

# Impact2010

The Premier Conference for Business and IT Leaders



**Alessandro Chinnici**

Enterprise 2.0 & Social Software Consultant – IBM Italia

## Smart Collaboration

Strumenti e soluzioni per una  
collaborazione più intelligente

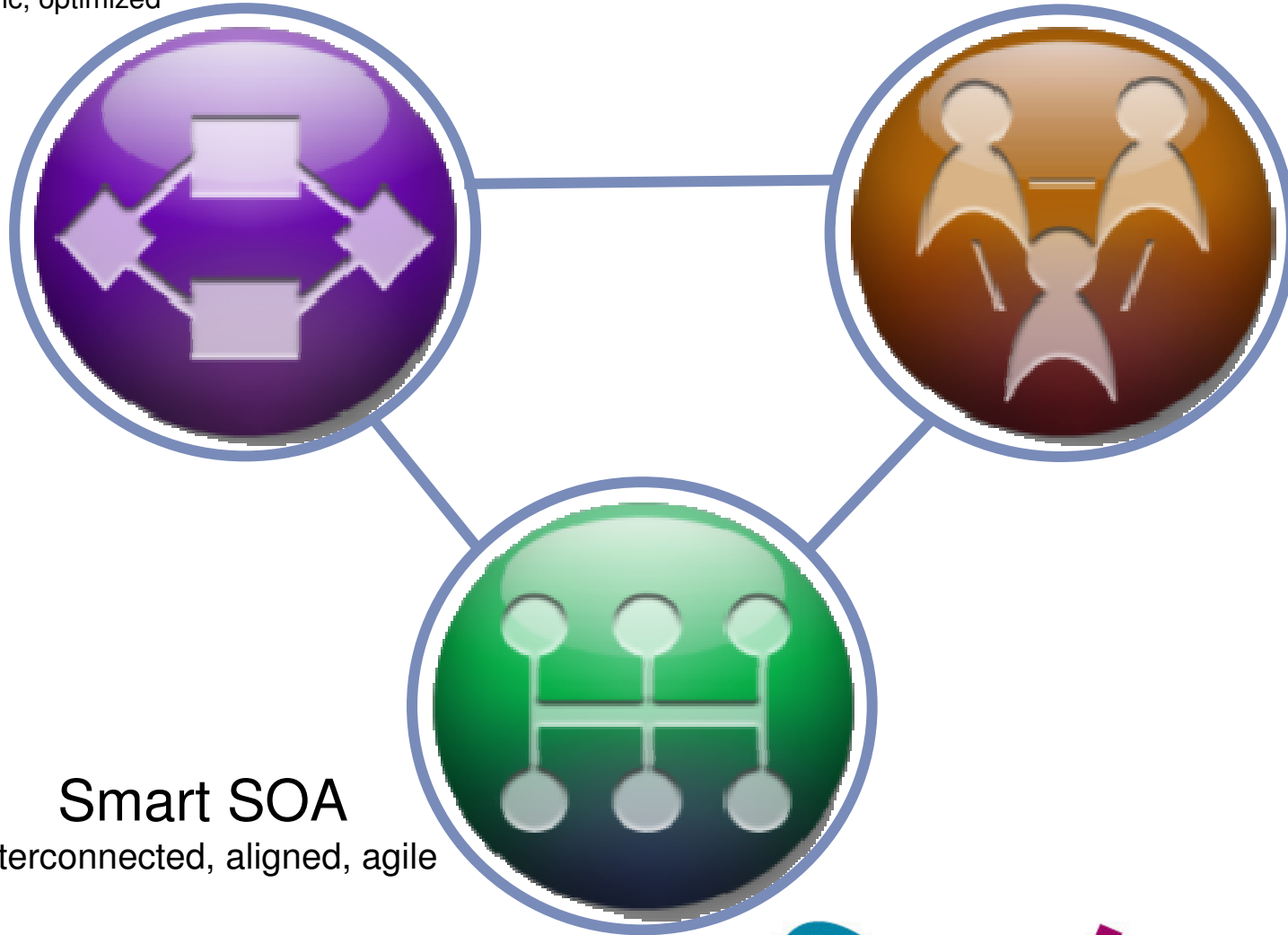


## Dynamic Business Processes and Models

Automated, dynamic, optimized

## Smarter Collaboration

Connected, natural, real-time

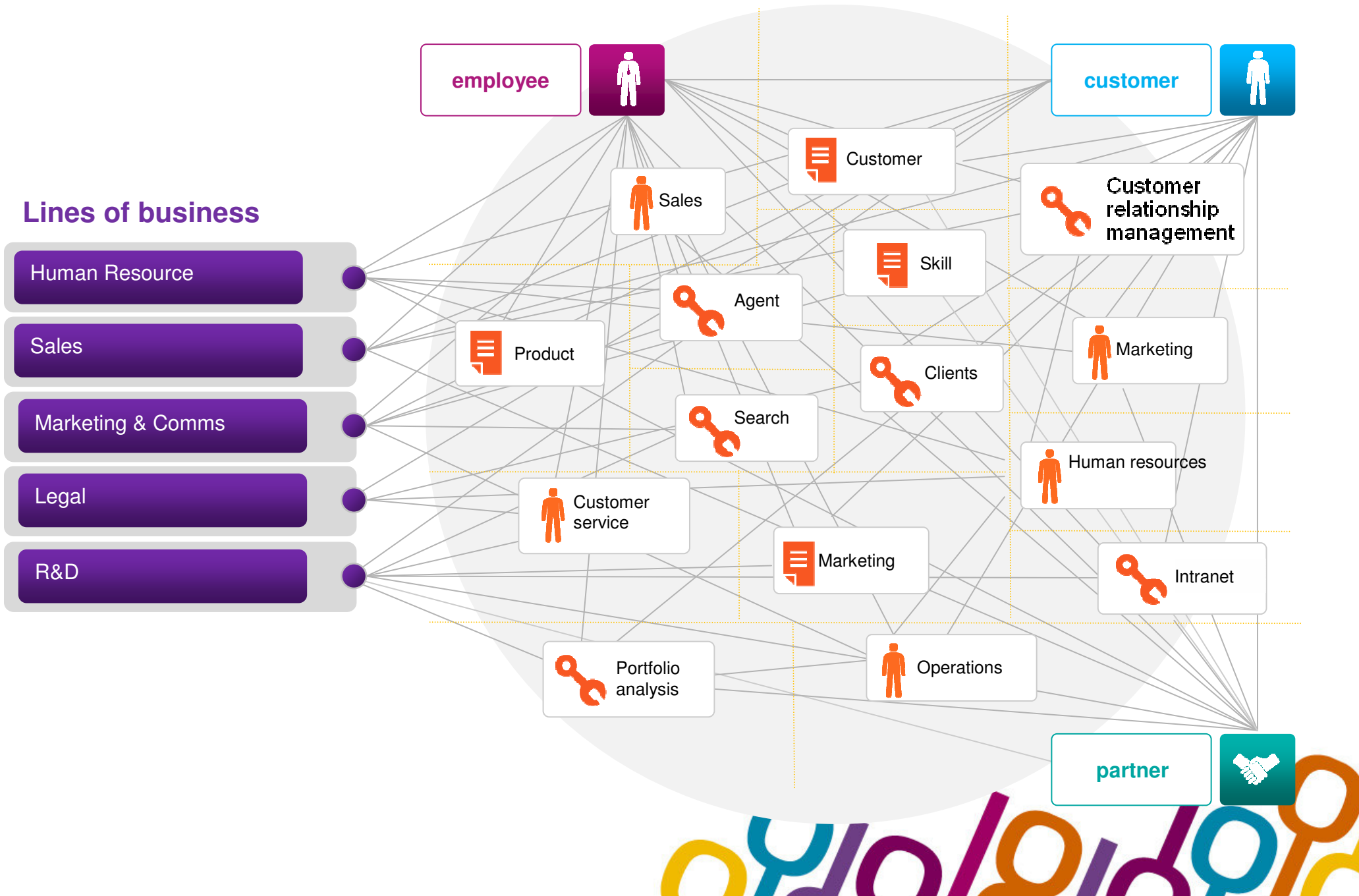


**Smart SOA**  
Interconnected, aligned, agile



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## La Collaborazione 2.0



### 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

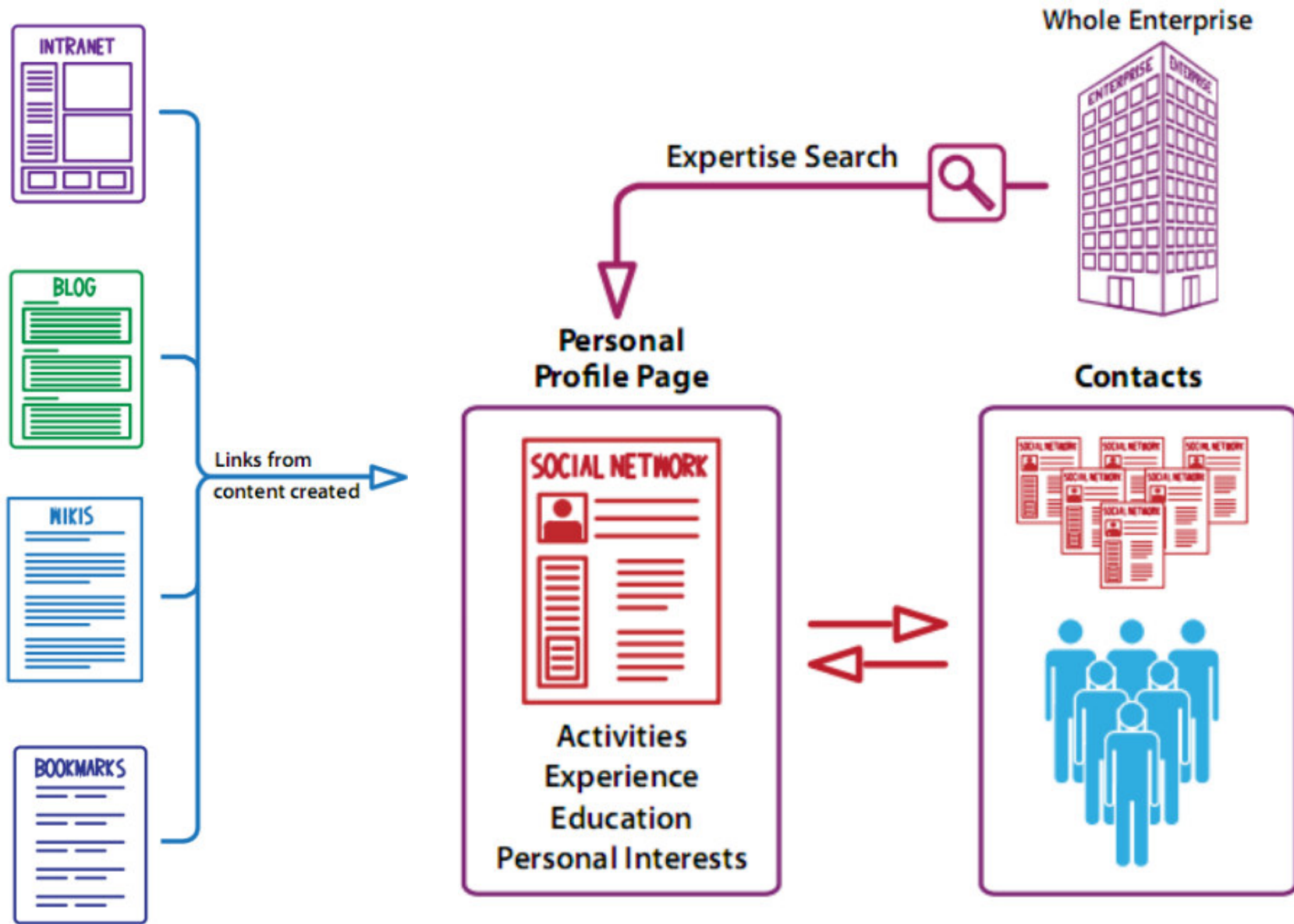


# La convergenza tecnologica



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New Market Trends for 2009

Nov 18 | Sam Omie

Working with Teams

Nov 16

Market Research

Nov 14

Company Benefits Update

Nov 14

Cost Analysis - Renovations Green

Nov 12

Best Finance Software 2008

Nov 12

Subscriptions Updates

Blogs See more



Renovations Finance Plan

Sam Curman | Jan 04, 2009 Details



Global Finance

Gail Chao | Jan 10, 2009 Details

Mail

Sort By Date

- ★ **Sam Curman**  
Renovations Financial Planning 01/17/09 4:45 PM
- ★ **Gail Chao**  
Re: Renovations Financial Planning 01/17/09 4:45 PM
- ★ **Gail Chao**  
Cost analysis 01/17/09 4:45 PM
- Glenn Cloud  
Here are the estimates for the OFN brochures 01/17/09 4:45 PM

My Objectives

Performance Update

Reduce Costs



Increase Credit Lines



Day at a Glance

Wed, November 14, 2009

Mel & Michelle's Anniversary

10:00 AM - 11:00 AM

Marketing Meeting

Gail Chao

11:00 AM - 12:00 PM

Product Analysis Update

Sam Curman

Colleagues



Dan Misawa

I am Available



Ed ElAmon

Leaving early today



Gail Chao

Finishing up a report



Jasmin Haj

Interviewing a job candidate



Rita Ferrar

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- Arbeitskreis Social Media** [Community Bookmark](#)  
 Members (55) | Peter Schnitzler | Yesterday 10:01 AM | Tags (7): marketing, collaboration, web20 ...  
**Communities:** Das Social Media Arbeitskreis soll dem Informationsaustausch zu Social Media Marketing dienen: SkillaufbauRespository zu Social MediaErfahrungsaustausch
- 2010 Tivoli Social Media Guidance.ppt** [Community File](#)  
 Tiffany L. Winman | Mar 30
- Web 2.0 and Social Media**  
 Members (244) | Abe Batthish | Today 2:49 PM | Tags (10): socialmedia, social-software, web2.0 ...  
**Communities:** Social Media.Collaboratively bookmark, share, and discuss interesting topics and news related to Web 2.0 and Social Media.
- IM UT Social Media and Community**  
 W. F. SAMPSON | Wednesday 3:01 PM | Tags (18): bluetwit, media, wiki ...  
**Activities:** A Lotus Connections community about serving customer communities by using social media. Initially ... share. What is social media? All those Web applications that your friends keep sending pesky
- Social Media Resource Guide**  
 Yolanda Chisolm | Mar 4
- Selling through Social Media - Best Practices, Training**  
 Maria K. Ruotolo | Yesterday 5:36 PM | Tags (19): media, listening, strategy ...  
**Activities:** media program for driving digital OI. Key contacts: Maria Ru  
**Materials:** See the "files" section below for training
- Social Media Resource Guide - Power Systems**  
 Joseph J. Santoro | Mar 4

Activities	Blogs	Communities	Dogear	▼
Profile	Files			



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▶ 2010

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### Related Tags

collaboration  
 social-media social-  
 networking social-  
 software

## People ?

### Related People

- Luis Suarez Rodriguez
- Tiffany L. Winman
- William H. Chamberlin
- JEANNETTE L. BROWNING





## Alessandro Chinnici

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IBM employee, Regular

IBM Lotus Software Evangelist

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Local Time: 4:38 PM

Report to chain

My Network



[See all \(14\)](#)

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Alessandro Chinnici is talking about Social Software

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### Contact Information

### Background

### About Me

Almost twenty years at IBM Lotus Software where my roles have included pre-sales technical support, product marketing, marketing communication, competitive intelligence, press and analyst relations. I was also part of the IBM Corporate Communication team taking care of all IBM Software Group communication and media related activities.

Currently, I'm a Sr. Software Specialist with the IBM Lotus Software sales team and my primary responsibility is to keep on developing our business by promoting our strategy, technology, products and solutions to customers, business partners, press & analysts.

I usually give speeches and presentations at public conferences and marketing events and I'm also responsible for delivering localized content (documents, sales tools, competitive resources) in order to better support the IBM Lotus sales team.

Highly skilled in collaboration and portal industry trends, technologies and issues, I'm currently focusing on the newest social software models and the overall "Web 2.0" applications and tools which, I believe, can offer real value and benefits to any corporation.

### The Board

### Recent Posts



- Overview
- Members
- Discussion Forum
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## Tags ?

## Related Tags

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## Overview

This community is an open forum for discussion around issues and ideas that are top of mind for the Chief Information Officer. Subject matter experts from across IBM share points of view and dialogue with CIOs to collaboratively generate ideas and perspectives. Please select the Join this Community button to participate in the discussion.

Tags:

## Discussion Forum

## Feeds

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## IBM CIO

Updated by Dean Bishop | Dec 4 2009 | Tags:

## Twitter feed for IBM Cloud

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## Feed for Cloud Computing bookmarks on ibm.com

Updated by Tiffany Winman | Jun 6 2009 | Tags: automation autonomic blue center cloud cloud-computing cloudcomputing computing daas data data-as-a-service demand dynamic-infrastructure green grid iaas ibm information information-as-a-service nedc on paas platform-as-a-service saas soa software-as-a-service utility virtualization web web20

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## Bookmarks

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<http://www.forbes.com/2009/12/21/cloud-computing-ibm-technology-cio-network-telford.html>

Updated by Tiffany Winman | Jan 13 | Tags: cloud cloud-computing ibm open private public telford

## IBM software sticks to the plan for 2010 | Business Tech - CNET News

Updated by Tiffany Winman | Jan 5 | Tags: 2010 acquisitions cloud cloud-computing growth ibmsoftware interview lotuslive mills smarter-planet software

## Important Bookmarks

- [CIO Forum Guidelines](#)
- [Center for CIO Leadership](#)
- [IBM Cloud Computing community](#)
- [LinkedIn: infoBOOM! Must-know people, ideas and opinions for mid-sized business](#)
- [Smarter Collaboration TCO/ROI Calculator](#)
- [Smarter Collaboration insights Blog by Antony Satyadas](#)
- [The New Definition of Networking - CNBC.com](#)

## Members

Myroslava Trotsyuk

Ivor Macfarlane  
service management evangelist

Tom Hawkins  
Project Manager

75 members [View All](#)



## Welcome to the IBM Jam events page

Here, you can read the latest news and information about IBM's Jam offerings:



### Learn More

**Security Experts Cite Need for Major Policy Changes to Protect Global Security in Report to NATO and the European Union**

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**Innovative Ideas Wanted: US Government Hosts an Online Conversation with over 155 countries: 'Global Pulse 2010'**

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**The emergence of the eco-efficiency economy : 1600 experts agree it's a 'game changer'**

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**Nearly 2000 students from 40 countries jam on what will make a 'smarter planet'**

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**Over 1000 companies and organisations join in IBM's InnovationJam™ - The Enterprise of the Future**

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### Jams in the news

→ [Security Jam wasn't a face in the crowdsource](#)  
(Federal News Radio, May 2010)

### Collaborative Innovation™

In a world where innovation is global, multidisciplinary and open, you need to bring different minds and different perspectives together to discover new solutions to long-standing problems. Therein lies the essence of collaborative innovation.

IBM's Jams and other Web 2.0 collaborative mediums are opening up tremendous possibilities for collaborative innovation — ways of working across industries, disciplines, and national borders.

### Brought to you by IBM's Jam Program Office

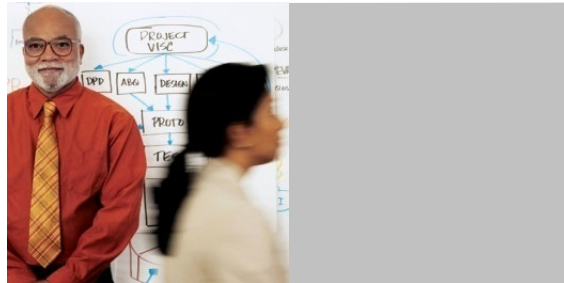
IBM's Jam Program Office manages and delivers the Jam for both internal and external use. For information, contact [Liam Cleaver](#) or [Kristine Lawas](#).

### The history of Jams

Since 2001, IBM has used jams to involve its more than 300,000 employees around the world in far-reaching exploration and problem-solving. ValuesJam in 2003 gave IBM's workforce the opportunity to redefine the core IBM values for the first time in nearly 100 years. During IBM's 2006 Innovation Jam™ - the largest IBM online brainstorming session ever held - IBM brought together more than 150,000 people from 104 countries and 67 companies. As a result, 10 new

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**Knowledge Worker**



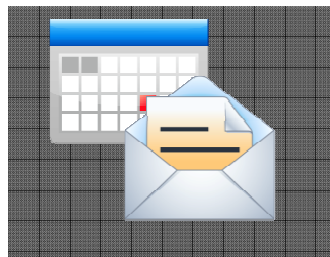
**Informational Worker (Boundary)**



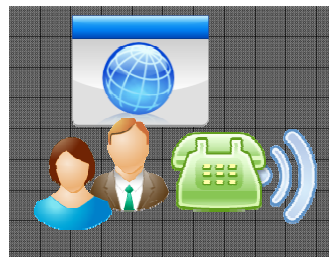
**External Partners**



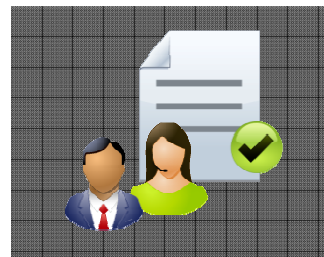
**Universal Access**



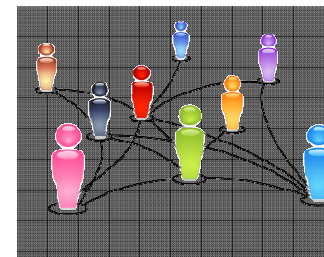
**Messaging**



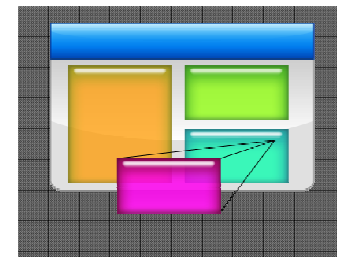
**Communicating**



**Sharing**



**Connecting**



**Integrating**

**Open Standards Architecture**

**Business Applications**



**Information Management**



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**Knowledge Worker**



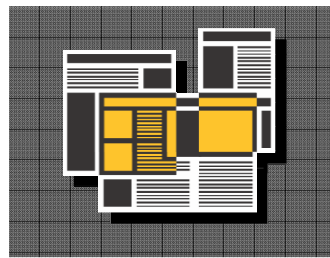
**Informational Worker (Boundary)**



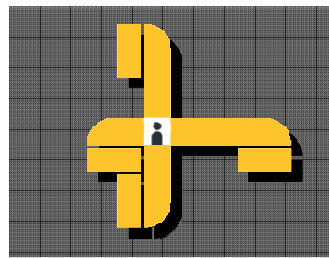
**External Partners**



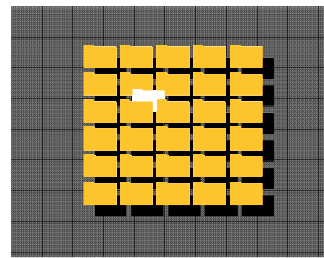
## Universal Access



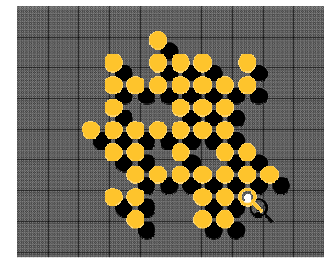
**Domino**



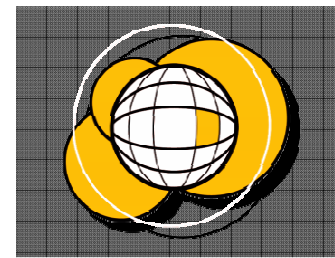
**Sametime**



**Quickr**



**Connections**



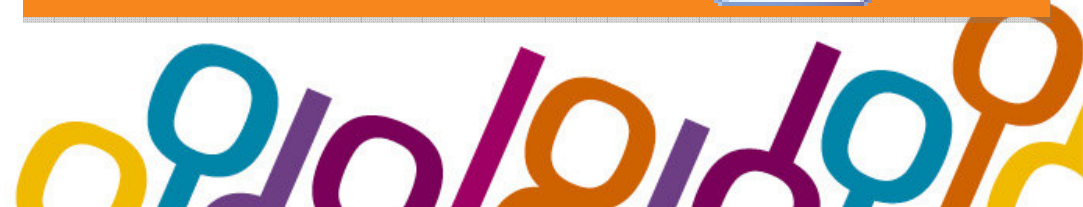
**WS Portal**

## Open Standards Architecture

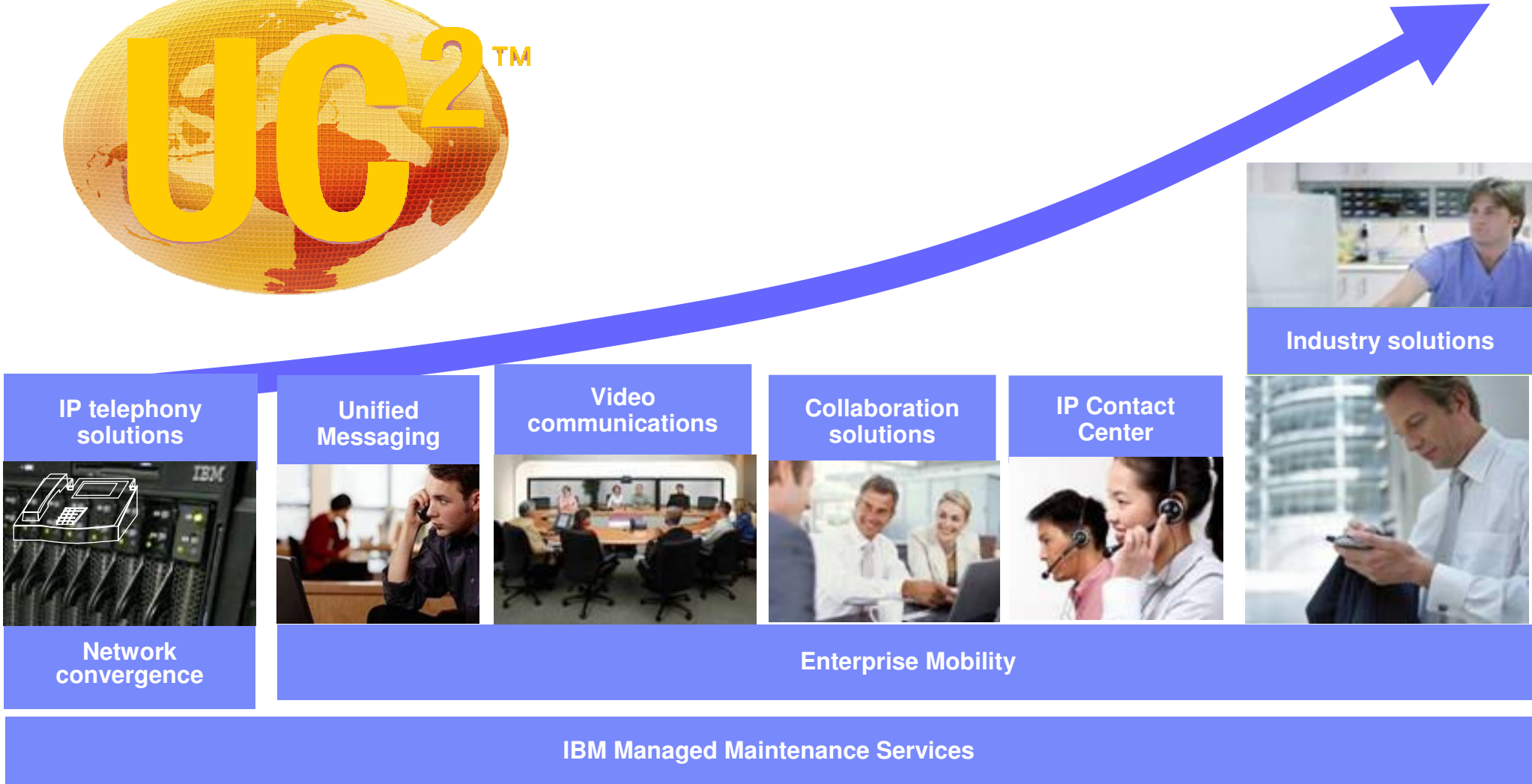
**Business Applications**



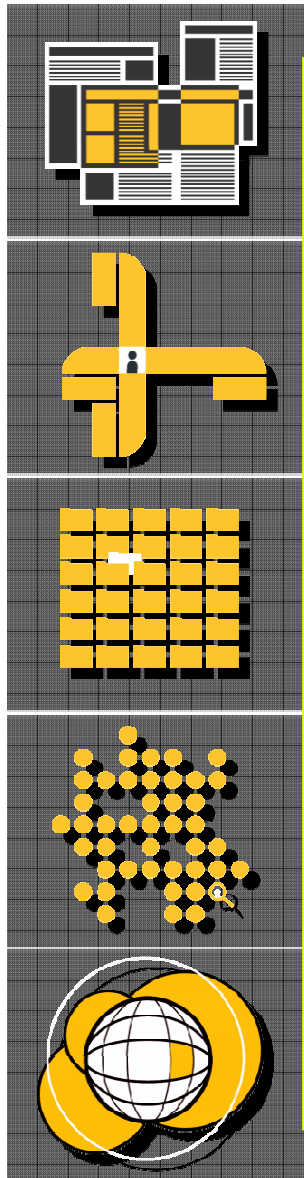
**Information Management**



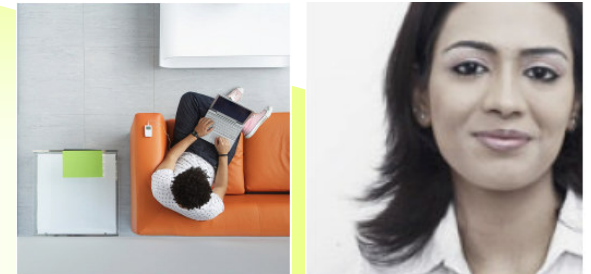
## Unified Communications + Collaboration = UC<sup>2</sup>



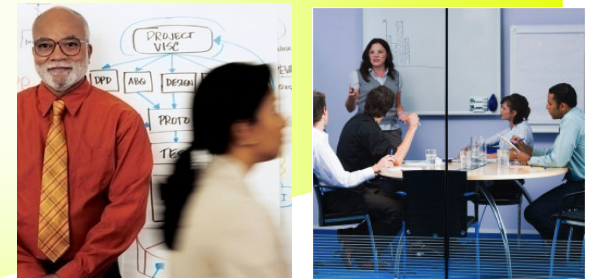
## Un modello di delivery flessibile

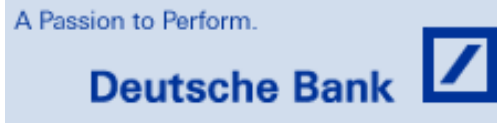


**Cloud / Online**



**On Premise /  
Appliance**

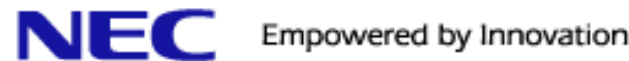




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## Il ROI dell'Enterprise 2.0

15%

Median reduction in **operating costs** in core processes (e.g., immediately connect expert to solve exception process)

employee



25% & 17%

Median improvement in customer marketing **conversions** and **loyalty** with programs like Social Media Marketing

customer



20%

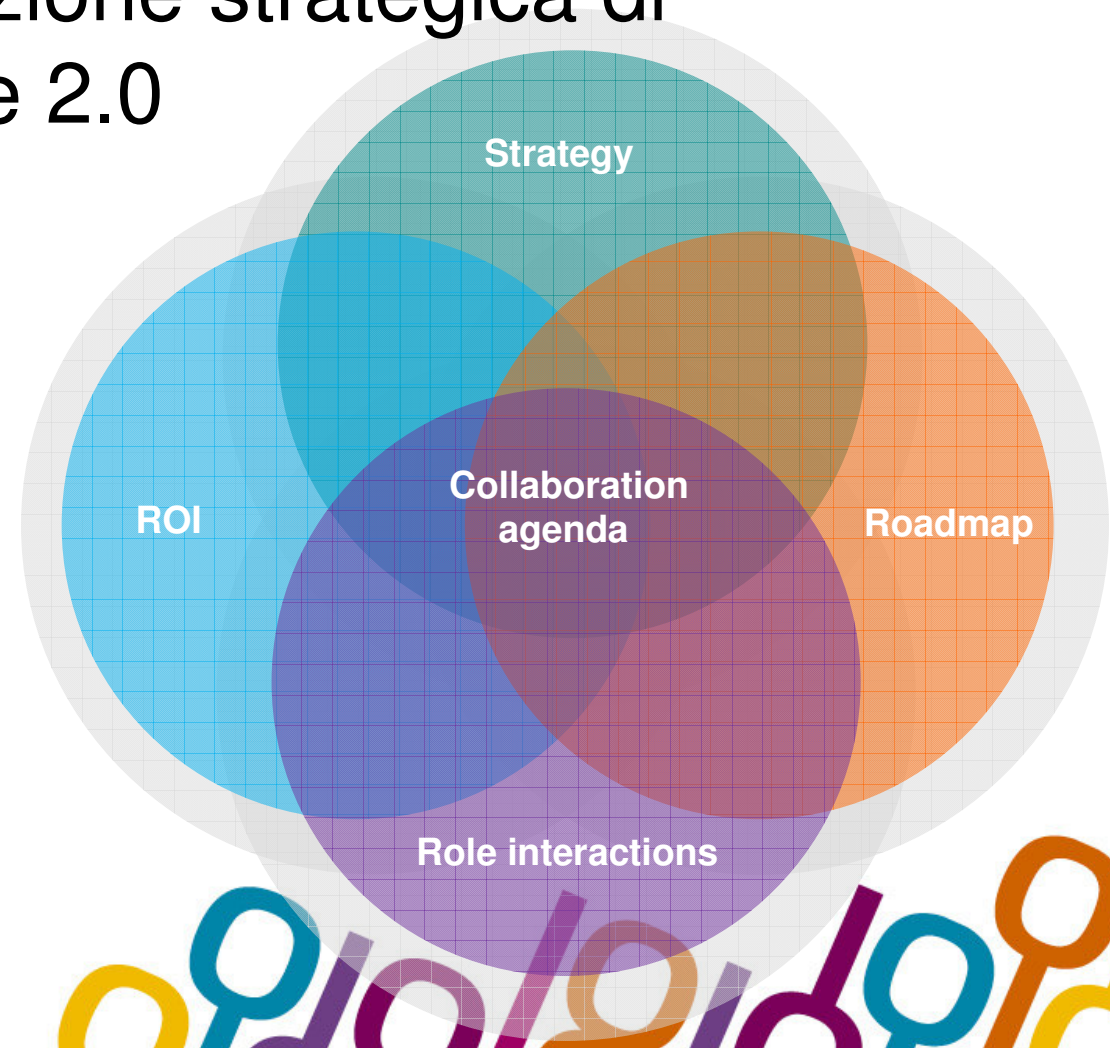
Median reduction **in time-to-market** for products and services by connecting product teams with customers, channels, etc.

partner



## La Collaboration Agenda

- Un approccio mirato a rendere più veloce ed efficace l'implementazione strategica di soluzioni collaborative 2.0
- Focus:
  - ROI misurabile
  - Settori di mercato
  - Processi aziendali
  - Roadmap



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Thank

you

