



PRESS RELEASE

Almaviva Launches a Document Certification Service Using Blockchain Technology

"Almaviva's solution guarantees the authenticity and accuracy of documents, protecting them against any kind of counterfeiting and fraudulent use of information," says Antonio Amati

The service is certified by AgID which has adopted this notarization solution for its own documents

Rome, July 30, 2021 - Blockchain technology to verify the authenticity of every document on the network. As of today, every document, letterhead, or presentation can be certified thanks to the use of blockchain and distributed ledger technology. This very press release (Italian version only) has been notarized by Almaviva via blockchain and can be verified by dragging this file to <https://notarizzazione.Almaviva.it/verifica.html>. If the document is original, then a receipt of authenticity is automatically issued containing all of the information necessary for verification, also by third-party systems.

The appropriation of templates, layouts, and branding materials of respectable organizations and companies in an effort to make false information appear reliable, is a widespread phenomenon that can be countered with a unique and extremely easy to use digital tool, based on blockchain technology.

"A competence center and an experienced team of dedicated professionals have allowed Almaviva to create innovative decentralized solutions that make use of distributed ledger technology, such as the blockchain, and which are based on a single public-private hybrid model," says Antonio Amati, General Manager of Almaviva's IT Division. "These are technologies that have the ability to affect business by providing an adequate response to the need to manage the changes currently underway, in accordance with entirely new requirements that have emerged in terms of ethics, transparency, trust, and privacy."

Its active presence in developing communities at the global level and its constant supervision of the open source and enterprise technological landscape (Bitcoin, Ethereum, Hyperledger Fabric, and Corda to name just a few) guarantee that Almaviva's experts have the vision, knowledge, and integration skills necessary.

Almaviva's Giotto OnChain Notarization Service allows every document to be notarized, including press releases, via a public blockchain that certifies and protects their integrity, authorship, and authenticity against fraudulent use. Notarizing via blockchain means creating a digital fingerprint for your document that makes it unequivocally recognizable, a timestamped proof of existence for digital data. The data can be of any type and is not modified in any way during the process.

The mechanism by which it works is simple: an identifier, called a hash value (obtained via a mathematical procedure), is entered into the transaction recorded on the blockchain. This unequivocally identifies the data (pdf, word, PPT files, etc.), serving as an incontrovertible "digital fingerprint". Even modifying just one bit of the original document would generate a completely different hash value.

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Thus, each transaction recorded on the blockchain intrinsically certifies the immutable and singular nature of the transaction itself, ensuring that what's registered is preserved forever, without being modified. Giotto OnChain uses the Ethereum and Bitcoin blockchain to provide lasting and unmodifiable cryptographic evidence which certifies that a piece of data existed in a certain way and at a certain time.

The solution is also available in SaaS (Software as a Service) mode.

The service has been certified by AgID (Agency for Digital Italy) which has recognized it and added it to its Cloud Marketplace, where it's possible to view the service's profile including its technical characteristics, cost model, and service levels (<https://cloud.italia.it/marketplace/service/1562>).

AgID itself has decided to adopt Almaviva's solutions for the notarization of documents regarding the outcome of interlocutory proceedings and for the certification of additional relevant documentation. In this way AgID guarantees the traceability of every step in a given process, the certification of the operations carried out by those involved, and the use of a notification tool in real time.

Almaviva Group Profile

Almaviva, Gruppo leader italiano nell'Information & Communication Technology, sinonimo di innovazione digitale, accompagna i processi di crescita del Paese raccogliendo la sfida che le realtà enterprise devono affrontare per rimanere competitive nell'epoca del digitale, innovando il proprio modello di business, la propria organizzazione, la cultura aziendale e l'ICT. A partire da solide competenze Made in Italy, Almaviva ha dato vita ad un network globale con 45.000 persone, 10.000 in Italia e 35.000 all'estero, e 891 milioni di euro di fatturato nel 2020. Opera attraverso 66 sedi nel mondo, con un'importante presenza in Brasile, oltre che negli Stati Uniti, Cina, Colombia, Tunisia, Romania e a Bruxelles, centro nevralgico della UE.

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