



LE INFORMAZIONI:
UN TESORO NON SCOPERTO

ENTERPRISE DATA

MACHINE DATA



>80% UNSTRUCTURED DATA

STREAM OF DATA

PEOPLE DATA

SITUAZIONE

2 RICERCHE

1100 BUSINESS MANAGERS NEL MONDO



200 ITALIAN CIOs

LE INFORMAZIONI DIVENTANO CONOSCENZA

CUSTOMER VIEW 42%

57% STRATEGIC COMPRENSIONE BD

BIG DATA = BIG BRAINSTORM

ENABLER

ANALYTICS

INTEGRAZIONE DATI

CONTENT ANALYTICS



ETER COMMERCE
AL BUSINESS

CAMBIANO

SCENARIO
AZIENDA
CONSUMATORE



PROCESSI
MARKETING
MULTICANALITÀ



IL CONTESTO
È CAMBIATO!
SOCIAL, MOBILE

CONSUMATORE



STORE
WEB
MOBILE
CALLCENTER

IBM STERLING INTEGRATOR
SECURE FILETRANSFER
EMPTORIS ILOG
BUY

UNICA, COREMETRICS
TEALEAF, DEMANDTEC
MARKET



SERVICE
ORDER MANAGEMENT
SOCIAL BUSINESS

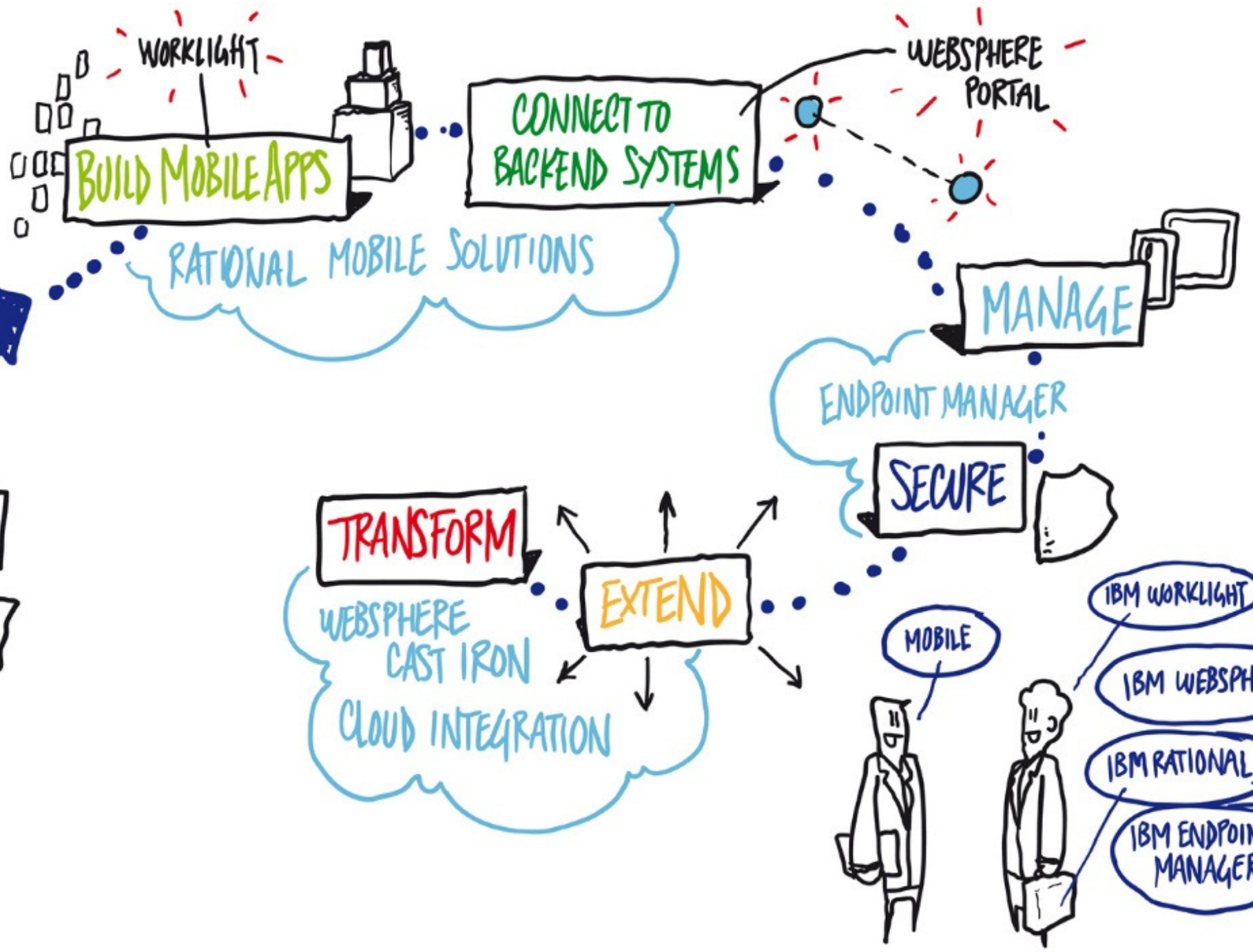
SELL
WEBSHERE COMMERCE
STERLING CPQ
ORDER MANAGEMENT

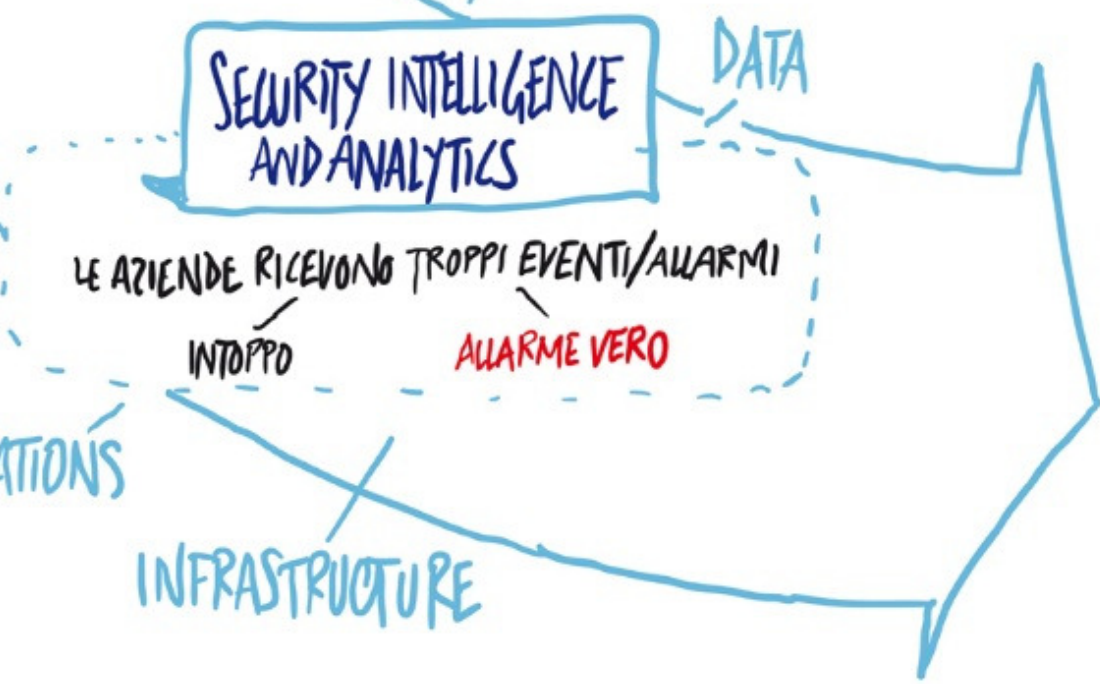
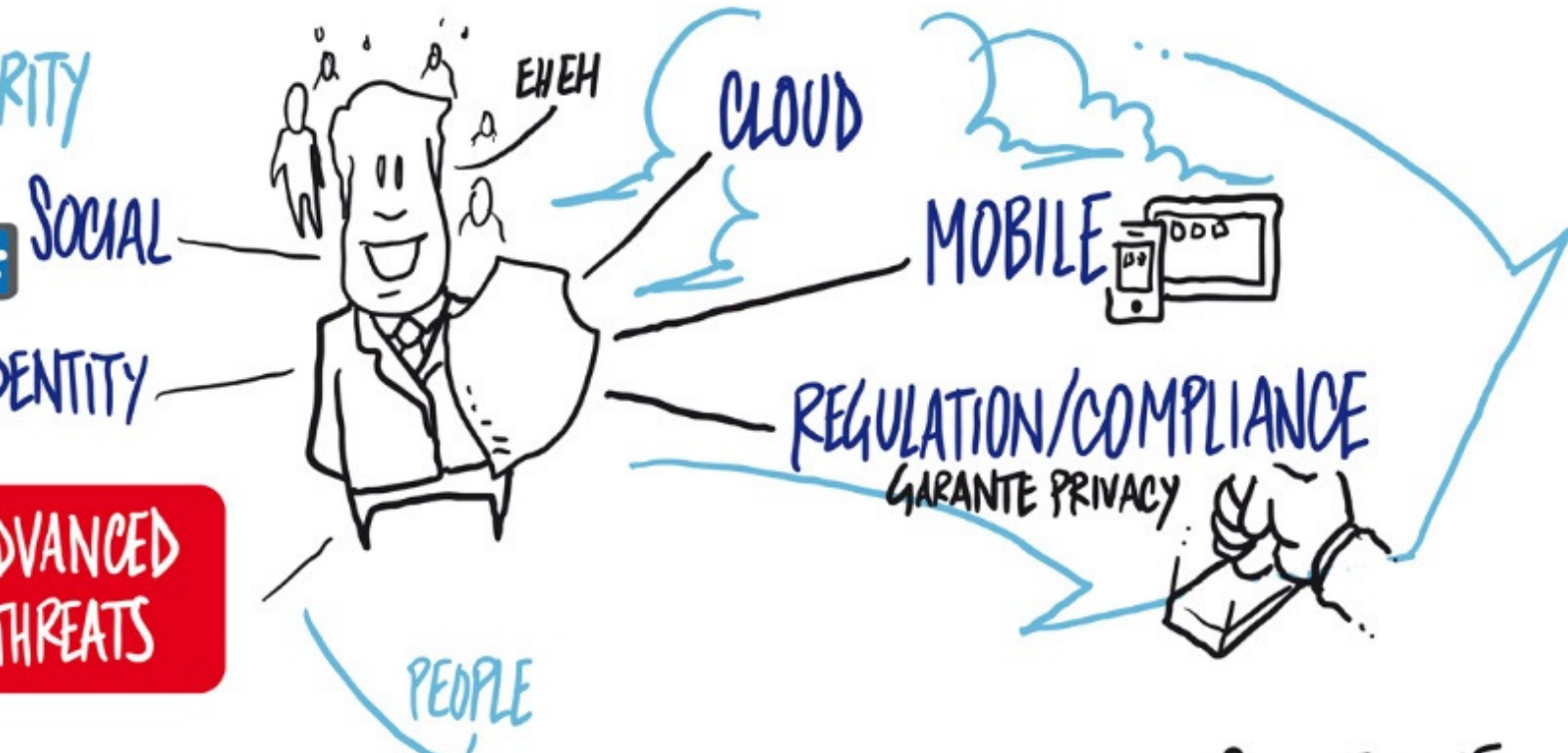
INSTRUMENTED
TERCONNECTED
TELLIGENT

MARKETING SU MISURA

LIFECYCLE

ACCESS & PLAN





SOLUZIONE
OLISTICA



BUSINESS OPTIMIZATION
SOFTWARE NETWORK

OPTIMIZE
R CONSOLIDATION
LOAD AUTOMATION

WORKLOAD SCHEDULER

WINBACK

FORNITORE UNICO
PER DATA CENTER

IBM
VIRTUAL
DESKTOP

LA NUOVA FRONTIERA DELLA
POSTAZIONE DI LAVORO

CLOUD

STORAGE

TIVOLI STORAGE MANAGER
FOR VE



ANALYSIS

ANALYSIS
ENGINE REPORT
MIGRATION

BUTTERFLY
L'APPROCCIO
CONSULENZIALE
AL WINBACK



NESS AGILITY

