

# Building a European DTM business

*Italy-based Namirial provides Trust Services like e-signature, registered e-mail, e-invoicing and digital archiving to more than half a million customers. In addition, Namirial has installed more than 20.000 seats of its Graphosign signature capture and also provides software packages for payroll, tax return, building and construction, and other services. In anticipation of the new European Union regulation introducing a new regime for electronic identification between member states, Namirial recently established an Austrian subsidiary, merging its trust services expertise with that of two newly acquired Austrian Firms, xyzmo and SIGNificant. The ambition is to become a European leader in Digital Transaction Management (DTM), says Luigi Enrico Tomasini, who heads the new Austrian subsidiary, Namirial GmbH.*

First established fifteen years ago in Italy, Namirial initially built a customer base around professional services, delivering software and payroll management to small businesses, among others. With the advent of the paperless office, the company moved into the certified email space and became a Certification Authority. Mr. Tomasini explains that certified email is unique to Italy; it is a kind of email whose sending is certified by a neutral third-party, with the aim of guaranteeing legal validity for electronic mail. In 2008, Namirial developed Graphosign, an electronic signature solution for tax declarations. This technology, says Mr. Tomasini, allowed the company to broaden its scope and attract bigger clients such as consultancies.

The Namirial Group currently serves almost one million clients but these are almost exclusively in Italy as each individual European country has its own certification authority and electronic signature regulations. This will change in July 2016 when a new European Union regulation comes into effect, introducing a new legal framework for electronic signatures, seals, time stamps and electronic

documents. These rules aim at creating a uniform regime across the EU for the mutual recognition of electronic identification between member states. "The new regulation provides us with an opportunity to internationalise our business," Mr. Tomasini explains.

Similar to Namirial, the two newly acquired Austrian businesses focus on addressing the fast growing business needs of organisations conducting secure digital transactions, a market that according to Aragon Research will grow from US \$500-700 million in 2014 to \$30 billion by 2020. With the

combination of Namirial and the xyzmo/SIGNificant solutions, the company is going to announce an omni-channel DTM solution legally compliant throughout the European Union that allows its clients to conduct business transactions, anywhere, anytime and on any device and helps companies transitioning to fully digital processes. "Namirial has acquired many businesses over the years and every time we managed to double their revenues, leveraging their network," says Mr. Tomasini. "This is also our ambition for our new Austrian subsidiary. Further down the line our main challenge will be to closely follow the regulatory landscape in order to enter each new market at exactly the right time."



Namirial S.p.A.  
Via Caduti sul Lavoro, 4,  
60019 Senigallia AN  
Italy  
Website: [www.namirial.com](http://www.namirial.com)

