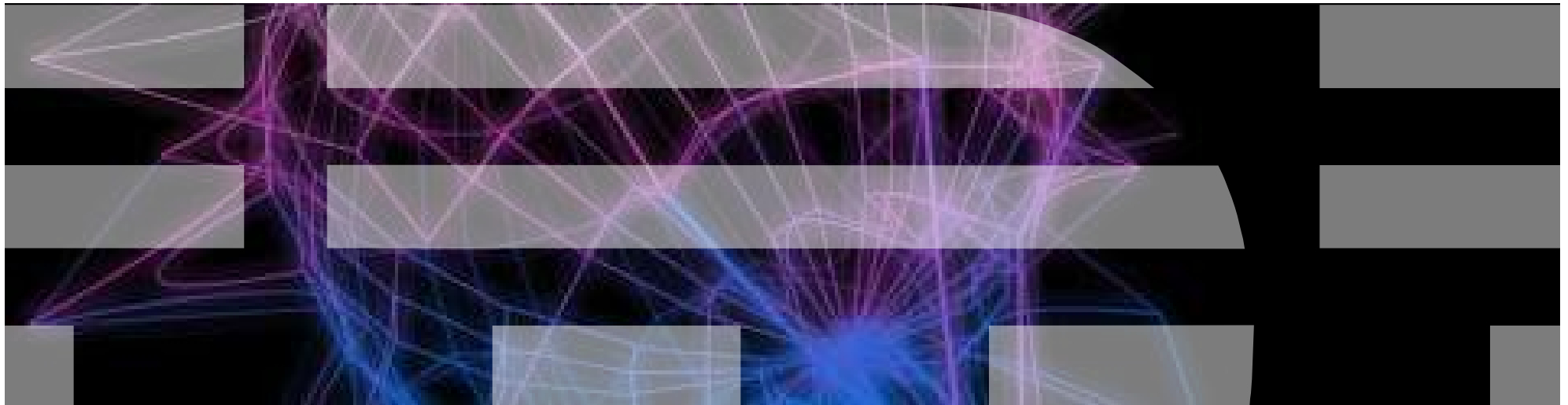


# Enterprise 2.0

Il ruolo strategico delle soluzioni software IBM

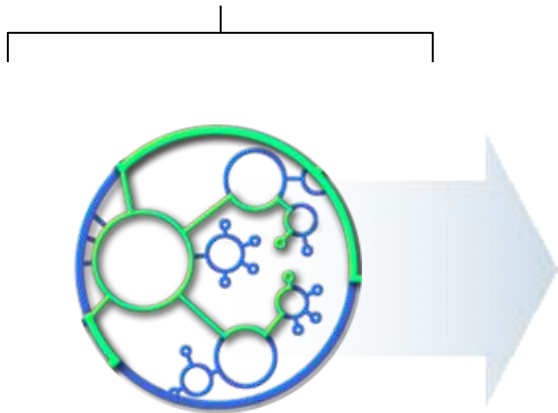


**IBM SmarterSystems**

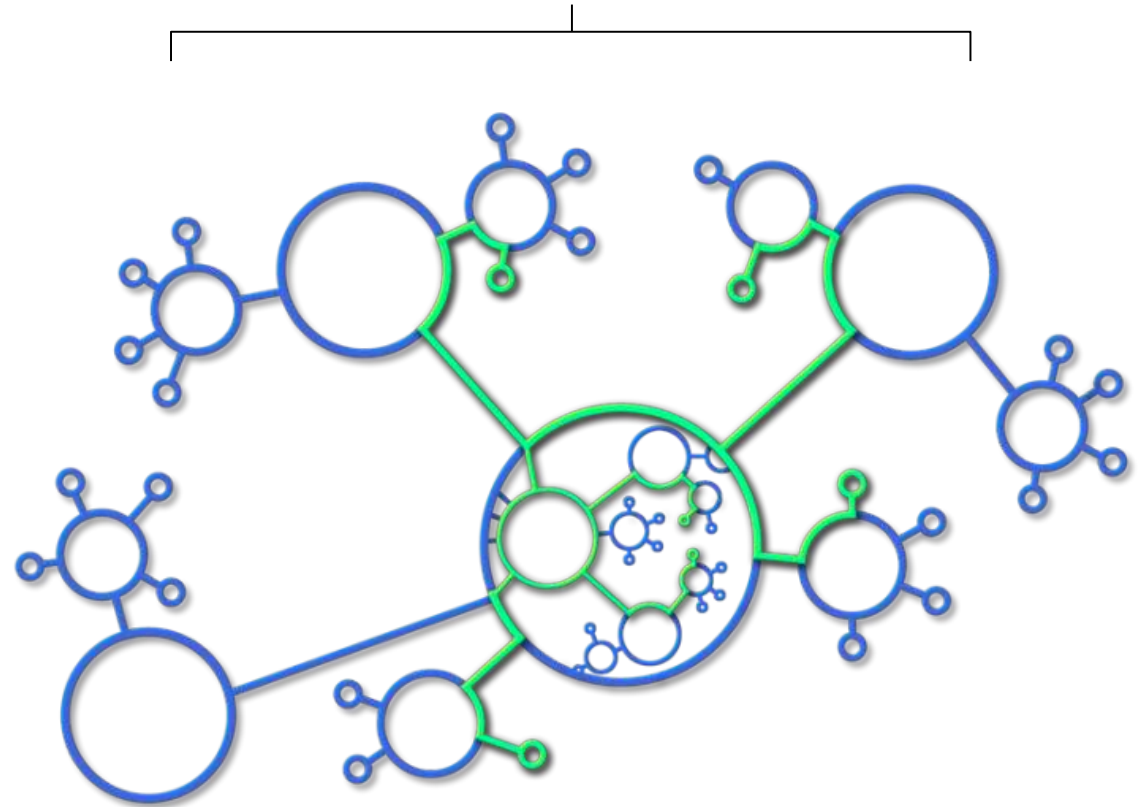


Enterprise 2.0  
descrive il nuovo modo *smart*  
di essere azienda.  
Oggi.

**Enterprise 1.0** caratterizzata da uno schema (persone, processi informazioni) ben definito e stabile



**Enterprise 2.0** caratterizzata da un più ampio e costantemente dinamico network di competenze, processi, informazioni



5.3

Le ore settimanali perse da ciascun dipendente a causa di processi inefficienti



42%

Le decisioni che, almeno una volta a settimana, vengono prese in base ad informazioni non corrette.



2

Le ore settimanali sprecate nel cercare skill ed expertise utili a risolvere un problema

67%

Degli utenti non riesce a trovare l'aiuto necessario pur se esistente all'interno dell'organizzazione



84%

Delle aziende ha personale che lavora remotamente



98%

Dei CEO afferma di sentire la necessità di ristrutturare il modo in cui la propria azienda lavora

Sources: 1: "Measuring the Pain: What is Fragmented Communication Costing Your Enterprise?", enterprise.siemens.com/open/se/docdownloads/secure/UCSurvey.pdf  
 2: Pereira, Jorge, "From Autonomous to Cooperative Distributed Control: Towards the Internet of Smart Things," Second ERCIM Workshop on eMobility, WWIC, May 30, 2008.  
 3: University of Maryland Smith School of Business, March 9, 2009, www.rhsmith.umd.edu/news/releases/2009/030909.aspx  
 4: Harris Interactive and Tacit Knowledge Systems poll, 2003  
 5: McKendrick, Joe, "Is anyone ready to process a trillion events per day?", ZDNet.com, May 11, 2008, blogs.zdnet.com/service-oriented/?p=1102  
 6: 2008 IBM CEO study, ftp://public.dhe.ibm.com/common/ssi/pm/xb/n/gbe03037usen/GBE03037USEN.PDF

# L'Enterprise 2.0 si riconosce da 3 elementi chiave



Agilità  
Organizzativa

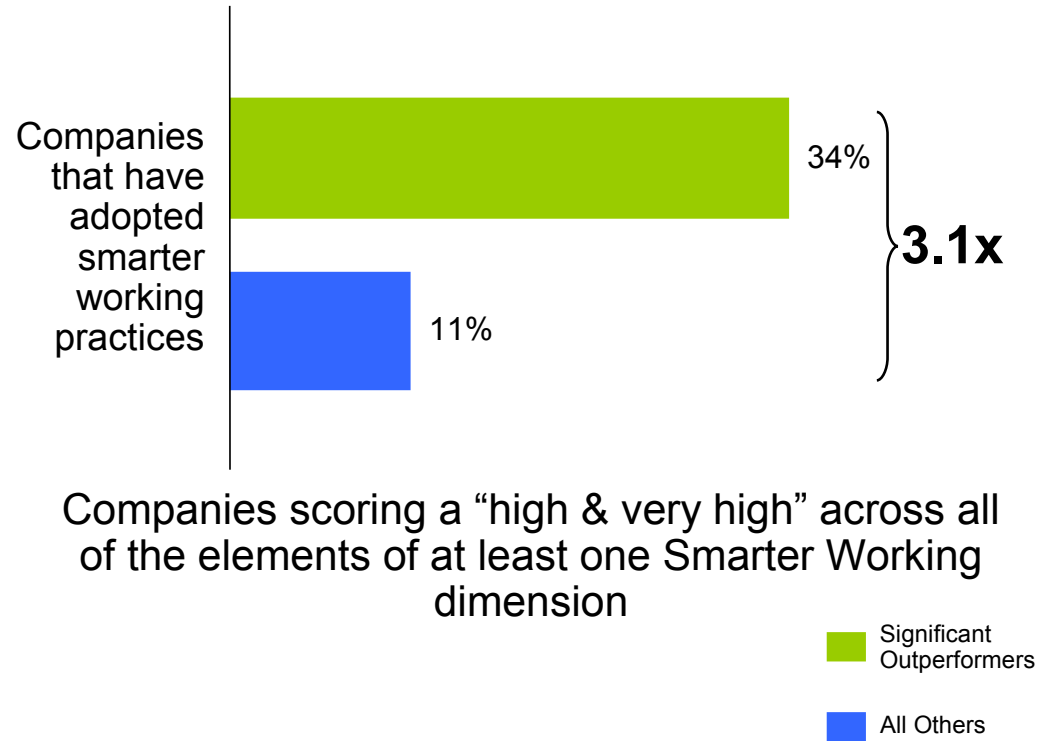
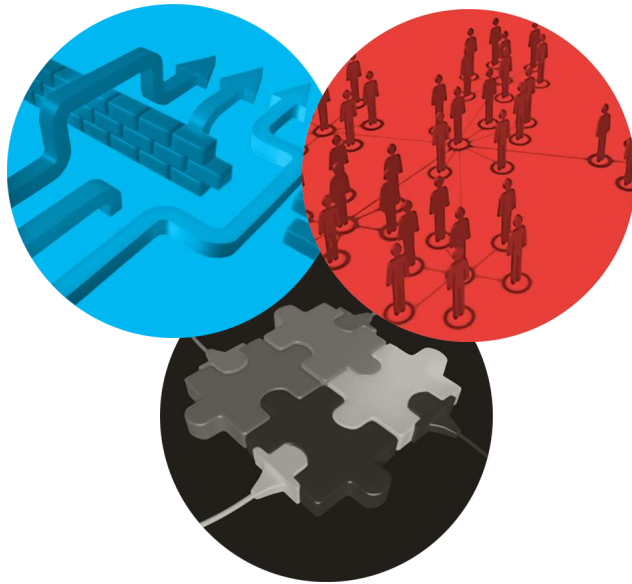


Collaborazione  
e reti sociali



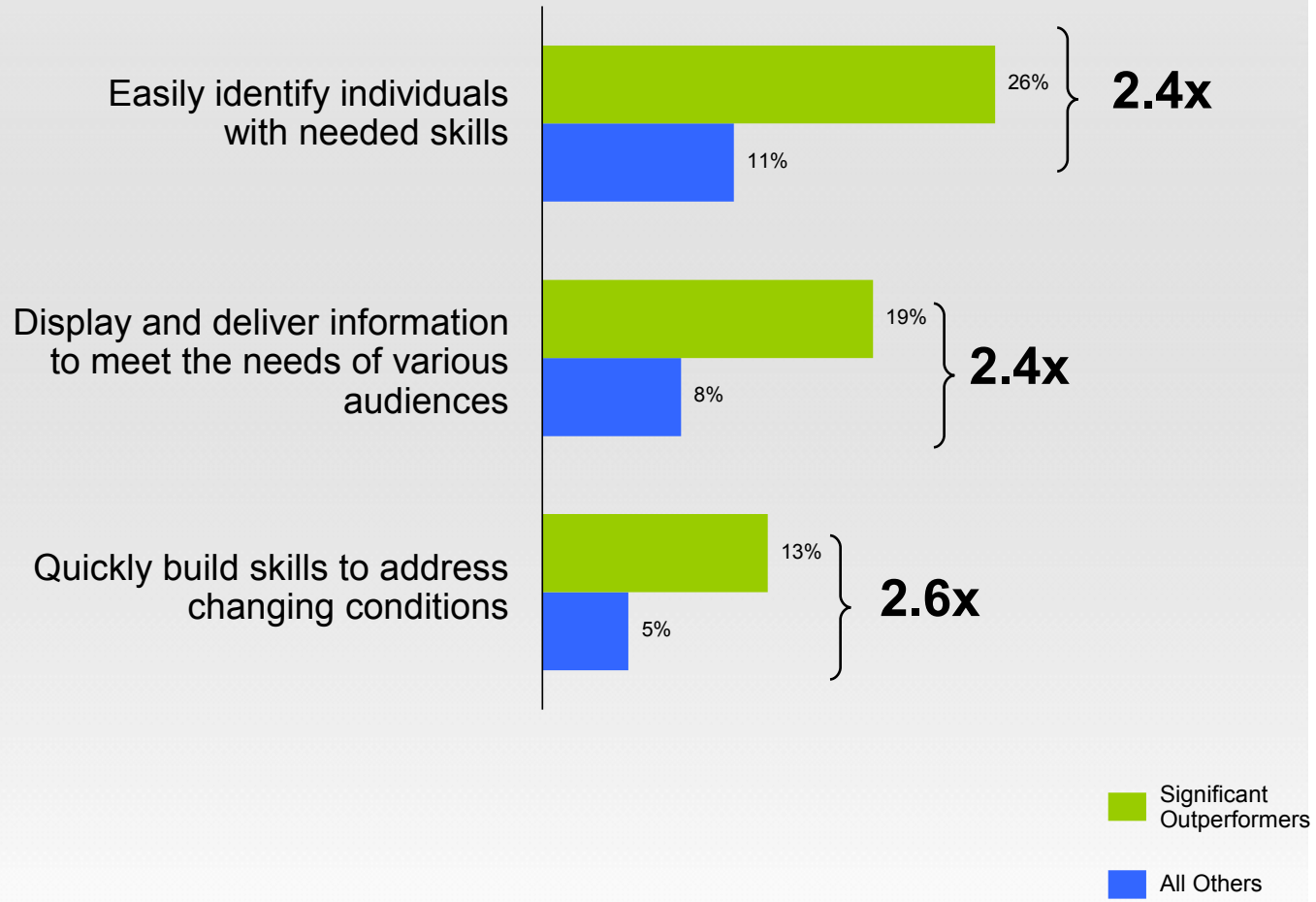
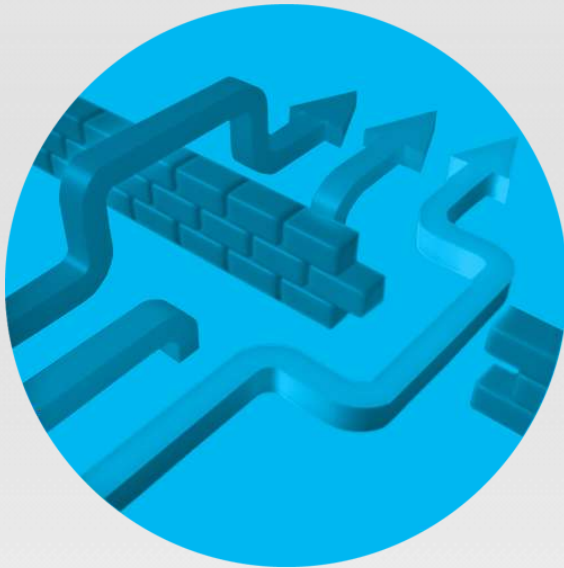
Integrazione  
(dati / processi)

# 3 elementi che producono performance migliori



To what extent does your organization:

Dynamic

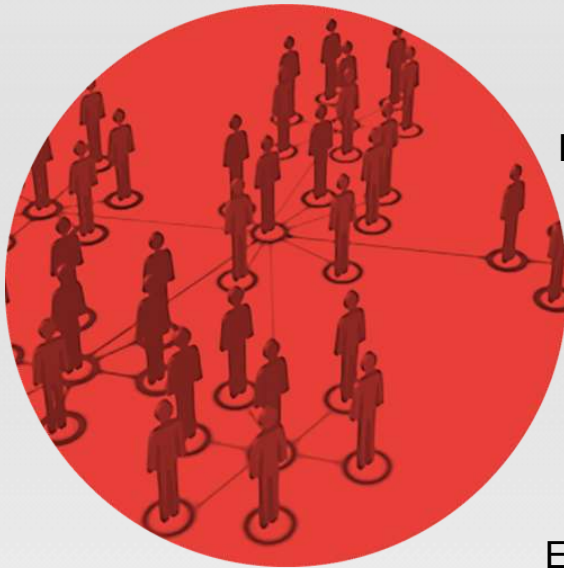


Significant Outperformers  
All Others

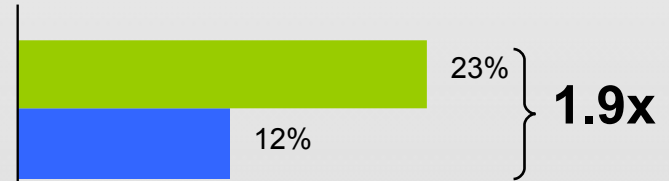


## To what extent does your organization:

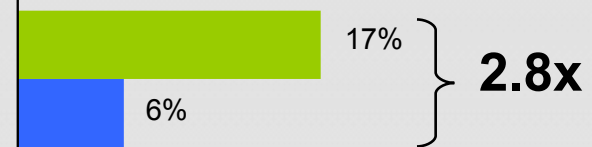
### Collaborative



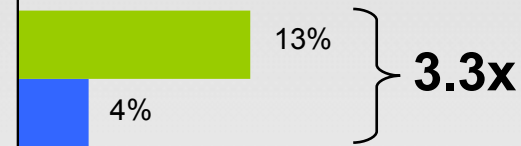
Have processes that are visually documented and well understood by key stakeholders



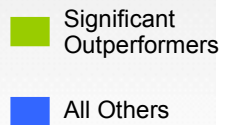
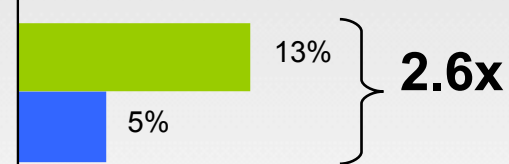
Enable colleagues to collaborate to gather insights and gain productivity



Have users rate and comment on business information



Embedded collaborative capabilities within processes that improve the speed and quality of decision making



## To what extent does your organization:

Connected



Able to integrate data from multiple sources



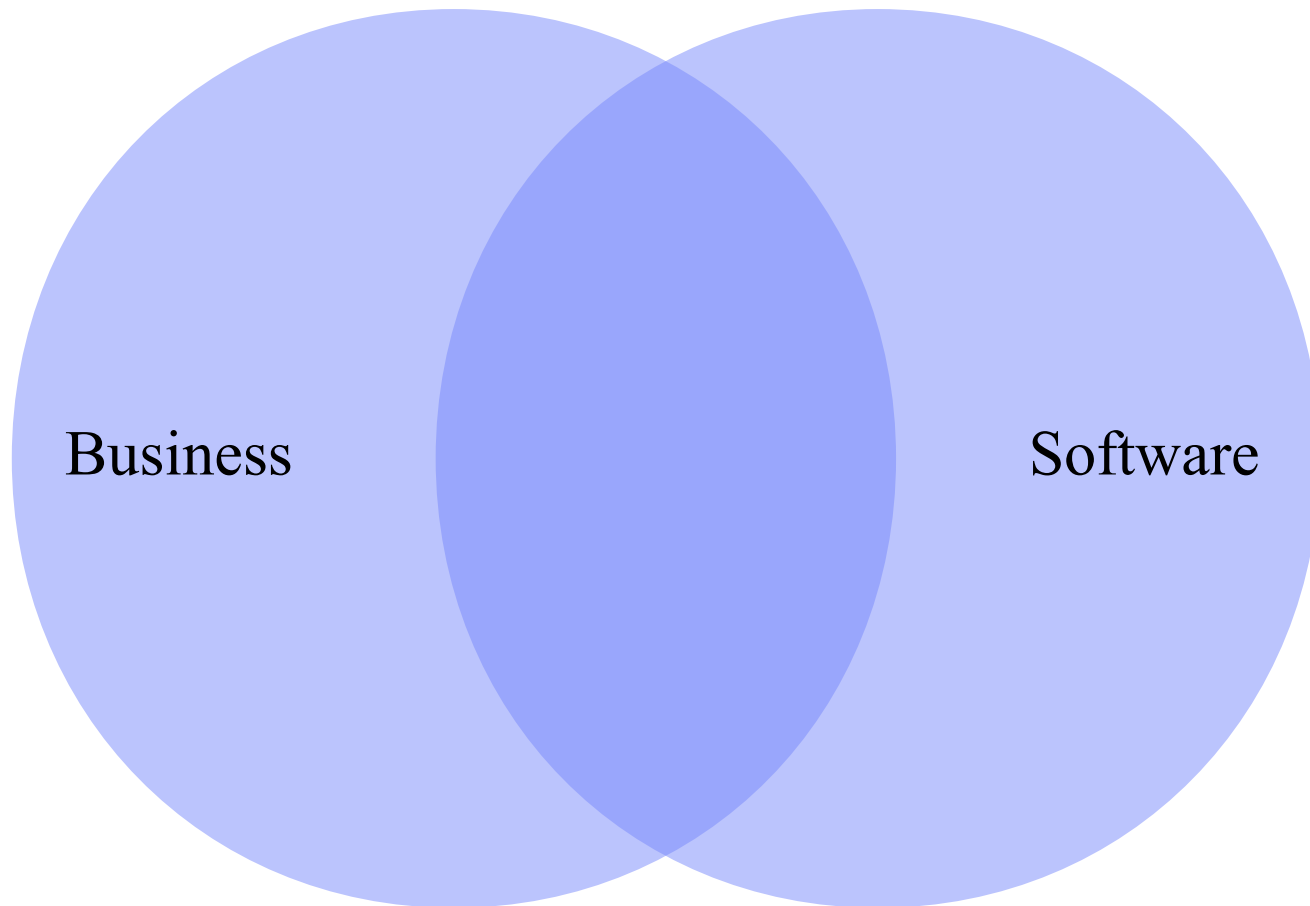
Capture and use realtime information



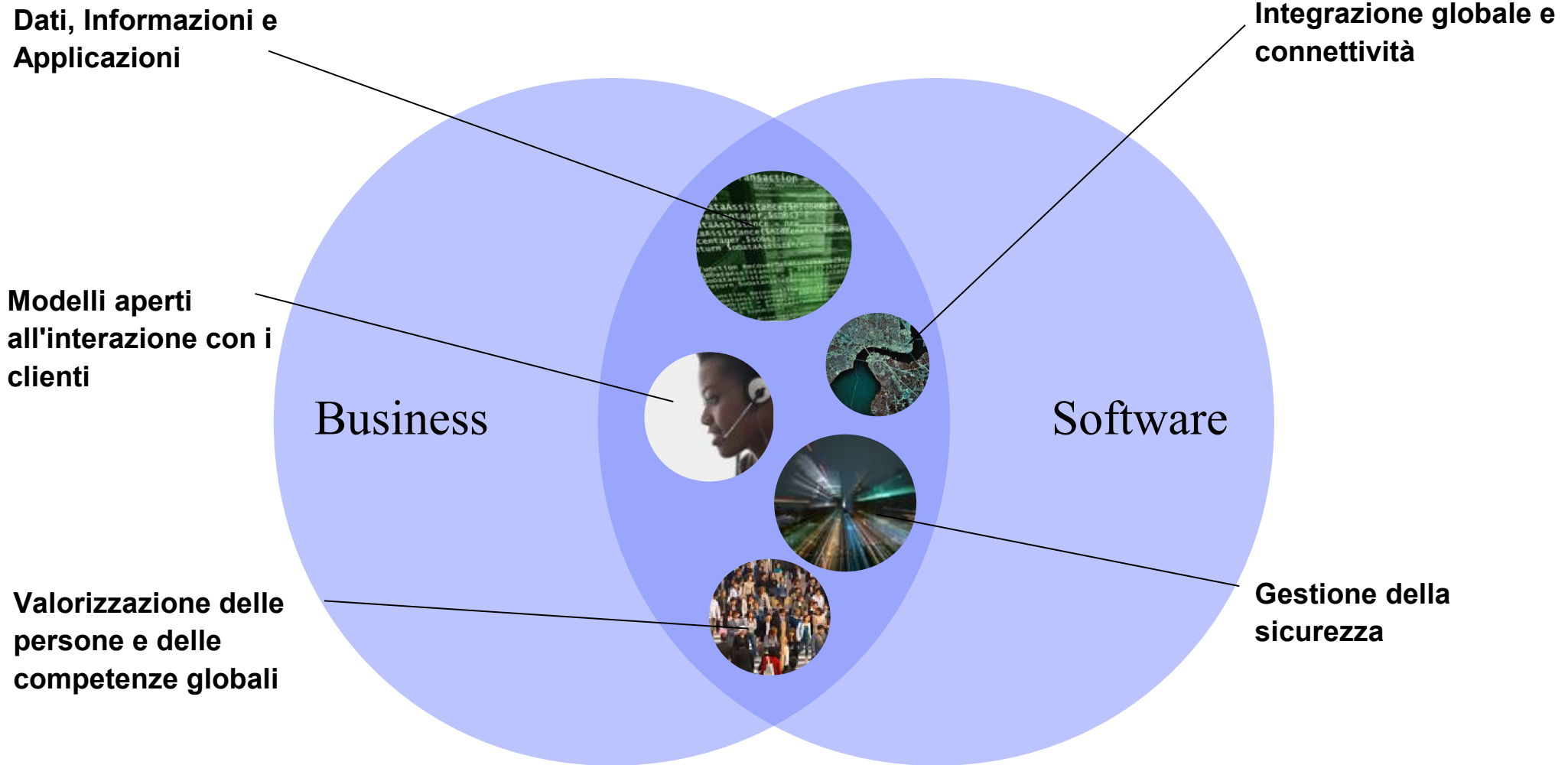
Significant Outperformers  
All Others

Dietro ognuna di queste  
caratteristiche c'è  
un *software smart*  
utilizzato in modo  
innovativo

L'Enterprise 2.0 utilizza il **software** in modo sempre più collegato alle reali esigenze di **business**.



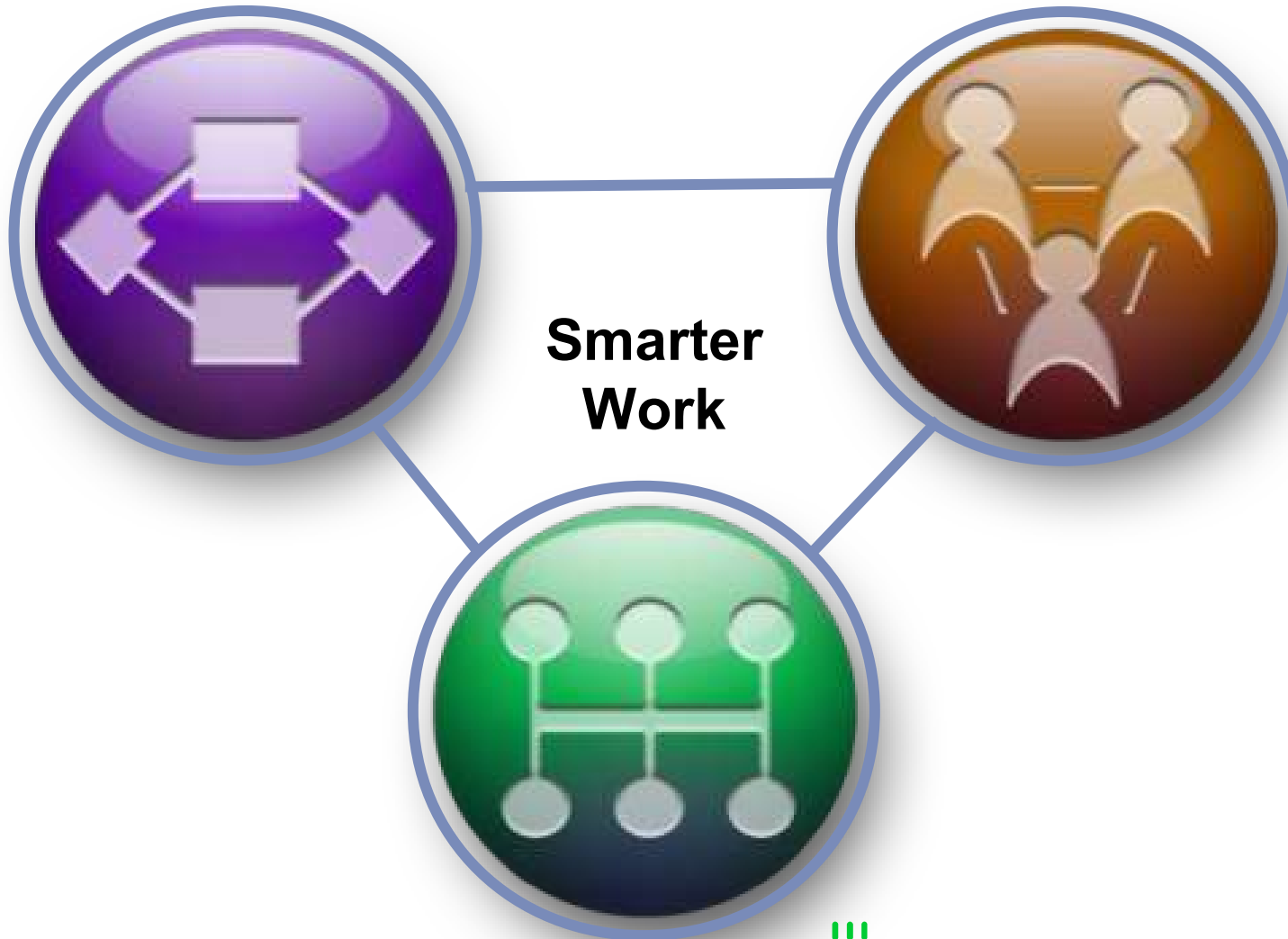
Con modelli e architetture basate su **standard aperti** nel segno della massima **interoperabilità**.



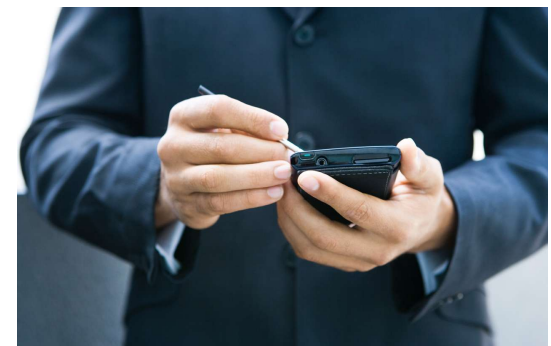
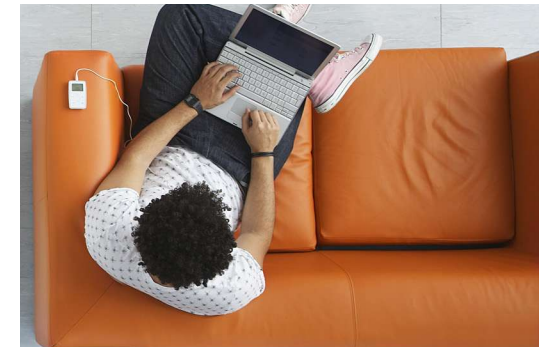
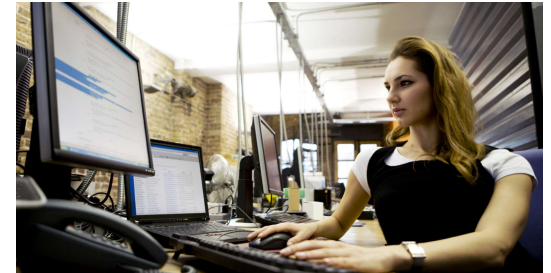
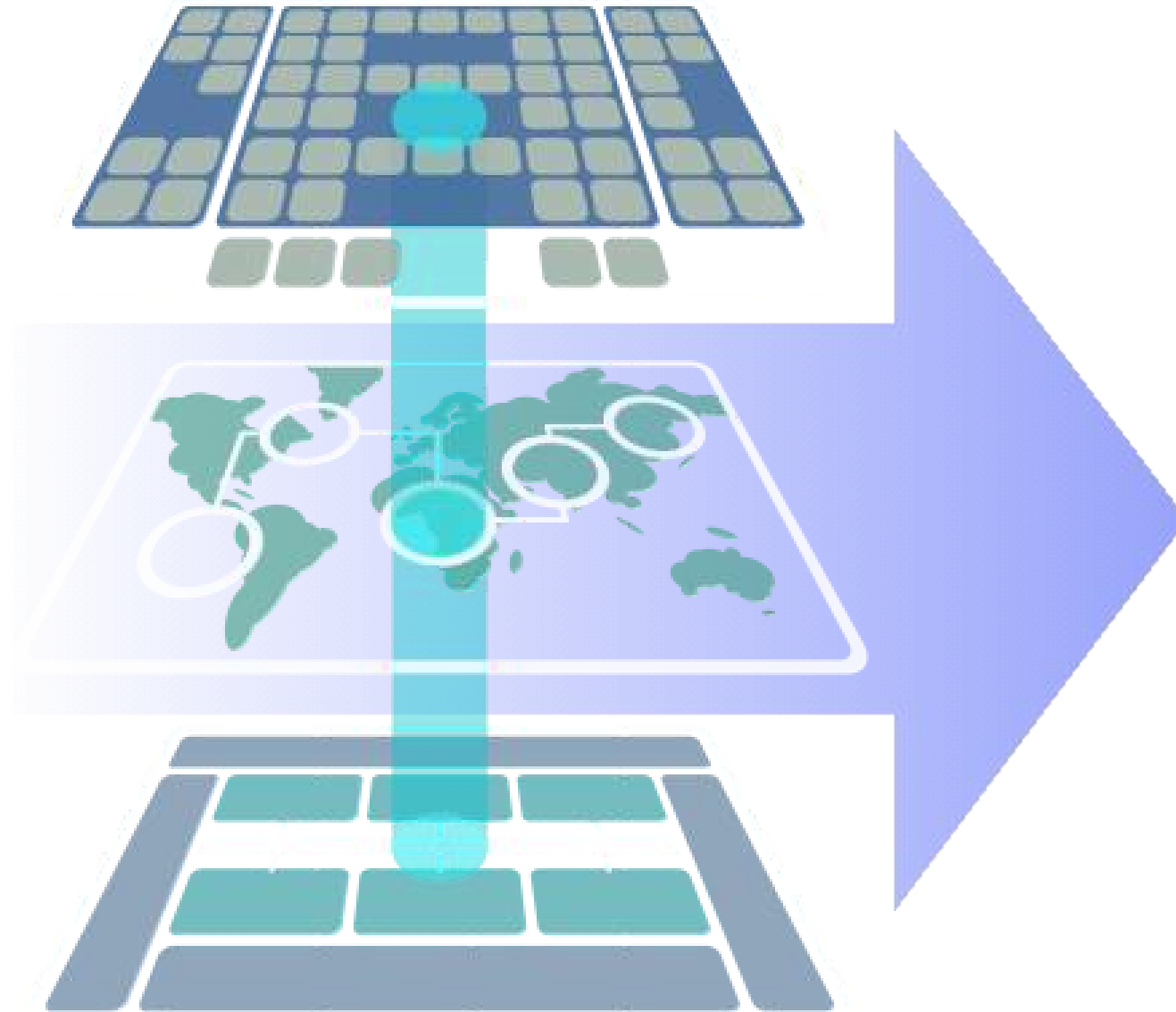
Queste sono le  
caratteristiche  
ed i valori di base  
del software IBM

 processi

 persone



 sistemi





Il software IBM abilita le  
nuove forme di  
collaborazione  
che rendono  
l'organizzazione più  
efficiente.





Social Tools



Expertise Location  
Blog & Wiki  
Communities  
Idea Jam  
Social Applications

Collaboration Tools

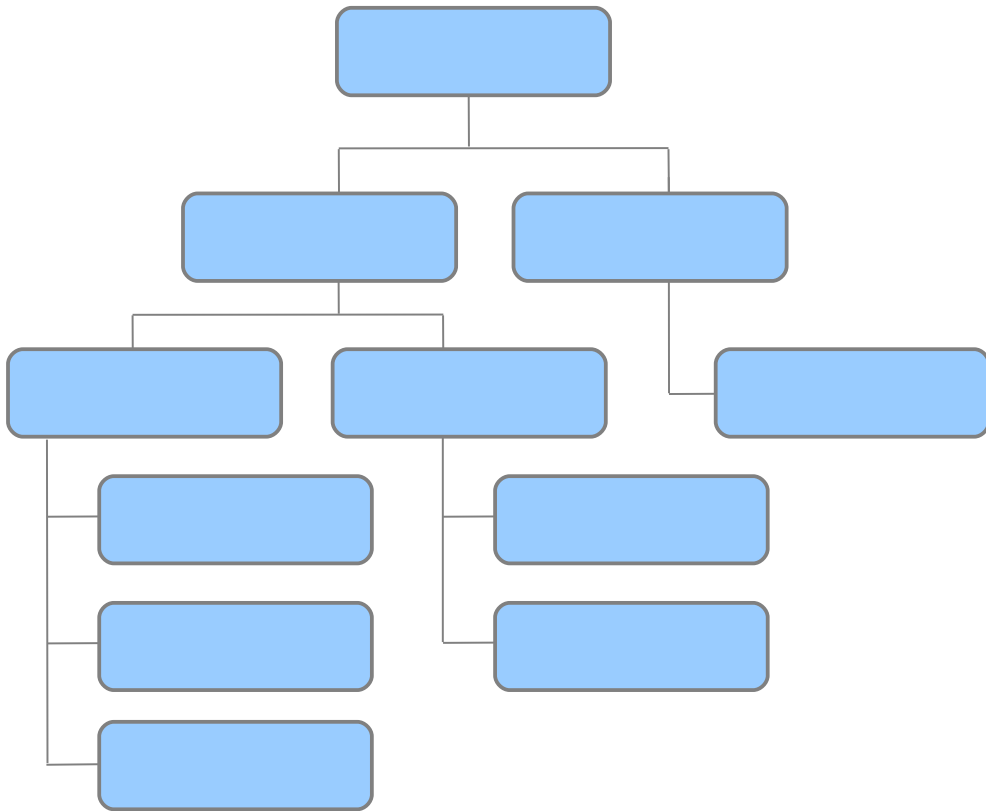


Instant Messaging  
Web Conferencing  
Doc / Application Sharing

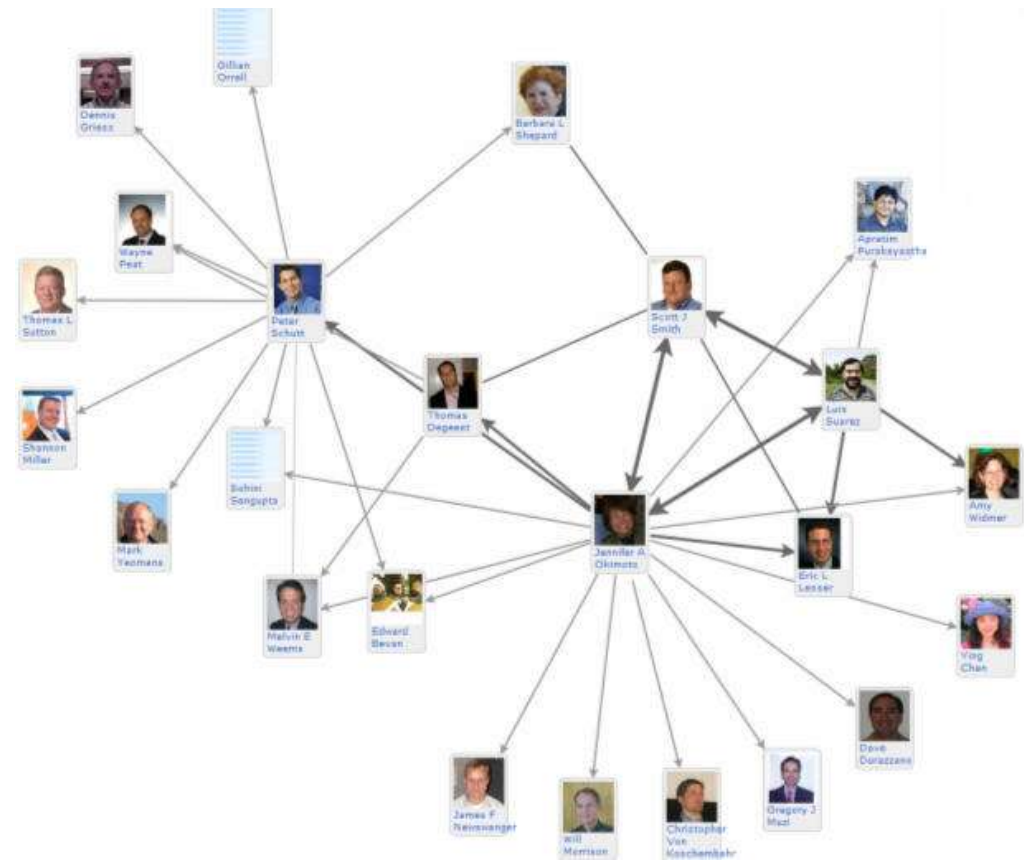
Communication Tools



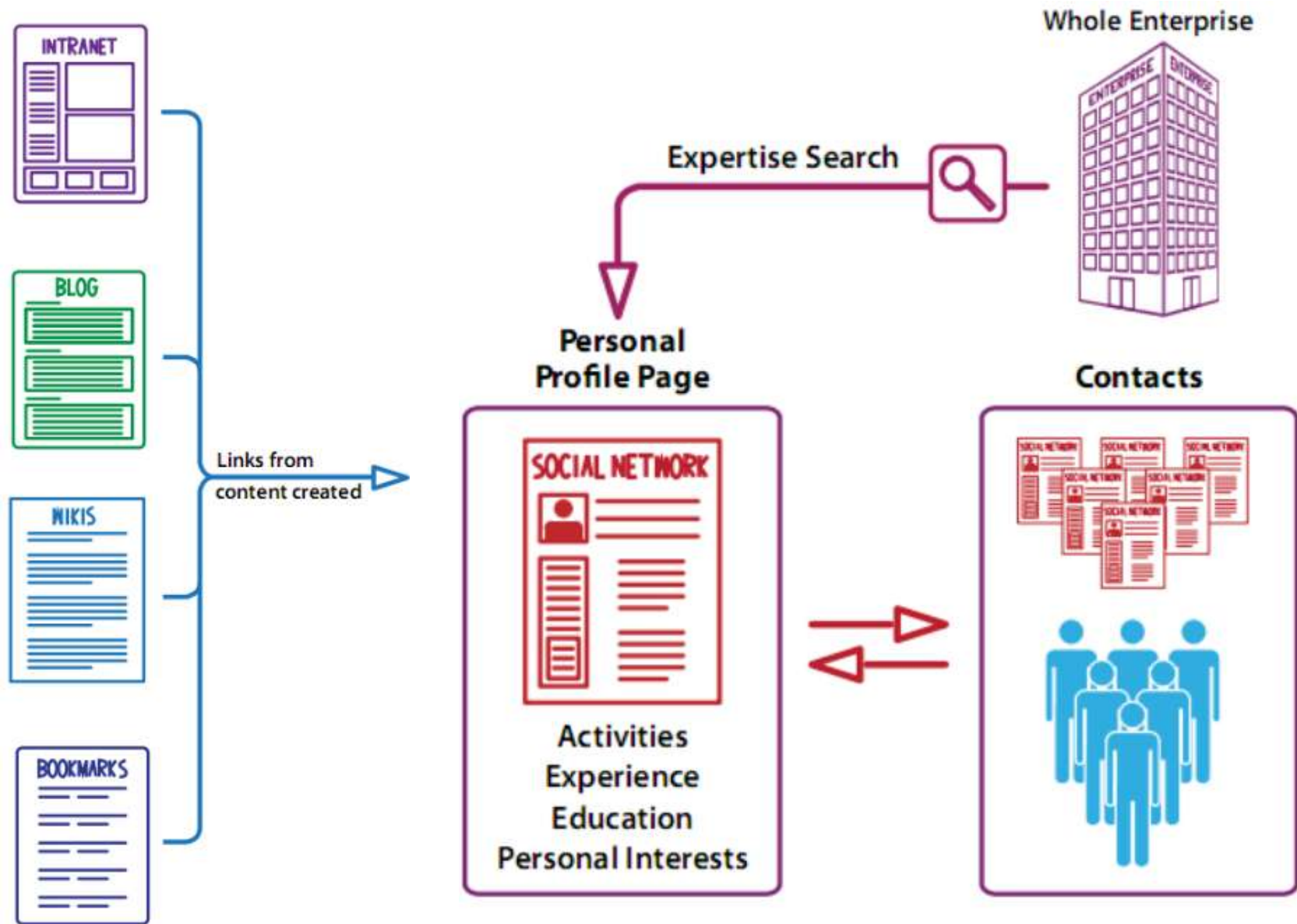
Email  
Calendar  
Discussion Forum



La struttura organizzativa



Il capitale intellettuale e sociale









Un utente deve trovare info e aiuto su uno specifico tema



Effettua una ricerca sull'argomento



Tra i risultati trova un documento



Del documento è riportato il nome dell'autore



L'utente può allora visualizzare la *business card* dell'autore



Da qui può validarne l'affidabilità ed ampliare le proprie competenze attraverso:



Le comunità e i team nei quali l'autore è coinvolto



La reputazione e gli skill dell'autore



L'organizzazione in cui lavora l'autore



Altri documenti e contributi riportati

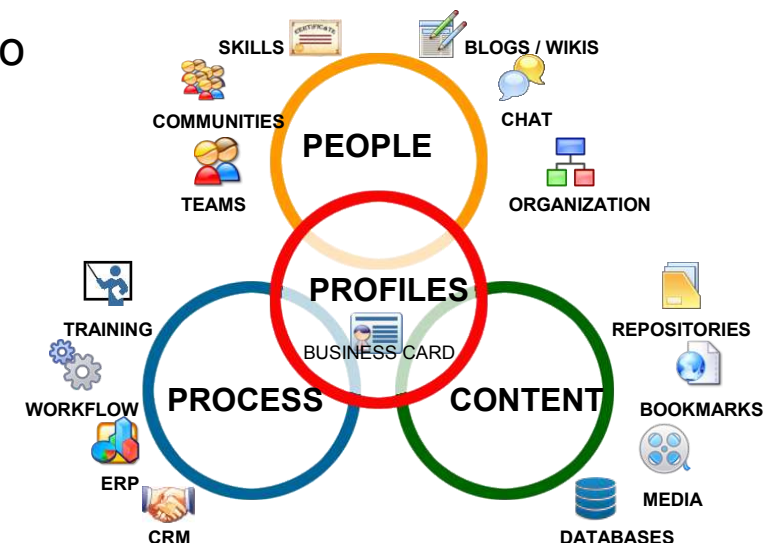


Email / chat direttamente con l'autore



Il problema viene risolto

La soluzione diventa un *tag* condiviso





Edit My Profile

## Alessandro Chinnici

IBM Lotus Software Evangelist & WW Tiger Team

IBM employee, Regular

IBM Sales & Distribution, Software Sales

ROMA, RM, Italy

39-02-5962-2934

[alessandro\\_chinnici@it.ibm.com](mailto:alessandro_chinnici@it.ibm.com)

Local Time: 11:54 AM

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### Composite Applications and Mashups

created by: Brian O'Donovan | Jun 14 2007 updated by: Hardy Groeger | Aug 17

### Virtual Universe Community

created by: David J. Kamalsky | Aug 23 2007 updated by: Arnd Layer | Jul 5

### Web 2.0 for Business (Web20forbiz)

created by: L. M. Suarez Rodriguez | May 3 2007 updated by: LUIS A. BENITEZ | Jun 22

### Microsoft Windows 7

created by: Christopher G. Pepin | Jun 3 2009 updated by: Masahiko Okajima | Apr 21

### One HCM Global Community

created by: S. J. House | Aug 4 2009 updated by: Connections Communities | Apr 21

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Report-to Chain

Network



[View All \(62\)](#)

My Links

- [my Blog](#) x
- [my LotusLive](#) x
- [my Lotus Quickr](#) x

Add Link

Alessandro Chinnici talking about Enterprise 2.0 software solutions

Today 11:50 AM

[clear](#) | [update](#)

Tags

Add tag(s) to this profile

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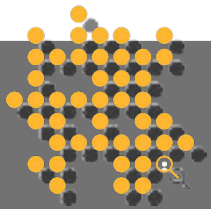
Messaging



Chat & Web Meeting



TeamSpaces



Social Networking



Web Portal



**Cloud / Online**



**On Premise / Appliance**





## Collabora e condividi online

### La collaborazione online ora è semplice.

Condividi informazioni facilmente con chiunque dentro e fuori dall'azienda, in un ambiente con ampie funzionalità di sicurezza.

[Per saperne di più](#)



## Prova LotusLive per 30 giorni

Inizia subito con una prova gratuita di 30 giorni. Scegli il servizio di collaborazione LotusLive più adatto per te.

[Prova subito LotusLive](#)



Panoramica di LotusLive

Resta collegato con l'e-mail

Risparmia tempo e spese di viaggio con le riunioni online

Crea la tua rete aziendale

Lavora con team remoti

Collabora e condividi online



[Scopri le novità di LotusLive](#)

Servizi LotusLive



### LotusLive riunisce le persone e le informazioni giuste

LotusLive offre servizi integrati di social networking e collaborazione per semplificare e migliorare giorno per giorno le tue interazioni di business con clienti, partner e colleghi.

Lavora senza intoppi con persone dentro e fuori dalla tua organizzazione e snellisci le comunicazioni. LotusLive è stato progettato pensando alla sicurezza della tua azienda e comprende utilissime funzioni come e-mail, teleconferenza Web, messaggistica istantanea, social networking e altro ancora.

LotusLive è accessibile mediante un browser Web, perciò è disponibile ovunque e in ogni momento.

### Chi usa LotusLive?

#### Collaboration Matters

[Visualizza azienda](#)



[Guarda le demo di LotusLive](#)



[Guarda la galleria di immagini](#)



[LotusLive su Twitter \(solo in inglese\)](#)



[LotusLive Mobile Beta](#)

## Il mio account



Alessandro Chinnici

IBM

Impostazioni account

## Riunioni

## Eventi

## La mia rete

## Attività

## File

## Moduli

## Grafici

## Messaggistica istantanea

## LotusLive Labs

## Forum di supporto

Riunioni

Contatti

Attività

File

Moduli

Grafici

## Le vostre riunioni. Chiunque può partecipare

Inizia la tua riunione:

Apri la tua riunione

Partecipa ad un'altra riunione:

ID riunione:

Partecipa!

Il tuo ID riunione=101-222 [Invia collegamento](#)<https://apps.lotuslive.com/meetings/join?id=101-222>

## Aggiornamenti

Tutti gli aggiornamenti [Aggiornamenti personali](#)

## Ieri

- [chuck stauber](#) ha condiviso il file 'Kohls User Profiles 3017010 v1.odp' con 'IBM.' [X](#)
- [Marian Sienes](#) ha condiviso il file 'CruzRoja.pdf' con 'IBM.' [X](#)
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- [Simon Helmle](#) ha condiviso il file 'smarter\_planet\_vids\_CeBIT2010.zip' con 'IBM.' [X](#)
- [Marius Stoica](#) ha condiviso la raccolta 'Collection Test' con 'IBM.' [X](#)

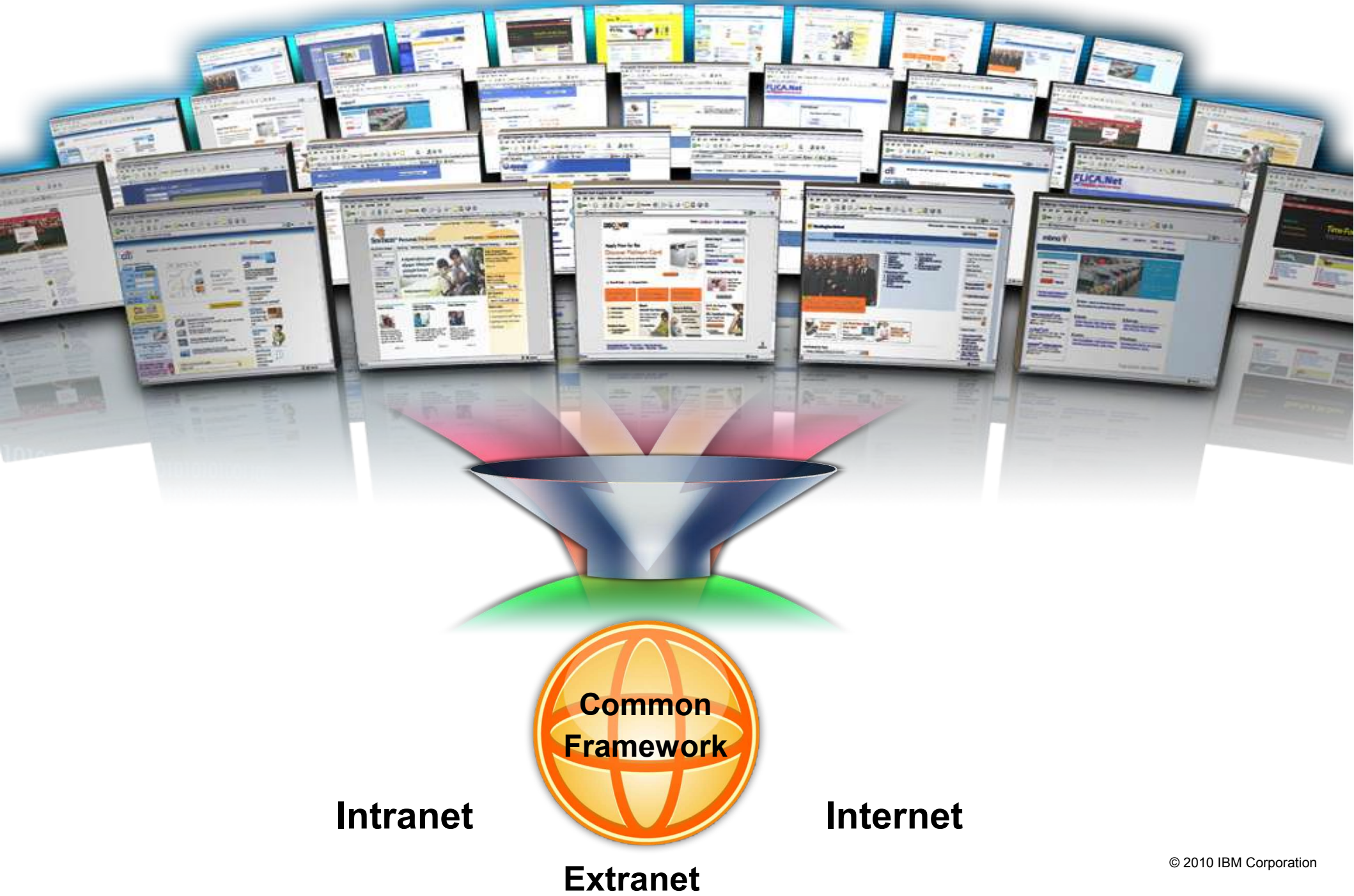
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- [Ohkawa Muneyuki](#) ha caricato una nuova versione del file 'LLiNotes\_vs\_Competers.zip', con il messaggio 'Sonianの価格を変更しました。' [X](#)
- [Ohkawa Muneyuki](#) ha caricato una nuova versione del file 'Sonian基本説明.odp', con il messaggio '価格を3-5ドル/ユーザー/月に改訂しました。' [X](#)

Il software IBM  
permette  
di offrire un unico punto  
di accesso **integrato** e  
**personalizzato** ad  
applicazioni,  
informazioni e  
strumenti di  
collaborazione.







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Second quarter 2010: IBM Senior Vice President and CFO Mark Loughridge's remarks to securities analysts.



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**The Internet of things**  
Capturing an ocean of data to make the planet smarter.

### IBM News



**IBMers at our best**  
Seventh in our series: We use our intellectual curiosity to continuously transform. [Profiled for all IBM]



**The making of zEnterprise**  
The people, the challenges, the GA. [Profiled for STG, SWG, ISC, Sales, Research]



**Uroczyste otwarcie Centrum Dostarczania Usług IT we Wrocławiu**  
Grzegorz Schetyna, Marszałek Sejmu RP wraz z innymi osobistościami na otwarciu DC Wrocław. [Profiled for Poland]



**Recognizing exceptional technical accomplishments**  
Announcing the 2010 IBM Corporate and Patent Portfolio Awards for technical

accomplishments. [Profiled for several business units]



**Cashing in**  
IBM helps Deutsche Bank with a smart automated testing

## Connect and share



**Chinnici, Alessandro** talking about Enterprise 2.0 software solutions just now [clear](#)

What are you working on now?

SHARE

### Network

[Files](#) [Communities](#) [Activities](#)



**STANTON, EDMUND B. (TED)** Excited about my E&Y demo I recorded today. Check it out on my files.  
10 Sep 2010 07:52 PM [More](#)



**Hall, Matthew J.** What I learned this week - Dolce far niente - I like that!  
13 Sep 2010 11:01 AM [More](#)



**Adrichem Boogaert, R E (Reynou)** LotusKnows Project Concord is NOW available in LotusLive Labs!!  
10 Sep 2010 02:08 PM [More](#)



**Livingston, Suzanne** Two excellent sessions by BASF on their use of Lotus Connections at NLLUG

[Go to Lotus Profiles](#)

## Innovation @ IBM

### On TAP

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Sun, 05 Sep 2010 07:19:44 -0400

Android News Search

**Andro Blue Search - Android bluepages app v3.1 -**

## Search

## Quicktivities

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Enter keywords (e.g. java)

GO

### More on IBM Answers

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## Essential links

- [IBM Corporate Strategy](#)
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## IBM Project Northstar

IBM's vision for  
Exceptional Web Experiences

- *Multi-year strategy to be the standard for customer-facing experiences*
- *Portfolio alignment for simplicity and ease*
- *Guide for organic and inorganic investments*
- *Responsive to technology convergence and advances*



## Reach



## Engage



Create



Target



Socialize



Optimize



Realize

## Integrate



Applications



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### Income Protection

Family Protect® Income Protection gives you the

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### How much insurance do I really need?

This calculator will let you quickly get a sense of what

**Services and Support**

**Industry Solutions and Templates**

**IBM Value-added Modules**

**Partner Value-added Modules**

**IBM Customer Experience Suite**

**Services and Support**

**Industry Solutions and Templates**

**IBM Value-added Modules**

**Partner Value-added Modules**

**IBM Customer Experience Suite**

Web Content

Portal

Social

Personalization

Marketing Tools

Search

Analytics-enabled

Instant Messaging

Mobile (high end)

Rich Media

Mashups

Rich Internet App Tooling

## Services and Support

## Industry Solutions and Templates

### IBM Value-added Modules

Commerce	eForms	Mobile (multi-channel server)
Predictive Analytics	Web Analytics	Business Intelligence

### Partner Value-added Modules

Digital Asset Management	Web Analytics	Mobile
Enterprise Marketing Mgt	Immersive Viewing	CRM

### IBM Customer Experience Suite

Web Content	Portal	Social	Personalization	Marketing Tools	Search
Analytics-enabled	Instant Messaging	Mobile (high end)	Rich Media	Mashups	Rich Internet App Tooling

## Services and Support

### Industry Solutions and Templates

Government	Healthcare	Banking	Retail	Insurance	Industrial	Telco	Travel + Transportation
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### Services and Support

IBM Business Partners	Global Technology Services	Global Business Services	IBM Lab Software Services	Enterprise Software Support
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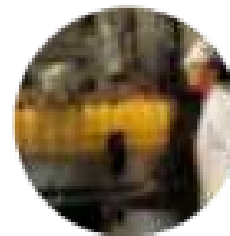
# Il software IBM agevola i processi di trasformazione dell'Enterprise 2.0



Progettato per  
il cambiamento



Pronto per  
offrire  
valore



Ricco di  
reali  
esperienze

Thank  
You