



# CAROUSEL

## Noesis Company Presentation

**noesis**  
[www.noesis-research.com](http://www.noesis-research.com)

NOESIS-RESEARCH

# History

---

Founded in September 2007.

Privately owned and funded.

Based in Pisa, Italy (research excellence district).

Headcount: 5 full time plus consultants.

Cooperation with Italian Universities.

First year mainly devoted to development.

Entering the market in Autumn 2008.



CAROUSEL

Company presentation

noesis

# Mission

---

Spin-off from Inventa, active in selling tech ideas.

Mission: exploiting an idea (Carousel) on its own.

Business area: automated real-time decisions

- advert recommendation
- news recommendation
- product recommendation
- email marketing
- telemarketing
- revenue management
- dynamic pricing



CAROUSEL

Company presentation

noesis

# Founder ...

---

## 25-years experience in:

- **management**

- leader companies in IT
- innovation and technology transfer, not only IT (mechanics, oil, environment, ...)
- R&D national and international projects

- **consultancy**

- IT
- strategy and marketing (manufacturing, banking)
- organization (banking, government)



CAROUSEL

Company presentation

noesis

# ... Founder

---

- entrepreneurship
  - IT
  - management and accounting
  - postal services (largest private company in Italy)
- academy
  - Business Intelligence at Business and Economics Dept.
  - Decision Methods at Computer Science Dept.



CAROUSEL

Company presentation

noesis

# Background

---

Heritage from:

- R&D projects funded by EU and Italian government
- business experience

Ideas developed in many large projects.

Noesis owns software and technology.



CAROUSEL

Company presentation

noesis

# Partners

---

- **Gruppo Editoriale L'Espresso**

Large Italian group. News recommendation on Repubblica.it, the website of second newspaper in Italy. *Running*.

- **Leonardo.it**

Large entertainment portal. Ad recommendation for campaign optimization. *Pilot*.

- **Lycos**

Large European network. Ad recommendation for campaign optimization. *Pilot*.



CAROUSEL

Company presentation



# Partners

---

- Anonimous

Large ad network. Hotspot links on not contextualized pages.  
*Developing.*

- Gucci

The fashion brand. Data mining for marketing. *Running.*

- Infracom

Service provider for banks. Investment recommendation. *Developing.*



CAROUSEL

Company presentation

noesis



# CAROUSEL

For more information, please contact:

Noesis srl

Corso Italia 89,  
56125 Pisa - Italy

+39 050 9911080

[carousel@noesis-research.com](mailto:carousel@noesis-research.com)

[www.noesis-research.com](http://www.noesis-research.com)

**noesis**  
[www.noesis-research.com](http://www.noesis-research.com)

noesis-research