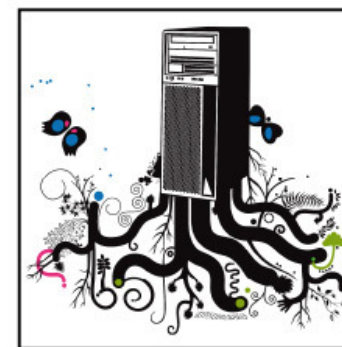
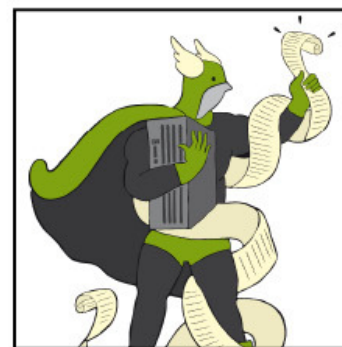
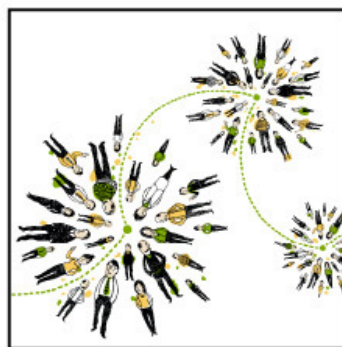
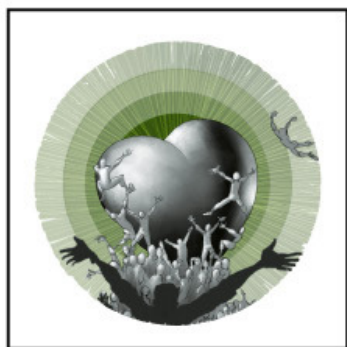


**IBM SOFTWARELAND 2009.
SOLUZIONI INTELLIGENTI
PER PROSPETTIVE
CHE CAMBIANO.**



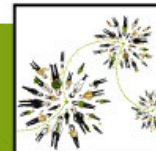
Facilitare la condivisione della conoscenza con strumenti di Portale e “social computing”

Max Ardigo'

Azzerare i costi di coordinamento
strategico e operativo (senza alzare tutti gli altri costi)

Accedere all'informazione
che **realmente** ha un valore per l'utente

Usare al meglio **quello che hai già'**
(soprattutto il cervello)

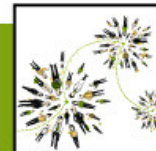


Enterprise 2.0 – Dimensioni e trends

Soluzioni enterprise abilitanti

Esempi Concreti (On Demand)

Approcci: come iniziare?

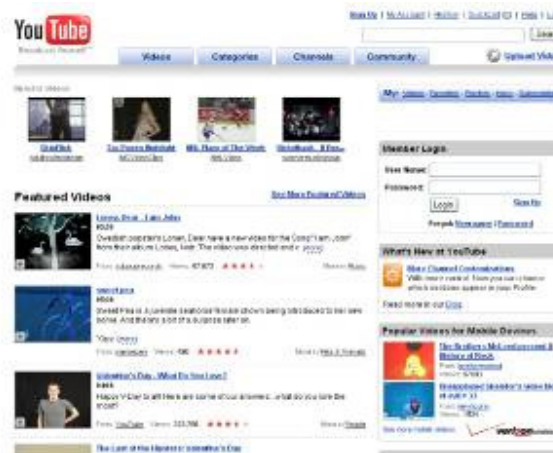


4 generazioni che lavorano insieme,
con con comportamenti lavorativi diversi

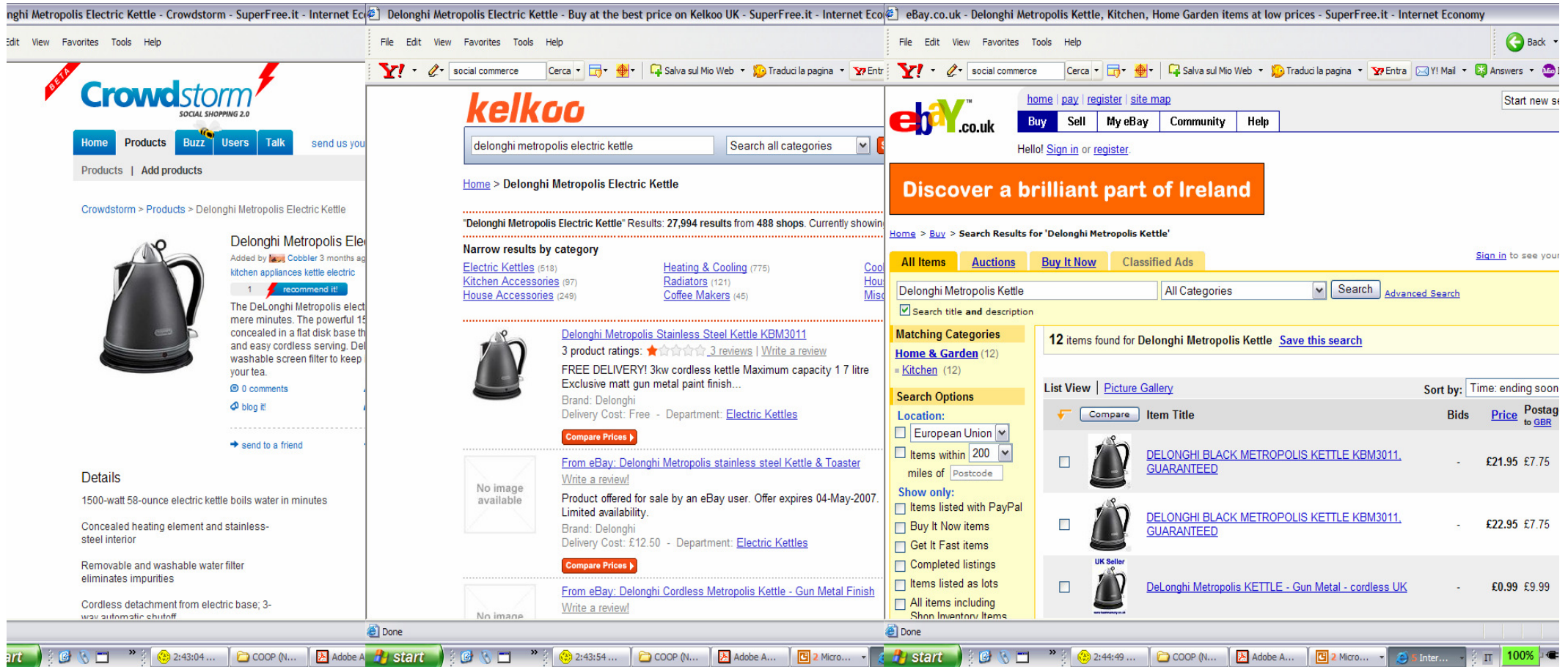
	Traditionalists	Boomers	Gen X	Millennials
Born	1922 – 1945	1946 – 1964	1965 – 1980	1980-2000
Training	The hard way	Too much and I'll leave	Required to keep me	Continuous and expected
Learning style	Classroom	Facilitated	Independent	Collaborative and networked
Communication style	Top-down	Guarded	Hub and spoke	Collaborative
Problem-solving	Hierarchical	Horizontal	Independent	Collaborative
Decision-making	Seeks approval	Team informed	Team included	Team decided
Leadership style	Command and control	Get out of the way	Coach	Partner
Feedback	No news is good news	Once per year	Weekly/Daily	On Demand
Technology use	Uncomfortable	Unsure	Unable to work without it	Unfathomable if not provided
Job changing	Unwise	Sets me back	Necessary	Part of my daily routine



Utilizzando strumenti simili,
universalmente adottati, facili



Per scegliere una caffettiera... (social commerce)



The image displays three browser windows illustrating social commerce for a Delonghi Metropolis Electric Kettle:

- Left Window (Crowdstorm):** Shows the product page for the Delonghi Metropolis Electric Kettle. It features a product image, a "recommend it!" button, and a "send to a friend" link. The site is labeled "SOCIAL SHOPPING 2.0".
- Middle Window (Kelkoo):** Shows search results for "delonghi metropolis electric kettle". It lists 27,994 results from 488 shops. The top result is "Delonghi Metropolis Stainless Steel Kettle KBM3011" with 3 product ratings and a "Compare Prices" button.
- Right Window (eBay.co.uk):** Shows search results for "Delonghi Metropolis Kettle". It displays 12 items found. The top results are "DELONGHI BLACK METROPOLIS KETTLE KBM3011 GUARANTEED" for £21.95 and £22.95, and "DeLonghi Metropolis KETTLE - Gun Metal - cordless UK" for £0.99.

The Windows taskbar at the bottom shows the system clock at 2:43:04, 2:43:54, and 2:44:49, along with various application icons and a 100% zoom level.



...per comprare un iPod,
una casa o fare un finanziamento... (social lending)



bidplaza.it

Benvenuto su Bidplaza.it!

Cosa aspetti a metterti in garage una **Audi TT Coupé?**

TEMPO ALLA SCADENZA: **11h 24m 21s**

VALORE: € 37.000
COSTO FINO: € 200
ASTA CHIUDE: 05-03-2008, 23:00

CLICCA QUI

ASTE IN CORSO!

- TomTom One V3** - Tempo residuo: 4h 24m 21s
- MacBook AIR** - Tempo residuo: 10h 24m 21s
- Audi TT Coupé** - Tempo residuo: 11h 24m 21s
- iPod Shuffle 1 GB**

AFFARI FATTI!

- ALEXANDER HA COMPRATO UNA PORCHE BOXSTER per **71.67€**
- Nokia N95 8 GB - Venduto per **€ 5,40**
- AGGIUDICATO A: Nicola De tomi
- Nintendo Wii - Venduto Sony Vaio CR215 a **€ 1,58**
- Luigi Ferrarelli da Rocca di Neto

100% BONUS
FINO A 200 EURO!

COME FUNZIONA BIDPLAZA

L'asta funziona praticamente come un'asta normale, l'unica differenza è che ad aggiudicarsela non è la persona che fa l'offerta più alta, ma la persona che fa l'offerta unica più bassa.

Offerte in centesimi

1 c. 2 c. 3 c. 4 c. 5 c.

UNICA LA PIÙ BASSA UNICA LA PIÙ ALTA

Ulteriori informazioni sul funzionamento di Bidplaza

La storia di Bidplaza

NEWSLETTER

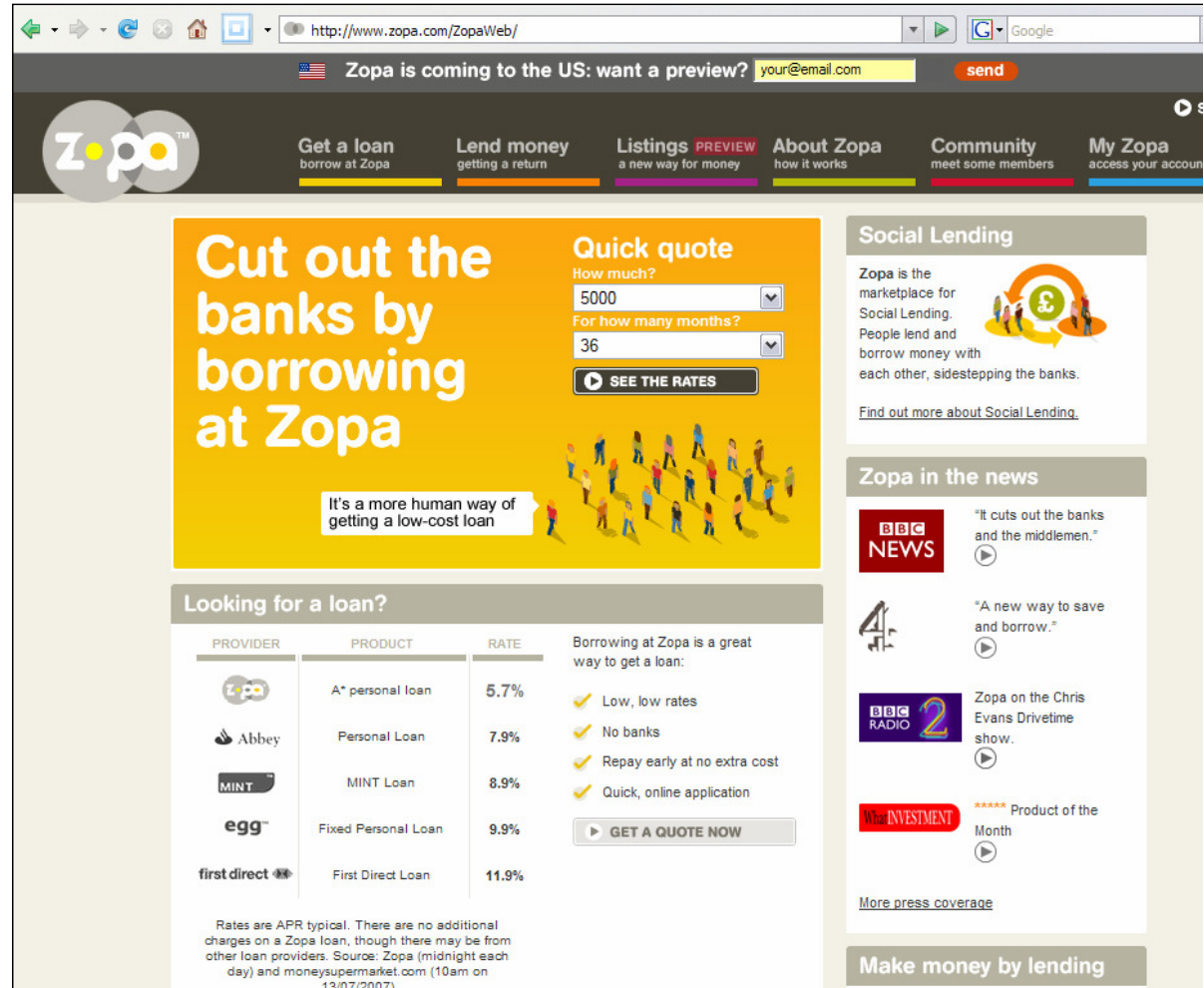
Email: _____

ISCRIVITI

NOTIZIE

06-01-2008
Venduto Nintendo Wii II a € 1,89
Carlo Russo da Napoli ha comprato un Wii a soli € 1,89!

05-01-2008
Venduto Sony Vaio CR215 a € 1,58
Luigi Ferrarelli da Rocca di Neto



http://www.zopa.com/ZopaWeb/

Zopa is coming to the US: want a preview? your@email.com **send**

zopa

Get a loan borrow at Zopa | Lend money getting a return | Listings PREVIEW a new way for money | About Zopa how it works | Community meet some members | My Zopa access your account

Cut out the banks by borrowing at Zopa

Quick quote






How much?

For how many months?

SEE THE RATES

It's a more human way of getting a low-cost loan

Looking for a loan?

PROVIDER	PRODUCT	RATE
	A* personal loan	5.7%
	Personal Loan	7.9%
	MINT Loan	8.9%
	Fixed Personal Loan	9.9%
	First Direct Loan	11.9%

Borrowing at Zopa is a great way to get a loan:

- ✓ Low, low rates
- ✓ No banks
- ✓ Repay early at no extra cost
- ✓ Quick, online application

GET A QUOTE NOW

Rates are APR typical. There are no additional charges on a Zopa loan, though there may be from other loan providers. Source: Zopa (midnight each day) and moneysupermarket.com (10am on 13/07/2007)

Social Lending

Zopa is the marketplace for Social Lending. People lend and borrow money with each other, sidestepping the banks.

[Find out more about Social Lending.](#)

Zopa in the news

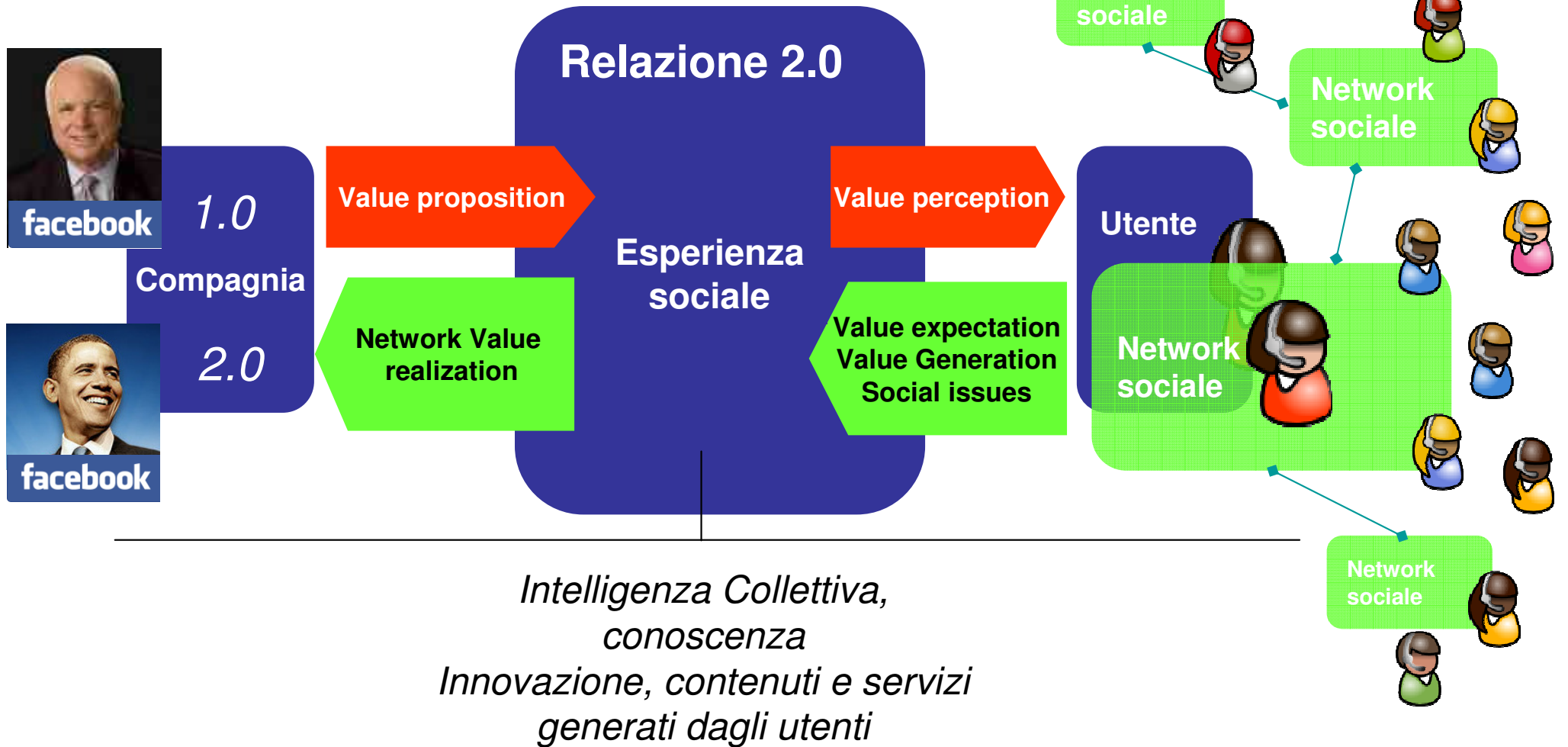
- BBC NEWS**: "It cuts out the banks and the middlemen."
- 4**: "A new way to save and borrow."
- BBC RADIO 2**: Zopa on the Chris Evans Drivetime show.
- THE INVESTMENT MONTH**: ***** Product of the Month

[More press coverage](#)

Make money by lending



o per scegliere un presidente... (democracy)



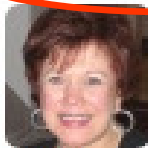
E tenerci in contatto, dopo che e' stato eletto



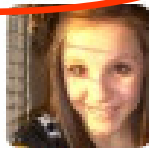
facebook

Tifosi

6 di 582.974 sostenitori [Mostra Tutto](#)



Hazel
Huete-Ro
senbusch



Elaina
Lonzo



Cathy
Shanahan



Jan
Jaroš



Suesan N
Lincoln
Coleman



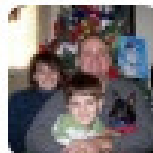
Jackie
Deemer



facebook

Tifosi

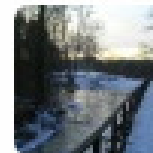
6 di 5.905.692 sostenitori [Mostra Tutto](#)



Stephanie
White



Kate
Schaefer



Francis
Toussaint



Giorgio
Pulizzi



Gianni
Margutti



Mary
Thompson

How did Barack Obama come to dominate Facebook?
One move that helped:
Hiring Facebook co-founder Chris Hughes in early 2007.

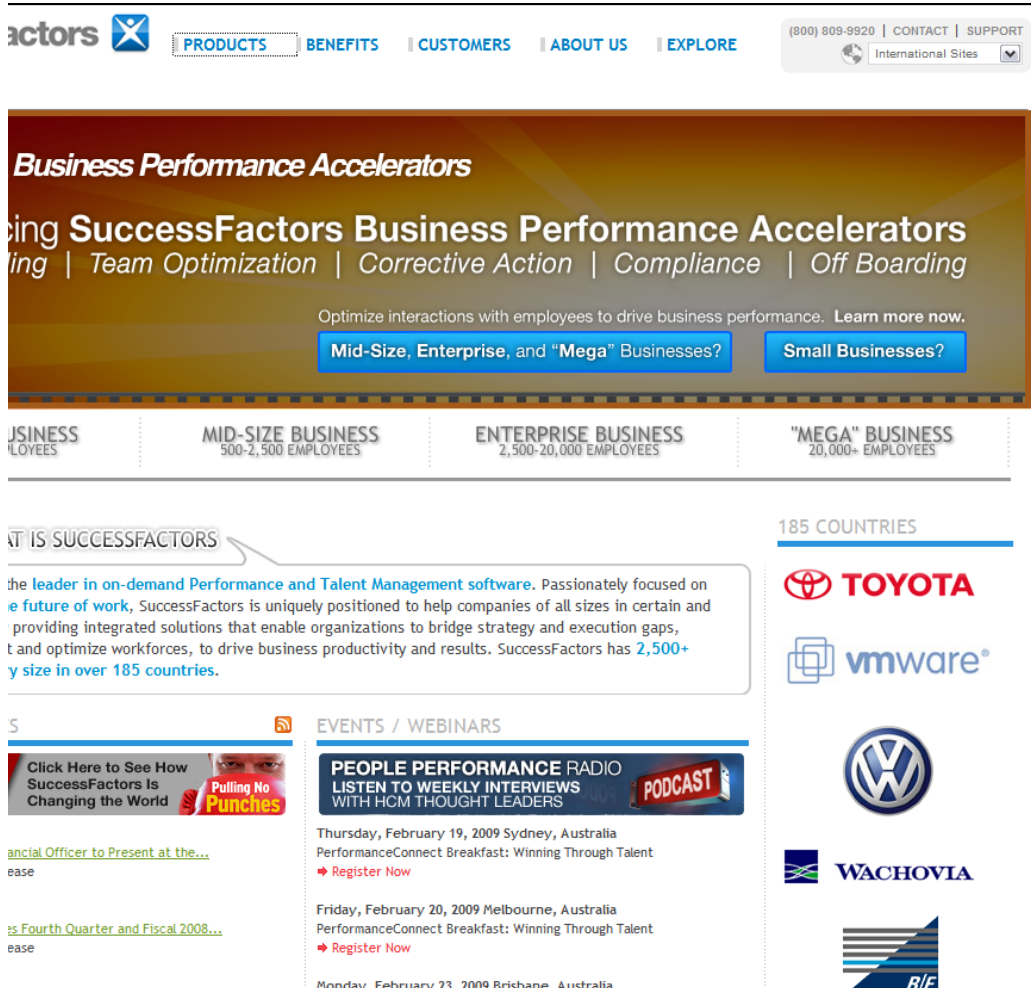
Hughes, 24, was Mark Zuckerberg's Harvard roommate. Now he runs Obama's own social network, My.BarackObama.com, which has 900k members (up from 850,000 a week ago, apparently, when [BusinessWeek](#) paid homage to Obama's Web strategy.)

<http://www.alleyinsider.com/2008/7/how-barack-obama-won-facebook>



2.0 Social (business) Experience

Nascono soluzioni molto serie (SaaS), che concorrono/complementano le piattaforme aziendali



SuccessFactors | PRODUCTS | BENEFITS | CUSTOMERS | ABOUT US | EXPLORE | (800) 809-9920 | CONTACT | SUPPORT | International Sites

Business Performance Accelerators

Optimize interactions with employees to drive business performance. [Learn more now.](#)

Mid-Size, Enterprise, and "Mega" Businesses? | Small Businesses?

SMALL BUSINESS (50-250 EMPLOYEES) | **MID-SIZE BUSINESS** (500-2,500 EMPLOYEES) | **ENTERPRISE BUSINESS** (2,500-20,000 EMPLOYEES) | **"MEGA" BUSINESS** (20,000+ EMPLOYEES)

185 COUNTRIES

TOYOTA | **vmware** | **VW** | **WACHOVIA** | **R/F**

WHAT IS SUCCESSFACTORS

the leader in on-demand Performance and Talent Management software. Passionately focused on the future of work, SuccessFactors is uniquely positioned to help companies of all sizes in certain and providing integrated solutions that enable organizations to bridge strategy and execution gaps, and optimize workforces, to drive business productivity and results. SuccessFactors has 2,500+ y size in over 185 countries.

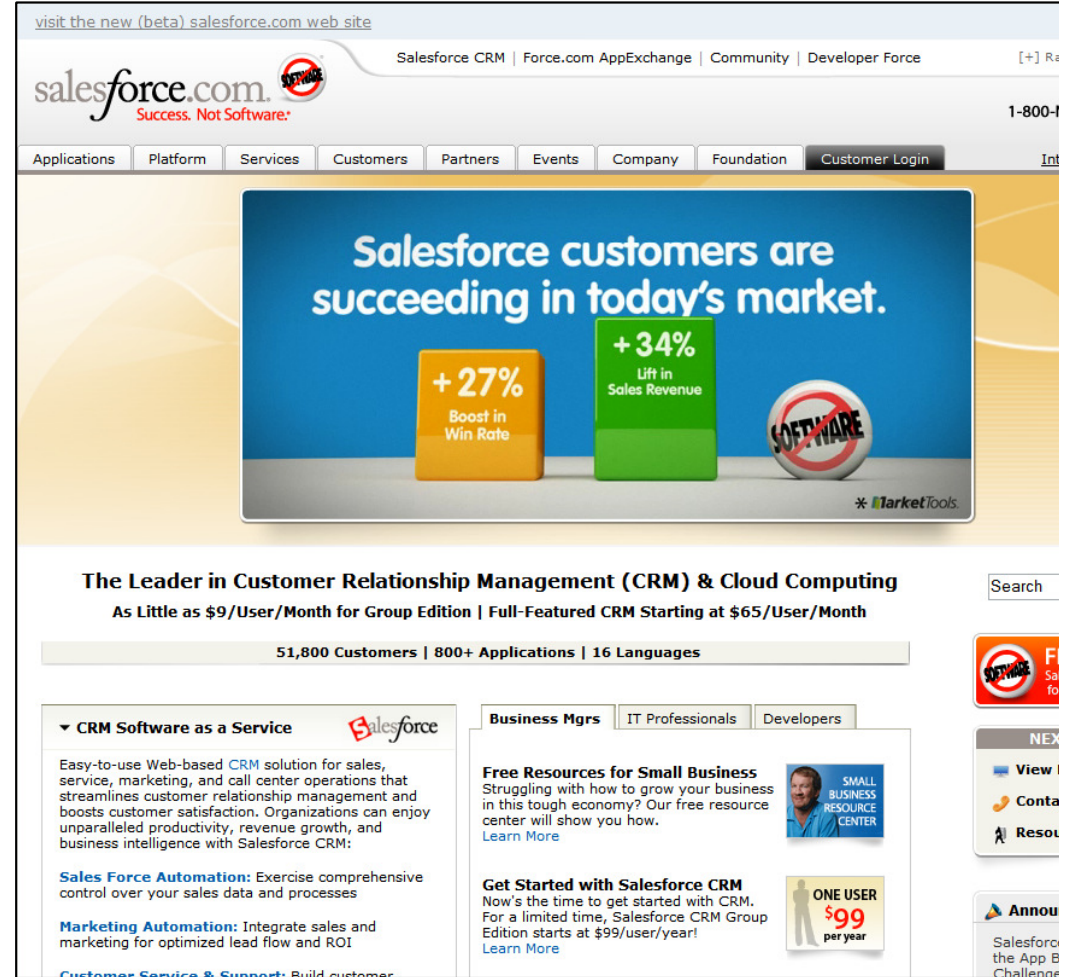
EVENTS / WEBINARS

PEOPLE PERFORMANCE RADIO LISTEN TO WEEKLY INTERVIEWS WITH HCM THOUGHT LEADERS **PODCAST**

Thursday, February 19, 2009 Sydney, Australia
PerformanceConnect Breakfast: Winning Through Talent
[Register Now](#)

Friday, February 20, 2009 Melbourne, Australia
PerformanceConnect Breakfast: Winning Through Talent
[Register Now](#)

Monday, February 23, 2009 Brisbane, Australia



visit the new (beta) salesforce.com web site

salesforce.com Success. Not Software.®

Salesforce CRM | Force.com AppExchange | Community | Developer Force | [+] Re | 1-800-1

Applications | Platform | Services | Customers | Partners | Events | Company | Foundation | Customer Login | Int

Salesforce customers are succeeding in today's market.


+27% Boost in Win Rate | **+34%** Lift in Sales Revenue

MarketTools

The Leader in Customer Relationship Management (CRM) & Cloud Computing

As Little as \$9/User/Month for Group Edition | Full-Featured CRM Starting at \$65/User/Month

51,800 Customers | 800+ Applications | 16 Languages

CRM Software as a Service 

Easy-to-use Web-based CRM solution for sales, service, marketing, and call center operations that streamlines customer relationship management and boosts customer satisfaction. Organizations can enjoy unparalleled productivity, revenue growth, and business intelligence with Salesforce CRM:

Sales Force Automation: Exercise comprehensive control over your sales data and processes

Marketing Automation: Integrate sales and marketing for optimized lead flow and ROI

Customer Service & Support: Build customer

Business Mgrs | **IT Professionals** | **Developers**

Free Resources for Small Business
Struggling with how to grow your business in this tough economy? Our free resource center will show you how.
[Learn More](#)

Get Started with Salesforce CRM
Now's the time to get started with CRM. For a limited time, Salesforce CRM Group Edition starts at \$99/user/year!
[Learn More](#)

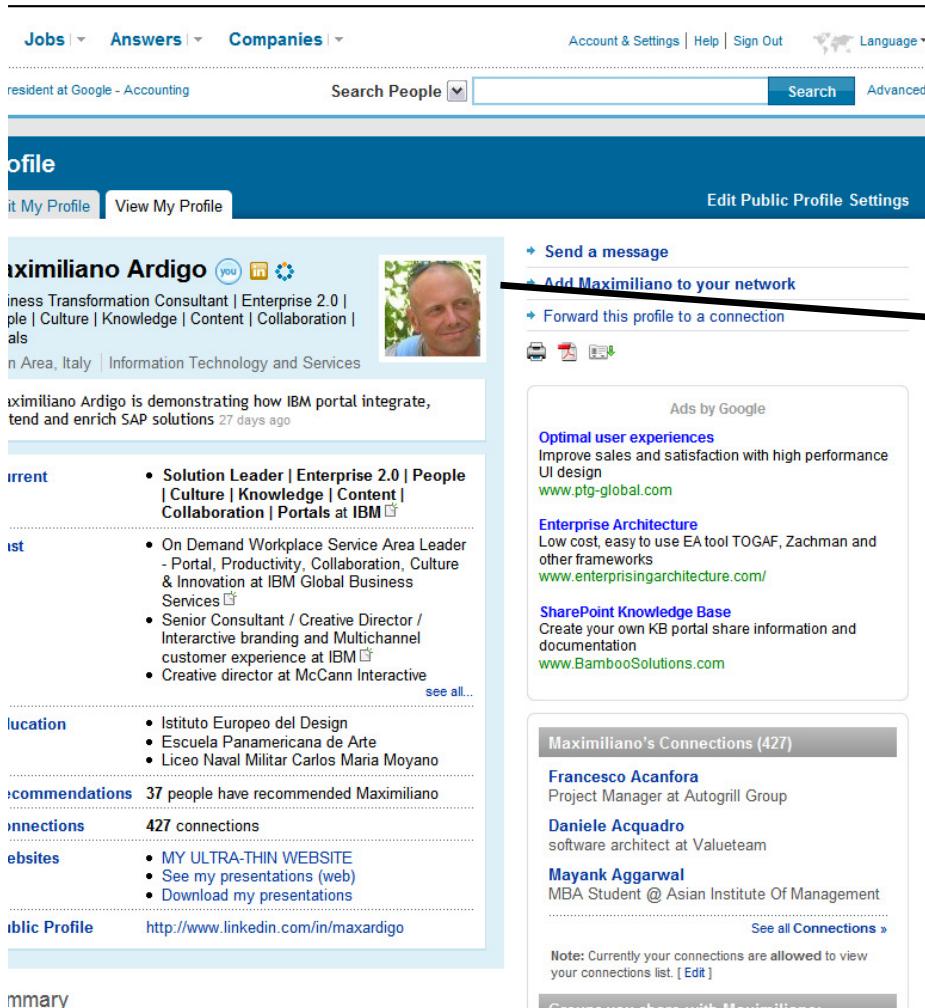
ONE USER \$99 per year

Search | **SOFTWARE** | **View I** | **Conta** | **Resou** | **Annou** | Salesforce the App B Challenge

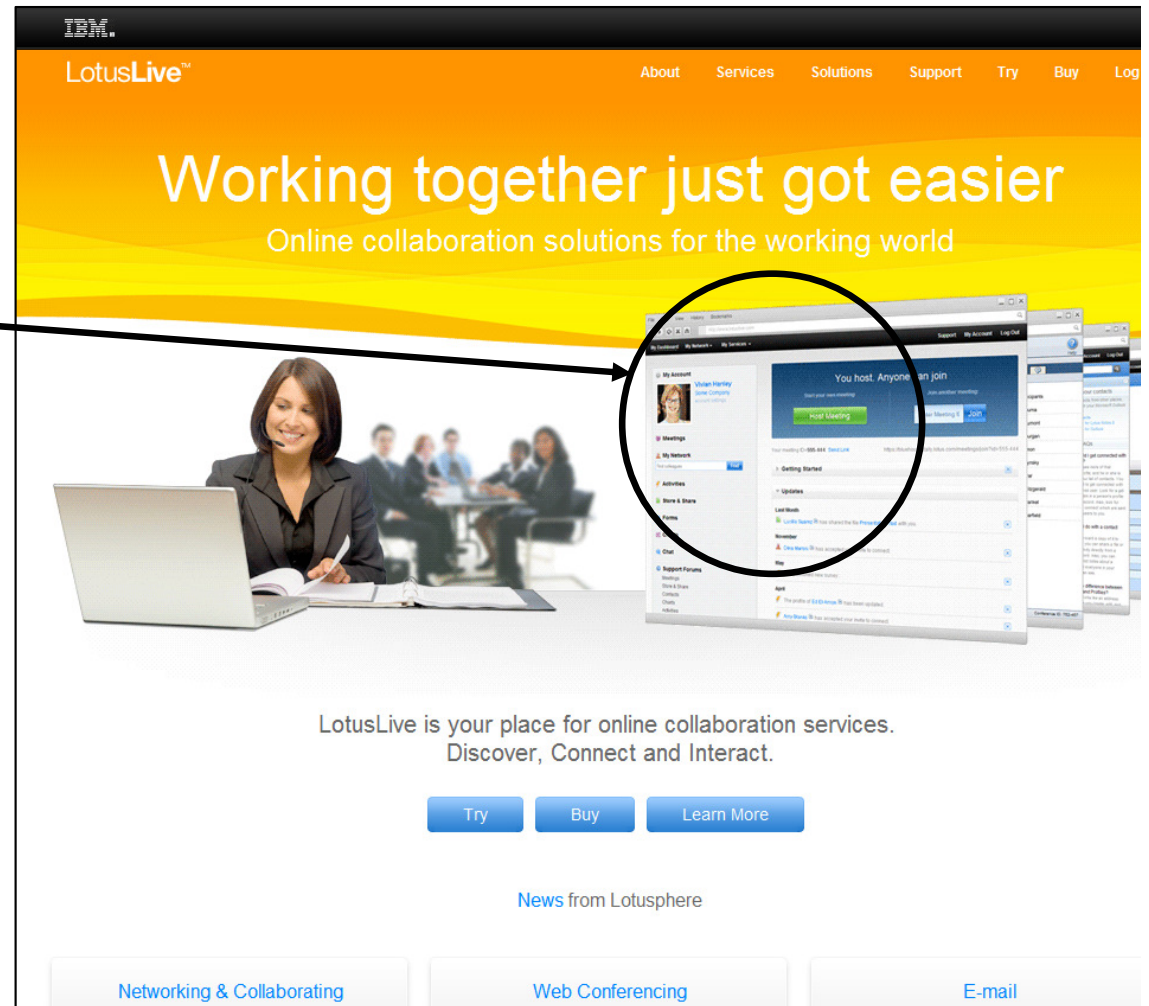


2.0 Social (business) Experience

Nascono soluzioni molto serie (SaaS), che concorrono/complementano le piattaforme aziendali



The screenshot shows a LinkedIn profile for Maximiliano Ardigo. The profile includes a header with navigation links (Jobs, Answers, Companies), a search bar, and a profile picture. The main content area features a bio, a list of skills (e.g., Solution Leader, Enterprise 2.0), and a list of recommendations. A sidebar on the right contains advertisements for 'Optimal user experiences', 'Enterprise Architecture', and 'SharePoint Knowledge Base'. The bottom of the profile shows 'Maximiliano's Connections (427)' with names like Francesco Acanfora, Daniele Acquadro, and Mayank Aggarwal.



The screenshot shows the LotusLive website. The header features the IBM logo and navigation links (About, Services, Solutions, Support, Try, Buy, Log). The main content area has a large yellow banner with the text 'Working together just got easier' and 'Online collaboration solutions for the working world'. Below the banner is a woman sitting at a desk with a laptop, and a circular inset showing a screenshot of a LotusLive meeting interface. The text below the image reads 'LotusLive is your place for online collaboration services. Discover, Connect and Interact.' and includes buttons for 'Try', 'Buy', and 'Learn More'. At the bottom, there are three categories: 'Networking & Collaborating', 'Web Conferencing', and 'E-mail'.

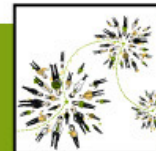


Enterprise 2.0 – Dimensioni e trends

Soluzioni enterprise abilitanti

Esempi Concreti (On Demand)

Approcci: come iniziare?

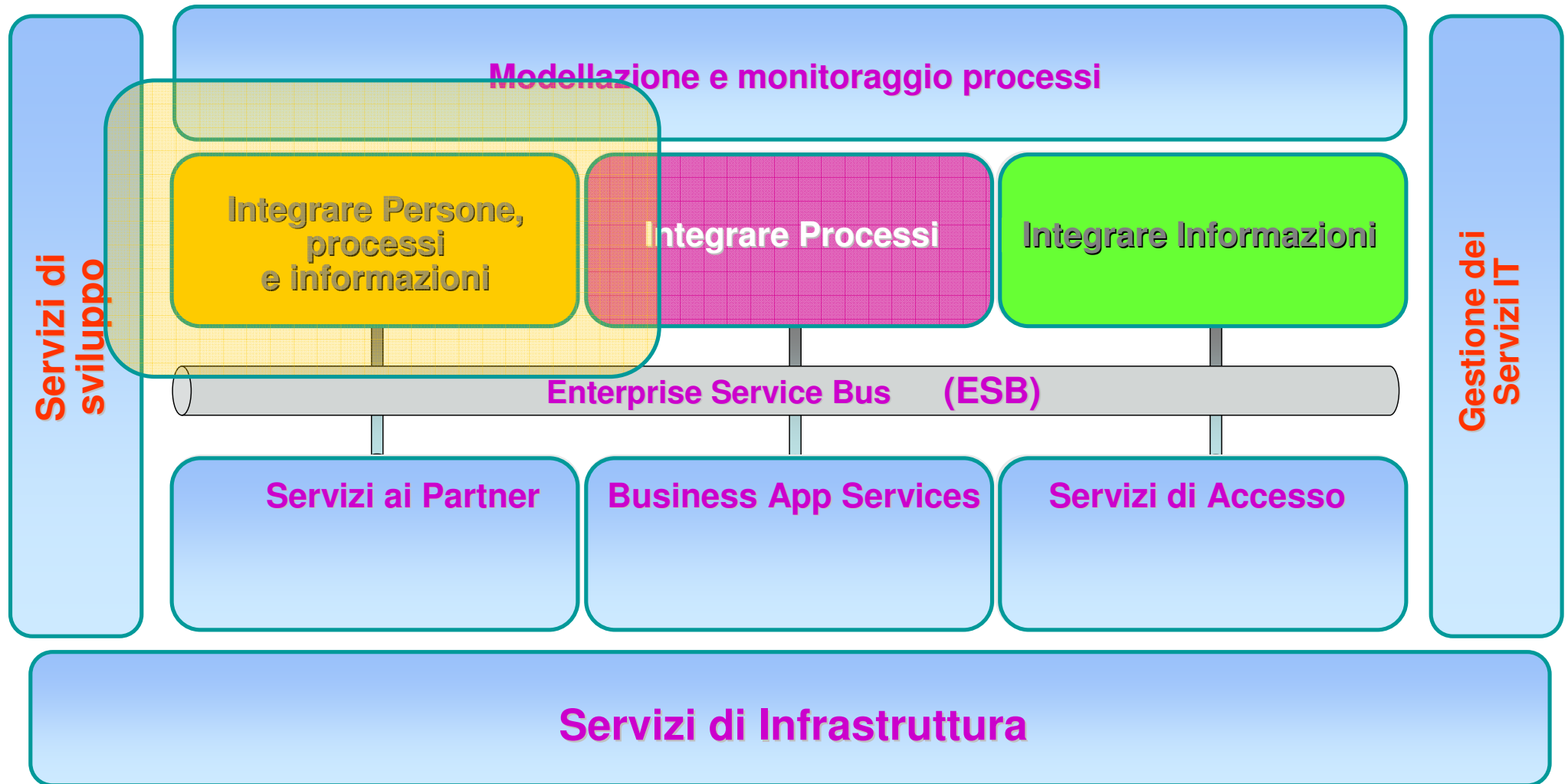


Enterprise 2.0 Architecture

 Model
 Assemble

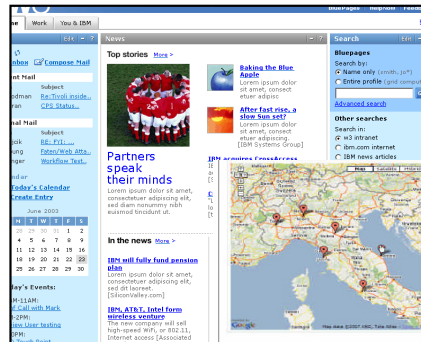
 Deploy

 Manage



Integrare Persone,
processi
e informazioni

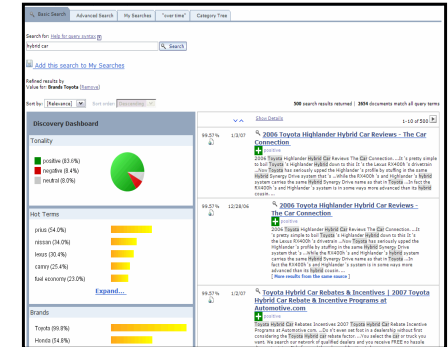
Una architettura per la convergenza di persone,
processi, informazioni.



Converged content,
process, data &
applications,
Portal 2.0
Mobile
Mashups
Mail Client
Rich Client

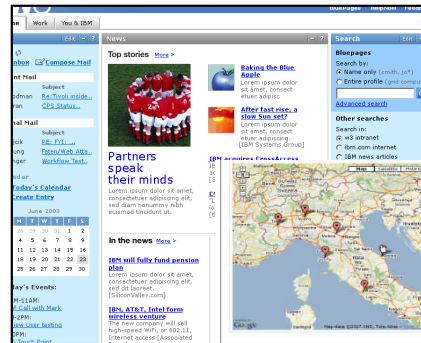


Converged people,
skills & documents,
Social Networking
Connections,
Quickr,
Sametime



Enterprise search &
Social Discovery
Sentiment
Analysis,



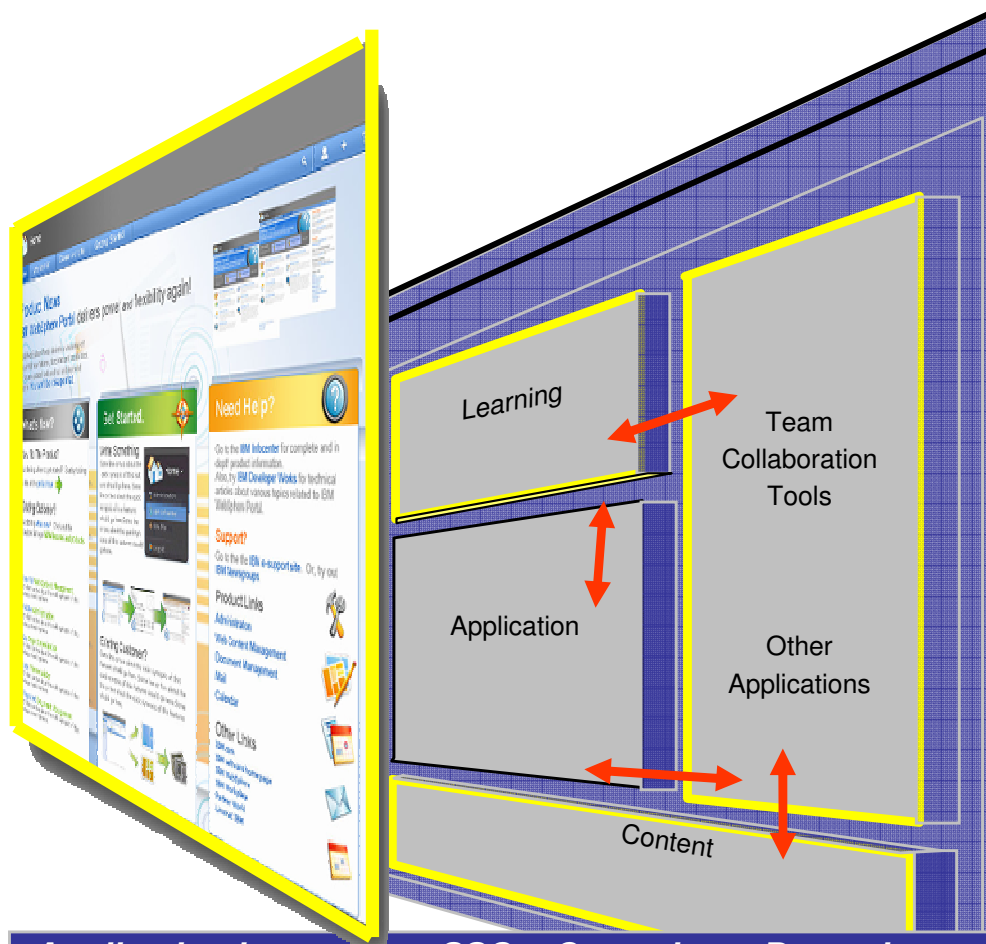


Architetture abilitanti - Il Portale 2.0

(Front-end SOA, Mashup, Rich, Mail, Mobile ecc)



Portale 2.0 è una telaio di aggregazione SOA+Web2.0 con servizi comuni per integrazione e dialogo applicativo via front-end e acceleratori di business molto potenti



Application integration, SSO, Campaign – Dynamic contents – Ricerca integrata

User Management – Role Based – Security- Multichannel

Enterprise service bus

Portlet Factory assembla applicazioni composite, in grado di fare transazioni sui BE, profilandole direttamente sul front-end, senza sviluppare codice... e senza customizzare le componenti applicative di back-end...

Builder

An adaptive, reusable component that generates Java, XML and JSP for specific portlet functionality

Profile

A set of parameters that vary Builder inputs to dynamically generate unique versions of the portlet

Model

A container of Builders

Domino View & Form
Connect to a Domino Server and access view and document data. Displays a view of Domino search. Creates pages, controls, and helper methods to view, create, update, and delete

Properties

Name: * DVF
Host server: * localhost:8080
User name for generation: *
Password for generation: *
Database name: * Expenses.nsf
Runtime credentials: * Use regen credentials specified above

View display and layout

WebApp Tree | Model XML | Builder Call Editor | WebApp Diagram

0 errors, 0 warnings, 0 infos (Filter matched 0 of 19 items)

Project Expenses

Enter Date	Approver	Status	Total
05/19/2003 01:58:03 PM EDT	& Nicole Carrier	Submitted	332
05/19/2003 01:57:21 PM EDT	& Nicole Carrier	Submitted	99
04/15/2003 09:31:43 AM EDT	Mike Schatzabel	Sub	204
04/15/2003 09:29:34 AM EDT	Mike Schatzabel	Approved	818
04/15/2003 09:28:41 AM EDT	& Nicole Carrier	Draft	1000806.99
04/15/2003 09:27:54 AM EDT	Kevin Wilmeth	Draft	283
04/15/2003 09:26:04 AM EDT	Kevin Wilmeth	Submitted	1172

Project Details

Select a project: Project B

This portlet allows you to view details for a Project, including the Manager's Name and Project Dates. It also provides the Task List and a chart showing current project Expenses. To begin, simply select a Project.

Project: Project B
Project ID: SL2TGV
Manager: tsnyder
Start Date: 03/27/2003
Ending Date: 04/25/2003
Billable: true

Task List

Task	Manager	Starts	Ends
Define Requirements	tsnyder	03/27/2003	04/25/2003

Project Expenses by Submitter

E_2.0 Portal / Composite / Externalization

... **“deployandole” direttamente sul portale.** Integrando contestualmente, con riduzione di tempi tra -30 e -70% rispetto a metodi tradizionali



Findus
Consigli esperti My Invaglia

Ricette del 27 Maggio Salva il menù >>

- Omelette con piselli alle erbe 35 - Facile
- Risotto ai funghi porcini con verdure di stagione 40 - Facile
- Cotoletta alla provenzale 20 - Facile
- Insalata di cavolfiore crudo 30 - Facile
- Gelato alla pesca 60 - Facile

sta settimana

- Libri golosi: Cibo non solo per il corpo ma dell'anima... Continua >>
- L'olio d'oliva: Insieme alla vite e al fico, l'olivo era per gli antichi romani un simbolo di vita... Continua >>
- L'Elba e le sue meraviglie: E' la maggiore isola dell'Arcipelago toscano. Continua >>

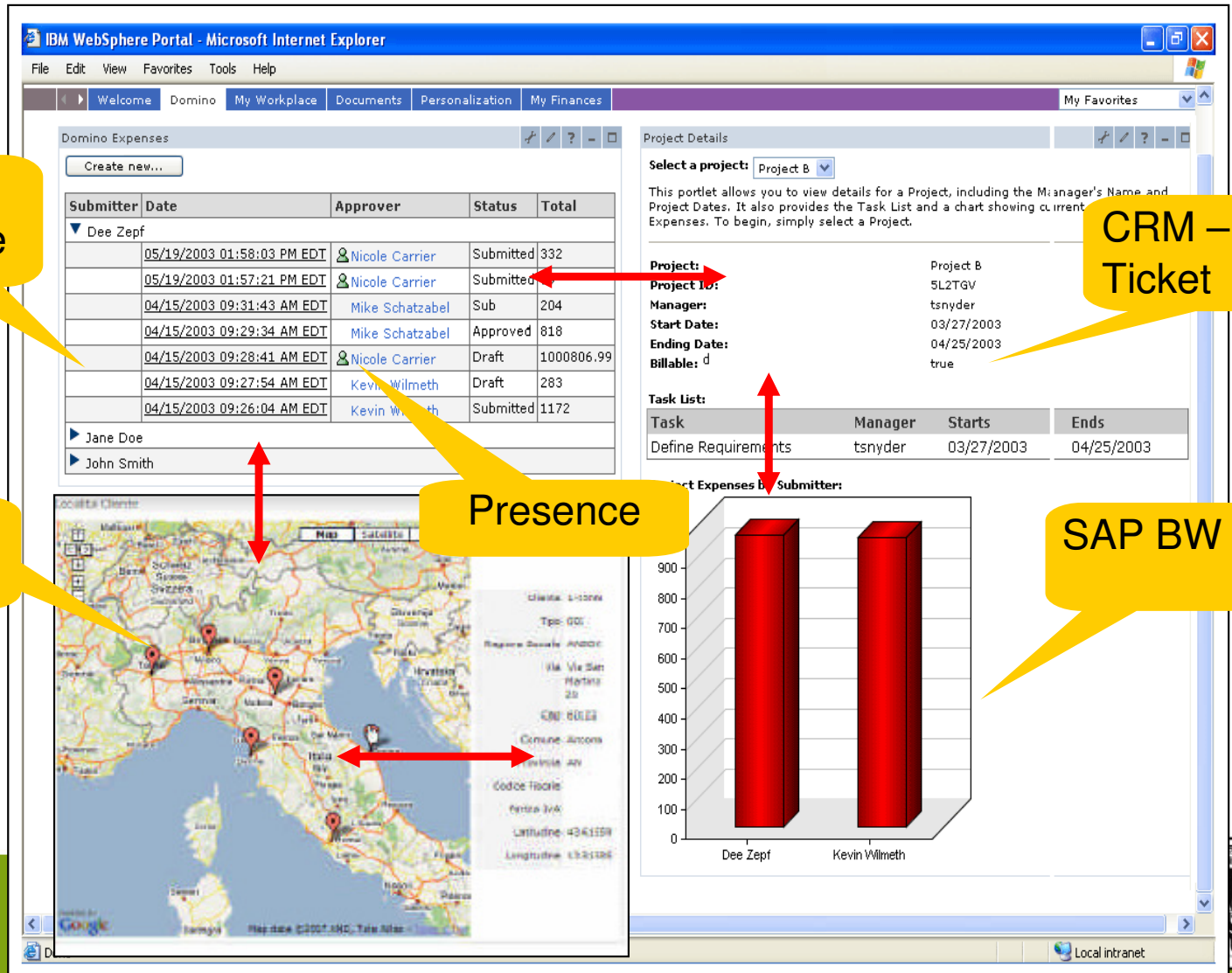
Xcel +
Sametime

Geolocation
Google

Presence

CRM –
Ticket

SAP BW



IBM WebSphere Portal - Microsoft Internet Explorer

Domino Expenses

Submitter	Date	Approver	Status	Total
▼ Dee Zepf				
	05/19/2003 01:58:03 PM EDT	Nicole Carrier	Submitted	332
	05/19/2003 01:57:21 PM EDT	Nicole Carrier	Submitted	
	04/15/2003 09:31:43 AM EDT	Mike Schatzabel	Sub	204
	04/15/2003 09:29:34 AM EDT	Mike Schatzabel	Approved	818
	04/15/2003 09:28:41 AM EDT	Nicole Carrier	Draft	1000806.99
	04/15/2003 09:27:54 AM EDT	Kevin Wilmeth	Draft	283
	04/15/2003 09:26:04 AM EDT	Kevin Wilmeth	Submitted	1172
▶ Jane Doe				
▶ John Smith				

Project Details

Select a project: Project B

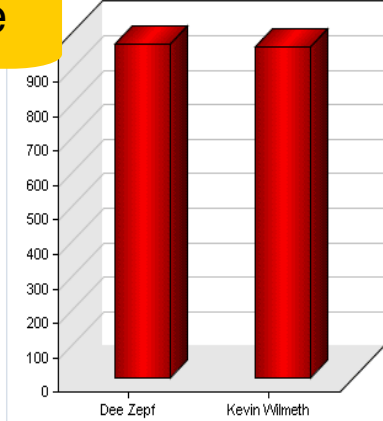
This portlet allows you to view details for a Project, including the Manager's Name and Project Dates. It also provides the Task List and a chart showing current Expenses. To begin, simply select a Project.

Project: Project B
Project ID: 5L2TGV
Manager: tsnyder
Start Date: 03/27/2003
Ending Date: 04/25/2003
Billable: true

Task List:

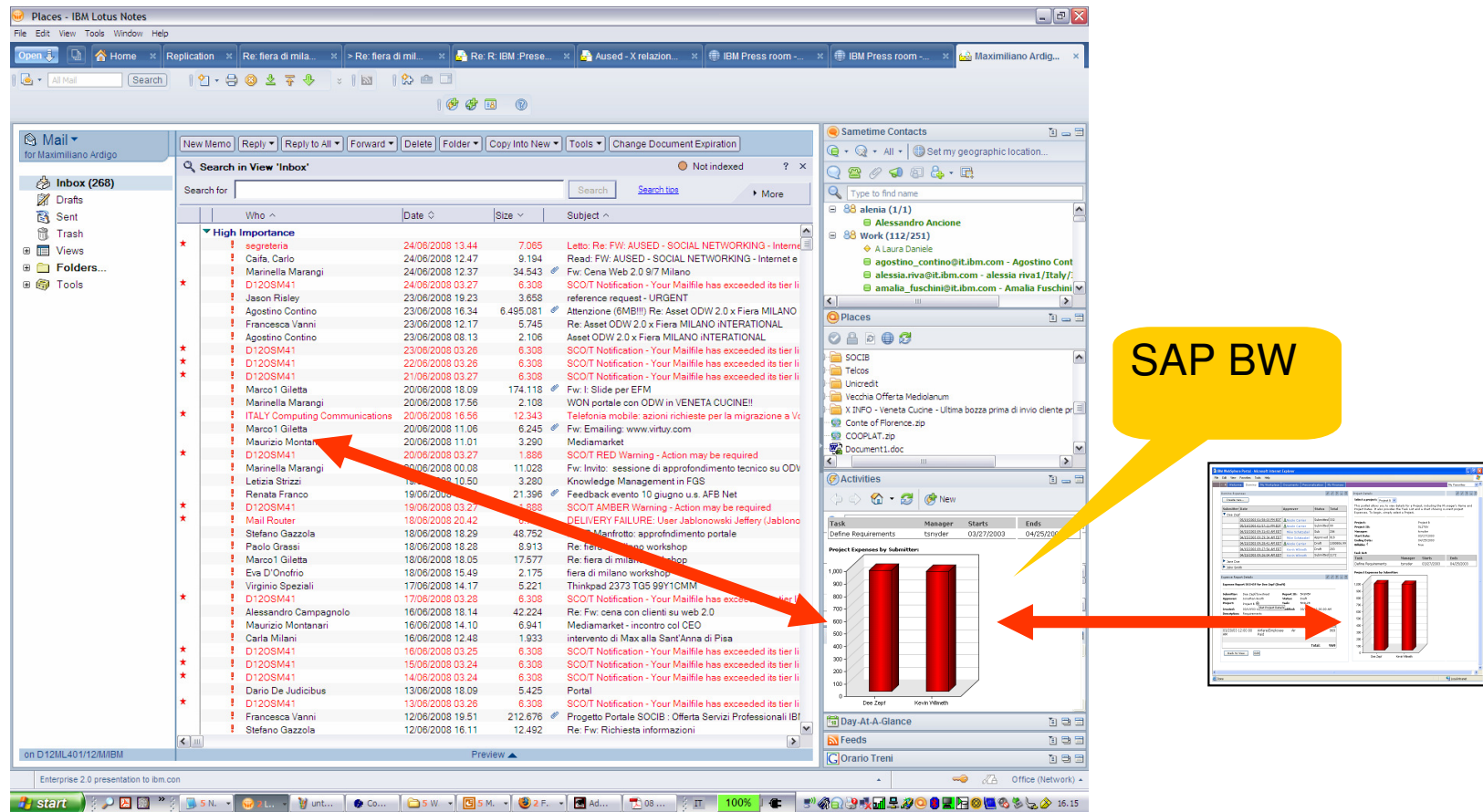
Task	Manager	Starts	Ends
Define Requirements	tsnyder	03/27/2003	04/25/2003

Project Expenses by Submitter:



Submitter	Expenses
Dee Zepf	~800
Kevin Wilmeth	~800

... **oppure direttamente sul client di Posta** per associazione dati di business contestuali a un ID mittente di posta



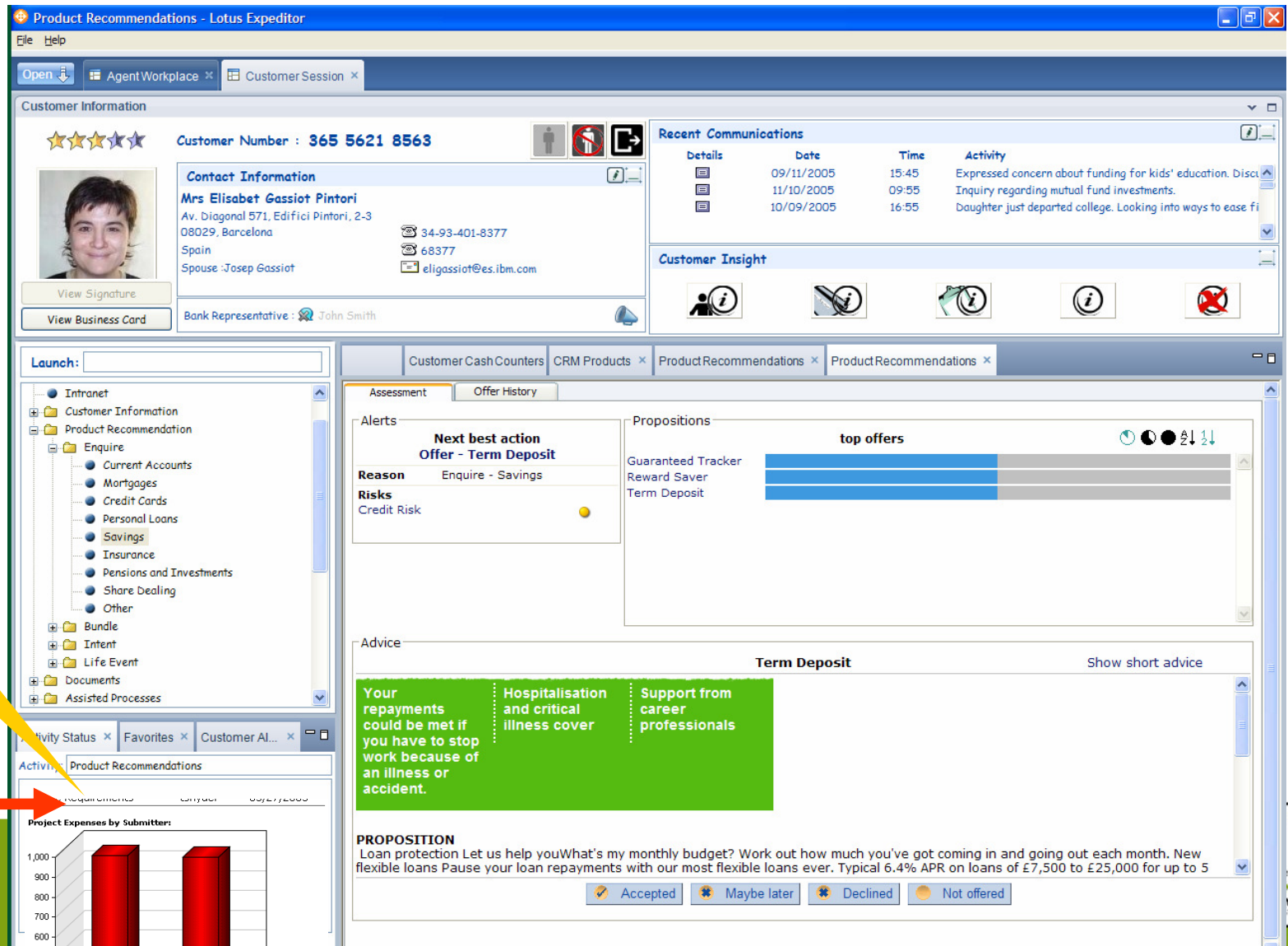
The screenshot displays the IBM Lotus Notes client interface. The main window shows an email inbox with a table of messages. A yellow callout bubble labeled "SAP BW" points to a smaller window in the bottom right corner, which displays a bar chart titled "Project Expenses by Submitter". The chart compares expenses for two submitters: "Dino Zapp" and "Kevin Wroth". The y-axis represents expense amounts, ranging from 0 to 1,200. The x-axis lists the submitters. The bar for "Dino Zapp" is significantly higher than the bar for "Kevin Wroth".

Submitter	Expense Amount
Dino Zapp	~1,100
Kevin Wroth	~300

Il nuovo client Notes consente l'integrazione di tutte le funzioni di comunicazione, collaborazione e integrazione applicativa di tipo enterprise 2.0. Una mail di un cliente riconosciuto consente l'aggregazione contestuale di dati eterogenei sul front end



...**oppure direttamente sul portale rich client** per un utilizzo disconnesso, e dove convivono e cooperano applicazioni locali, servizi e web applications



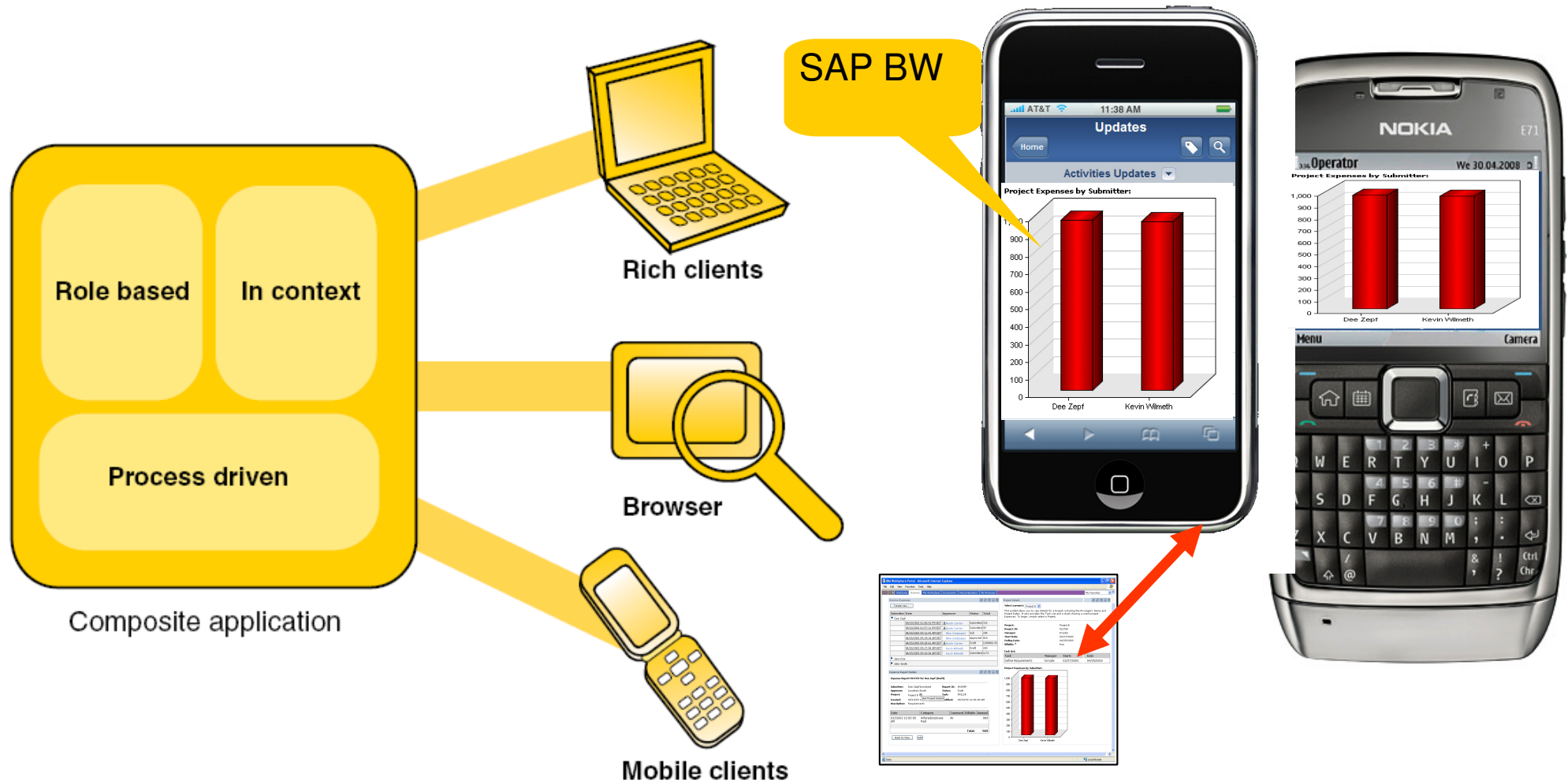
The screenshot displays the Lotus Expeditor rich client interface. The main window is titled "Product Recommendations - Lotus Expeditor" and features a menu bar with "File" and "Help". Below the menu bar are tabs for "Open", "Agent Workplace", and "CustomerSession".

The interface is divided into several sections:

- Customer Information:** Displays a customer profile for Mrs. Elisabet Gassiot Pintori, including a photo, contact information (address, phone, email), and a bank representative (John Smith).
- Recent Communications:** A table showing communication details, dates, times, and activities.
- Customer Insight:** A section with various icons representing different insights or actions.
- Launch:** A sidebar menu with categories like "Intranet", "Customer Information", "Product Recommendation", "Enquire", "Bundle", "Intent", "Life Event", "Documents", and "Assisted Processes".
- Assessment / Offer History:** A central area showing "Alerts" (Next best action: Offer - Term Deposit), "Reason" (Enquire - Savings), "Risks" (Credit Risk), and "Propositions" (top offers: Guaranteed Tracker, Reward Saver, Term Deposit).
- Advice:** A section providing advice on "Term Deposit" with a "Show short advice" link.
- Activity Status / Favorites / Customer AI...:** A section with various activity status indicators and a "Product Recommendations" section.
- Project Expenses by Submitter:** A bar chart showing expenses for two submitters, with values ranging from 600 to 1,000.

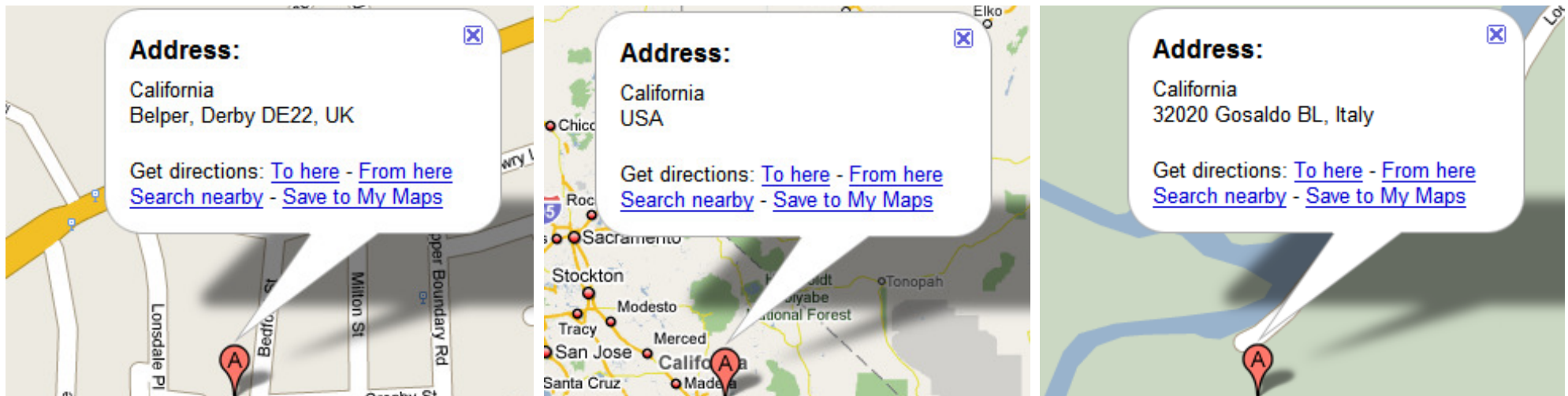
A yellow callout box labeled "SAP BW" points to a small window in the bottom left corner, which displays a data cube visualization. A red arrow points from this window to the "Project Expenses by Submitter" chart in the main interface.

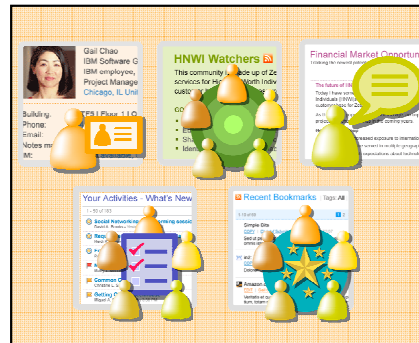
O sui device mobili – Una volta deployata una applicazione sul portale, mobilizzatela su oltre 6000 devices (pù o meno rich client)



Cicciaware vs. Slideware:

- *Scenario: Taglio costi trasferte*
- *Acquisto viaggi aziendali da SAP Travel per dipendenti*
- *AFC / nuove tratte scontate: come integrarle operativamente entro oggi?*
- *SAP in outsourcing +Xcel (primo DB -> Domino appl - no web)*
- *Deployment su Portale e su client Notes*
- *Tempi realizzazione*





Architetture abilitanti - Collaborazione 2.0 (Connections, Quickr, Sametime)



Lotus Connections – Da Rubrica (sparpagliata non aggiornata) a Expertise location federata. E che magari integra cio' che gia dichiarate come competenze su LinkedIn.



The image displays two overlapping web interfaces. The primary interface is the Lotus Connections profile for Maximiliano Ardigo, an IBM Sales & Distribution employee. A red circle highlights the 'Tags' section, with an arrow pointing to the text 'Expertise location'. The profile includes contact information, an 'About Me' section, and a 'Background' section. The secondary interface is a LinkedIn profile for the same individual, showing a network graph and a list of recent colleagues. A red circle highlights the 'My Links' section, with an arrow pointing to the 'My LinkedIn' link. A large 'LinkedIn' logo is overlaid on the bottom center of the image.

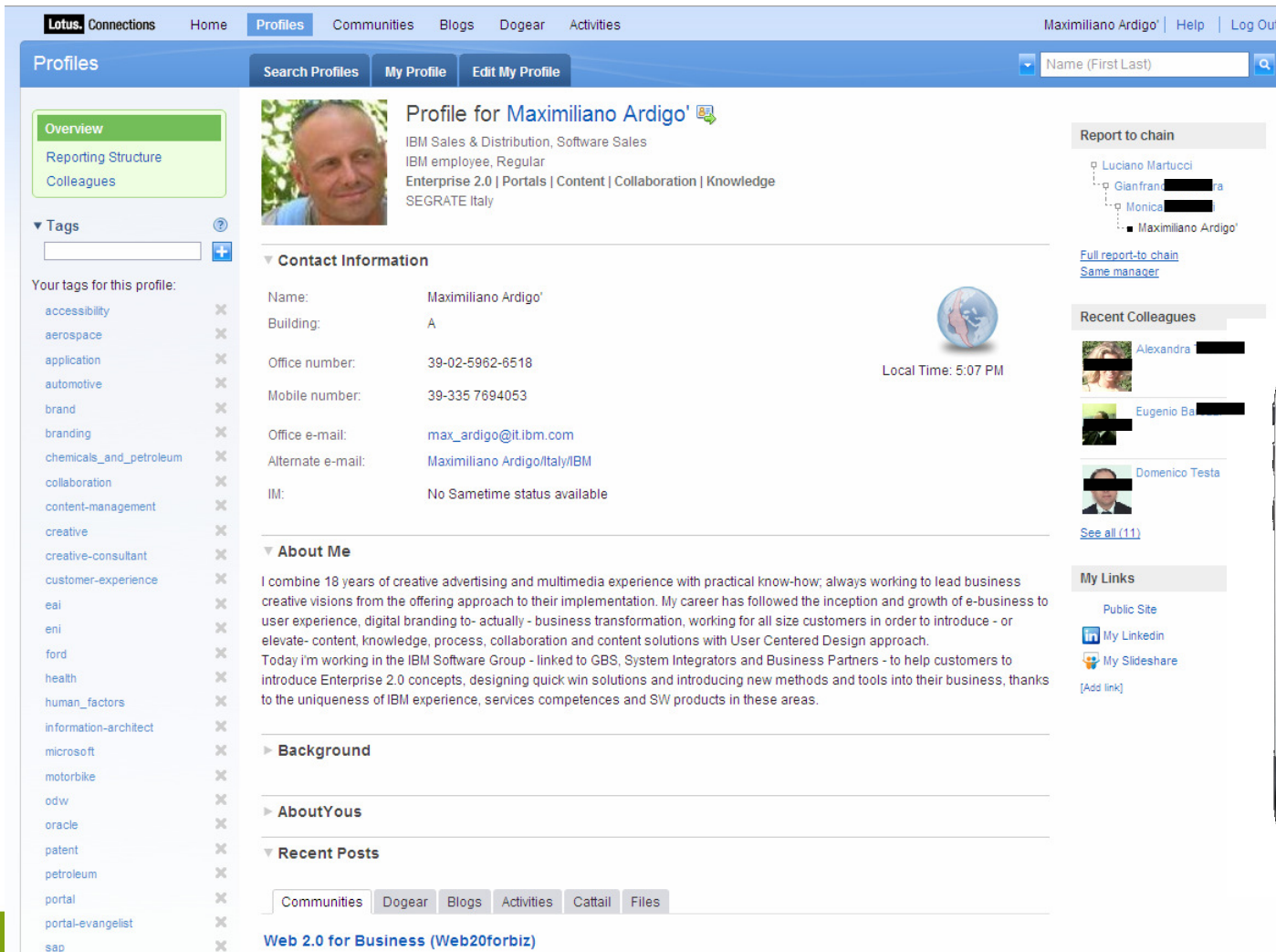
Lotus Connections Profile for Maximiliano Ardigo:

- Overview:** Reporting Structure, Colleagues
- Tags:** Expertise location (circled in red)
- Contact Information:**
 - Name: Maximiliano Ardigo
 - Building: A
 - Office number: 39-02-5962-6518
 - Mobile number: 39-335 7694053
 - Office e-mail: max_ardigo@it.ibm.com
 - Alternate e-mail: Maximiliano.Ardigo@Italy.ibm
 - IM: No Sametime status available
- About Me:** I combine 18 years of creative advertising and multimedia experience with practical know-how, always working to lead business creative visions from the offering approach to their implementation. My career has followed the inception and growth of e-business to user experience, digital branding to- actually - business transformation, working for all size customers in order to introduce - or elevate- content, knowledge, process, collaboration and content solutions with User Centered Design approach. Today i'm working in the IBM Software Group - linked to GBS, System Integrators and Business Partners - to help customers to introduce Enterprise 2.0 concepts, designing quick win solutions and introducing new methods and tools into their business, thanks to the uniqueness of IBM experience, services competences and SW products in these areas.
- Background:**
- AboutYou:**
- Recent Posts:**
- Communities:** Dogear, Blogs, Activities, Cattail, Files
- Web 2.0 for Business (Web20forbiz)**

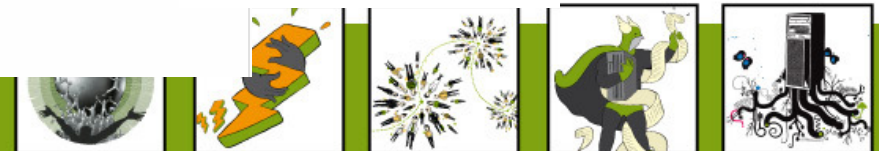
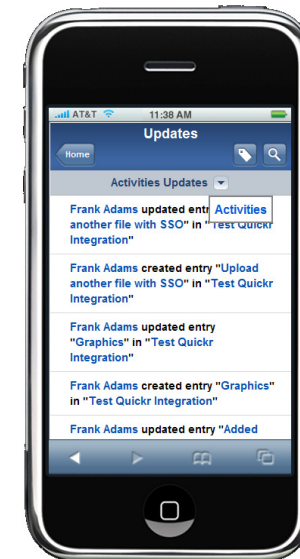
LinkedIn Profile for Maximiliano Ardigo:

- My Links:** Public Site, My LinkedIn (circled in red), My Slideshare, [Add link]
- Recent Colleagues:** Alexand..., Eugenio..., Domeni..., [See all (11)]
- Network Graph:** A network diagram showing connections between various IBM employees, with Maximiliano Ardigo highlighted.

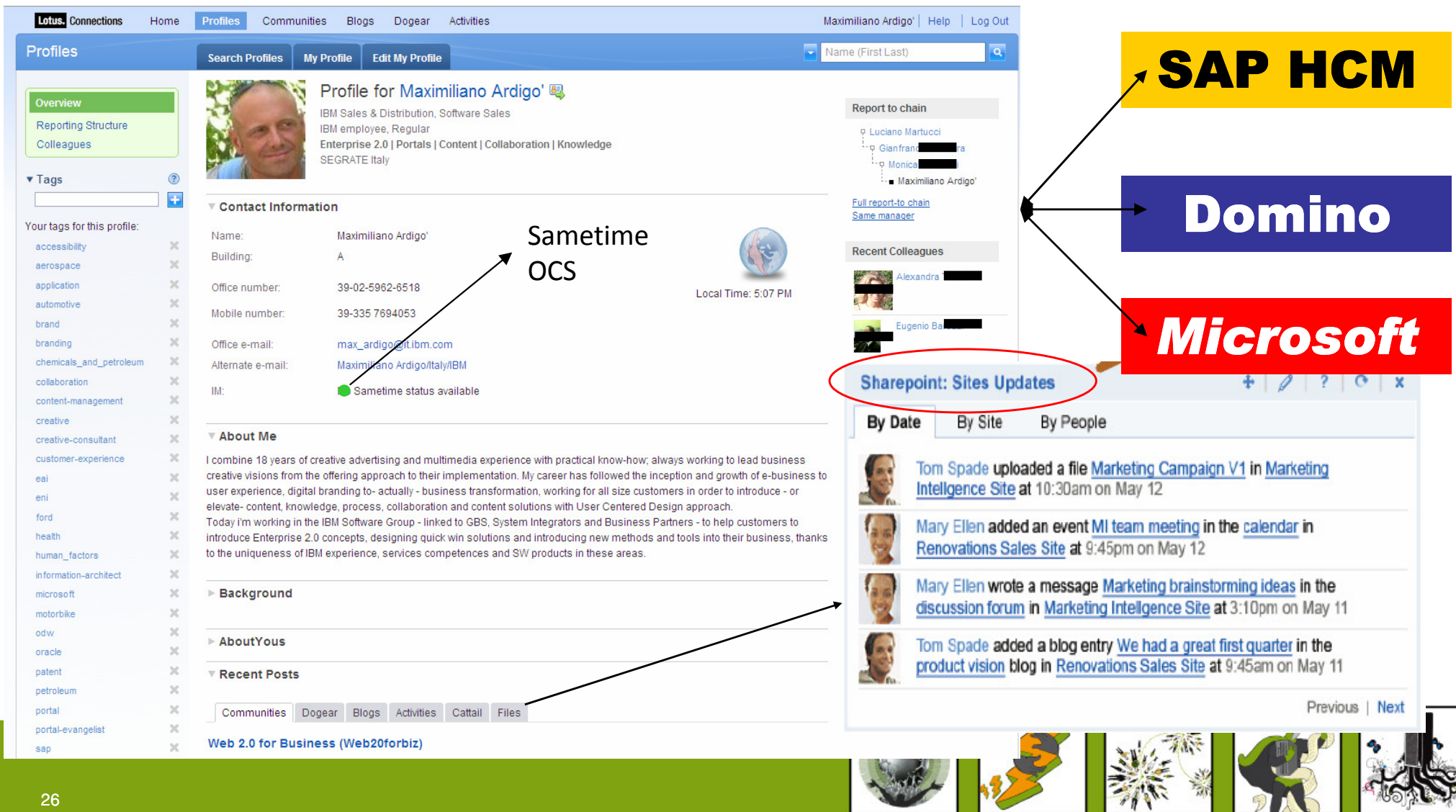
Lotus Connections – Accesso ai network e ai contenuti da device mobili, Blackberry, iPhone



The screenshot displays the Lotus Connections web interface. The top navigation bar includes 'Lotus. Connections', 'Home', 'Profiles', 'Communities', 'Blogs', 'Dogear', and 'Activities'. The user is logged in as 'Maximiliano Ardigo'. The main content area shows the profile for 'Maximiliano Ardigo', an IBM Sales & Distribution employee. The profile includes contact information, a bio, and a list of recent posts. A sidebar on the left shows tags and a list of communities. A 'Report to chain' section shows a hierarchy of users, and a 'Recent Colleagues' section lists other users.



Lotus Connections – Integrabile come servizio pervasivo in altre piattaforme per estendere ed arricchire le connessioni tra informazioni e persone



The screenshot displays the Lotus Connections profile for Maximiliano Ardigo. The profile includes contact information, a bio, and a list of recent posts. Three external systems are highlighted with arrows pointing to the profile:

- SAP HCM** (Yellow box)
- Domino** (Blue box)
- Microsoft** (Red box)


Additional annotations include:

- Sametime OCS** (Text with arrow pointing to the IM status indicator)
- Sharepoint: Sites Updates** (Text with arrow pointing to the recent posts section)

The profile details for Maximiliano Ardigo are as follows:

Profile for Maximiliano Ardigo'
IBM Sales & Distribution, Software Sales
IBM employee, Regular
Enterprise 2.0 | Portals | Content | Collaboration | Knowledge
SEGRATE Italy

Contact Information

- Name: Maximiliano Ardigo'
- Building: A
- Office number: 39-02-5962-6518
- Mobile number: 39-335 7694053
- Office e-mail: max_ardigo@it.ibm.com
- Alternate e-mail: Maximiliano.Ardigo@Italy.ibm
- IM:  Sametime status available

About Me

I combine 18 years of creative advertising and multimedia experience with practical know-how, always working to lead business creative visions from the offering approach to their implementation. My career has followed the inception and growth of e-business to user experience, digital branding to- actually - business transformation, working for all size customers in order to introduce - or elevate- content, knowledge, process, collaboration and content solutions with User Centered Design approach.

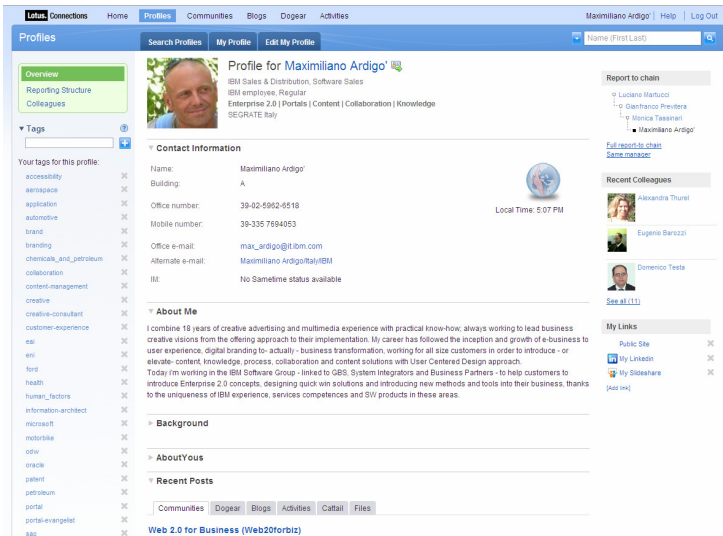
Today i'm working in the IBM Software Group - linked to GBS, System Integrators and Business Partners - to help customers to introduce Enterprise 2.0 concepts, designing quick win solutions and introducing new methods and tools into their business, thanks to the uniqueness of IBM experience, services competences and SW products in these areas.

Recent Posts

- Tom Spade uploaded a file [Marketing Campaign V1](#) in [Marketing Intelligence Site](#) at 10:30am on May 12
- Mary Ellen added an event [MI team meeting](#) in the [calendar](#) in [Renovations Sales Site](#) at 9:45pm on May 12
- Mary Ellen wrote a message [Marketing brainstorming ideas](#) in the [discussion forum](#) in [Marketing Intelligence Site](#) at 3:10pm on May 11
- Tom Spade added a blog entry [We had a great first quarter](#) in the [product vision blog](#) in [Renovations Sales Site](#) at 9:45am on May 11

Navigation: Previous | Next

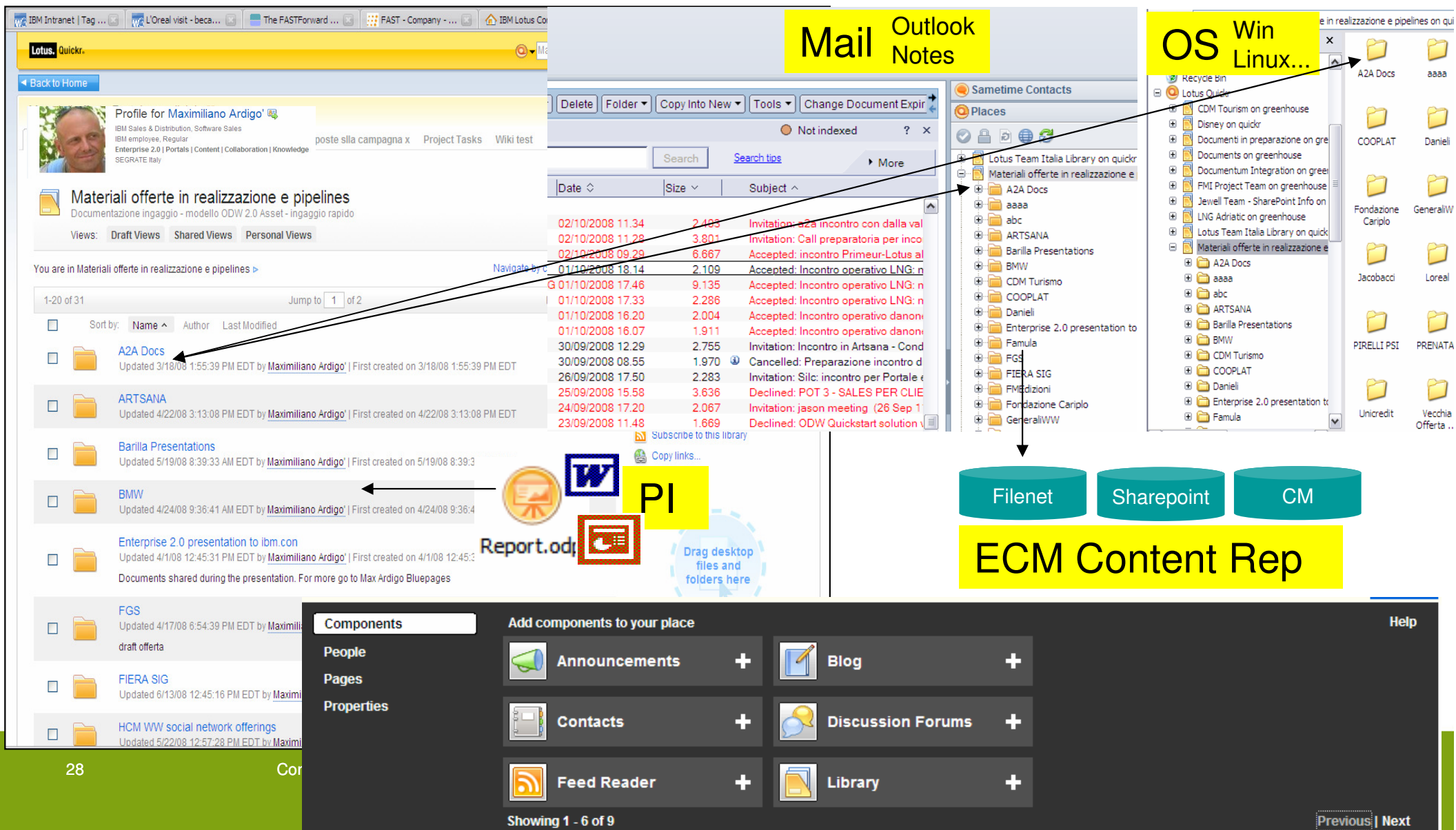
Lotus Connections – Una perfetta Global Expertise Directory Anche in presenza di dati non consolidati.



- Accesso Mobile (2.0 Blackberry, 2.5 iPhone)
- Globalizzazione / Localizzazione / Multilingua
- Expertise Location
- Federazione entità esterne (partner, fornitori)
- Social tagging
- Social networking
- Social networking
- **Directory integration**
- **Data integration**
- **Data synchronization (partecipazione nel popolamento dati e gestione aggiornamenti)**
- Integrazione con **SAPHR**
- Integrazione con **MOSS, Office, Windows**



Lotus Quickr – Documentale collaborativo 2.0. Integrabile in DTP, Mail e Documenti. Usabile online e offline, gestibile in self service.



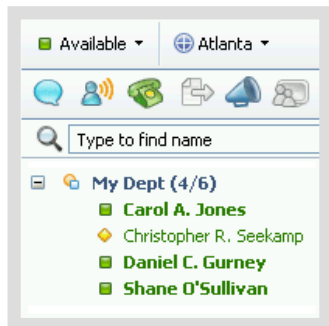
The screenshot displays the Lotus Quickr interface with several key components:

- Mail Outlook Notes:** A yellow callout box highlights the integration with Outlook and Notes, showing a list of email messages with columns for Date, Size, and Subject.
- OS Win Linux...:** A yellow callout box points to a file explorer window showing a directory structure with folders like 'A2A Docs', 'COOPLAT', and 'Daniele'.
- ECM Content Rep:** A yellow callout box at the bottom right points to three teal cylinders labeled 'Filenet', 'Sharepoint', and 'CM', representing the content management infrastructure.
- Components:** A dark grey panel at the bottom shows various components that can be added to the workspace, including Announcements, Blog, Contacts, Discussion Forums, Feed Reader, and Library.
- Document List:** The main area shows a list of documents with columns for Name, Author, Last Modified, and a description. Documents include 'A2A Docs', 'ARTSANA', 'Barilla Presentations', 'BMW', and 'Enterprise 2.0 presentation to ibm.com'.
- Navigation and Tools:** The interface includes a 'Back to Home' button, a search bar, and various tool icons like 'Report.odp' and 'PI'.

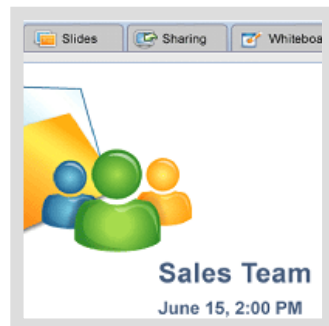
Lotus Sametime – La federazione della collaborazione in tempo reale. Awareness, Chat, Voip, Encryptata, Federata con altri IM networks. Client o SAAS.



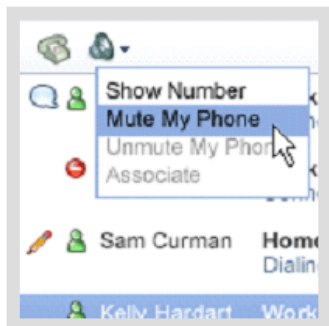
Autore online? **Chat | Voip | Conf**



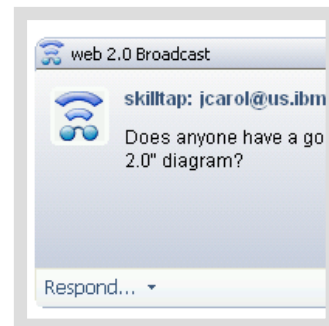
Chat



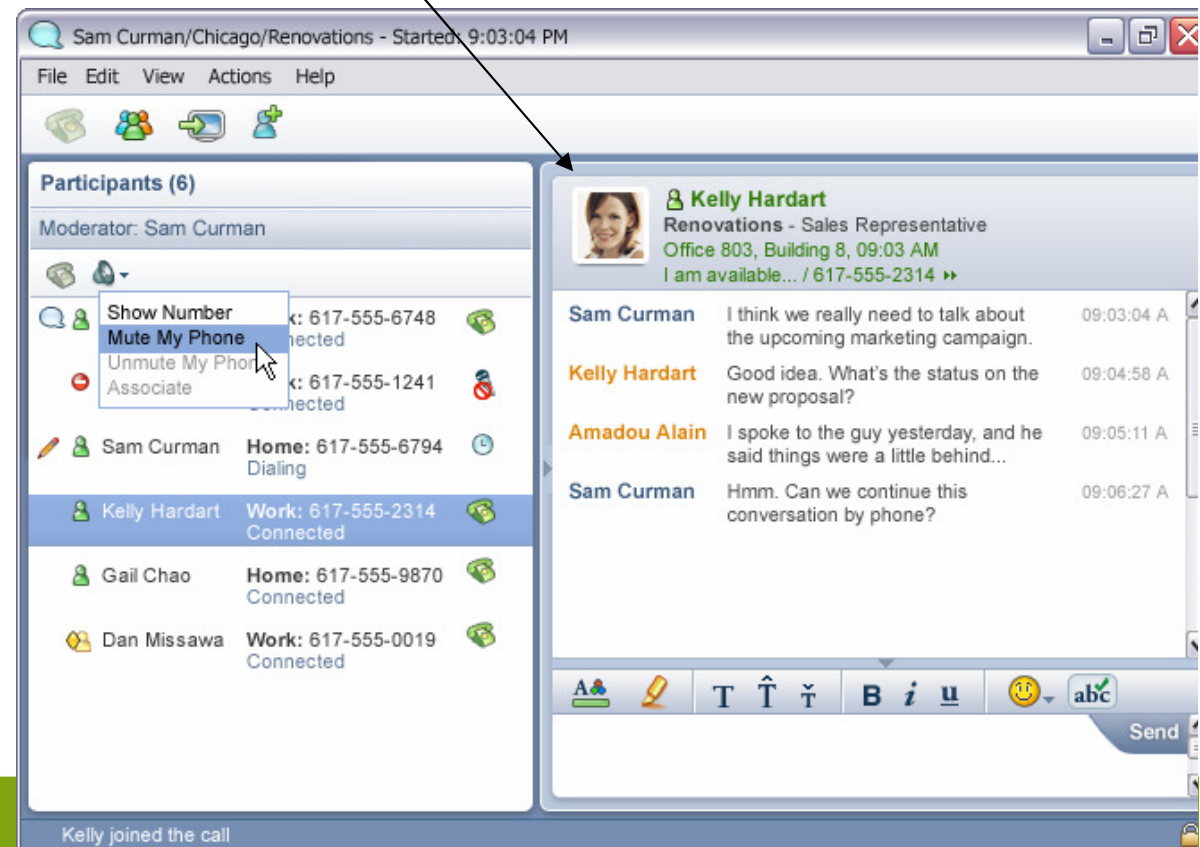
Conferenze web



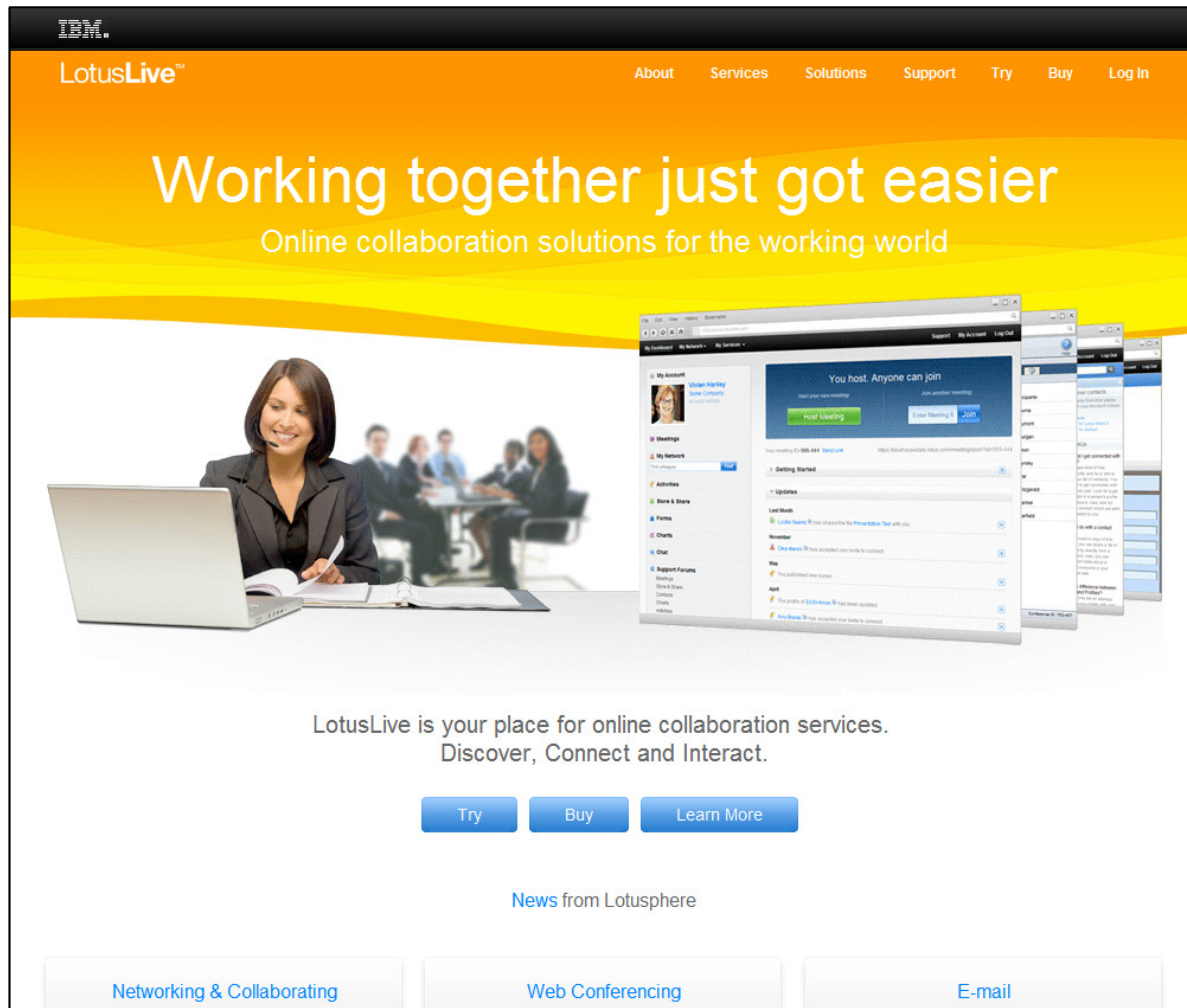
Voce



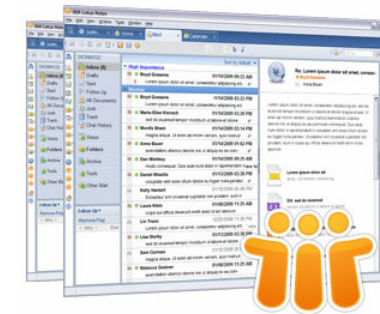
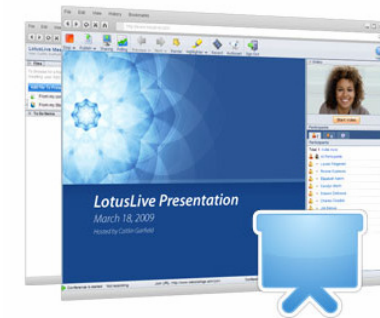
Estensioni



LotusLive – SaaS per
Social Networks e collaborazione, Web conferences e Mail services



The banner features the LotusLive logo at the top left, followed by navigation links: About, Services, Solutions, Support, Try, Buy, Log In. The main headline reads "Working together just got easier" with the subtext "Online collaboration solutions for the working world". Below this is a photograph of a woman in a business suit sitting at a desk with a laptop, with a blurred office scene in the background. To her right are several overlapping screenshots of the LotusLive web interface, showing a "My Account" page with a "Host Meeting" button and a "Getting Started" section. At the bottom of the banner, the text "LotusLive is your place for online collaboration services. Discover, Connect and Interact." is displayed above three buttons: "Try", "Buy", and "Learn More". Below these buttons is a link for "News from Lotusphere" and three category buttons: "Networking & Collaborating", "Web Conferencing", and "E-mail".



Enterprise 2.0 – Dimensioni e trends

Soluzioni enterprise abilitanti

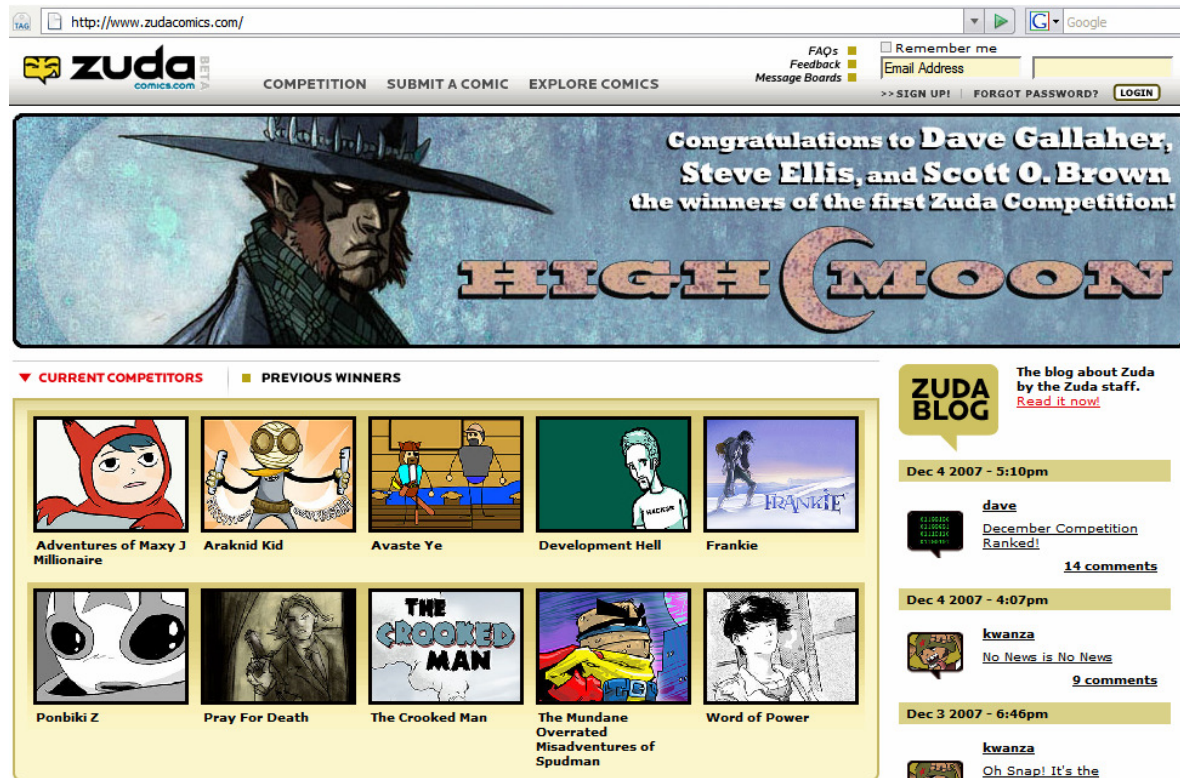
Esempi Concreti (On Demand)

Approcci: come iniziare?



Facciamo fumetti:

Esempio di progetto ODW Social Network 2.0 per Talent Discovery, Design Contest – DC Comics www.zudacomics.com



CONGRATULATIONS TO DAVE GALLAHER, STEVE ELLIS, AND SCOTT O. BROWN THE WINNERS OF THE FIRST ZUDA COMPETITION!

HIGH MOON

CURRENT COMPETITORS | **PREVIOUS WINNERS**

ZUDA BLOG
The blog about Zuda by the Zuda staff. [Read it now!](#)

- Dec 4 2007 - 5:10pm
dave
December Competition Ranked!
14 comments
- Dec 4 2007 - 4:07pm
kwanza
No News is No News
9 comments
- Dec 3 2007 - 6:46pm
kwanza
Oh Snap! It's the December 2007 Zuda Competition!
13 comments

Contest

Coauthoring

Talent discovery



ZUDA COMPETITION
Meet the Competition!
Current Rankings / December 2007

Pray For Death
Detective Jenkins earned much praise for his...
CURRENT RANK 1

The Mundane Overrated Misadventures of Spudman
CURRENT RANK 2

Word of Power
CURRENT RANK 3

Rory's Profile
Rory's Comics
Rory's Favorites

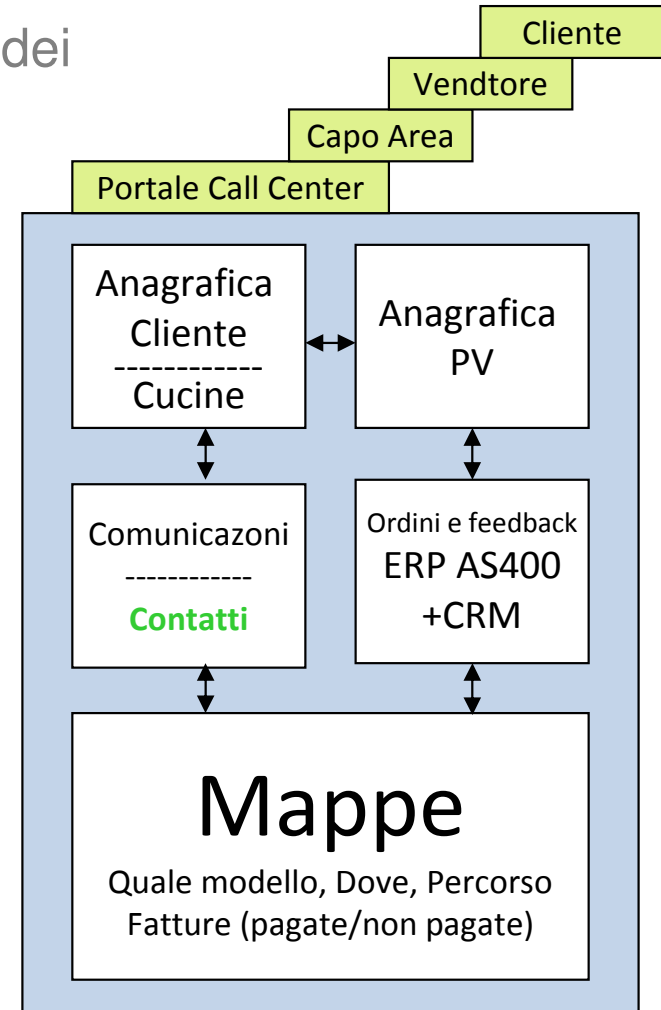
THE WHITEST KIDS U'KNOW
SEASON 1 **UNCENSORED**
WATCH NOW @ **IFC**

Modello innovativo per Talent Discovery/Idea Management
Integrazione nativa social SW con applicazioni e processi

Facciamo Cucine:

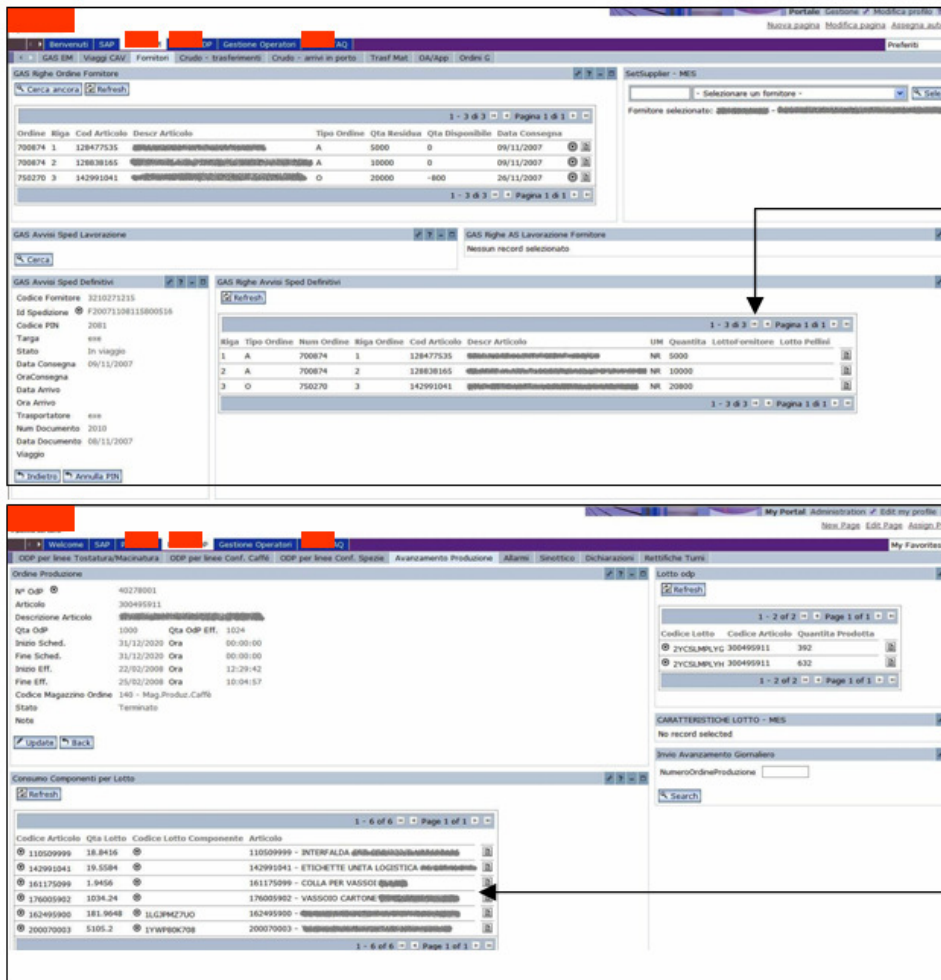
Un portale con composite applicaton CRM (ex Mappoint) per self services cliente + Call centre: dove sta la cucina dei tuo sogni? Quale e' la situazione del cliente (negozi)? Quali sono le comunicazioni realmente recepite? Disegnato in un giorno, 7 gg. Realizzazione, compresa vers self.

Contenuto (titolo portlet)	Dettaglio requisito	Ric hiesto per fase 1? S/ N	Cus to m? S/ N	Ric hie de ana lisi da	Fat tibi lità IBM (A MB)	Pri orit à ZXZ xzx zx (A MB)	Note	Template pag principale	Fattil (AMB)
Composite Punti vendita: "Selezione" + "Mappa", "Scheda modello" e "Posizione cliente"							<p>La composite serve a dare una risposta per indirizzare un cliente a un negozio specifico per vedere un modello di cucina. Il negozio puo essere di proprietà o non di proprietà. La selezione avviene per selezioni in portlet "Selezione" con tendine Regione/Provincia/Modello e bottone "vai"; una selezione scatena una query su mappa che visualizza i parametri inseriti sui punti selezionati; i Punti vendita sono ROSSI quando di propretà e verdi quando non di proprietà, in modo che l'operatore possa indirizzare il cliente.</p> <p>Se fattibile e opportuno, la query selezione per "modello" scatena anche scheda del modello in portlet "scheda modello"</p> <p>Se fattibile e opportuno l'operatore puo inserire anche indirizzo del cliente per posizionarlo sulla mappa e indicare negozio piu' conveniente.</p>	Composite application non profilata con dati AS400+Google	M



Facciamo Alimentari:

Cambiare il verticale gestionale senza cambiare l'esperienza del dipendente, ne fare change management, ne fermare la produzione per 1 solo giorno, ripuntando il front-end SOA da AS400 a SAP in 5 giorni



The image displays two screenshots of web portals. The top screenshot shows the AS400 portal with a table of orders:

Ordine	Riga	Cod Articulo	Descr Articulo	Tipo Ordine	Qta	Disponibile	Data Consigna
700874	1	128477535		A	5000	0	09/11/2007
700874	2	128838165		A	10000	0	09/11/2007
750270	3	142991041		O	20000	-800	26/11/2007

The bottom screenshot shows the SAP portal with a table of production orders:

Riga	Tipo Ordine	Num Ordine	Riga Ordine	Cod Articulo	Descr Articulo	UM	Quantita	Lotto/coltura	Lotto Prolif
1	A	700874	1	128477535		NR	5000		
2	A	700874	2	128838165		NR	10000		
3	O	750270	3	142991041		NR	20000		

AS400

ESB

Migrazione

SAP

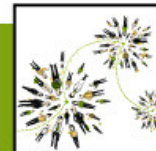


Enterprise 2.0 – Dimensioni e trends

Soluzioni enterprise abilitanti

Esempi Concreti (On Demand)

Approcci: come iniziare?



~~Filoso~~Facendo

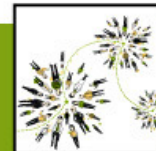
- Per **intranet ed extranet**, migliaia di utenti registrati (nella versione base)
- Con strumenti di gestione documentale, contenuti web, collaborazione, profilazione, ricerca, conoscenza e **integrazione applicativa avanzata SOA e Web 2.0**
- **Pronto per aggregare** le informazioni e i processi dell'utente: Gestione e controllo, Marketing, HR, Conoscenza
- **Servizi formativi inclusi** per autori e amministratori (**e facile da usare**)
- **Servizi e componenti aggiuntivi**

ODW 2.0 Quickstart: Portale SOA+Web 2.0 per intranet/extranet completo e pronto all'uso in ca. 2-3 settimane.



~~\$~~misurando

- WPS solutions **had a 29% lower five-year TCO** on average compared with in-house-developed portals.
- **Labor costs** to deploy portals and applications with WebSphere Portal were **38% lower than with in-house solutions.**
- Every \$1.00 spent on WebSphere Portal software **yielded on average \$4.80** in IT labor avoidance.
- **Initial deployments** of portals developed on WebSphere Portal were **45% faster to market** than in-house-developed counterparts.
- **Portal applications developed** on the WebSphere Portal platform **had a 78% faster time to market** than those built for in-house portals.



Scopri: [IBM Portal](http://www.ibm.com/websphere/portal)

<http://www.ibm.com/websphere/portal>

Fai le tue prove: [Lotus Greenhouse](https://greenhouse.lotus.com)

<https://greenhouse.lotus.com>

Inizia a collaborare: [LotusLive](http://www.lotuslive.com)

<http://www.lotuslive.com>

Scarica questa ed altre presentazioni:

[Enterprise2.0 in LotusLive](https://apps.lotuslive.com/files/link/collection/E324BAF00D5511DEB97233D80A050302)

<https://apps.lotuslive.com/files/link/collection/E324BAF00D5511DEB97233D80A050302>




LinkedIn: <http://www.linkedin.com/in/maxardigo>

LotusLive: <https://apps.lotuslive.com/contacts/profiles/view/29300>

Maximiliano Ardigo

Business Transformation Consultant | Enterprise 2.0 | People | Culture | Knowledge | Content | Collaboration | Portals
Milan Area, Italy



Contact Directly
Get introduced through a connection

Current


- Solution Leader | Enterprise 2.0 | People | Culture | Knowledge | Content | Collaboration | Portals at IBM


Past

- On Demand Workplace Service Area Leader - Portal, Productivity, Collaboration, Culture & Innovation at IBM Global Business Services
- Senior Consultant / Creative Director / Interactive branding and Multichannel customer experience at IBM
- Creative director at McCann Interactive

Education

- Istituto Europeo del Design - Milano
- Liceo Naval Militar Carlos Maria Moyano


Recommended  38 people have recommended Maximiliano

Connections  465 connections

Industry Information Technology and Services

Websites

- MY ULTRA-THIN WEBSITE
- See my presentations (web)
- Download my presentations

Public profile powered by: 

Create a public profile: [Sign In](#) or [Join Now](#)

View Maximiliano Ardigo's full profile:

- See who you and Maximiliano Ardigo know in common
- Get introduced to Maximiliano Ardigo
- Contact Maximiliano Ardigo directly

[View Full Profile](#)

Name Search

Search for people you know from over 35 million professionals already on LinkedIn.

First Name Last Name

(example: **Jeff Weiner**)

IBM My Dashboard My Network My Services
Support My Account Log Out

Profiles
My Profile
Search My Network

View

Overview

IBM


IBM Directory

Tags

Your tags:

[Culture](#) [Content](#) [UX](#) [People](#) [ODW](#) [Collaboration](#) [SOA](#) [Web2.0](#) [Portal](#)

View as cloud | [list](#) | [All](#)



Max Ardigo

IBM

IBM Segrate HQ - Milan

max_ardigo@it.ibm.com

Actions: [Edit](#) [Share a File](#) [Invite to My Meeting Room](#) [Start an Activity](#) [Public Files](#)

Contact Information

Country	ITALY
Mobile	+39 335 7694053
Address	IBM Segrate HQ - Milan

About Me

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Recent FAQs

What is my profile, and who can see it?
Your profile is your identity on the site, such as your name, About Me information, and photograph. Anyone can search and find your profile, unless you have elected not to be listed in the public directory. Go to your profile to find out more.

How can I find other profiles?
Click My Network > Profiles to access the profiles search. You can type a full or partial name to find someone's profile.

What's the difference between Contacts and Profiles?
Contacts works like an address book where you create, edit, and own contact records. Profiles contains information that registered users create about themselves. Only you can change your profile, and you cannot change others.

Feedback

Tell us what you think! Please give us your feedback

[Go to the Feedback Forum](#)

Maximiliano Ardigo's Summary

*****Last things I'm working on:*****
*****http://www.slideshare.net/ardigo*****

What LinkedIn Members Are Asking

In these tough economic times what's the best way for business owners to stay motivated?

Category: Startups and Small Businesses

