



Open innovation, 6 projects selected by CA Auto Bank's Digital Factory

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The year 2024 was paramount for CA Auto Bank in its pursuit of innovation, with a strategic focus on intensifying research and development activities. The Bank's clear objective was to identify and **adopt cutting-edge technological solutions** capable of addressing the challenges of an evolving market.

Throughout the year, CA Auto Bank implemented a structured and well-defined approach, engaging a large number of start-ups and exploring innovative solutions. In the first half of 2024, CA Auto Bank launched an extensive scouting initiative, gathering over **150 proposals** from emerging players. The Digital Factory team meticulously evaluated each project based on several criteria: the maturity and soundness of the proposing companies, their competitive edge over existing solutions, the relevance of the use case, and the potential for seamless integration into the Bank's ecosystem. This rigorous process led to the selection of **more than 50 projects** for further technical evaluation.

The second half of the year represented a decisive phase, with **six start-ups** advancing to a pilot stage aimed at testing and validating their solutions. The identified focus areas included **advanced anti-fraud tools**, to enhance security and mitigate fraud risks, **pricing optimization** tools for remarketing operations, and innovative **document analysis** solutions to automate and streamline business processes, improving efficiency.

In addition, ESG themes were central to the Digital Factory's initiatives. A standout start-up was selected for its innovative use of satellite data combined with machine learning algorithms, offering solutions to pressing global environmental challenges. This underscores the key role of technology in addressing increasingly urgent sustainability issues.

These initiatives reflect CA Auto Bank's commitment to building a robust network of partnerships with the world of start-ups. By accelerating the adoption of advanced technologies, the Bank aims to deliver solutions that not only meet evolving market demands but also improve operational efficiency and strengthen its competitive position for the future.

CA Auto Bank S.p.A.

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