VICTAnova

THE POWER OF INNOVATION

COMPANY PROFILE · 2026

# Innovation that becomes *value.*

Strategic consulting, technology and business development for companies, dealers and public administrations.

00 · OVERVIEW

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01 · ABOUT US

# Senior experience. Forward-looking vision.

VICTAnova is a consulting partner for companies that produce, distribute and use printing, document management, ICT and digital communication technologies.

We know how the channel works, the value of relationships and the need to balance innovation with economic sustainability. That is why we turn priorities, investments and opportunities into verifiable work plans: clear objectives, defined responsibilities, shared timelines and indicators.

We support owners, management and organisations in the decisions that truly affect growth, competitiveness and the ability to innovate. We do not offer standard models: every engagement is calibrated to the company's objectives, resources and maturity, with direct involvement through to delivery.

### Listening

We start from data and people: without a shared diagnosis there are no credible priorities.

### Pragmatism

Action plans with responsibilities, milestones and KPIs, not presentations for their own sake.

### Presence

We work alongside the teams who must deliver the project, all the way to the result.

SENIOR ADVISOR

## Massimiliano Fastelli

He supports VICTAnova with full autonomy and the complete trust of the ownership, contributing to strategic vision and business development in close collaboration with management.

***"Our goal is simple: to make every choice more informed and every project more effective."***

*For clarity towards partners, clients and associates: his role is strategic and advisory and does not entail ownership of any shareholding in the company.*

02 · AUDIENCE

# Three worlds, one method.

The same approach, calibrated to the needs of those who produce, distribute, use or purchase technology.

01

## Manufacturers, distributors and dealers

*The channel is changing: selling machines is no longer enough. The dealer who grows proposes a transformation.*

- Development and organisation of the sales network
- Positioning and go-to-market
- Integrated offer: print, documents, ICT, security and digital signage
- Analysis of applications and new markets

02

## Companies using technology

*Technology, workflows and costs must be governed as a single system, not as separate purchases.*

- Analysis of office, production and large-format printing systems
- Digitisation of document workflows
- ICT infrastructure and digital models
- Subsidised finance and access to credit for investments

03

## Public administrations and companies working with them

*The public market requires method, reliable timing and mastery of procurement tools.*

- External Tender Office: scouting, selection and strategy
- Tender documentation management
- MePA and e-procurement
- Relations with institutions and stakeholders

03 · VALUE

# More informed decisions. More effective projects.

VICTAnova's value is delivered in three moments: understanding the market, planning rigorously, supporting those who deliver.

01

## Market insight

**Competitive landscape, channels, applications and real opportunities.**

- Where demand is moving and which applications are growing
- How competitors and channels are moving
- Which opportunities are realistically within the company's reach

02

## Action plan

**Responsibilities, timelines, indicators and expected results.**

- Objectives translated into activities and milestones
- Who decides, who delivers, how it is measured
- Shared KPIs and control tools

03

## Hands-on support

**Direct support for the people who must deliver the project.**

- Facilitating decisions and involving teams
- Monitoring progress and correcting deviations
- Consolidating skills over time

Why VICTAnova

Senior channel experience, market insight and execution discipline in a single partner: no standard models, only engagements calibrated to the company.

04 · EXPERTISE

# Integrated solutions. Concrete vision.

Nine areas that work together: strategy, technology and organisation in a single roadmap.

### 01 Printing & Production

Consulting on office, production and large-format printing systems, application analysis and channel development.

### 02 Document Management

Digitisation of document workflows, process automation, more agile and secure management.

### 03 ICT & Digital Transformation

Infrastructure, services and digital models to support growth and improve operational efficiency.

### 04 Digital Signage

Strategies and technologies for communicating in physical spaces with dynamic, measurable content.

### 05 Business Advisory

Positioning, go-to-market, sales organisation, sales networks and new opportunities.

### 06 Subsidised finance

Identifying instruments, structuring projects and planning investments.

### 07 Access to credit

Analysis of financial needs and dialogue with banks and financial partners.

### 08 Institutional relations and development

Relations with Government, public bodies and stakeholders for startups, new sites and business units.

### 09 Public Procurement and tenders

External Tender Office: scouting, strategy, documentation, MePA and e-procurement.

05 · TECHNOLOGY

# From machine to process.

We analyse printing systems, applications, document workflows and ICT infrastructure to connect technology, productivity and new commercial opportunities, with solutions that are sustainable for the organisation.

## Printing & Production

- Office, production and large-format systems
- Analysis of applications and target markets
- Channel and service offer development

## Document Management

- Digitisation of document workflows
- Process automation
- More agile, traceable and secure management

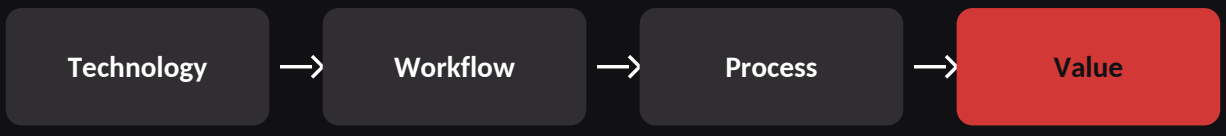
## ICT & Digital Transformation

- Infrastructure and services
- Digital models supporting growth
- Operational efficiency and sustainable investments

## Digital Signage

- Strategies for communicating in physical spaces
- Dynamic, measurable, high-impact content
- Integration with the client's technology ecosystem

ONE OPERATING STRATEGY




Printing, document management, ICT and digital signage become part of a single operating strategy.

06 · ADVISORY

# Growth built on the real market.

We support positioning, go-to-market, sales organisation and channel development.

## Business Advisory

*We support owners and management in the choices that shape positioning and growth capacity.*

- **Positioning**: where to compete and how to stand out
- **Go-to-market**: segments, offer, channels and messages
- **Sales organisation**: roles, processes, objectives
- **Sales networks**: channel development and governance
- **New opportunities**: applications and adjacent markets
- **New business units**: from design to launch

The channel is where technology and market meet: that is why we know its dynamics and work with those who run it every day.

## Institutional relations and development

*Building qualified relationships with Government, public bodies and stakeholders.*

- Launch of **startups** and new initiatives
- **Site-establishment** projects in the territory
- Creation of **business units** for companies and multinationals
- Dialogue with **institutions** and stakeholders

The right relationships at the right time shorten start-up times and open paths that would not be visible alone.

07 · FINANCE AND PUBLIC SECTOR

# Investments, credit and public opportunities.

Financial instruments and the public market are levers of growth: we make them accessible with method.

## Subsidised finance

Identifying instruments, structuring projects and supporting investment planning.

- Mapping of available instruments
- Project structuring and consistency
- Investment planning

## Access to credit

Analysis of financial needs and support in dialogue with banks and financial partners.

- Needs analysis
- Identifying the most suitable instruments
- Dialogue with banks and partners

PUBLIC PROCUREMENT AND TENDERS

## Your external Tender Office

We develop opportunities with the public administration, from finding the tender to the documentation, with specialist support.

| 01 | 02 | 03 | 04 | 05 |
|---|---|---|---|---|
| **Scouting** | **Selection** | **Strategy** | **Documentation** | **MePA and e-procurement** |

**Scouting** of tenders matching the company's profile · **selection** of opportunities with the best effort/probability ratio · participation **strategy** · **document management** · operations on **MePA** and **e-procurement**.

PUBLIC PROCUREMENT · MePA · E-PROCUREMENT · TENDER OFFICE

08 · METHOD

# From strategy to results.

Strategic vision, market knowledge, technological expertise and execution discipline. We start from data and from listening to people to build concrete, sustainable and measurable priorities.

01

## Listening and diagnosis

We analyse business model, positioning, organisation, processes, technologies and financial results to identify opportunities, critical issues and growth levers.

02

## Strategy and priorities

We align objectives, resources and timing, selecting the initiatives able to generate the greatest business impact and a sustainable competitive advantage.

03

## Roadmap and governance

We translate strategy into activities, responsibilities, milestones, KPIs and control tools: it is clear who decides, who delivers and how results are measured.

04

## Execution and improvement

We work alongside teams, facilitate decisions, monitor progress and correct deviations, consolidating skills and results over time.

No standard model: every engagement is calibrated to the company's objectives, resources and maturity, with direct involvement through to delivery.

09 · NETWORK

# Relationships that generate value.

Associations, partners and projects through which VICTAnova builds dialogue with companies, professionals and territories.

## MEMBERSHIPS

### Confimea Sanità

MEMBER SINCE JUNE 2025

A national network dedicated to the healthcare sector. The relationship with President Giorgio Asquini supports concrete dialogue between companies, professionals and territories.

### CDO Lazio

MEMBER SINCE DECEMBER 2025

A business community fostering meeting, collaboration and shared growth. Membership stems from the excellent relationship with President Fabrizio De Luca and Mario Regosa.

## RECENT ACTIVITIES AND APPEARANCES

### Viscom 2026

Presence at the Lumina stand; reflections on turning technology into a working, profitable asset.

### Open House SCREEN

With partner AGE Srl and its owner, Dr Giuseppe Fabozzi: discussion on printing technologies and organisational models.

### MC System BiancoDigitale

Since September 2025, advisor on market, channel and strategic relations for the Rome site.

### Mutoh HydrAton · Reis Elettronica

Technical demonstration of the hybrid decoration technology, with Michele Razeti and Sarah Baratto.

### Confimea events

Speeches at the Galleria Nazionale d'Arte Moderna (July 2026) and at the Confimea Sanità national dinner (September 2026).

### Inclusion and work

Meetings on 26 September 2026 on training, support and companies' needs.

10 · INSIGHT

# Ideas, analysis and scenarios.

Every Monday, a reading of the changes transforming market, technology, organisation and competitiveness.

## LATEST INSIGHTS

| | | |
|---|---|---|
| 30 Oct 2026 | TECHNOLOGY AND BUSINESS DEVELOPMENT | Technology advances: how to turn it into value? Takeaways from Viscom 2026. |
| 4 Oct 2026 | AI AND AUTOMATION | The future is already here: innovating to give time its value. |
| 2 Oct 2026 | PEOPLE AND SOCIAL RESPONSIBILITY | Grandparents' Day: the future grows across generations. |
| 1 Oct 2026 | DIGITAL PRINTING | With AGE at the SCREEN Open House: supporting innovation. |
| 28 Sep 2026 | PEOPLE AND SKILLS | Skills shortages: inclusion as a business choice. |
| 21 Sep 2026 | CHANNEL AND SERVICES | Selling machines is no longer enough: the growing dealer sells transformation. |

## IN THE PRESS · PUBLIC SOURCES

- **Il Poligrafico no. 233 · June 2026** — VICTAnova presented in the leading trade magazine for print and communication.
- **Stampamedia.net · July 2026** — Massimiliano Fastelli's career and VICTAnova's approach to digital transformation and business development.
- **Italia Publishers no. 6/2025 · December 2025** — In-depth look at HydrAton technology and the demonstration held at Reis Elettronica.
- **Stampamedia.net · September 2025** — MC System BiancoDigitale in Rome and Massimiliano Fastelli joining as advisor.

11 · COMMITMENT

# Value grows when it is shared.

VICTAnova and its management support social, cultural and sports initiatives that create participation and opportunities for communities.

SOLIDARITY AND RENEWAL

## Sartoriale Roma and TCS Onlus

Charity event supported by VICTAnova: “Where the impossible becomes possible”.

CREATIVITY AND TERRITORY

## Filo e Fibra

Support for a project combining creativity, work and local roots.

SPORT AND COMMUNITY

## Fonte Belverde

Support for an amateur team, a hub for togetherness and youth growth.

BUSINESS AND INCLUSION

## Creating value means building opportunities.

From companies’ needs to inclusion pathways: training, support and measurable results. Economic development and social responsibility go hand in hand.

12 · CONTACTS

# Let’s talk about your project.

Tell us your objective, context and timeline: we will start with the right questions.


| | |
|---|---|
| CONTACT | Massimiliano Fastelli · Senior Advisor |
| EMAIL | info@victanova.it |
| PHONE | +39 342 174 4120 |
| WEBSITE | www.victanova.it |
| LINKEDIN | linkedin.com/company/victanova |
| OFFICE | Piazzale delle Belle Arti, 2 · 00196 Rome (RM), Italy |


## Company and billing details

| | |
|---|---|
| COMPANY NAME | VICTAnova Srls |
| VAT NO. | 18122311006 |
| SDI CODE | M5UXCR1 |
| PEC | victanova@pec.victanova.it |

Book a LUMINA demo or request an initial conversation: write or call us.

VICTAnova

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Let’s build the next step.

VICTAnova Srls · Piazzale delle Belle Arti, 2 · 00196 Rome, Italy
info@victanova.it · +39 342 174 4120
www.victanova.it

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