

The Moviri Way

Why we do what we do

Big problems need companies with big ideas.

When we started in 2000, the internet was just beginning to reshape the world. We recognized this monumental shift and knew we had to be part of it. Our initial focus was on reinventing how businesses manage their IT infrastructure, especially with the rise of distributed systems and online operations.

We approached this with a blend of engineering rigor and sharp business insight, leading to the creation of Caplan, a technology that became a global leader in its field.

Even then, our work involved processing vast amounts of data to build predictive models, transforming what seemed like complex, almost magical processes into streamlined, automated solutions. While today we'd call this "Big Data" and "AI," for us, it was simply smart engineering – putting **data into action** to solve real-world challenges.

At Moviri, we believe technology holds the unique power to drive revolutionary change. We empower those brave enough to embrace these changes to unlock immense opportunities. This core belief continues to guide us today.

We are driven by data, engineering, and ambition.

Every solution we develop is **data-driven**, practical, and designed for scalability. We challenge the status quo, question conventional wisdom, and distrust "cargo-cult" thinking. Instead, we rely on concrete data, empirical evidence, and continuous experimentation.

We harbor immense **ambition** for our future. This drives us to consistently push beyond what seems reasonable, stepping out of our comfort zone to remain relevant and exceed our customers' high expectations.

We are driven by data, engineering, and ambition.



Engineering is the bedrock of our operations. We firmly believe in the immense potential of bridging scientific discovery with industrial application, and we leverage this synergy extensively.

Ambition, engineering excellence, and a dedication to solving meaningful problems in strategic areas have always defined Moviri, and will continue to do so, regardless of how our business evolves.

This is truly the Moviri Way!

Where do we play?

Many businesses, one company

What business are we in?

Moviri is a university start-up that in 20 years has grown into an international group of five companies, with offices on three continents and customers in more than 30 countries.

We are headquartered in Milan, one of the top ten alpha cities in the world, just outside the engineering campus of Politecnico di Milano, where we started.

We are in the middle of an avant-garde, multi-disciplinary industrial region that has inspired us to start several ventures with a global ambition.

We run specialized consulting services under the Moviri brand in several strategic fields: **AI, Performance Engineering, Cybersecurity, Analytics** and **Internet of Things**.

What business are we in?



Around these areas, we've made investments in four technology companies that fit a cohesive vision: **Akamas**, **Cleafy**, **ContentWise** and **Arduino**.

We do not subscribe to stereotypical business models (e.g. Consulting, Software, SaaS, Outsourcing, etc.). Instead, we commit to adopting the solutions that are naturally demanded by the problems we tackle.

What business are we in?

We believe that a company in which consulting and technology businesses coexist is unique in the industry. We also believe this is our [invaluable source of innovation and disruption](#).

We invest our best talent into consulting projects with our top customers. This is how we learn, build our technology vision, and encounter and solve valuable real-world problems.

We are independent and unbiased in adopting the solutions that work best for our customers. This has meant working on many of our top projects with strategic business and technology partners, some of which are visionary companies that have made history.

We naturally embrace a model of serial entrepreneurship. With our customers, we generate ideas that, in some cases, become technology investments and eventually evolve into separate companies. We believe this allows us to focus more on management as we can run things independently when required.

It is the story of how Caplan, ContentWise and Akamas were created. We have also invested in ideas generated by other talented entrepreneurs: this is how Cleafy and Arduino joined the group.

What business are we in?

We have great ambition for what we want to achieve in the future.

This is why we always **do more than what seems reasonable at any given time.**

This track record would have never been possible to create and maintain without our team's hard work and dedication. We believe this is the main reason why we have yet to fail at a single business venture and have reached goals that seemed impossible.

This makes us proud as today's start-ups have a failure-to-success ratio of 9 to 1.

We have created a cohesive vision that will help some of the world's top companies in the digital transformation: enable them to run their business at

scale, reliably and securely, adding intelligent human-like behaviors to their applications and entering a fully integrated physical computing era. In getting there, combining consulting and technology will make the difference for those customers who want to go the extra mile.

Every time our businesses cross paths in the unknown spaces of innovation and we work as one team, extraordinary things happen.

Are you a Movirian?

Unconventional people

Who we are

A Movirian is a talented and ambitious professional willing to succeed within a company that is always out of its comfort zone and needs the right people to fuel its perpetual forward motion.

In everything we do, **we take higher risks** compared to traditional reactive businesses. We put teams before individuals and think harder before doing.

We believe that science and engineering need to be seen as one. It is for this reason that we continuously focus on research, emerging ideas, and new technologies.

We actively **invest in research programs** with leading universities in Europe and the US, involving Ph.D. students in our teams.

We know how to create value out of R&D investments.

We always pursue building and retaining a high-quality team, because our ideas are ambitious and pose challenges that exceed those of the vast majority of companies in the industry.

However, we also believe that great teams are built not only on talent but also on **teamwork and positive attitude.**

Who we are

We have zero tolerance for any violation of ethical standards and we demand total respect for laws, regulations and individuals. Ethics at Moviri, however, mean much more than respect for rules: we value diversity, especially because we work in the low-diversity, highly-biased field of Information Technology.

We have developed **a culture that rewards initiative**, nurtures an informal workplace, stimulates extreme pragmatism and follows a no-blame policy when mistakes are made.

We believe that anyone joining the company should share these beliefs.



Who we are



New graduates find that our environment fits their mindset; we are often described as an excellent company to start with. We have developed the skill to **grow young talent** training them to work in teams, communicate effectively, develop business thinking, and work internationally.

We have an incredible **Moviri alumni network**: former colleagues continue to contribute to our growth even when they have taken top positions at some of the most successful companies in the world. This makes us proud.

We are a tech company from the ground up but our unique angle in tech and business inspires unique ways to do many things at Moviri.

Who we are

We obsess over quality in hiring and heavily involve our top people in the process, as we believe it to be one of the cornerstones of our company. We ask all team members to become our ambassadors from their very first day at work.

As much as our financial resources allow, we pledge to reward our employees with competitive compensation and benefits and to invest in cool working spaces, great assets and effective training.

You should expect our Human Resources to never stop improving the working life at Moviri because **we aim to be the coolest company we will ever work for** in our life.

We are not shy to ask for the right money for what we do. We believe that the unique things we do require an unconventional way of approaching the market, through a mix of building reputation, nurturing partnerships, sharing knowledge, talking business in technical meetings and explaining technology to client executives.

We think we have done our job when customers feel free to share even their early ideas and bring business to us.

This is what we call selling at Moviri.

Who we are

We have built our businesses with no external financing, reinvesting hard-earned profits year after year. This requires tremendous discipline, commitment and attention to detail.

We believe that acting smarter is the core reason for our success and that money alone cannot generate innovation and results, as many companies think.

We run our operations with a shared services organization that has the mission to make a 200-employee group of five companies on three continents work with the agility of a startup, the care of a family-run business and the solidity of a multinational corporation.

And yet, no matter how hard the task, we all want to have an impact.

It hardly feels like work to us.



Our vision

Expect the unexpected

What to expect from us

We believe the IT industry is at a crossroads again. The convergence of Cloud Computing, Big Data, AI, and IoT is creating a new singularity that is poised to revolutionize the way businesses of all sizes will operate.

Performance and cybersecurity will be profoundly redefined and creating value from data will be the key enabler of all major advances.

At Moviri, we have committed the investments we need to create a company able to lead - not follow - this new wave of change. We feel like we are living in a new version of 1995, when the Internet was moving into the mainstream and the tech giants did not yet exist. We feel we are in the right place at the right time.

Thus, we will continue to focus on our few big ideas and let go of many other opportunities. We believe that **less is more if done right**.

Sticking to our principles is of utmost importance to us. You should also expect us to stay committed to the current initiatives. We are not in the business of jumping from one opportunity to the next; we are into **building long lasting successful businesses**, one step at a time.

What to expect from us

Sometimes there may be temporary setbacks but we keep the promises we have made to ourselves and our customers, as long as the value is there.

You should expect us to make moves in areas that might look surprising, but we have always strived to start new, important and meaningful things with the resources that we have.

We think ideas need to work hard to find their way into big investments and we believe that following this discipline eventually creates great value.

Expect the unexpected!





HQ Milan

Via Schiaffino, 11
Milan, Italy
20158

Padova

Via Sant'Andrea, 21
Padova, Italy
35139

Boston

211 Congress Street
Boston, MA
02110

Los Angeles

12130 Millennium Dr
Los Angeles, CA
90094