, the result of dialogue with our atonpeople and based on trust, self-organisation and shared responsibility. A system that values merit through teams' self-assessment, aligned with shared goals and focused on transparent, equitable and joint growth.

We did not do it alone. Engaging our stakeholders is integral to our way of generating impact. We did it by talking our language: innovation. And by promoting opportunities for genuine inclusive debate, such as .onSummer, an event that reunited atonpeople, customers, partners and the media to reflect together on how technology can foster sustainability.

We presented a preview of our Impact Report, of our “We Take Care” model and of the applications of AI in our .one platform, focusing on people's wellbeing and the quality of work.

We believe in real participation, which starts with people and which will take us far. Like a shared beat of wings, it spreads through the ecosystem in which we operate, generating positive change.

Thanks to those who have chosen to journey with us. To those who continue to believe in us. To those who share our vision of a fairer, more sustainable and more humane world.

A handwritten signature in black ink, appearing to read 'T. Zanatta', written in a cursive style.



The beating heart of the digital transition

# .Atonpeople

We are a tech company and B Corp certified Benefit Corporation that supports businesses through the sustainable digital transformation of omnichannel e-commerce and of traceability and supply chain processes. We have been doing this for 37 years thanks to our company's beating heart: over 200 people who work every day to support businesses in the food and consumer goods, retail, fashion, industrials and energy sectors, helping them to be more competitive and to enhance sales.

● We wish to value and develop the people in our ecosystem: co-workers, customers, partners and communities, making technology work for them to advance towards digital neo-humanism. We focus on personal growth and professional skills development to spread a value-based business

culture, striving for an ever more sustainable company. That is why, having been certified since 2018 as a Great Place to Work®, we decided in 2021 to become a Benefit Corporation, integrating social (**People**) and environmental (**Planet**) targets into our articles of association, alongside economic (**Prosperity**) targets.



As a Benefit Corporation, we are part of a global movement striving for accountability, transparency and continuous improvement



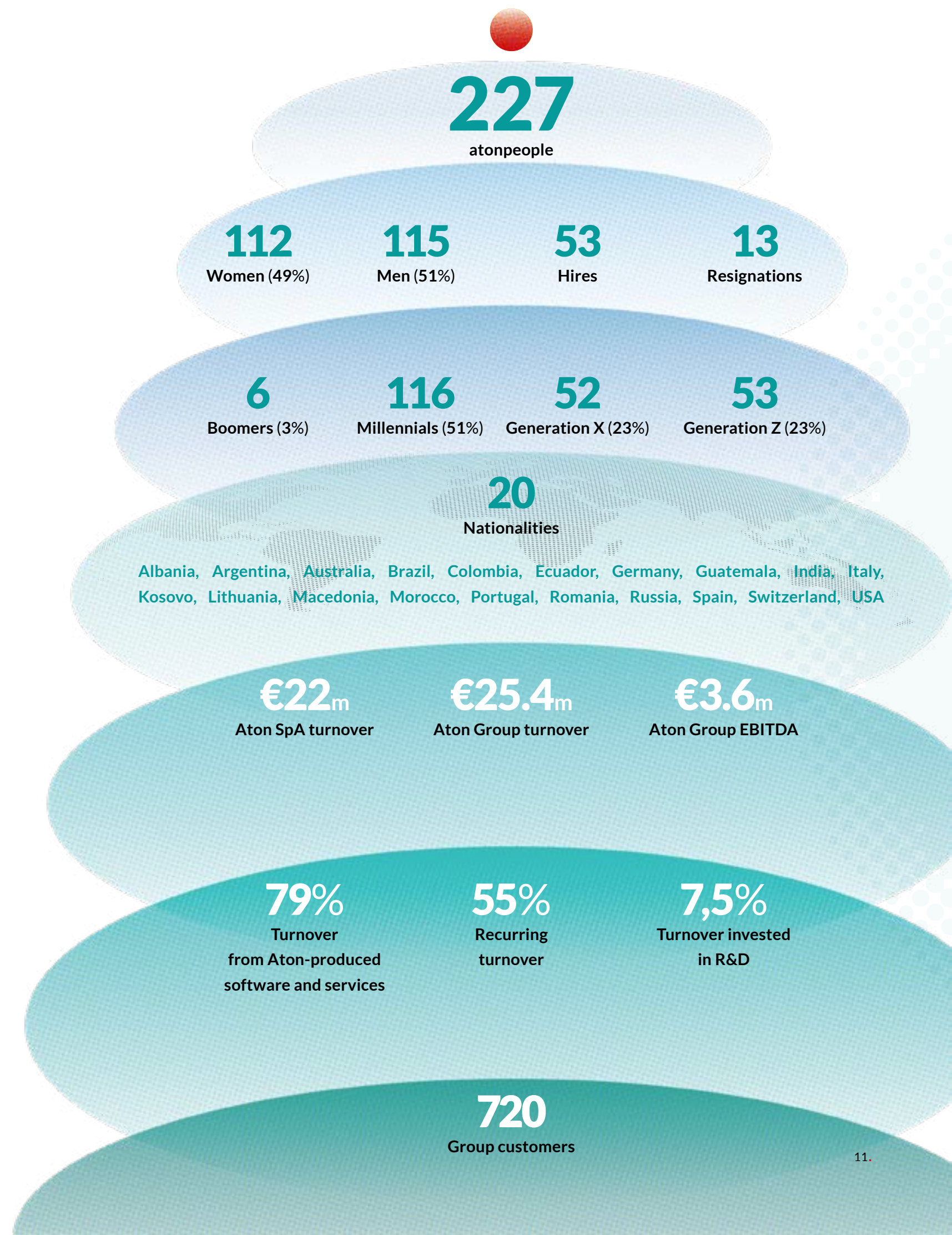
Since 2018, we have been certified as a Great Place to Work® because of our focus on quality and excellence in the workplace



Since 2022, we have been ISO 27001-certified in order to ensure that the data we process each day in the delivery of our services to customers is secure and protected



We achieved a 2+ star legality rating from the AGCM (Italian Antitrust Authority) for reliability, proper management and business legality





An intelligent ecosystem for every market

# .Human-driven, AI-powered

Specialised IT solutions and services for vertical markets, designed to help organisations be more competitive and efficient and to enhance the quality of their work.

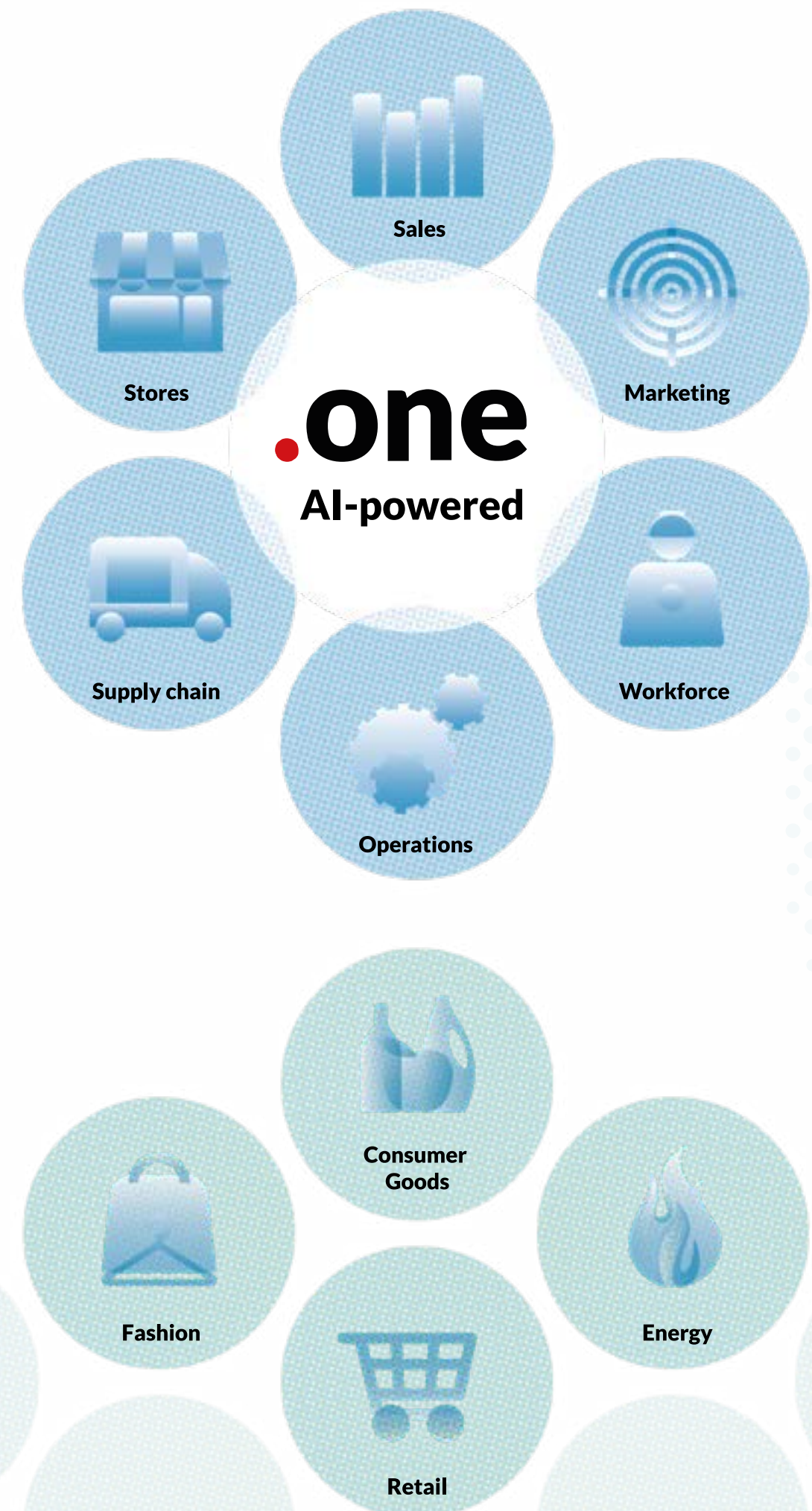
## .one: the digital platform for vertical markets

.one is a software platform developed to boost and accelerate sales processes and enhance the productivity and quality of work of people and organisations.

It originated from our experience of sales innovation and from our expertise in specific market segments, including retail consumer goods, fashion and energy. It was designed as a series of specialised **vertical suites**, which cover the entire life cycle of sales processes across multiple channels: mobile, on-site, online and offline, B2B and B2C, direct and indirect.

.one brings together technology, sustainability and a people-centred approach. It is an integrated, flexible and modular environment, designed to optimise operations, reduce waste and promote the complete dematerialisation of documents.

Thanks to integrated AI, .one enables more effective omnichannel business strategies: it simplifies people's daily operations, anticipates demand and offers real-time analysis for rapid, well-informed decision making. The value generated is distributed along the entire value chain, feeding a virtuous cycle of efficiency, innovation and growth.





Always here, 24/7/365

# .Business Continuity

## ● A culture of service

All our vertical solutions include an indispensable component: a **service** that ensures **operational continuity**.

Developing mission-critical technology means guaranteeing companies **reliability** and **continuous support**, especially in the most strategic areas for the business.

We work side by side with our customers at all stages of the project: from needs assessment to delivery, training and support.

We speak the **language of the user**, and guarantee our customers business continuity 365 days a year, thanks to our understanding of the processes, market dynamics and IT systems.

**AI** is also integrated into our services, allowing people to prioritise those tasks that deliver the most added value: it accelerates information sharing and thus boosts productivity as well as reducing both stress and the time required for training and onboarding in new projects.





# Aton evolution

## 1980s-'90s Our first steps

Aton was founded in **1988** with sales applications for mobile and Wi-Fi for logistics.

From there, the two essential components of our journey began to emerge: people, the beating heart of the company, and technology, the driver of innovation.

In the early '90s, we pioneered pen computing, handwriting recognition and the first Wi-Fi retail devices. Our acquisition of ADS Milan and Infoway Rome strengthened our skill set, creating new connections.

## 2000–2010 An ever stronger structure

In **2005**, our atonpeople workforce reached over 100 and, with the acquisition of Infos Torino – leader in Europe in mobile systems production – and with the opening of our affiliated companies in Madrid and Porto, we embarked on a new growth path.

In **2007**, our first RFID project for the fashion industry went global and we developed our first software projects for retail management.

In **2009**, our affiliate Blue Mobility was founded.

## 2010–2020 Evolution and resilience

Our apps were rewritten for Android and iOS, marking an important technological development. With teamwork, we overcame the Lehman Brothers crisis and relaunched stronger than ever.

In 2015, we launched our B2B omnichannel e-commerce solution. The acquisition of Nexus Informatica in 2020 expanded our offering, preparing us for ever more complex challenges.

## 2021–2024 Our code took on new forms

Our sales and retail apps became cloud-based and Aton Allspark Ibérica was founded in Barcelona. In **2023**, atonpeople workforce surpassed 200 and we launched **.one**, a new formula of innovation. In **2024**, AI became fully embedded in our solutions and services, integrating itself naturally into our way forward and marking a new phase, while always maintaining the balance between human capital and technological potential.

**1997**  
M&A: Infoway in Rome

**1996**  
M&A: ADS in Milan

**1993**  
Villorba reaches a workforce of 10 atonpeople.  
Pen computing in sales

**2007**  
Windows CE for retail management.  
RFID in fashion

**2005**  
atonpeople workforce reaches 100.  
M&A: Infos Torino and affiliates in Spain and Portugal

**2009**  
Blue Mobility at Villorba

**2010**  
Apps for Android and iOS

**2015**  
e-commerce B2B omnichannel

**2020**  
Nexus Informatica Novara

**2021**  
Aton Allspark Ibérica founded in Barcelona.  
Apps for sales in Cloud

**2023**  
Atonpeople workforce reaches 200.  
**.one** launched

**2024**  
AI in apps and services

**1988**  
Aton is founded: pioneer in mobile computing

# Shared leadership

● There is a thread running through the entire story of Aton: our team has always been more important than numbers, procedures or structures. We build our governance, our culture, our growth around people.

## Transparency, solidity, sustainability

In 2021, we decided to become a Benefit Corporation, because a company's value is measured not least by its capacity to generate value and sustainable development for the community. To consolidate oversight of ESG criteria, we strengthened our governance structure, separating corporate

control functions from those for auditing, entrusting the latter to an independent legal auditor. It is the responsible choice, to prevent risks and build a corporate management structure that genuinely works for everyone, in line with the adoption of Model 231, pending implementation.

## Shared leadership, a clear path forward

Aton is managed by a Collegiate Board comprising Giorgio De Nardi, founder and CEO, together with the Executive Team Leader and an independent Coach. Together they map out the company's strategic path, promoting growth based on transparency and sustainability. Leadership is shared

among all atonpeople, thanks to the fundamental role of the team leader. Since 2022, the Objective and Key Results (OKR) method has been the compass that orientates our people, strengthens their sense of belonging and values their individual contributions towards a common vision.

## People are not resources, they are culture and relationships

We began 2024 by taking an important step – the development of the functions of HR and Marketing in People & Culture, with the aim of promoting and sharing our corporate culture with all our stakeholders: workers, customers, partners, consultants,

the local community and institutions. The Board also welcomed a new member in 2024, the People & Culture Manager, demonstrating that our company is ever more current, collective and ready for future challenges.





The essence of who we are

# .Why we are here

## Vision

We are leaders in a world where people and technology are advancing towards a new competitive scenario without limits.

We work with the most respected international operators to deliver efficiency and control to companies through specific innovative services and standardised global solutions.

## Mission

To strategically leverage our people's talent and experience in digital technologies to contribute to business success.

We achieve success by increasing profits sustainably and by prioritising people, culture, the community and the quality of life and work.

# .What guides us

## Values

### **Passion for innovation**

We have always believed in research and we achieve success by promptly transforming new technological advances into added value for our customers. Essential requirements for each of us are robust skills and enthusiasm in striving for improvement.

### **Relationships of trust**

Shared success is ensured by good teamwork for ourselves, our customers and our partners. Our focus on people and on our commitments consolidates our entrepreneurial spirit.

### **Reliability over time**

Long-term stability is ensured through our accountability to our stakeholders. By investing in appropriate and achievable innovation, we ensure results and business continuity.

## Common benefits

### **Personal growth**

Help to improve people's quality of life, including through opportunities for consultancy, for training, for coaching and for developing professional and life skills, both individually and as a team.

### **Digital innovation for sustainability**

Develop a business with solutions and services that help to reduce the environmental impact of customer companies by eliminating waste and inefficiencies.

### **The responsible use of resources**

Promote a culture focused on the responsible use of resources to give back to the planet more than we take from it.

### **A culture of transparency and sustainability**

Promote a common sustainability culture by seeking both personnel and partners that share our commitment to sustainability.

Promote digital innovation solutions, leveraging their return on investment (ROI) to increase social and environmental benefits and begin a virtuous circle that drives technological advances.

### **Quality work in the community**

Create new opportunities for quality work in the community in terms of inclusivity, openness, trust and collective sustainable economic growth.



# Benefit Corporation

● Benefit Corporations are a development of the concept of a business that integrates the creation of value for all stakeholders into its corporate purpose, defining certain common benefit aims associated with the social, environmental and economic dimensions (People, Planet, Prosperity).

## Common benefit

Common benefit refers to the pursuit of one or more positive impacts or the reduction in negative impacts on one or more stakeholder categories: people, local communities, the environment, goods, cultural and social activities, bodies, associations and other stakeholders.

According to the National Research on Italian Benefit Corporations, published in 2024 and updated in 2025, this new business model saw significant growth over the past five years and a 27% rise between 2023 and 2024. It also showed that such companies performed better economically compared to non-benefit corporations: greater productivity (with added value per worker at €62,000 in 2022 compared to €57,000) and higher growth in EBITDA margin, with gross operating profit as a percentage of revenue rising from 8.5% in 2019 to 9% in 2022 for Benefit Corporations and from 8.1% to 8.3% for non-benefit corporations.

The research also showed that Benefit Corporations put a higher value on human capital (average cost of labour per worker was €41,000 compared to €38,000), rewarding personnel with higher pay.



## Highlights of the National Research on Italian Benefit Corporations

### Growth in turnover:

**+26%** for Benefit Corporations compared to +15.4% for non-benefit corporations (2021-2023, average figure)

### Value redistribution:

almost double the increase in wages:

pay increase for Benefit Corporations **+25.9%** compared to non-benefit corporations +12.5%

### Gender equality:

**62%** of large Benefit Corporations have at least one woman on the Board of Directors compared to 48% for non-benefit corporations

### Driving young leadership at Benefit Corporations:

increased growth (**+30.6%** compared to +23.5%) and tendency to hire (**+20%** in personnel compared to +11%) at Benefit Corporations with at least one board member under 40 compared to Benefit Corporations where all board members are over 65

### Industry development:

4,593 Benefit Corporations at year-end 2024 (**+27%** compared to 2023), employing over 217,000 people, with an annual production of about €62 billion.

(Source: [National Research on Benefit Corporations 2025](#))

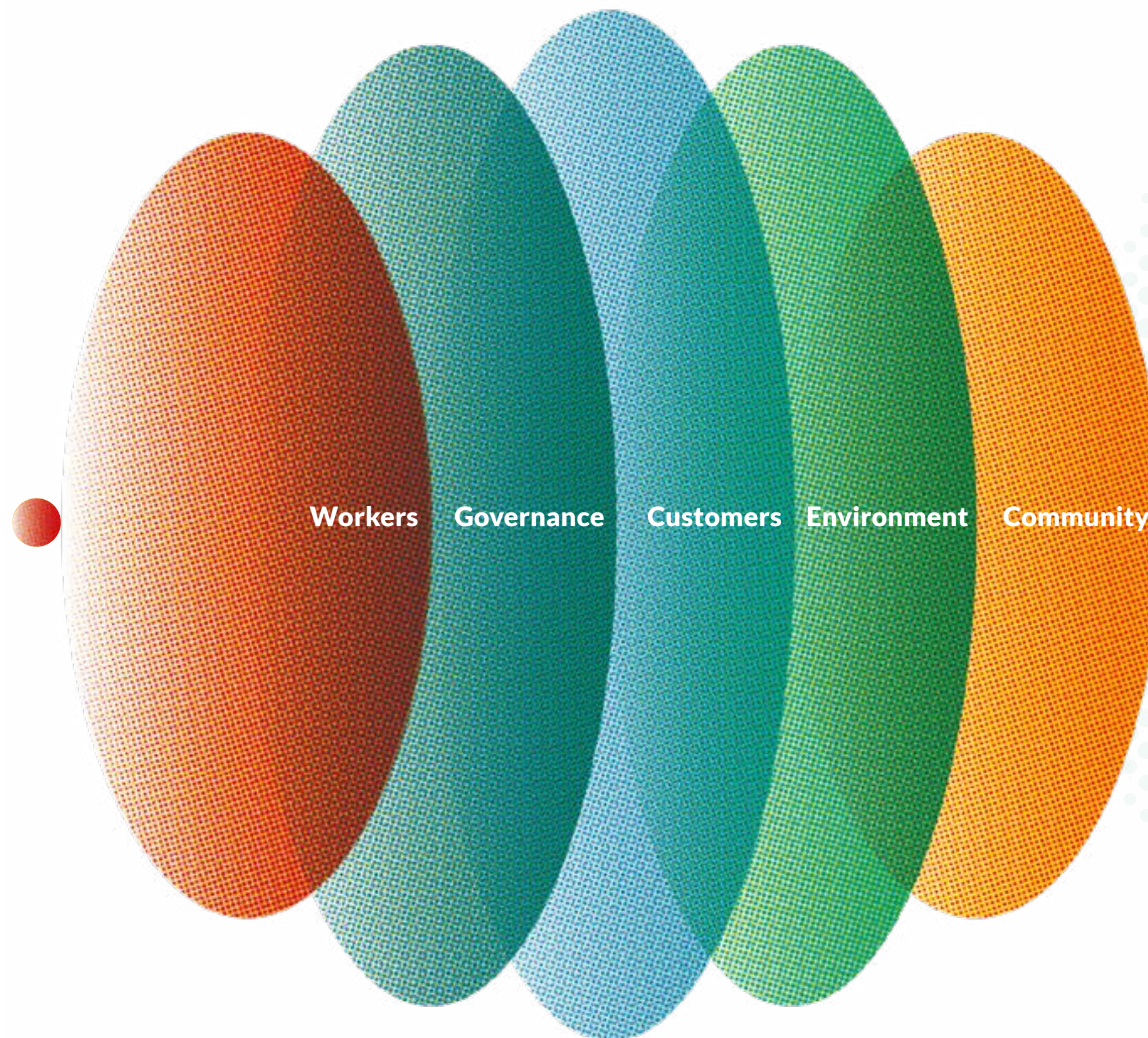


# .We take care

Each day we choose to work together, engaging with our stakeholders and being accountable for our positive impact on the surrounding ecosystem:

our people, our customers, the community and the planet.

By '.We take care', we mean all this – it is the underlying theme that will guide us in reporting our added social, environmental and economic value.





# Simply the B.

## B Corp certification

The B Impact Assessment (BIA) is a tool designed by global non-profit network B Lab to help companies measure and improve their environmental, economic and social performance. It is the international standard we have chosen to assess our impact, in five key areas.



### Impact areas

#### Workers

initiatives for the financial, physical, professional and social wellbeing of workers

#### Governance

policies and practices regarding the company's mission, ethics, accountability and transparency

#### Customers

value that the company creates for customers through the quality of its products and services

#### Environment

the company's environmental management practices and impact on the community

#### Community

engagement and the company's impact on the community in which it operates

## Our commitment in detail

We measure our economic, social and environmental impact starting with our stakeholders, with the impact areas where they operate and with the common benefits that we have linked to the six goals of the UN's 2030 Agenda for Sustainable Development – which, as a Benefit Corporation, we have committed to.

### Common benefit

#### Personal growth

#### A culture of transparency and sustainability

#### Digital innovation for sustainability

#### The responsible use of resources

#### Quality work in the community

### 2030 Agenda goals



The B Impact Assessment is conducted via an online platform involving hundreds of questions, adapted according to the replies given. An overall score of 0 to 200 is given: the minimum score for achieving B Corp certification is 80.

Since 2023, Aton has been part of the community of B Corp certified companies.

**326,000**

B Impact Assessment Global Users

**9,500+**

B Corporations worldwide

**330+**

B Corporations in Italy

## Our current and future goals

In line with the Objective and Key Results (OKR) framework, we defined our targets for the 2024-2026 three-year period. In 2024, we focused on certain key results, at the same time continuing to pursue the goals that have always defined our corporate identity. We also launched numerous initiatives, forerunners to the commitment we will devote ourselves to over the next three-year period to achieve further goals.

# Workers

## Results achieved

### Engagement of atonpeople

Increase the level of satisfaction expressed in in-house questionnaires

### Bonuses and incentives

Design a new, more meritocratic model for rewarding results

## Future challenges

### Diversity, Equity & Inclusion

Obtain gender equality certification (UNI/PdR 125:2022)

### Great Place To Work

Increase the Great Place to Work index from 80% to >90%

### Shared leadership

Consolidate the OKR framework to promote ever more self-organisation

## 2024-2026 targets

## Ongoing commitment

### 1 to 1 projects

Continue to develop personal growth targets for all atonpeople

### Work organisation

Achieve a better workload balance by reviewing organisational processes

### Skills sharing

Foster collaboration through cross-team knowledge sharing



# Workers

## A new bonus model

In 2024, we introduced a new bonus programme inspired by trust, self-organisation and a sense of responsibility. This model originated out of a discussion with our atonpeople and is based on a system of meritocratic self-assessment that values independence and transparency: teams assess their own performance and define the value they generate relative to targets.

There are two components:

### Team bonus,

linked to performance and continuous improvement in line with the Objective and Key Results (OKR) framework, in which each group defines and evaluates its own results completely independently.

### Company bonus,

on reaching an EBITDA of €5 million, with payouts increasing and an extra 25% bonus for those choosing the welfare option.

The programme was developed with the trade unions and Confindustria Veneto Est, in line with the provisions for performance-based bonuses. With this new model, we reaffirm our commitment to building a work environment that rewards merit, promotes personal growth and supports joint value creation within a culture of trust and shared leadership.

### KPIs

**83%**

average team OKR result

**190**

atonpeople involved

### Results

**€95,000**

Bonuses awarded



# .Workers

## .one AI to improve the atonpeople's work

Operational peace of mind, optimal timeframes and better workload distribution.



Find out more:  
[From Artificial Intelligence comes the Global Store Assistant](#)

### KPIs

**12** AI agents  
enhance the work of  
**73** atonpeople

### Results

**50%** reduction in  
new project  
onboarding time

## Train the Trainers

We learn together with our coach how to design training sessions and deliver them effectively.

### KPIs

**13**  
new certified trainers

### Results

**+25** training sessions  
for atonpeople  
and customers  
  
**350 hours**  
of training delivered

## Growth development programmes

Over 200 personalised training programmes.



Find out more:  
[For Aton to grow, we prioritise atonpeople's growth](#)

### KPIs

**2** satisfaction surveys  
per year  
**+11%** hours of teacher-led  
training compared to 2023  
**+40%** hours of in-house  
training compared to 2023

**€90,000** of investments  
in teacher-led training  
**€276,588** of investments  
in in-house training  
(3% of personnel costs)

### Results

**4.1 out of 5** in in-house  
questionnaire satisfaction level

## Gender equality: our commitment, all inclusive

We are transforming diversity, equity and inclusion (DEI) into a meaningful pathway of continuous growth.

### KPIs & Results

**58** points  
Pre-analysis score near the threshold of 60 points required for certification that we have set as a target for 2025



# Governance

## Results achieved

## Future challenges

2024-2026  
targets

## Ongoing commitment

**A culture of transparency**  
Communicate our financial and ESG results with continuity

**Brand ambassadors project**  
Describe our values and best practices across various channels with the voice of atonpeople

**Sustainability certification**  
Adopt the Code of Ethics and Anti-Corruption and the 231 Organisational Model and obtain the certification of the annual financial statements and a three-star legality rating

**Stakeholder engagement**  
Share our sustainability goals with our stakeholders

**A culture of cybersecurity**  
Improve cybersecurity awareness

**Cybersecurity compliance**  
Maintain ongoing system updates to ensure alignment with industry standards: NIS2, AI Act, RCA, ISO 27001

# .Governance

## Key concept: innovation for sustainability

In 2024, we strengthened our commitment to transparent and inclusive corporate governance, fostering opportunities for engagement with our stakeholders. Innovation for sustainability is the key concept that has guided our .onSummer event involving workers, customers, partners and the media.

We presented a preview of our Impact Assessment Report, .People, and our .We Take Care approach, which underscores our ongoing commitment in looking after our workers, partners and communities, leveraging technology to improve the quality of people's work.

As with AI, for example, which we have integrated into our .one software platform to enhance our customers' efficiency and productivity. At the round table meeting "AI Transforming Time", we brought together universities, businesses, opinion leaders and Big Tech on the theme of time: time as an epoch, time as the daily rhythm of our lives, time as the pace at which circumstances and business change.

Watch the video interviews:



[Corporate social responsibility:  
Aton's vision](#)



[.People: our Impact Manager  
presents our Report](#)



## KPIs & Results

**+200** participants

**5** stakeholders engaged

Themed round table meeting  
with universities, customers,  
atonpeople, opinion leaders  
and Big Tech





# Governance

## We take care: a survey of company benefits

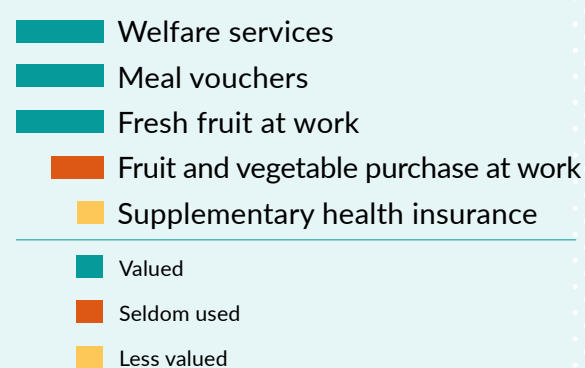
We asked our people to tell us how much they value certain benefits and to give suggestions on how to improve and expand them.

### KPIs

**212** questionnaires sent  
**166** participants

### Results

Benefit satisfaction index:



## Cybersecurity: a culture of digital security

A training course to raise awareness of cybersecurity, a key aspect in customer relations and in our daily lives.

### KPIs

**247** participants  
**23** teams  
**12** training modules/year

### Results

**90.5%** "strong level" users  
**+230%** increase in awareness  
**-46%** click rate on phishing emails

## Our atonpeople as brand ambassadors

We describe ourselves through the voices, experiences and passion of our atonpeople across various channels, including our website, social media, workshops, tech conferences, etc.



Find out more  
[Atonews](#)

### KPIs & Results

**59** brand ambassador Atonews  
**370,000** impressions of social media posts about transparency and sustainability

## A culture of transparency and sustainability

Including the new monthly video feature from our CEO & Founder and the board meeting reports targeted at our atonpeople, and the sharing of financial results and the Impact Assessment Report with our stakeholders.



Take a look  
[our finance area](#)

### KPIs & Results

**6** video features from the CEO & Founder  
**20** board meetings and reports sent  
**10** press releases  
**120** press reports

## The process of adopting the 231 Model

We are working to strengthen our governance structure by year-end 2025 to prevent the risk of wrongdoing and promote a corporate culture of integrity and respect for regulations.

### KPIs & Results

Appointment of new board of auditors  
Appointment of an independent auditor

# .Customers

## Results achieved

## Future challenges

**2024-2026  
targets**

## Ongoing commitment

### **Sustainable digital innovation**

**Promote**  
smart digital solutions  
with both a good ROI and  
environmental and social  
return on investment  
(SROI)

### **Accessibility**

**Develop**  
our applications to make  
them ever more inclusive  
and accessible to all

### **Artificial intelligence**

**Integrate**  
AI into applications and  
services to improve the  
quality of work

### **Investments in sustainability research and development**

**Generate**  
environmental, social and  
economic value for customers  
through our solutions,  
eliminating waste and  
inefficiencies

### **Environmental impact reduction of IT systems**

**Optimise**  
cloud systems to improve  
efficiency and cut energy  
consumption

### **Circular economy**

**Extend**  
the life cycles of our  
customers' devices with  
business continuity  
services



# .Customers

## Sustainable digital innovation: the voice of our customers

To assess the environmental and social impact of our solutions and services we collected testimonies from customers, who told us how **.one** has helped them to increase productivity and the quality of people's work and to reduce food waste.



*Centralising aspects to do with quality, security and origin enables us to deliver high standards of traceability to consumers, making a meaningful contribution to achieving GranTerre's sustainability and transparency targets. The introduction of Aton's .PIM solution enabled us to improve the quality and productivity of our people's daily work, cutting by 50% the time required to enrich and maintain product information assets in our company systems.*

## About GranTerre

The group owns brands such as Parmareggio, Casa Modena, Senfter, Agriform, Alcisa, Teneroni and others, and is today one of Italy's leading agri-food operators with a turnover of more than €1.6 billion and over 2,800 personnel.

## Aton's solution: **.one PIM**

The Product Information Management solution within Aton's **.one** omnichannel platform is a unique centralised, structured and collaborative system that can be natively integrated with customers systems and is able to accelerate the cycle of data enrichment and sharing along the supply chain, fostering accountability among all players involved.

### KPIs

Centralisation of the aspects of quality, security and origin of **16,000** products

### Results

**-50%** time required for product data enrichment and maintenance



Watch the video interview:

[GranTerre and Aton's .PIM: a story of digital innovation](#)





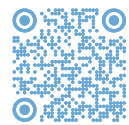
# .Customers



*Investing in digital innovation together with Aton helped the company to optimise the sales process for 4 million kilograms of products with a short shelf life in 2024, so reducing food waste. A meaningful step forward that demonstrates a daily commitment to an ever more sustainable supply chain, focused on economic efficiency and social and environmental impact.*

## About Amadori

Leading Italian agri-food company, specialising in the poultry sector, with a turnover of more than €1.7 billion and over 9,000 personnel.



**Read the case study:**

[How to reduce waste through digital innovation:  
Amadori's story](#)

## Aton's solution: .one

The **.one** omnichannel platform has made information available to the company's entire sales network almost in real time to support timely strategic decisions and to improve company performance:

- dynamic pricing models enable personalised offers to be activated during the day, leveraging price to promote proper stock rotation
- the real-time availability of data on the stock of products nearing expiration allows the sales force to manage orders with accuracy and precision
- the collection and management of customer claims integrated into the sales force application significantly improves customer service

## KPIs

**4** million kg of products with a short shelf life handled in 2024

## Results

Reduction in food waste and in the need to dispose of products, limiting environmental impact, for a more sustainable circular economy





# .Customers



## Impact case study in large-scale retail trade

Major Italian large-scale retail company with 8,000 employees and 200 company-owned stores.

### Aton's solution and services: .one retail and service desk

Aton supported the group by integrating the store management solution at 45 stores, with a training programme that helped over 200 workers to improve the quality of their work.

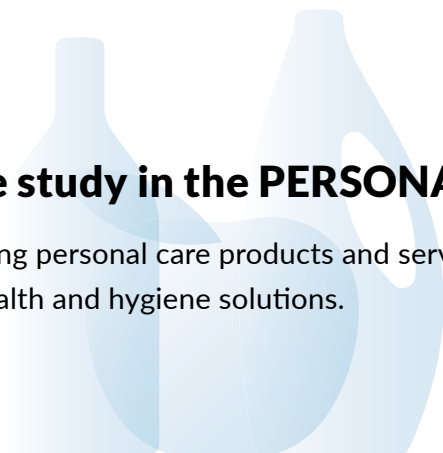
The training enabled high standards of productivity to be achieved rapidly and to reduce customer support requests. The proficiency of the personnel trained by Aton's Business Continuity team ensured the widespread dissemination of the skills to other workers.

#### KPIs

**45** stores involved  
in the training programme  
**720 hours** of training delivered  
**236** people trained

#### Results

**-50%** reduction in work times



## Impact case study in the PERSONAL CARE SECTOR

Company providing personal care products and services, specialising in health and hygiene solutions.

### Aton's solution: paperless delivery certification

Aton supported the company in managing the home delivery of medical devices. Integration with company systems enabled the real-time monitoring of strategic KPIs, ensuring high standards of service quality and punctuality for users.

The adoption of the Aton's digital paperless solution significantly reduced the use of paper and the quantity of multifunction printers installed at the logistics sites and used for printing delivery documents, with a positive impact on operational efficiency and environmental sustainability.

#### KPIs

**59,536** users assisted  
**38** delivery drivers

#### Results

**-61%** reduction in printouts  
**-90%** printers to manage

# .Customers

## Optimisation of Azure Cloud services

We chose Microsoft as a Cloud partner and embraced its commitment to reducing environmental impacts.

In 2024, we focused on optimising the Azure services for the publication of our customers' apps (Reverse Proxy) and for the corresponding remote access (VPN Gateway), with an estimated 40% reduction in energy consumption.

We also set up automatic night-time shutdowns for some Azure services used in customer projects, again with energy savings in mind, starting-up only as required.

### KPIs & Results

Centralisation of <b>2</b> services (Reverse Proxy and VPN Gateway)	<b>-40%</b> estimated reduction in energy consumption
Automatic night-time shutdown of <b>33%</b> of Azure virtual machines for customer projects	

## Reduced-load data processing, faster execution

Our software development and integration team is continuously working on the evolution of IT systems to make them more efficient and sustainable.

Over the last year, we have worked to improve how we manage our customers' extensive data sets: by only processing the required parts of tables, we have optimised database queries (vertical partitioning). This approach reduces the computational load and accelerates system response times. App synchronisation was also made more efficient: thanks to advanced algorithms, the result of Aton's experience in data management on mobile devices, our systems work more intelligently and consume less energy.

### KPIs & Results

**-20%** estimated reduction in calculations and overall energy consumption

## The circular economy in our maintenance services

We look after our customers' hardware assets, extending the life cycle of their devices. We manage most of our workshop's activities, reducing repair times and shipments.

In agreement with customers, we recover working components from devices intended for disposal, so cutting waste generation.

### KPIs & Results

Recovery of <b>486</b> obsolete devices diverted from disposal and reconditioned thanks to maintenance services	<b>+15%</b> in reconditioned devices
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# Environment

## Results achieved

**Reduction in paper use and energy consumption**

Digitalise administrative processes with legally compliant archiving

**Partnerships with green suppliers**

Increase purchases of eco-sustainable consumer goods

**2024-2026 targets**

## Future challenges

**New innovative and sustainable company premises**

Redesign our offices to create a larger and more welcoming, efficient and innovative environment

**Sustainable solar energy**

Achieve energy independence to cover internal consumption

## Ongoing commitment

**Circular economy**

Promote a culture that is aware of reuse and recycling

# Environment

## Our commitment to protect the planet

We contribute to protecting the planet through our digital solutions and services, as described in the section on our impact on customers: we help businesses to cut waste, inefficiencies and the consumption of resources such as paper, energy and water.

We also adopt responsible behaviour within our organisation, making our internal processes increasingly sustainable through mindful choices in terms of energy, logistics and procurement.

## Paperless admin

The digitalisation of our accounting of receivables and payables continues: in 2024, we completed the legally compliant archiving of statements of expense, transport documents and invoices, simplifying bookkeeping and reducing paper use.

### KPIs & Results

**-13,762** printouts/year

**-15%** reduction in printouts  
compared to 2023

**-23%** average reduction in  
printouts per Aton worker  
compared to 2023

**2,374** digitalised statements  
of expenses





# Environment

## Sustainable consumption, every day

For internal purchases, we rely on selected partners that share our values and support us in reducing our environmental impact, favouring ecological products, recycled materials and responsible supply chains.

### KPIs & Results

**+30%** increase in eco-sustainable consumer goods compared to 2023, from €9,000 to €11,700

## New Aton premises: the project takes shape

In 2024, we submitted the redesign plans for our offices to create a larger, more innovative and more sustainable space. The work will be completed by year-end 2025.

## Working towards more sustainable company mobility

While awaiting the full transition to electric transport, we continue to invest in low environmental impact solutions. Our choice of vehicles powered by natural gas enables us to cut CO<sub>2</sub> emissions and promote a more responsible form of mobility.

### KPIs & Results

**+20%** more of the company fleet running on natural gas compared with 2023

**92%** of kilometres travelled using natural gas vehicles

**91%** of the company fleet running on natural gas





# .Community

## Results achieved

## Future challenges

2024-2026  
targets

## Ongoing commitment

**.atonAcademy**

Contribute to developing digital skills with an online training programme open to all

**.FoodHubber: sustainable digital innovation**

Make technology work for the community and the environment

**Innovation Centre**

Foster a culture of innovation starting with the creativity of atonpeople

**Collaboration with schools and universities**

Involve students with innovative engagement methods (hackathons, gamification, bootcamps)

**Diversity, Equity & Inclusion**

Promote a DEI culture



Our impact on communities

# .Community

## .atonAcademy: the project continues!

In 2024, we saw the second edition of .atonAcademy, our online training course, open to all and completely free, aimed at giving users the skills most in demand in the job market.

We were inspired by the model of the renaissance workshop, using an approach in which human values are the focus of the digital transformation, along with certification and practical multidisciplinary training to explore business culture under the guidance of Aton's Masters of Art.

This year, we focused on global customer support, combining IT expertise and language skills to deliver technical support to global customers in the luxury fashion sector.



Learn more

[.atonAcademy](#)

This is how it works:



**Online training:** courses with recognised certificates to add to a CV

[.atonAcademy is back: become a global customer support assistant](#)



**Experience the workshop:** 6 weeks of training led by our Masters of Art

[The .atonAcademy global customer support workshop](#)



**Hiring opportunities:**

joining our Business Continuity Team

[The first 90 days at Aton after .atonAcademy](#)

### KPIs

**520** registered  
for online training

### Results

**4** hires  
**12** young people trained for 6 weeks  
**1,340** certifications in 3 weeks





Our impact on communities

# .Community



## .FoodHubber

Making technology work for the community and the environment by distributing essential goods to those in need and reducing food waste: it is an open source web application that we developed for EMERGENCY within the *Hub Aiuto Alimentare Cuccagna* project, presented in Milan in October 2024.



Federica from Emergency was interviewed about the project  
[Learn more](#)

### KPIs

**1,072** visits recorded through the web app  
**26,070** kg: total goods distributed

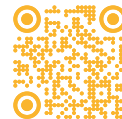
(data: October-December 2024)

### Results

**350** households in need supported  
**€7,890** in donations of surplus goods by Coop Lombardia (waste reduction)

## Experiences that create a culture of innovation

We work with schools, universities and partners, engaging young people in immersive digital experiences such as hackathons, challenges and board games. We actively take part in tech conferences and events, in Italy and abroad, to promote an open, dynamic ecosystem focused on shared innovation.



Learn about one of our projects  
[Gen Z and the work environment: the C\\_Labbers study](#)

### KPIs & Results

**25** events  
**974** participants  
**14** internships started  
**2,800 CVs** received thanks to employer branding









## **.Credits**

*Content and editorial coordination*

Aton S.p.A. Società Benefit

*Graphic design and page layout*

Paolo Prossen

*Photos*

Krea Independent

*Printing*

Ingrel

*Sources cited*

National Research on Benefit Corporations 2024 and 2025

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**Impact Assessment Report  
Year 2024**

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