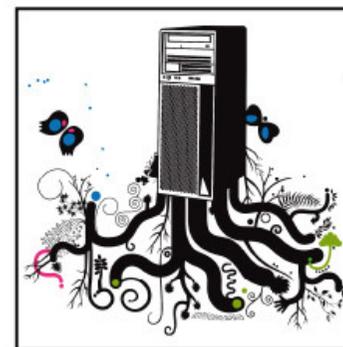
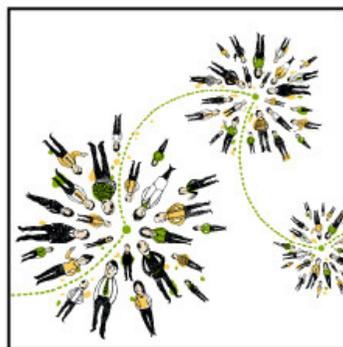
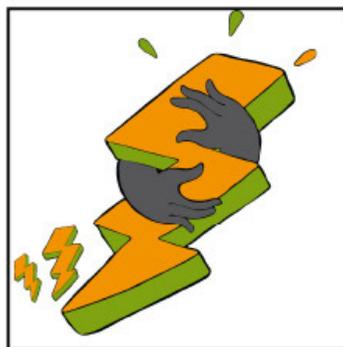
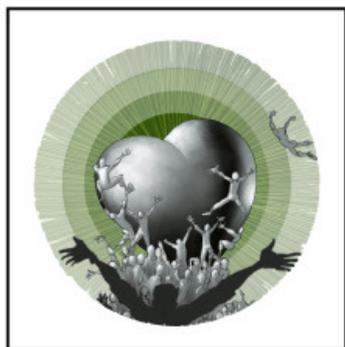


**IBM SOFTWARELAND 2009.  
SOLUZIONI INTELLIGENTI  
PER PROSPETTIVE  
CHE CAMBIANO.**



**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?

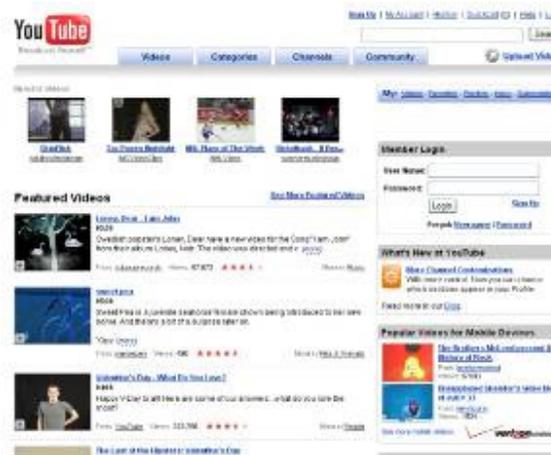


4 generazioni che lavorano insieme,  
con con comportamenti lavorativi diversi

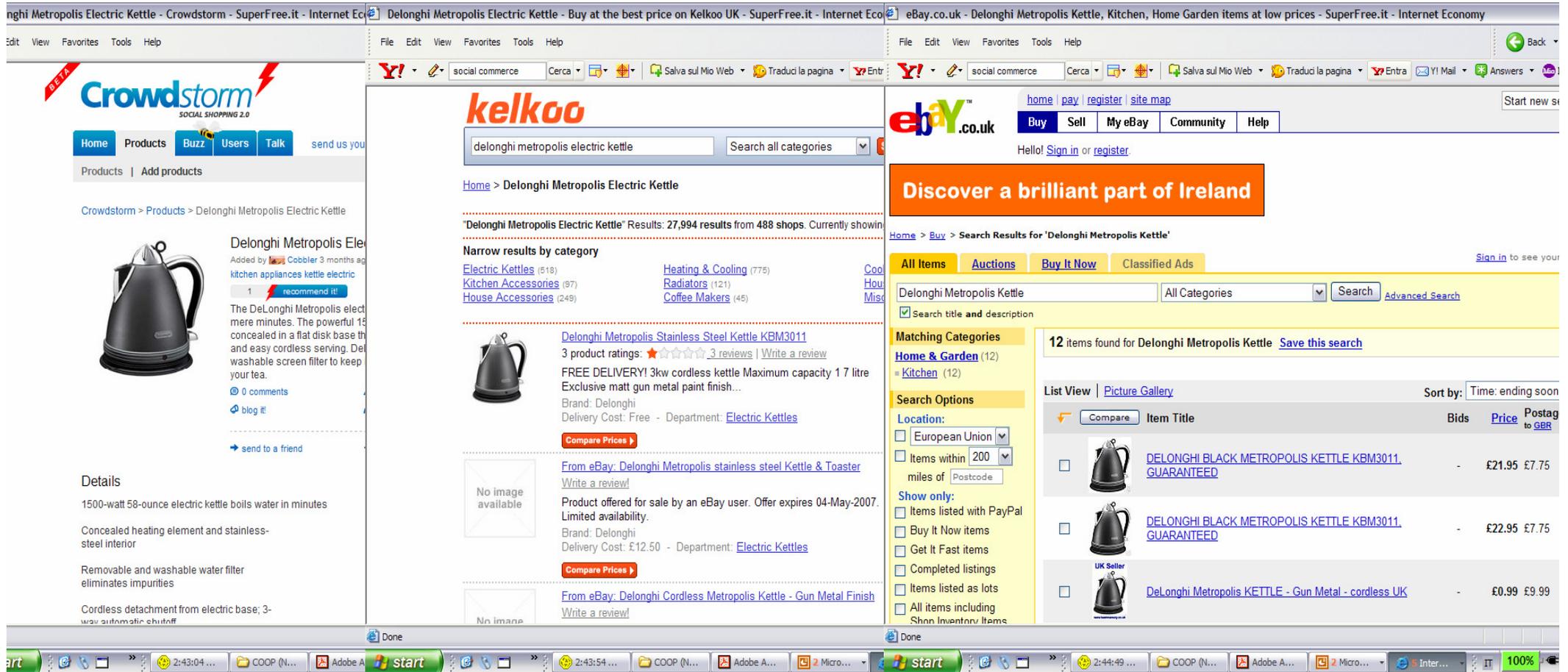
	Traditionalists	Boomers	Gen X	Millennials
Born	1922 – 1945	1946 – 1964	1965 – 1980	1980-2000
<b>Training</b>	The hard way	Too much and I'll leave	Required to keep me	<b>Continuous and expected</b>
<b>Learning style</b>	Classroom	Facilitated	Independent	<b>Collaborative and networked</b>
<b>Communication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



Utilizzando strumenti simili,  
universalmente adottati, facili



## Per scegliere una caffettiera... (social commerce)



The image displays three browser windows illustrating social commerce for a coffee maker. The left window shows the Crowdstorm website with a product listing for a Delonghi Metropolis Electric Kettle, including a user recommendation and social sharing options. The middle window shows the Kelkoo website with search results for the same kettle, listing various categories and product details like 'FREE DELIVERY!' and '3 product ratings'. The right window shows the eBay website with search results for 'Delonghi Metropolis Kettle', displaying a list of items with prices and shipping costs.

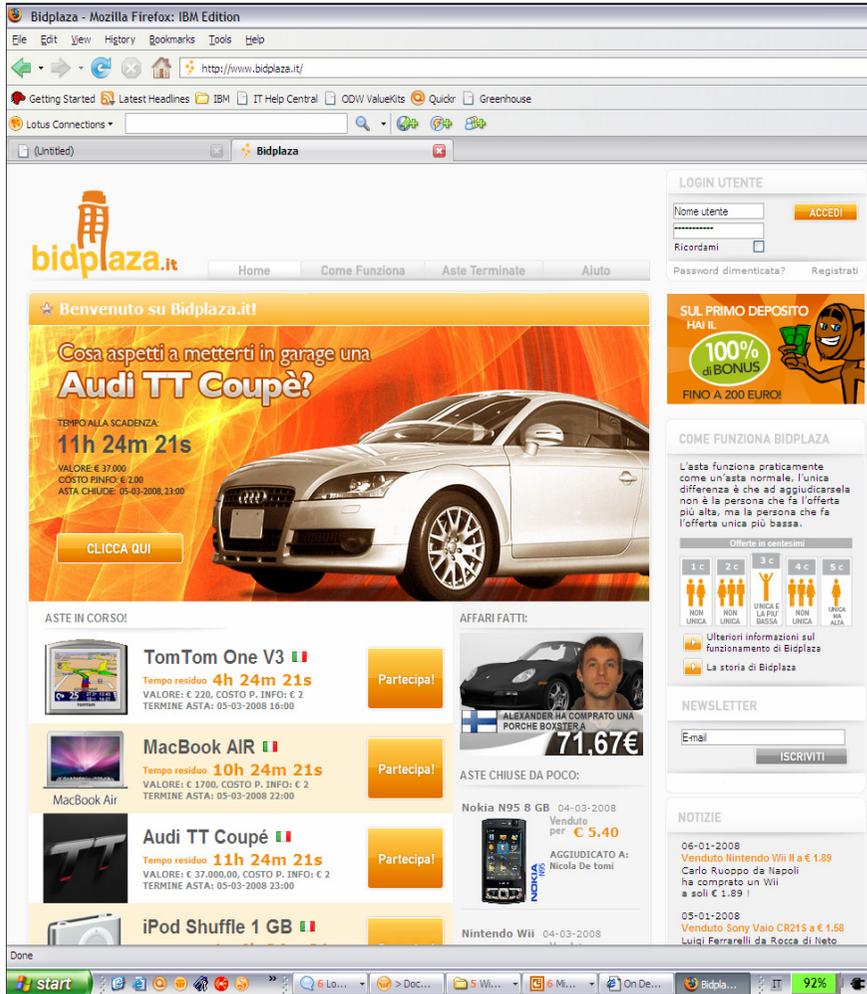
**Crowdstorm**  
SOCIAL SHOPPING 2.0  
Home Products Buzz Users Talk  
Products | Add products  
Crowdstorm > Products > Delonghi Metropolis Electric Kettle  
Delonghi Metropolis Electric Kettle  
Added by **Bob Cobbler** 3 months ago  
1 **recommend it!**  
The DeLonghi Metropolis electric kettle boils water in mere minutes. The powerful 1500-watt heating element is concealed in a flat disk base that allows for easy cordless serving. Delonghi's washable screen filter keeps your tea clean.  
0 comments  
blog it  
send to a friend

**kelkoo**  
delonghi metropolis electric kettle  
Home > Delonghi Metropolis Electric Kettle  
"Delonghi Metropolis Electric Kettle" Results: 27,994 results from 488 shops. Currently showing 1 - 10 items.  
Narrow results by category  
Electric Kettles (618) Heating & Cooling (775)  
Kitchen Accessories (97) Radiators (121)  
House Accessories (249) Coffee Makers (45)  
Delonghi Metropolis Stainless Steel Kettle KBM3011  
3 product ratings: ★☆☆☆☆ 3 reviews | Write a review  
FREE DELIVERY! 3kw cordless kettle Maximum capacity 17 litre  
Exclusive matt gun metal paint finish...  
Brand: Delonghi  
Delivery Cost: Free - Department: [Electric Kettles](#)  
Compare Prices  
From eBay: Delonghi Metropolis stainless steel Kettle & Toaster  
Write a review!  
Product offered for sale by an eBay user. Offer expires 04-May-2007.  
Brand: Delonghi  
Delivery Cost: £12.50 - Department: [Electric Kettles](#)  
Compare Prices  
From eBay: Delonghi Cordless Metropolis Kettle - Gun Metal Finish  
Write a review!

**eBay.co.uk**  
home | pay | register | site map  
Buy Sell My eBay Community Help  
Hello! Sign in or register  
Discover a brilliant part of Ireland  
Home > Buy > Search Results for 'Delonghi Metropolis Kettle'  
All Items Auctions Buy It Now Classified Ads  
Delonghi Metropolis Kettle All Categories Search Advanced Search  
Search title and description  
12 items found for Delonghi Metropolis Kettle Save this search  
List View Picture Gallery Sort by: Time: ending soon  
Compare Item Title Bids Price Postage to GB  
DELONGHI BLACK METROPOLIS KETTLE KBM3011 GUARANTEED - £21.95 £7.75  
DELONGHI BLACK METROPOLIS KETTLE KBM3011 GUARANTEED - £22.95 £7.75  
UK Seller  
DeLonghi Metropolis KETTLE - Gun Metal - cordless UK - £0.99 £9.99



...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**
  - VALORE: € 220, COSTO P. INFO: € 2
  - TERMINE ASTA: 05-03-2008 16:00
- MacBook AIR**
  - Tempo residuo: **10h 24m 21s**
  - VALORE: € 1700, COSTO P. INFO: € 2
  - TERMINE ASTA: 05-03-2008 22:00
- Audi TT Coupé**
  - Tempo residuo: **11h 24m 21s**
  - VALORE: € 37.000,00, COSTO P. INFO: € 2
  - TERMINE ASTA: 05-03-2008 23:00
- iPod Shuffle 1 GB**

**ASTE CHIUSE DA POCO:**

- Nokia N95 8 GB** 04-03-2008  
Venduto per **€ 5,40**
- AGGIUDICATO A:** Nicola De tomi
- Nintendo Wii** 04-03-2008  
Venduto **Sony Vaio CR215 a € 1,58**  
Luigi Ferrarelli da Rocca di Neto

**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**

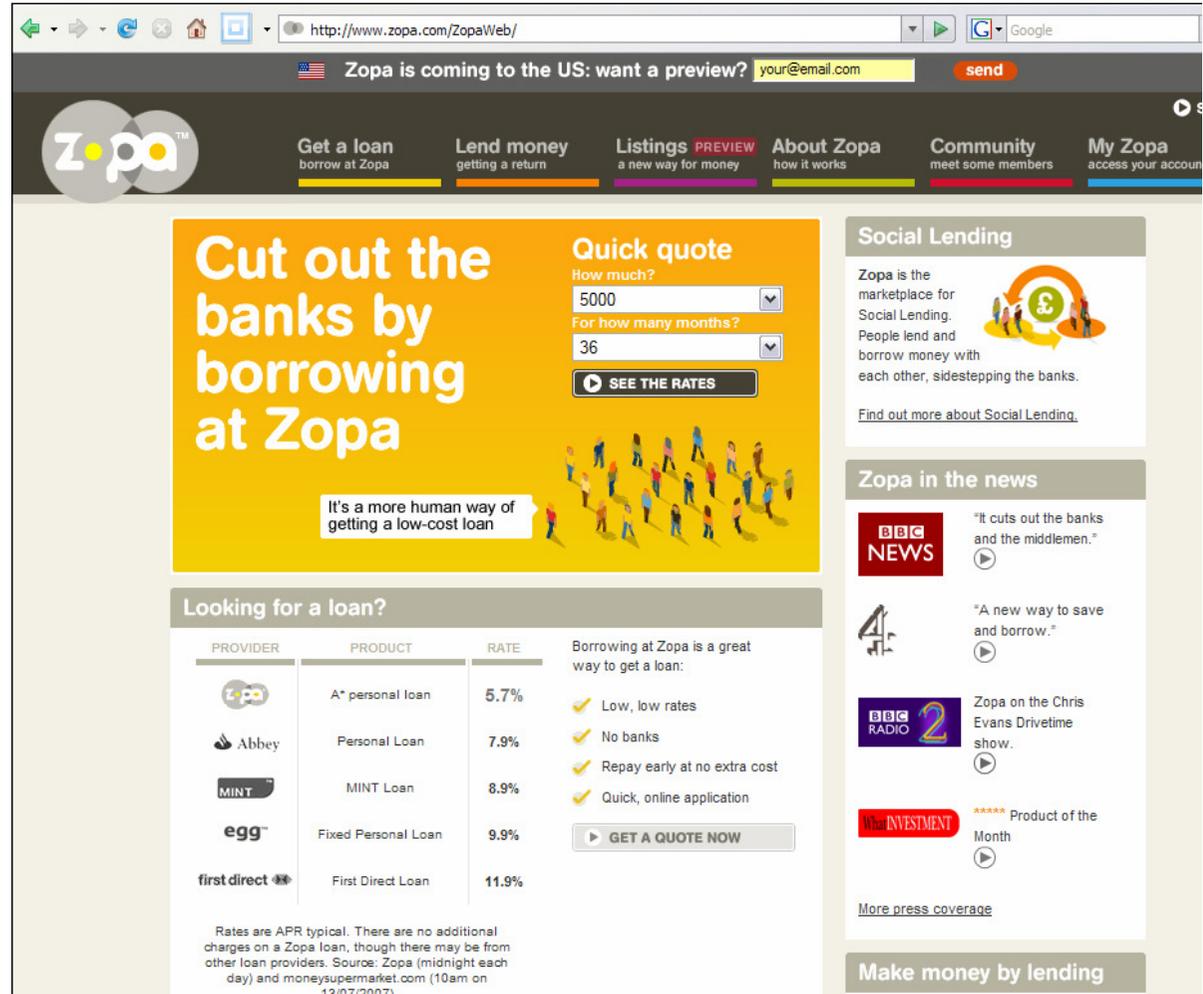
Email: \_\_\_\_\_

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."

**BBC RADIO 2** "A new way to save and borrow."

Zopa on the Chris Evans Drivetime show.

**THE INVESTMENT MONTH** \*\*\*\*\* Product of the Month

[More press coverage](#)

**Make money by lending**





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



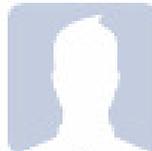
Stephanie  
White



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.

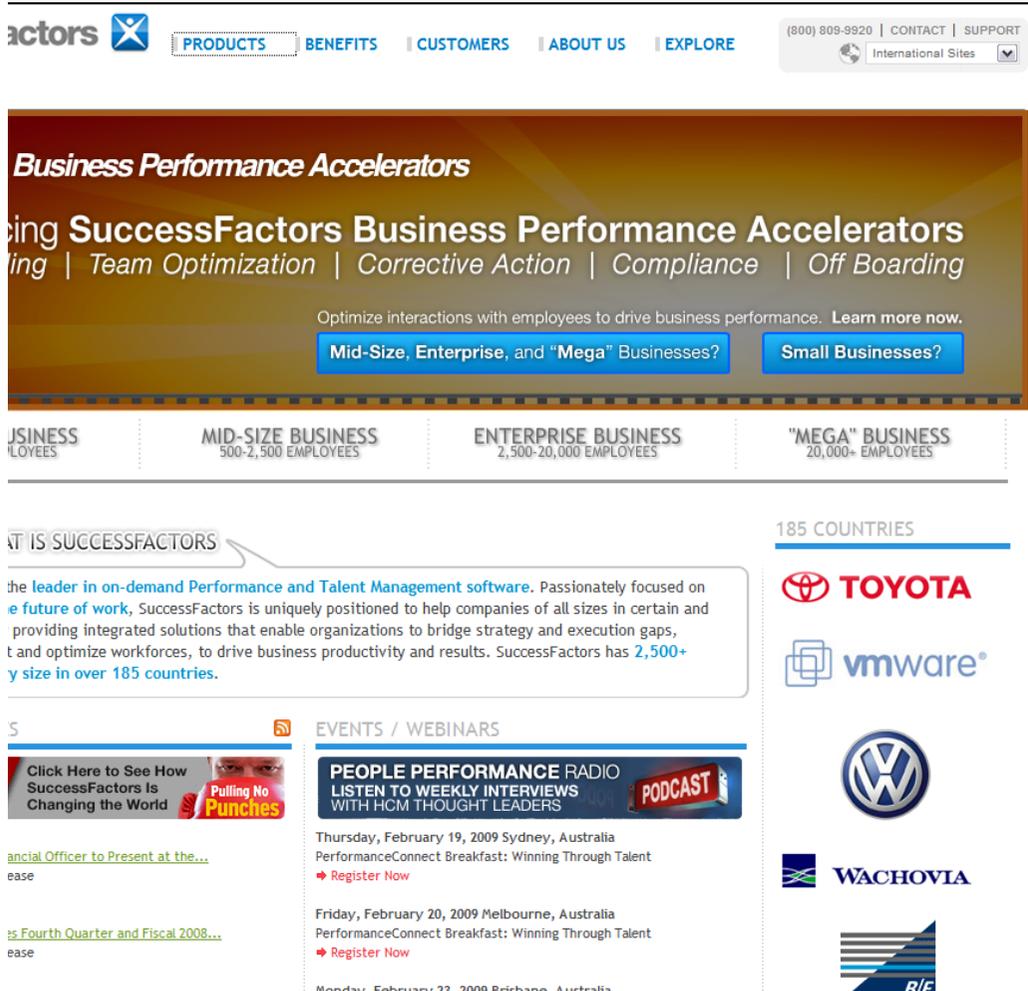
Hughes, 24, was Mark Zuckerberg's Harvard roommate. Now he runs Obama's own social network, My.BarackObama.com, which has 900k members (up from 850,000 a week ago, apparently, when [BusinessWeek](http://www.businessweek.com) paid homage to Obama's Web strategy.)

<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?

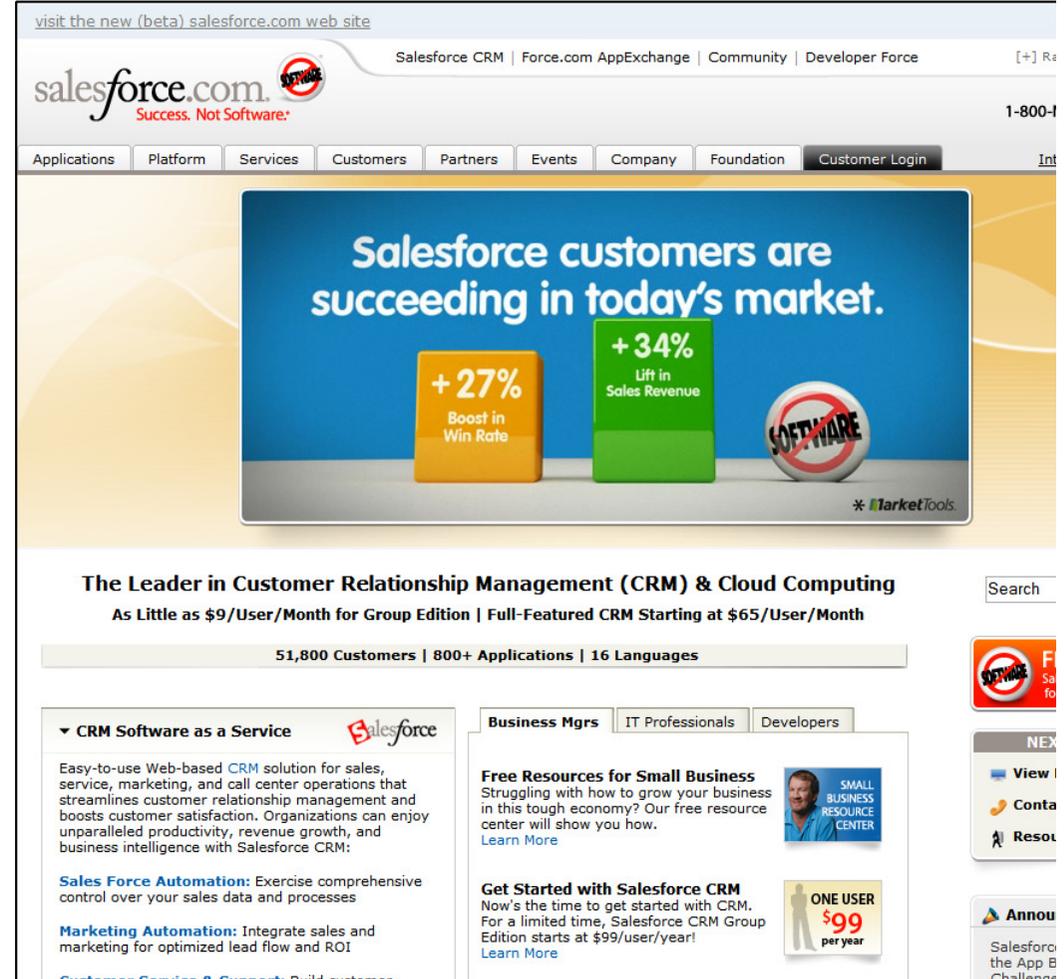
**SMALL BUSINESS** (50-250 EMPLOYEES) | **MID-SIZE BUSINESS** (500-2,500 EMPLOYEES) | **ENTERPRISE BUSINESS** (2,500-20,000 EMPLOYEES) | **"MEGA" BUSINESS** (20,000+ EMPLOYEES)

185 COUNTRIES

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

**EVENTS / WEBINARS**

- PEOPLE PERFORMANCE RADIO** LISTEN TO WEEKLY INTERVIEWS WITH HCM THOUGHT LEADERS  
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 | 1-800-4

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

## Salesforce customers are succeeding in today's market.

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

51,800 Customers | 800+ Applications | 16 Languages

### 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

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](#)

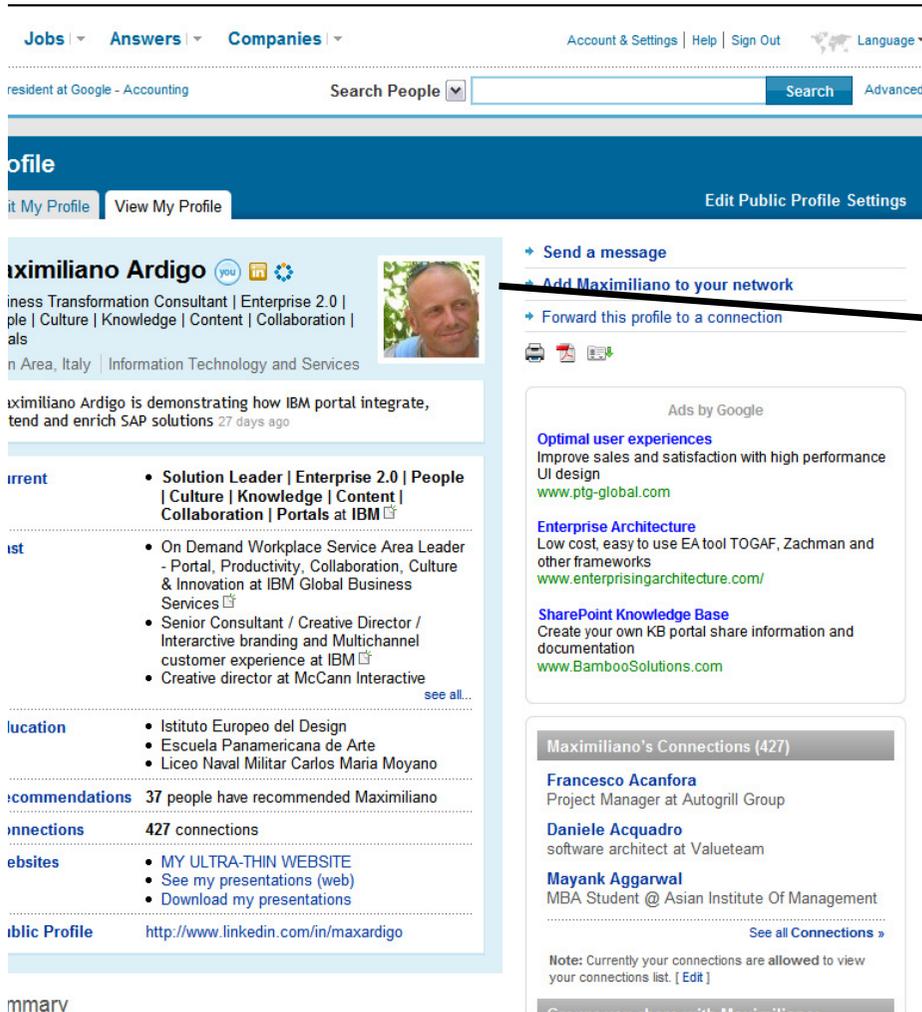
**Get Started with Salesforce CRM**  
Now's the time to get started with CRM. For a limited time, Salesforce CRM Group Edition starts at \$99/user/year! [Learn More](#)

ONE USER \$99 per year



# 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. At the top, there are navigation links for Jobs, Answers, and Companies, along with Account & Settings, Help, Sign Out, and Language options. Below this is a search bar with the text "resident at Google - Accounting" and a "Search People" button. The profile header includes "ofile" and "Edit Public Profile Settings". The main profile section features a profile picture, name "Maximiliano Ardigo", and a list of skills: Business Transformation Consultant | Enterprise 2.0 | People | Culture | Knowledge | Content | Collaboration | Portals. A description states: "Maximiliano Ardigo is demonstrating how IBM portal integrate, extend and enrich SAP solutions 27 days ago". Below the profile are sections for "Current", "List", "Location", "Recommendations", "Connections", "Websites", and "Public Profile". The "Current" section lists roles like "Solution Leader | Enterprise 2.0 | People | Culture | Knowledge | Content | Collaboration | Portals at IBM". The "List" section lists roles like "On Demand Workplace Service Area Leader - Portal, Productivity, Collaboration, Culture & Innovation at IBM Global Business Services". The "Location" section lists "Istituto Europeo del Design", "Escuela Panamericana de Arte", and "Liceo Naval Militar Carlos Maria Moyano". The "Recommendations" section states "37 people have recommended Maximiliano". The "Connections" section states "427 connections". The "Websites" section lists "MY ULTRA-THIN WEBSITE", "See my presentations (web)", and "Download my presentations". The "Public Profile" section includes the URL "http://www.linkedin.com/in/maxardigo".



The screenshot shows the LotusLive website. The header features the IBM logo and the LotusLive logo. The main navigation includes About, Services, Solutions, Support, Try, Buy, and 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, smiling. To her right, there is a circular inset showing a screenshot of a LotusLive interface with a "Host Meeting" button. Below the woman, the text reads "LotusLive is your place for online collaboration services. Discover, Connect and Interact." There are three buttons: "Try", "Buy", and "Learn More". At the bottom, there is a section for "News from Lotusphere" and 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?

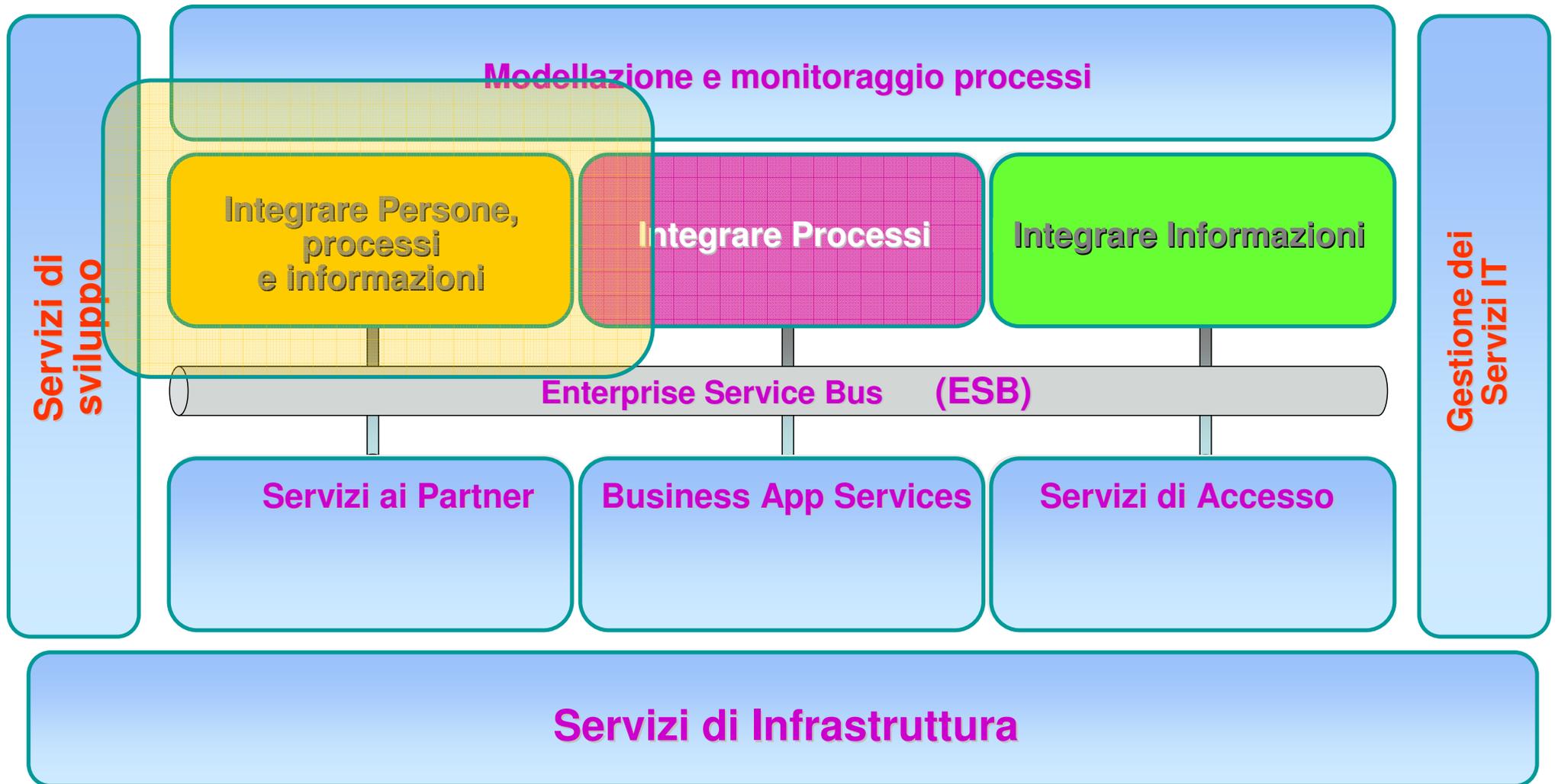


# Enterprise 2.0 Architecture

 Model  
 Assemble

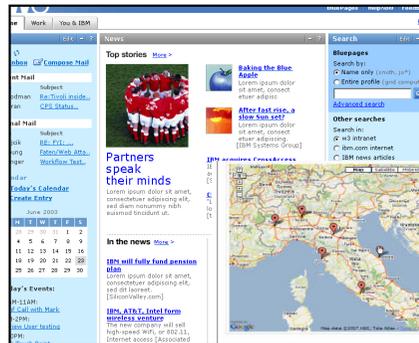
 Deploy

 Manage



Integrare Persone,  
processi  
e informazioni

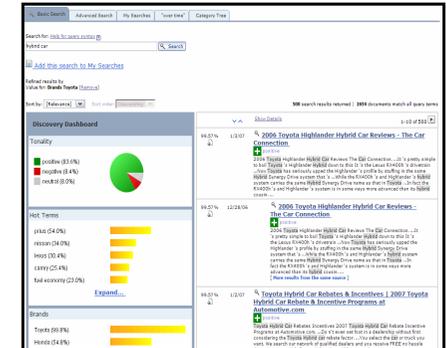
Una architettura per la convergenza di persone,  
processi, informazioni.



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

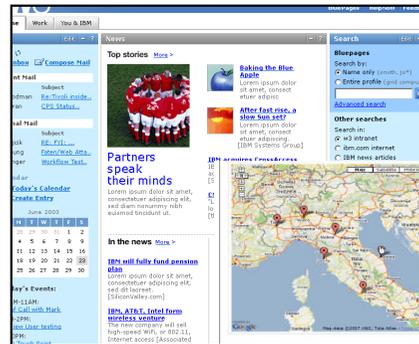


Converged people,  
skills & documents,  
Social Networking  
**Connections,**  
**Quickr,**  
**Sametime**



Enterprise search &  
Social Discovery  
**Sentiment**  
**Analysis,**

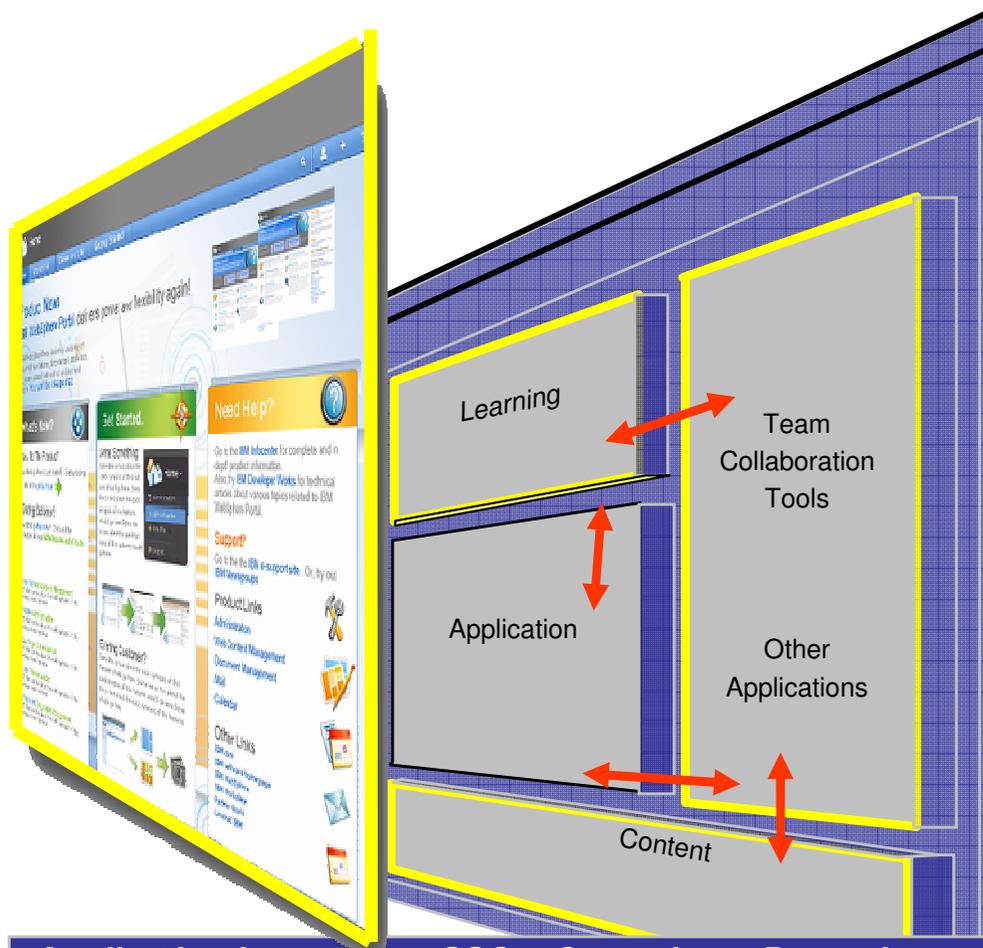




## Architetture abilitanti - Il Portale 2.0 (Front-end SOA, Mashup, Rich, Mail, Mobile ecc)



**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**

Submitter	Expense
Dee Zepf	1172
Kevin Wilmeth	283

# 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 >>

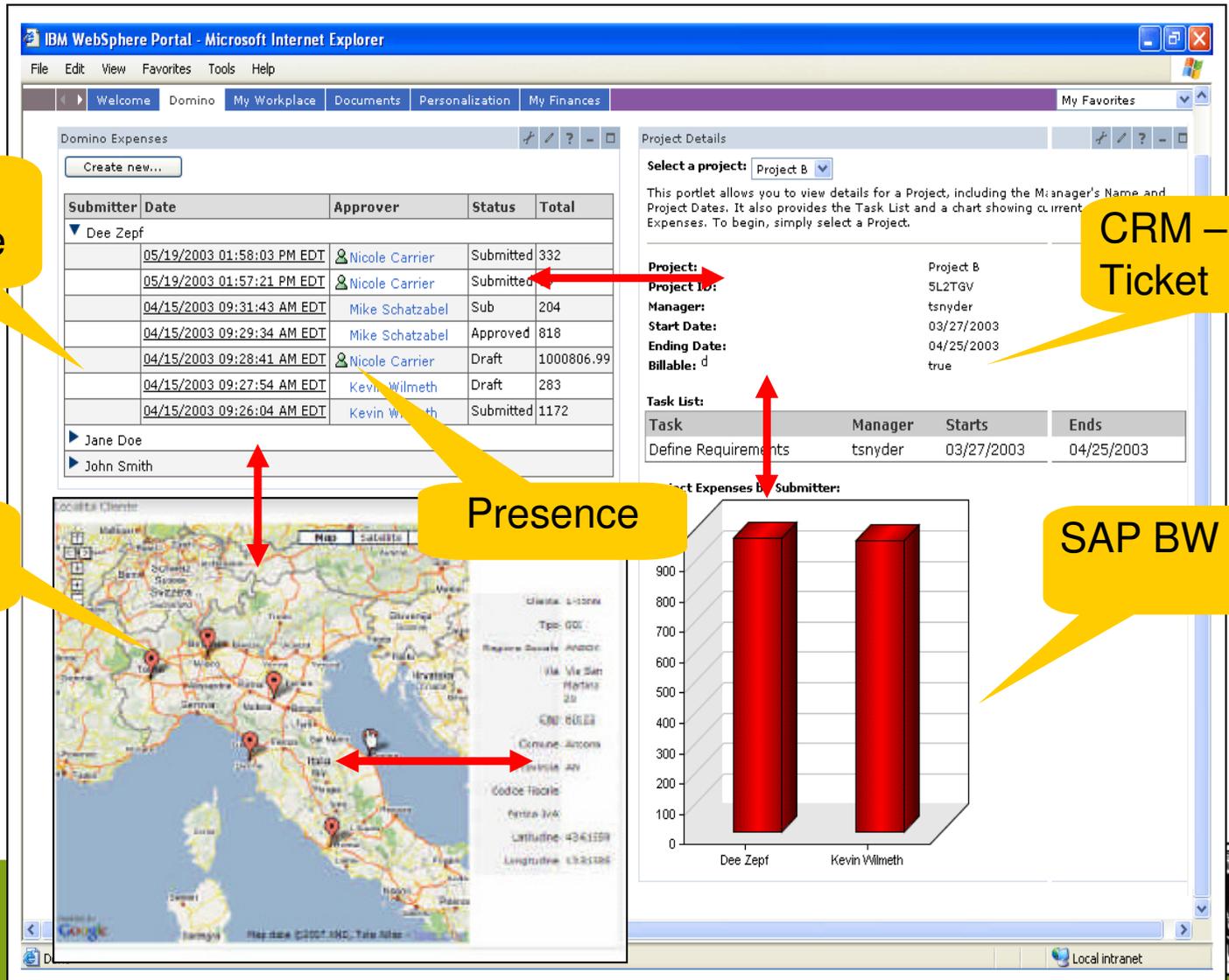
- Omelette con piselli alle erbe 35 - Facile
- Risotto ai funghi porcini con verdure di stagione 40 - Facile
- Cotoletta alla provenzale 20 - Facile
- Insalata di cavolfiore crudo 30 - Facile
- Gelato alla pesca 60 - Facile

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'ulivo 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



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

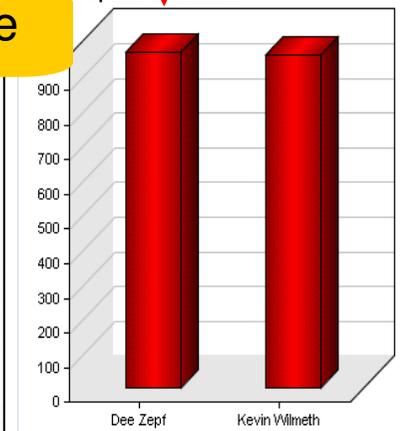
This portlet allows you to view details for a Project, including the Manager's Name and Project Dates. It also provides the Task List and a chart showing current Expenses. To begin, simply select a Project.

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:



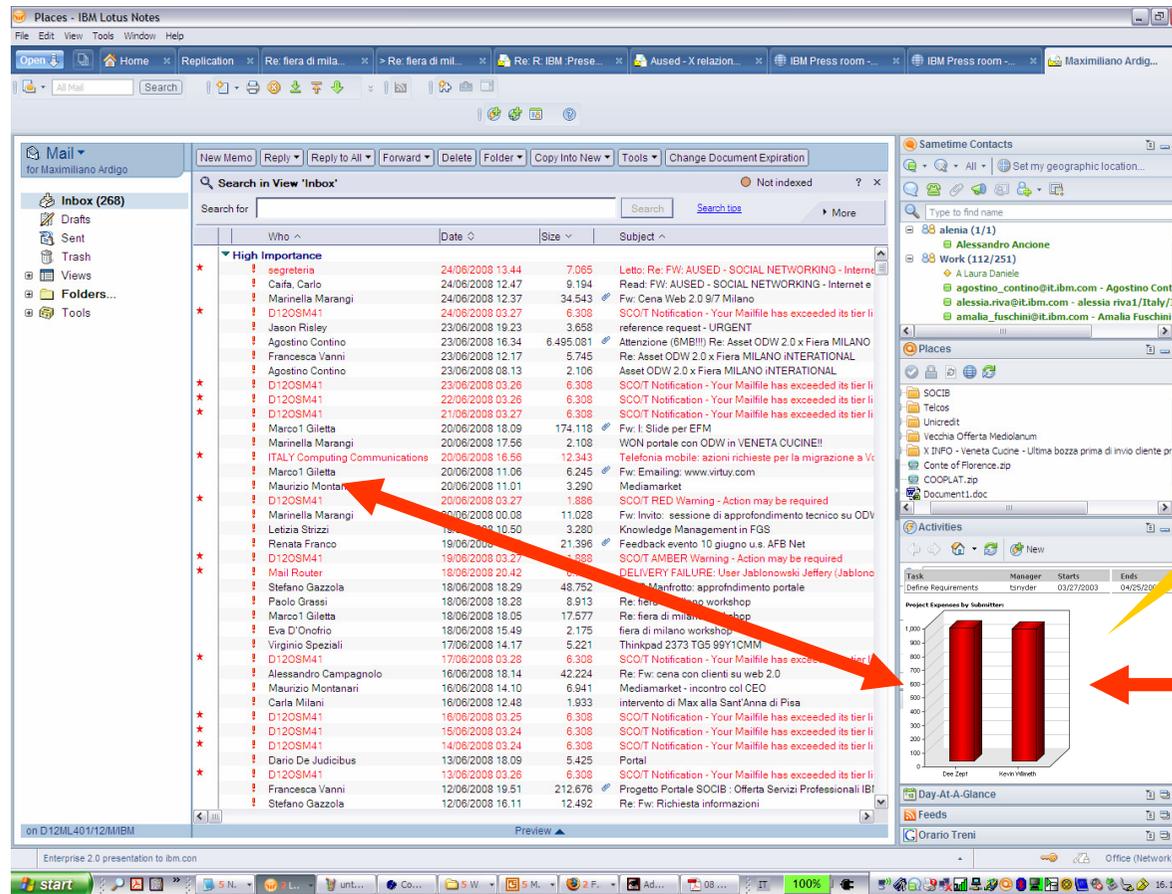
Submitter	Expenses
Dee Zepf	~900
Kevin Wilmeth	~850

Presence

CRM – Ticket

SAP BW

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

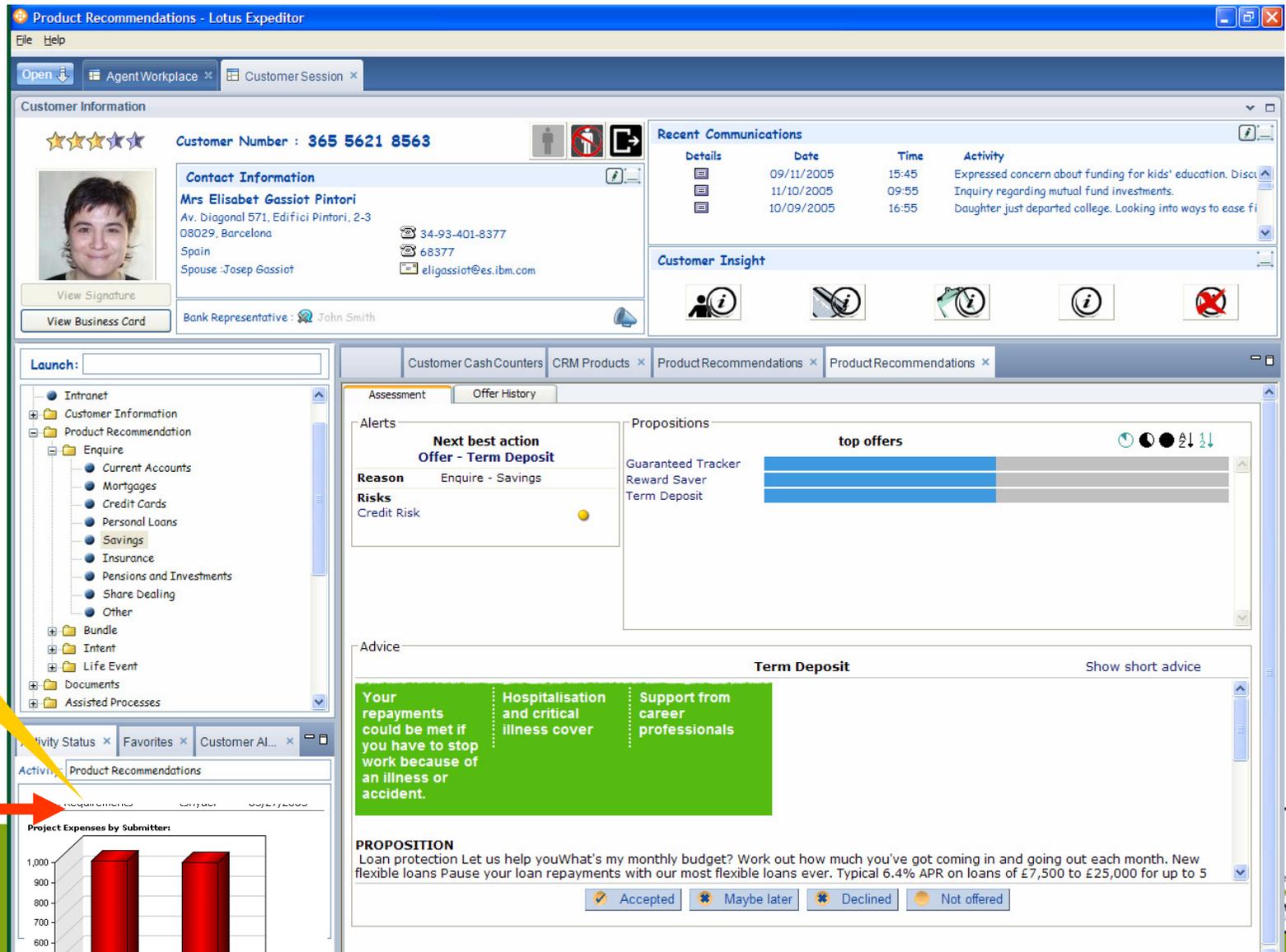


The screenshot displays the IBM Lotus Notes client interface. The main window shows an email inbox with a list of messages. A yellow callout bubble labeled "SAP BW" points to a smaller window in the bottom right corner, which displays a bar chart titled "Project Expenses by Submitter". The chart shows two bars for "Dino Zapp" and "Kevin Wroth". The chart is overlaid on the Lotus Notes interface, demonstrating the integration of external data into the email client.

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



**Customer Information**

Customer Number : 365 5621 8563

**Contact Information**

Mrs Elisabet Gassiot Pintori  
Av. Diagonal 571, Edifici Pintori, 2-3  
08029, Barcelona  
Spain  
Spouse :Josep Gassiot

34-93-401-8377  
68377  
eligassiot@es.ibm.com

Bank Representative : John Smith

**Recent Communications**

Details	Date	Time	Activity
	09/11/2005	15:45	Expressed concern about funding for kids' education. Disc
	11/10/2005	09:55	Inquiry regarding mutual fund investments.
	10/09/2005	16:55	Daughter just departed college. Looking into ways to ease fi

**Customer Insight**

**Launch:**

- Intranet
- Customer Information
- Product Recommendation
  - Enquire
    - Current Accounts
    - Mortgages
    - Credit Cards
    - Personal Loans
    - Savings
    - Insurance
    - Pensions and Investments
    - Share Dealing
    - Other
  - Bundle
  - Intent
  - Life Event
  - Documents
  - Assisted Processes

**Assessment** | Offer History

**Alerts**

**Next best action**  
Offer - Term Deposit

**Reason** Enquire - Savings

**Risks**  
Credit Risk

**Propositions**

**top offers**

- Guaranteed Tracker
- Reward Saver
- Term Deposit

**Advice**

**Term Deposit** Show short advice

Your repayments could be met if you have to stop work because of an illness or accident.

Hospitalisation and critical illness cover

Support from career professionals

**PROPOSITION**

Loan protection Let us help youWhat's my monthly budget? Work out how much you've got coming in and going out each month. New flexible loans Pause your loan repayments with our most flexible loans ever. Typical 6.4% APR on loans of £7,500 to £25,000 for up to 5

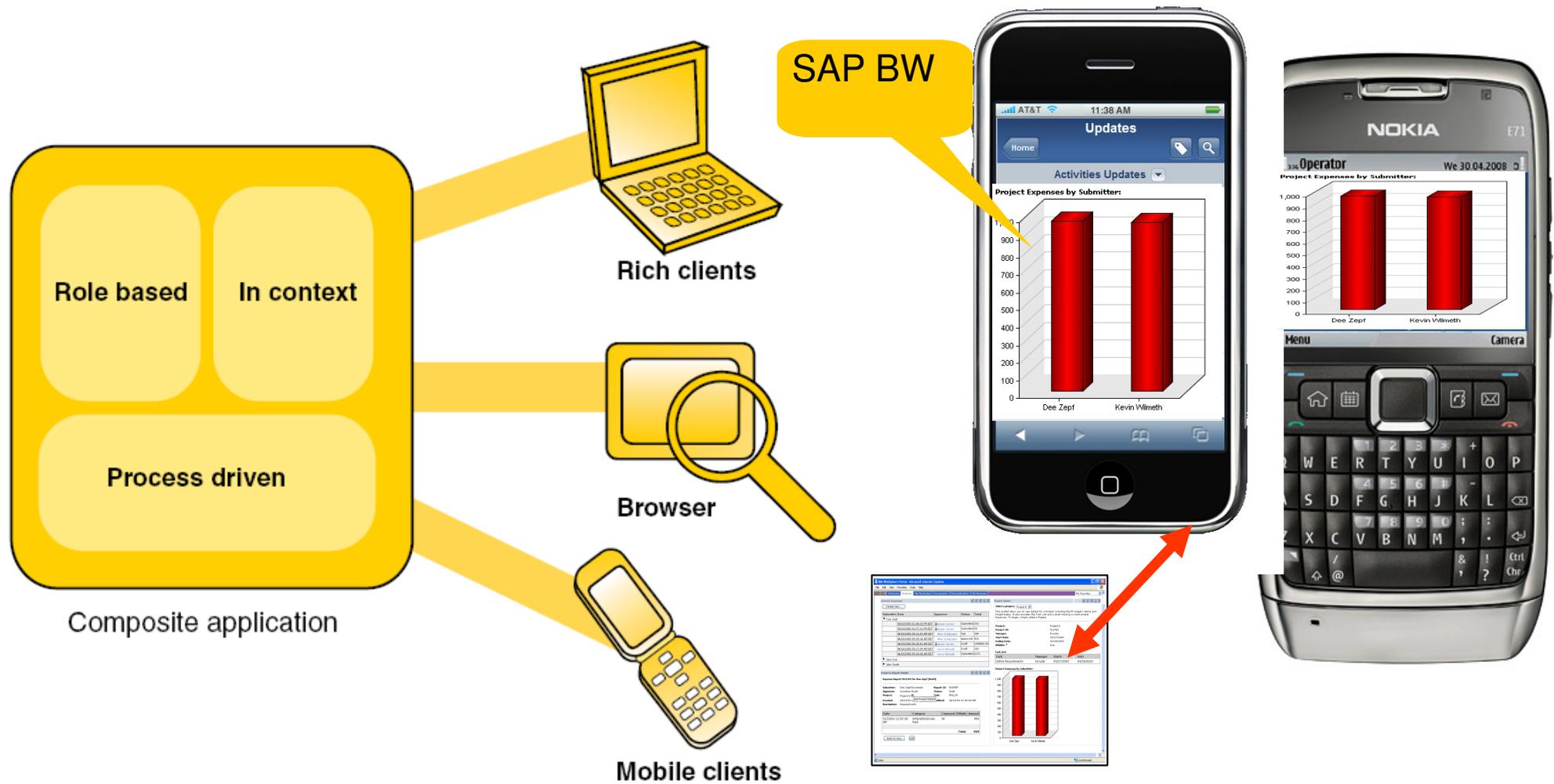
Accepted Maybe later Declined Not offered

**SAP BW**

**Project Expenses by Submitter:**

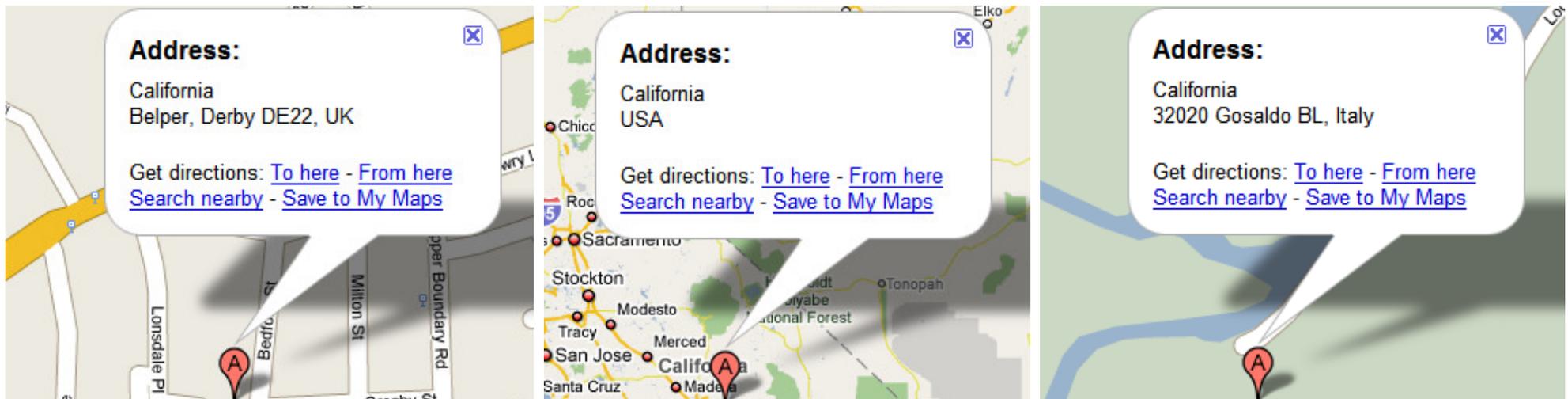
Submitter	Expense
Submitter 1	~950
Submitter 2	~950

**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 'My Links' section with 'My LinkedIn' highlighted. A large 'LinkedIn' logo is overlaid on the bottom center of the image.

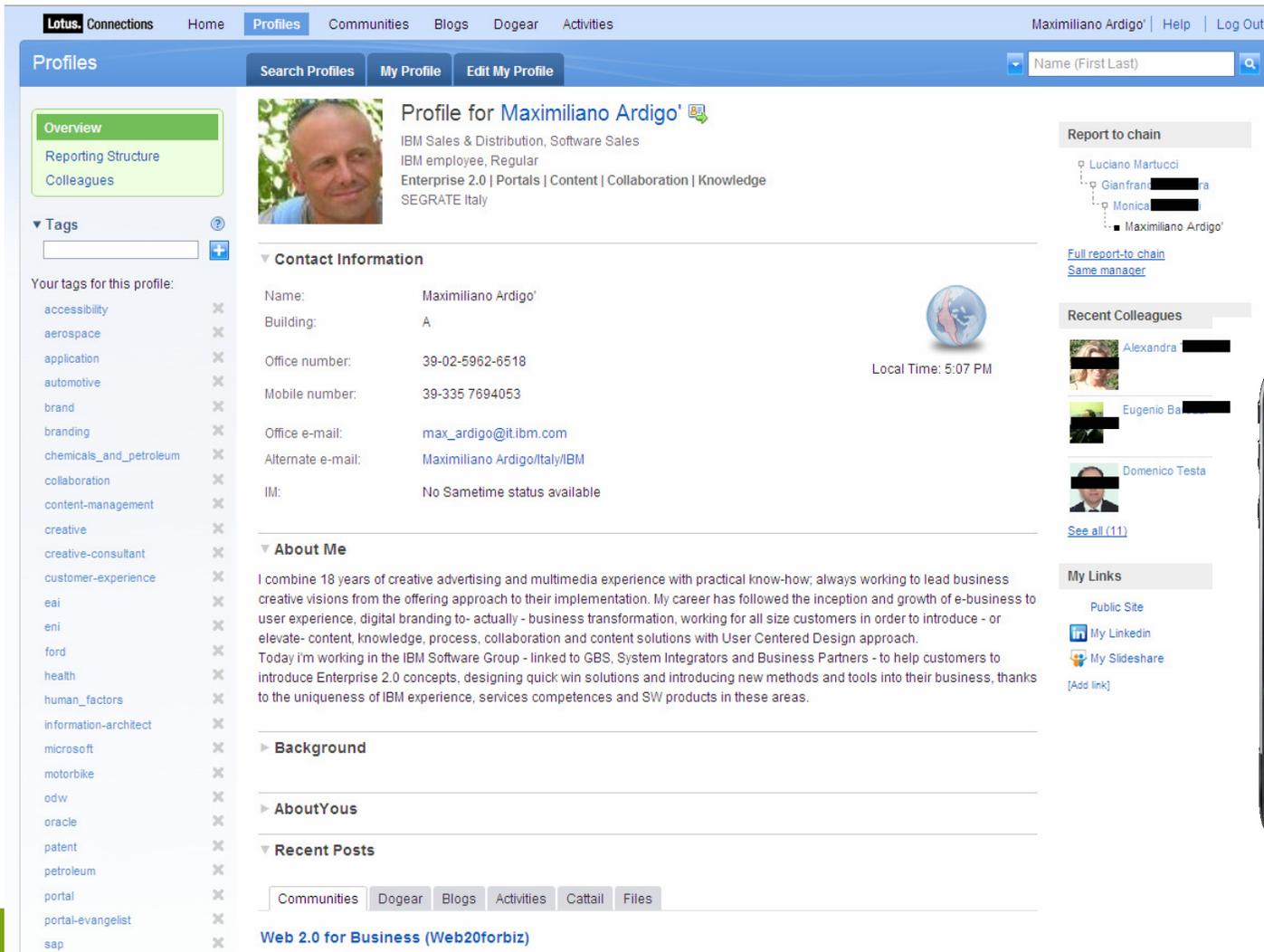
**Lotus Connections Profile for Maximiliano Ardigo:**

- 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.com
  - 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 (highlighted), My Slideshare, [Add link]
- Network:** Diagram & Map, Diagram only, Map only
- Display Settings:** Show node information: Names, Ranking, Statistics, None; Show node icon: None, Business Unit, None; Show people by rank: Min 100, Max; Hide isolates: [Add link]; Find Person: Highlight; Highlight Network: Name, Show people by degree; Show bridges by betweenness: 100, 15%, 100; Show hubs by connections: 100, 15%, 100; Max: 20 links; Legend: Global Business Services, Global Technology Services, Other IT Architect

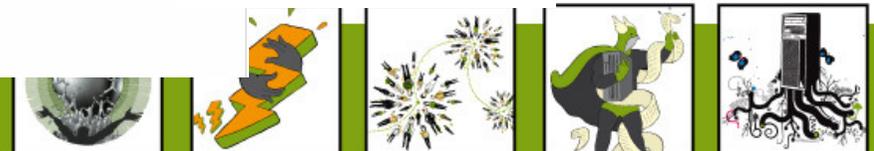
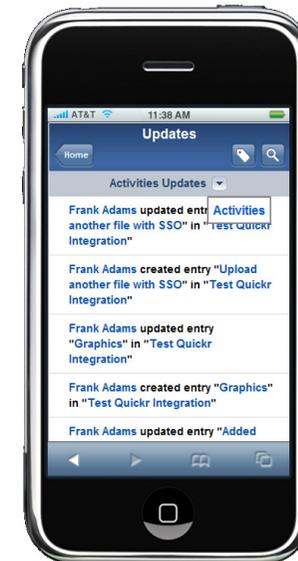
## Lotus Connections – Accesso ai network e ai contenuti da device mobili, Blackberry, iPhone



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, Software Sales employee. The profile includes contact information, a bio, and a list of recent posts. The bio states: '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.'

The left sidebar contains a 'Tags' section with various categories like 'accessibility', 'aerospace', 'application', etc. The bottom navigation bar includes 'Communities', 'Dogear', 'Blogs', 'Activities', 'Cattail', and 'Files'. A link for 'Web 2.0 for Business (Web20forbiz)' is also visible.



**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 tags. A red circle highlights the 'Sharepoint: Sites Updates' section, which lists recent activities such as file uploads and event additions. Three yellow callout boxes with arrows point to the profile: 'SAP HCM' (yellow), 'Domino' (blue), and 'Microsoft' (red). A green callout box labeled 'Sametime OCS' points to the 'Sametime status available' indicator in the contact information. A red circle highlights the 'Sharepoint: Sites Updates' section, with an arrow pointing to the 'Microsoft' callout box. At the bottom, there are several small icons representing different business processes or data visualizations.

**SAP HCM**

**Domino**

**Microsoft**

**Sharepoint: Sites Updates**

**Sametime OCS**

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

Report to chain  
Luciano Martucci  
Gianfranco [redacted]  
Monica [redacted]  
Maximiliano Ardigo'

Full report-to chain  
Same manager

Recent Colleagues  
Alexandra [redacted]  
Eugenio Ba [redacted]

Local Time: 5:07 PM

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.com  
IM: Sametime status available

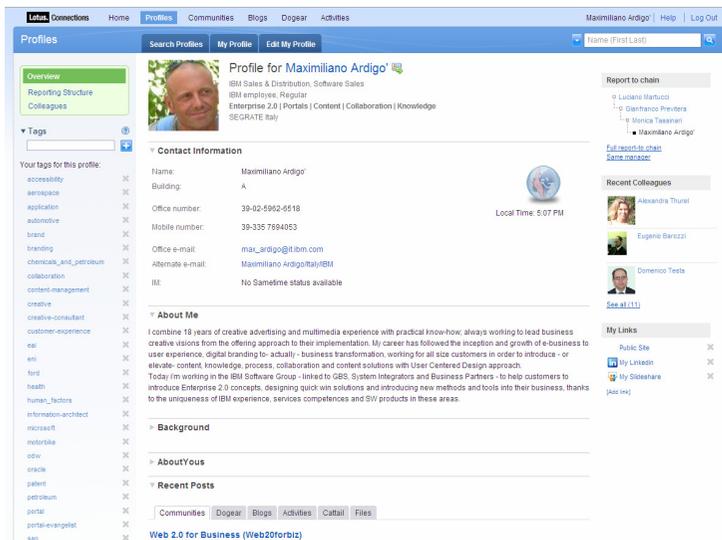
Background  
AboutYou

Recent Posts  
Communities Dogear Blogs Activities Cattail Files

Web 2.0 for Business (Web20forbiz)

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

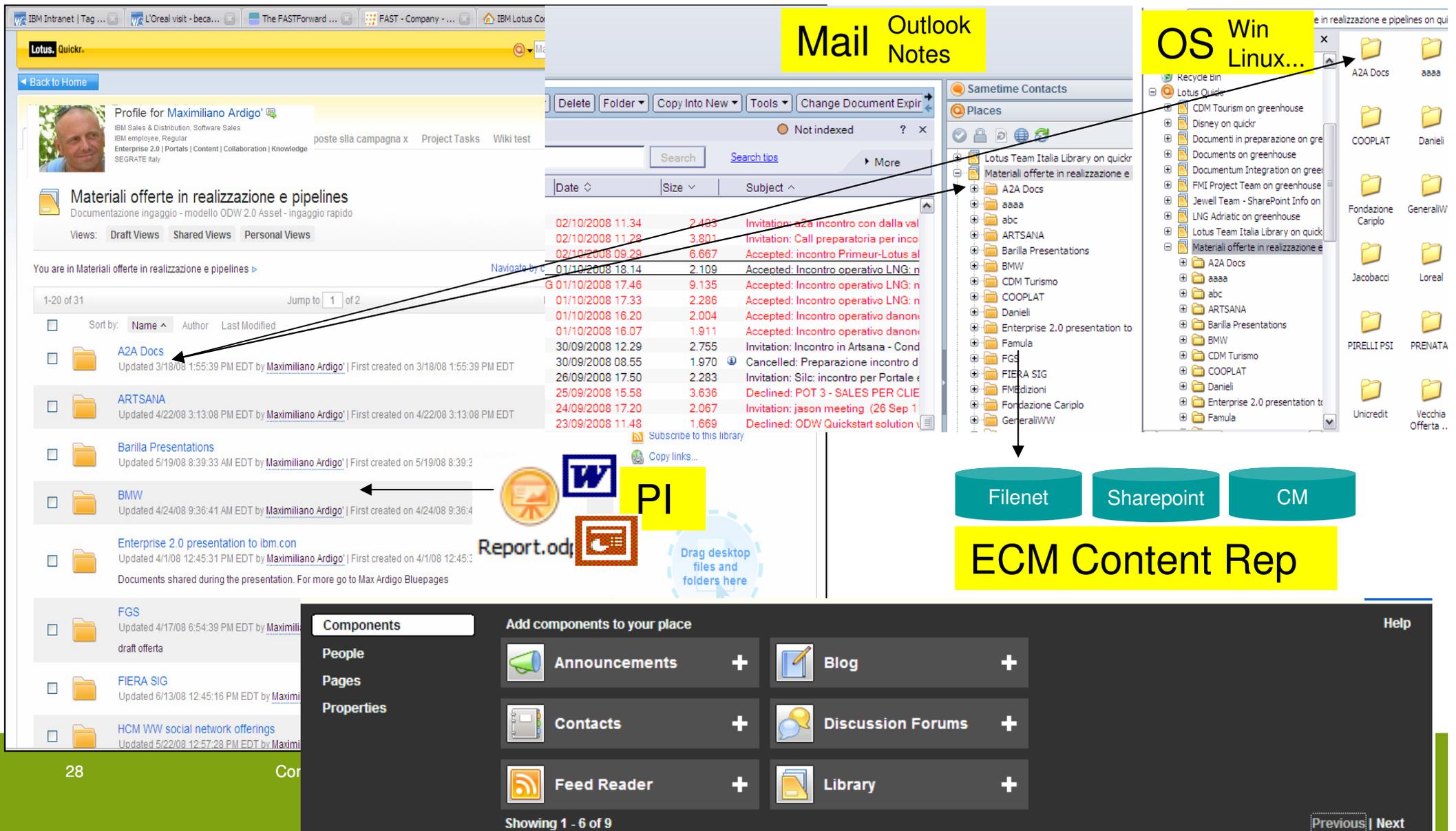
## Lotus Connections – Una perfetta Global Expertise Directory Anche in presenza di dati non consolidati.



- 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:

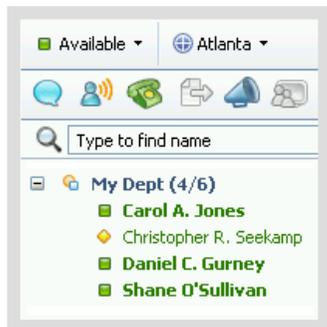
- Mail Outlook Notes:** A yellow callout box pointing to the email integration area, which shows a list of messages with columns for Date, Size, and Subject.
- OS Win Linux...:** A yellow callout box pointing to the file management interface, showing a tree view of folders and files.
- ECM Content Rep:** A yellow callout box pointing to the Filenet, Sharepoint, and CM storage options.
- Components:** A bottom panel titled "Components" with a "Add components to your place" section, listing options like Announcements, Blog, Contacts, Discussion Forums, Feed Reader, and Library.

The main interface shows a document list for "Materiali offerte in realizzazione e pipelines" with columns for Name, Author, Last Modified, and a detailed view of document metadata. A "Report.odt" icon and a "PI" (Process Integration) icon are also visible.

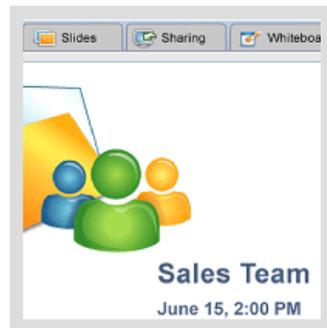
**Lotus Sametime** – La federazione della collaborazione in tempo reale. Awareness, Chat, Voip, Encryptata, Federata con altri IM networks. Client o SAAS.



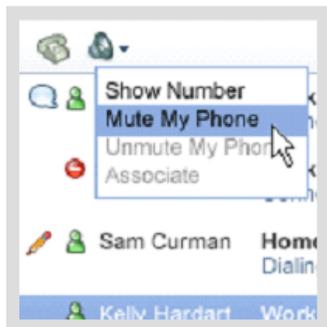
Autore online? **Chat | Voip | Conf**



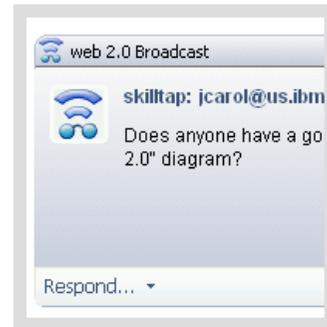
**Chat**



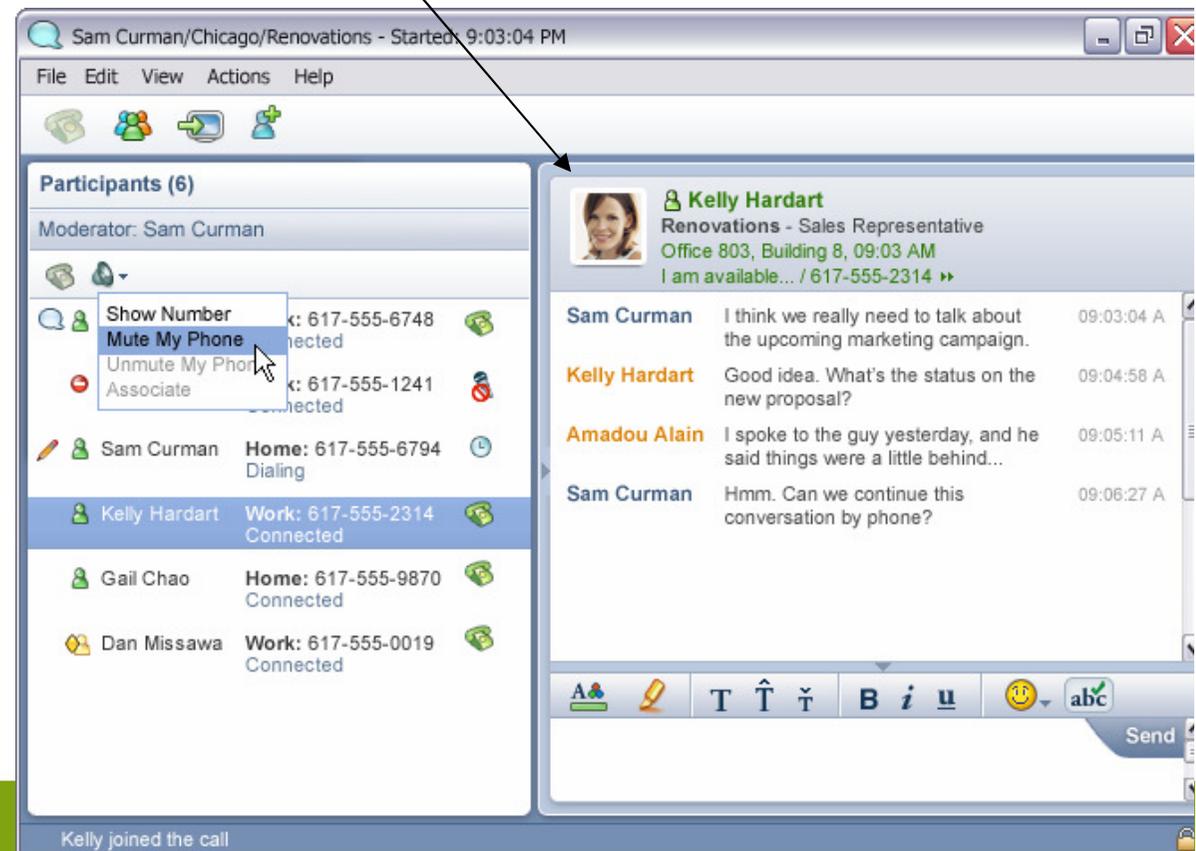
**Conferenze web**



**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 background. To her right are several overlapping screenshots of the LotusLive interface, including a "My Account" page with a "Host Meeting" button and a "Getting Started" section. At the bottom, 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

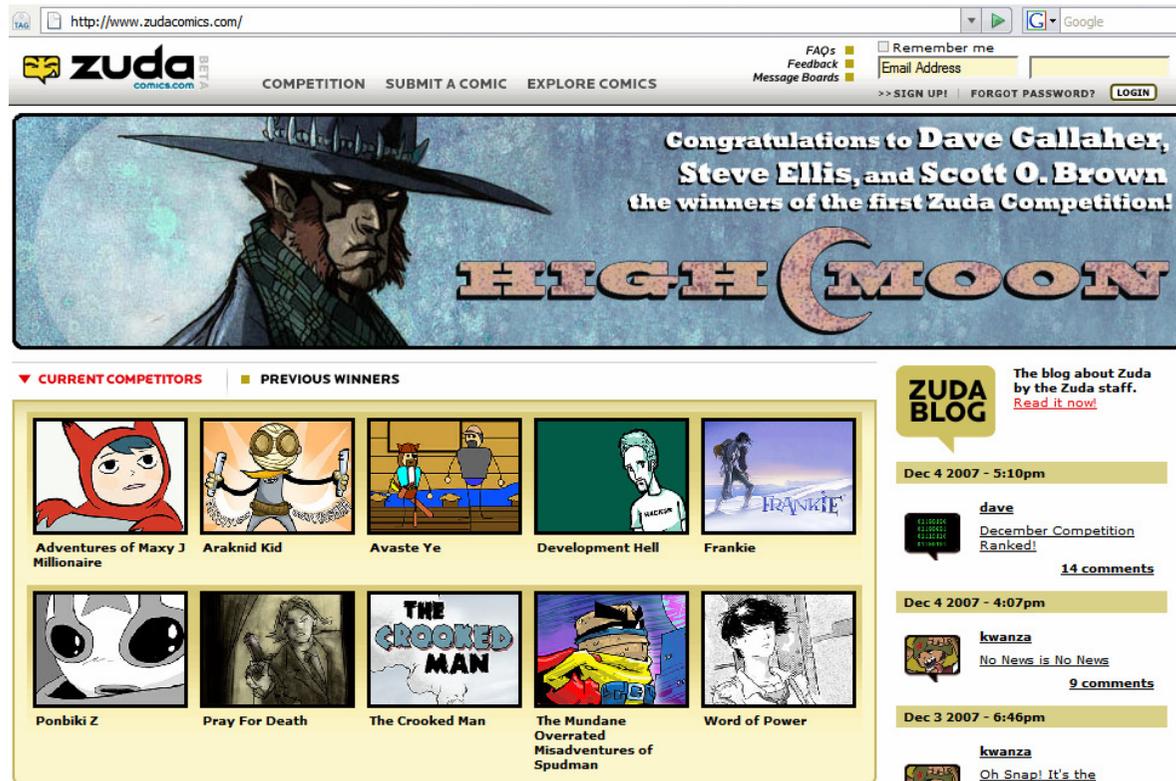
## **Esempi Concreti (On Demand)**

Approcci: come iniziare?



## Facciamo fumetti:

Esempio di progetto ODW Social Network 2.0 per Talent Discovery, Design Contest – DC Comics [www.zudacomics.com](http://www.zudacomics.com)



**zuda** COMICS.COM

COMPETITION SUBMIT A COMIC EXPLORE COMICS

Remember me  
Email Address

>> SIGN UP! FORGOT PASSWORD? LOGIN

**Congratulations to Dave Gallaher, Steve Ellis, and Scott O. Brown the winners of the first Zuda Competition!**

**HIGH MOON**

**CURRENT COMPETITORS** ■ **PREVIOUS WINNERS**

<b>Adventures of Maxy J Millionaire</b>	<b>Araknid Kid</b>	<b>Avaste Ye</b>	<b>Development Hell</b>	<b>Frankie</b>
<b>Ponbiki Z</b>	<b>Pray For Death</b>	<b>The Crooked Man</b>	<b>The Mundane Overrated Misadventures of Spudman</b>	<b>Word of Power</b>

**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

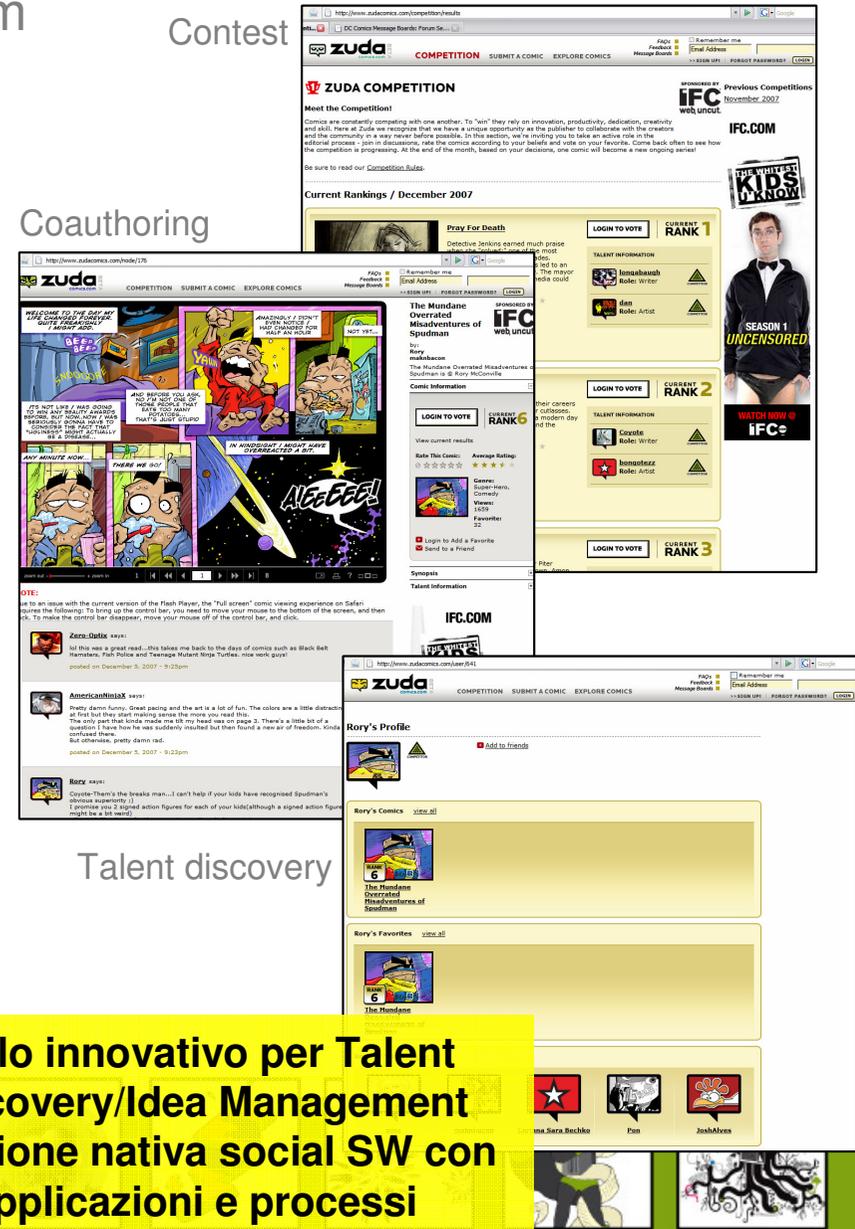
**Dec 3 2007 - 6:46pm**

**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**

**THE WHITEST KIDS U KNOW**

SEASON 1 **UNCENSORED**

WATCH NOW @ **IFC**

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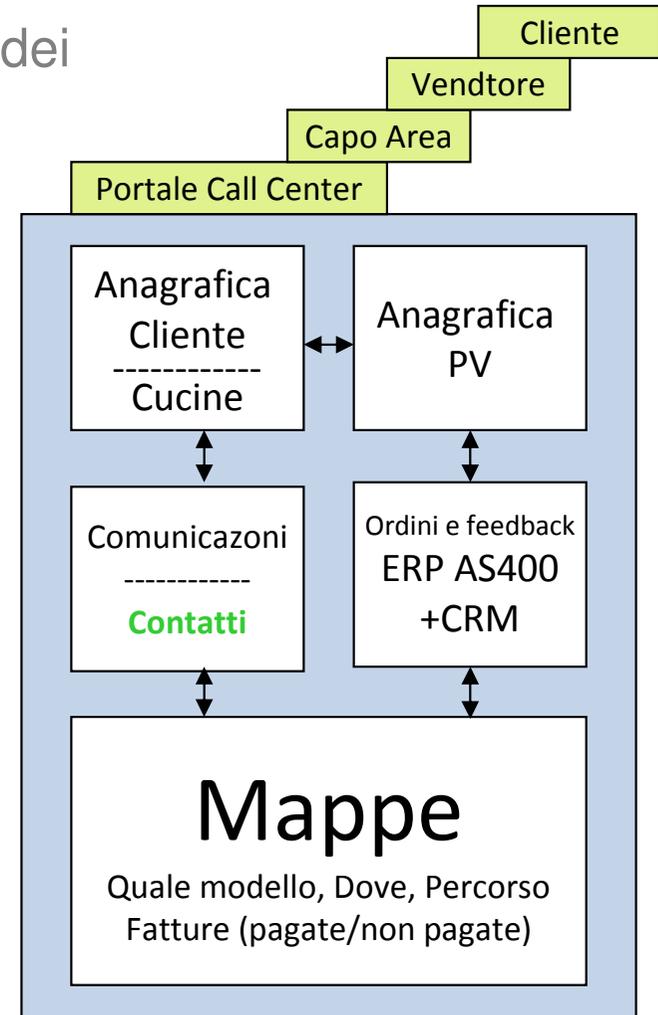
**Modello innovativo per Talent Discovery/Idea Management**

**Integrazione nativa social SW con applicazioni e processi**

## Facciamo Cucine:

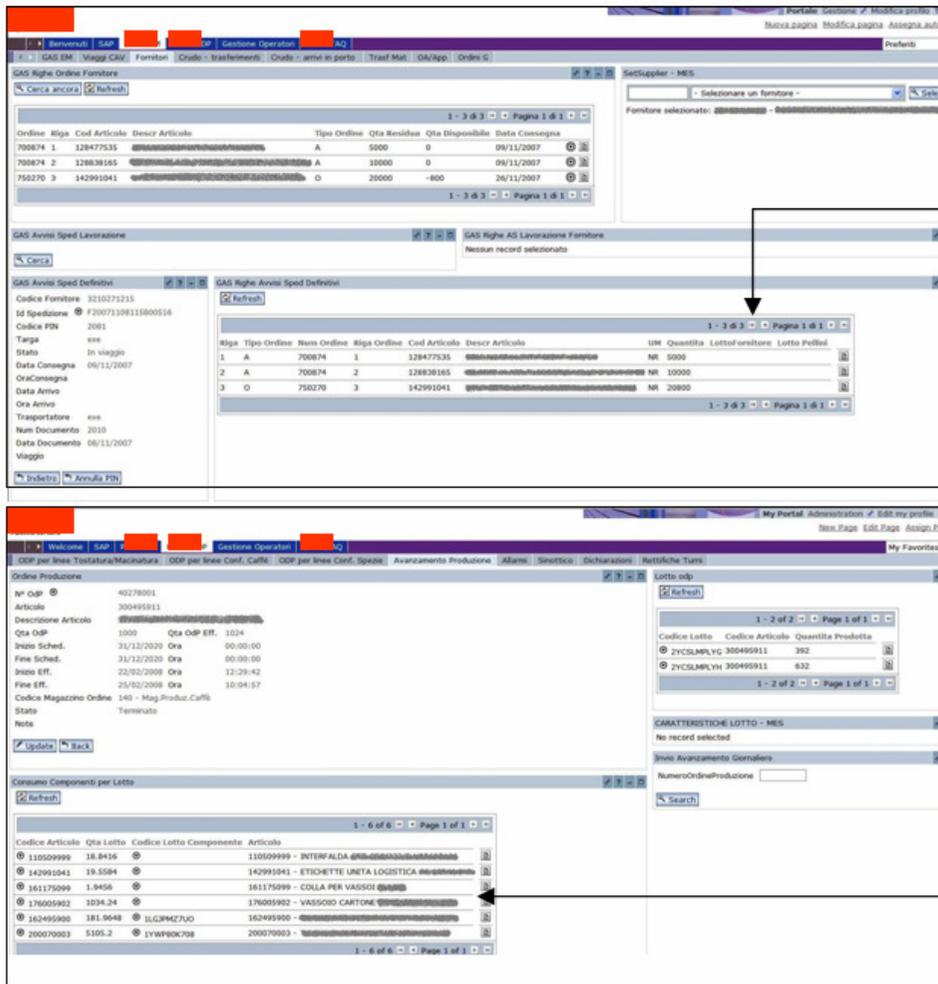
Un portale con composite applicaton CRM (ex Mappoint) per self services cliente + Call centre: dove sta la cucina dei tuo sogni? Quale e' la situazione del cliente (negozi)? Quali sono le comunicazioni realmente recepite? Disegnato in un giorno, 7 gg. Realizzazione, compresa vers self.

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 <b>Regione/Provincia/Modello e bottone "vai"</b>; una selezione scatena una query su mappa che visualizza i parametri inseriti sui punti selezionati; i <b>Punti vendita sono ROSSI quando di propretà e verdi quando non di proprietà</b>, 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 "<b>scheda modello</b>"</p> <p>Se fattibile e opportuno <b>l'operatore puo inserire anche indirizzo del cliente</b> 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	Aliga	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:

Aliga	Tipo Ordine	Num Ordine	Aliga Ordine	Cod Articulo	Descr Articulo	UM	Quantita	Lotto/colore	Lotto Prolid
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)

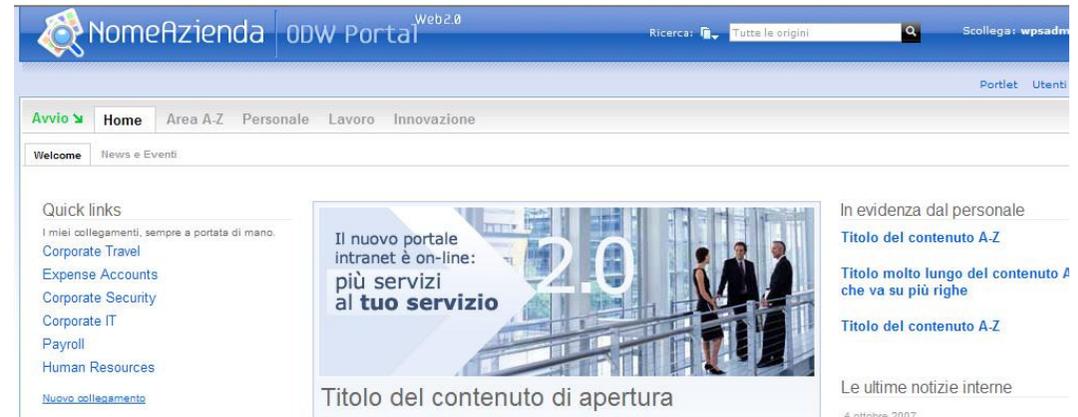
**Approcci: come iniziare?**



## ~~Filoso~~Facendo

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

- 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**



## ~~S~~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.

(example: **Jeff Weiner**)

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

Profiles
Search My Network

**View**

**Overview**

IBM

IBM Directory



**Max Ardigo**

IBM

IBM Segrate HQ - Milan

max\_ardigo@it.ibm.com

Tags

Your tags:

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

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

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**

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 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

