



Register.it provides an update on the adoption of Certified Email (PEC) in Italy and presents PEC Agile and PEC Unica

Lombardy, Veneto and Lazio show the highest percentages of PEC registrations in Italy, but Register.it will also accompany the other regions in the process of adopting PEC, with a new simplified service and a training program planned in view of the June 30th deadline.

Florence, May 29th, 2013 - Register.it, a DADA Group Italian brand and certified Manager for Italy for supplying Certified Digital Mail, provides an update on **the scenario of Certified Email (PEC) in Italy**¹: the North takes the lead in proliferation of the tool, with 69% of total PEC utilized in the North-West and North-East, while only 20% have adhered to the new law in the Centre and 11% in Southern Italy.

The region with the highest percentage of PEC registration is **Lombardy** (approximately 34%), followed at some distance by Veneto and Lazio (10%). The regions lagging behind in the adoption process are Basilicata (0.23%) and Molise (0.13%). In general, 72% of those who have activated a PEC account also possess a **domain name** and the vast majority (90%) have a **VAT number**.

In light of these data showing an uneven scenario across the country and in view of the June 30th deadline to meet legislation requirements, making PEC mandatory for all businesses and professionals listed with the Business Register, Register.it aims to assist in the diffusion of this important tool with a **new offer** launched in the last few days:

- **PEC Agile**, which allows even *those who don't have a specific domain* to activate a generic mailbox through an exclusive domain, *nomecasella@pec.net*, or by choosing from among a wide choice of addresses designed for various types of business and professional categories. Companies can, for example, choose *@pec-ditta.it (.com)*, *@pec-società.it (.com)* or opt for *@pec-legal.it (.com)* to emphasize the business' legal activities; consultants can find the specific extension *@pec-consulenti.it*, while professionals can choose, for example, *@pec-architetti.it*, *@pec-avvocati.it*, *@pec-commercialisti.it*, *@pec-giornalisti.it*, *@pec-medici.it*, etc;
- **PEC Unica**, which offers *those who already possess a domain name* extensive customization options based on the number of mailboxes and on the storage space needed.

The offer has been simplified into only two versions, concentrating on ease of use and customization. Moreover, in view of the current convergence of communication methods and in line with the trend for **mobile devices**, the new service can be accessed at any time from any mobile device. It is completely secure and ease of navigation is upmost.

¹ Survey conducted in May 2013 based on Register.it customers.



To further support SMEs and professionals in the process of transition to digital streamlining of bureaucratic processes, until June 3rd Register.it is also offering the first 12 months free for those that sign up for this new service.

Not only that, but Register.it's constant commitment to support innovation in Italy is further substantiated by their training initiatives geared to companies and professionals. In view of the June 30th deadline, the School of Register.it is offering several online workshops, registration is free at <https://www.facebook.com/Register.it>, to illustrate the features and business advantages of the new tool. In the coming days, the first Webinar (03/06/2013 - 3:00 p.m.) will be held, explaining the practical benefits of PEC, and a subsequent workshop (13/06/2013) focusing on activation and management of PEC using the Register.it platform.

"There are about 3 million businesses and professionals in Italy who are potentially affected by the impending deadline to adhere to the latest mandatory PEC legislation, and our goal is to accompany these Users in the digitization process, helping them to seize the opportunities inherent in the requirements of the law," said Claudio Corbetta, CEO of the Dada Group. "Our analyzes reveal that the adoption of PEC across the country is still uneven and this indicates that different regions need guidance and simple tools that facilitate the process of transition to digital. That's why we have redefined our service, making it even simpler, but at the same time customizable, to enable everyone to achieve business advantages from the choice of a PEC that is recognizable and available anywhere and at any time. Moreover, we intend to continue our support of SMEs and professionals by offering several opportunities for free training to help in understanding how PEC can be not only a regulatory compliance but a real opportunity for savings "

What is PEC?

PEC is a tool that provides legal value to digitally sent documents, such as email, attachments and receipts. These documents can be sent, received and managed on a secure and reliable platform. Sending an email from one PEC mailbox to another is the legal equivalent of sending a registered letter with a return receipt. In practice, the use of PEC affords significant advantages, including sending real-time communications, eliminating time spent waiting at the post office to send or pick up certified mail, total elimination of the cost of sending the classic certified mail or fax, part of the daily tasks for many companies and professional firms, and simplification of the relationship between customers, suppliers and public offices, while ensuring the security and the legal value of the communication.

DADA Group

DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services. DADA operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising. Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN. With more than 515,000 clients and more than 1.7 million managed domains, the DADA Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, DADA is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.



For additional information:

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