I Servizi verso l'Enterprise 2.0

Strumenti e Opportunità per le PMI

Progetto Imprese X Innovazione = Ixl^3
Casalecchio di Reno, Bologna
27 maggio 2009

Vincenzo Russi
Direttore Generale
CEFRIEL Politecnico di Milano

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Enterprise 2.0 e Servizi

Cosa sono

Come valorizzarli

Come collaborare e competere

Looking for Something

http://cvcl.mit.edu/hybrid/MarylinEinstein.avi

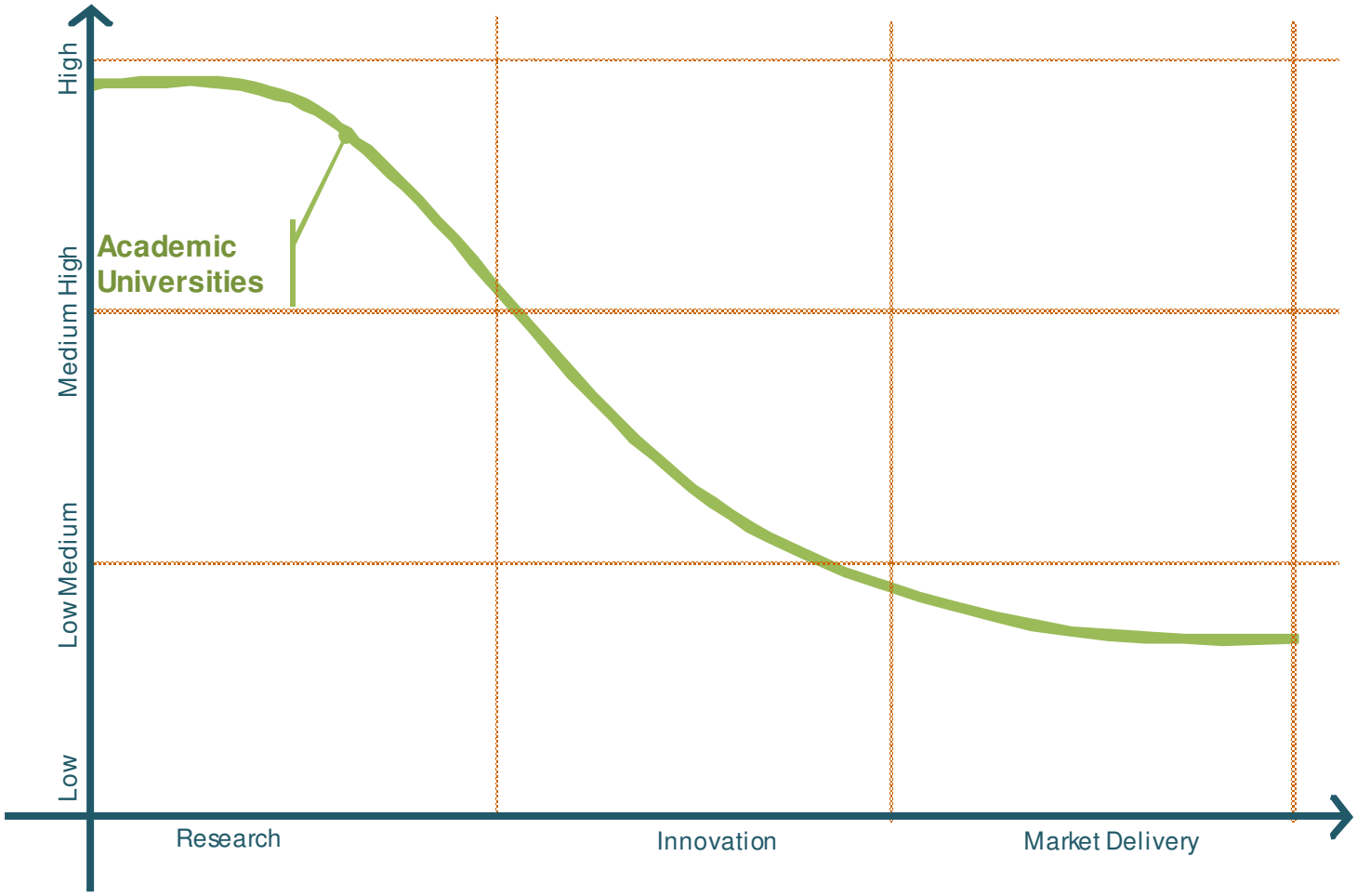
Innovation in Business
Head Phones

What is CEFRIEL?

- Center of excellence for Research, Innovation and Education in **Information & Communication Technologies**
- Independent, super-partes and not-for-profit research organization (*)
- We reinvest our profits in innovative research projects

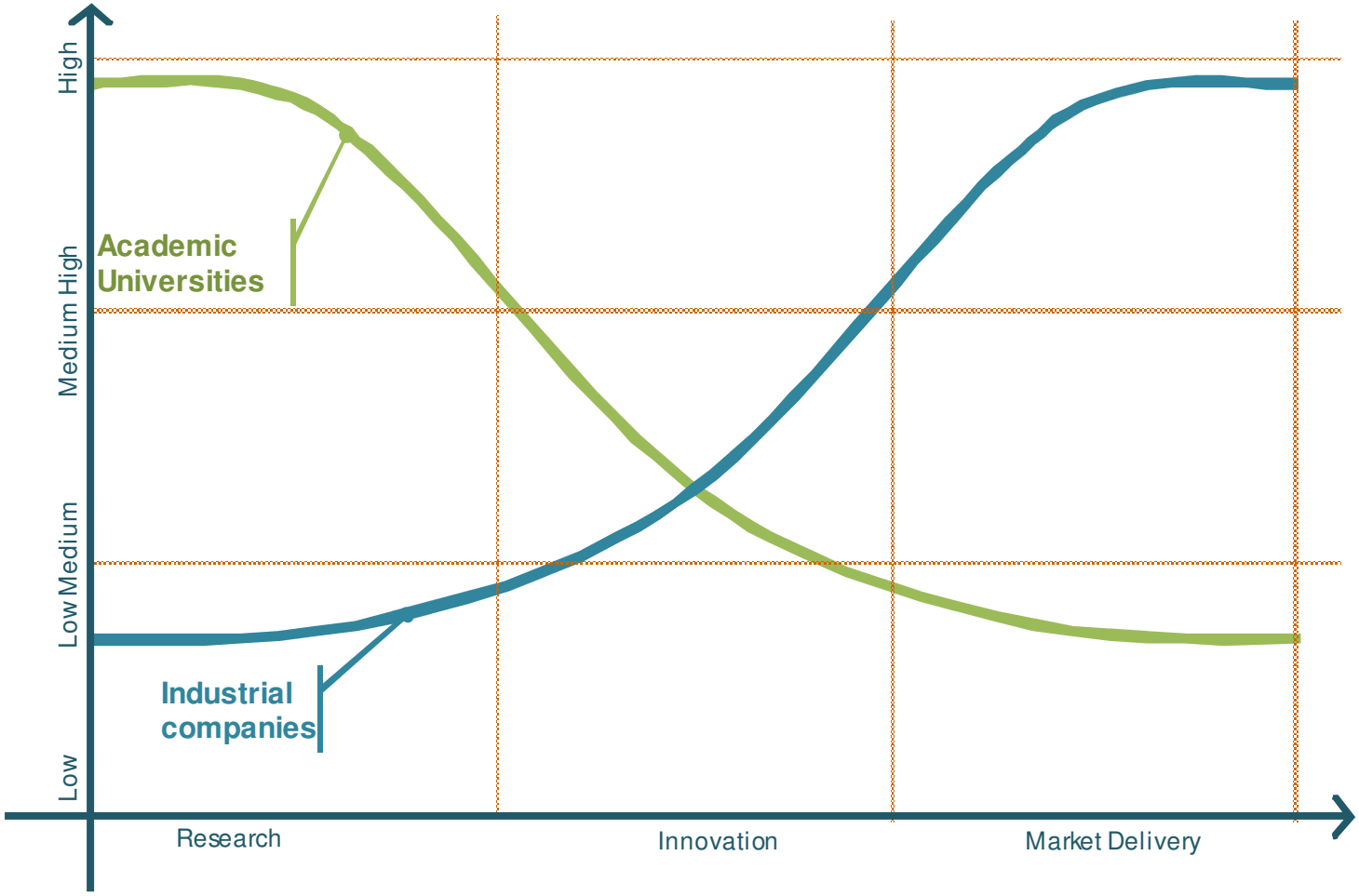
(*) as defined in the Community Framework for state aid for Research and Development and Innovation published in the Official Journal of the European Union

Our mission



Bridging the gap between Industries and Academia to boost Innovation

Our mission



Bridging the gap between Industries and Academia to boost Innovation

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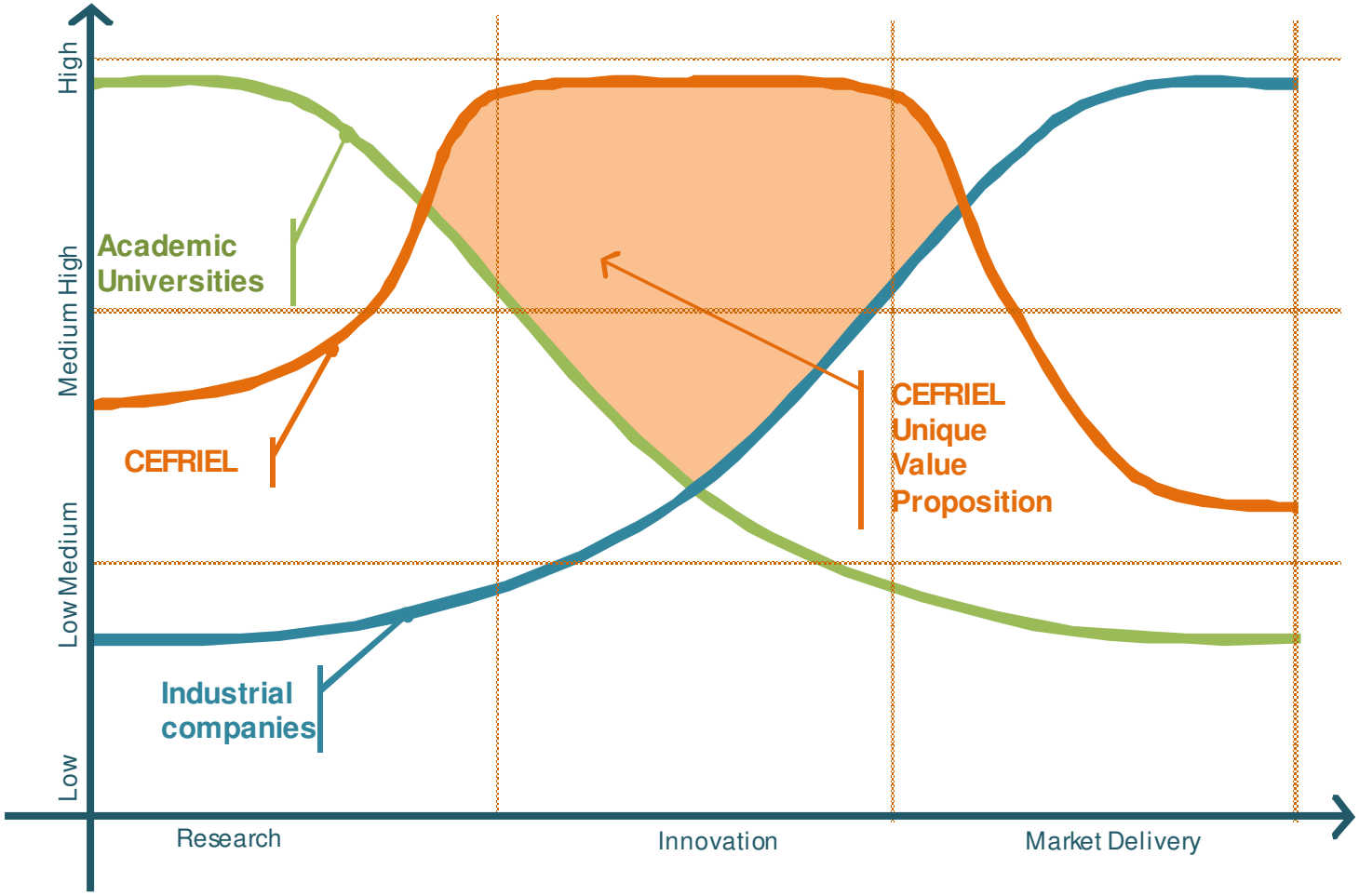
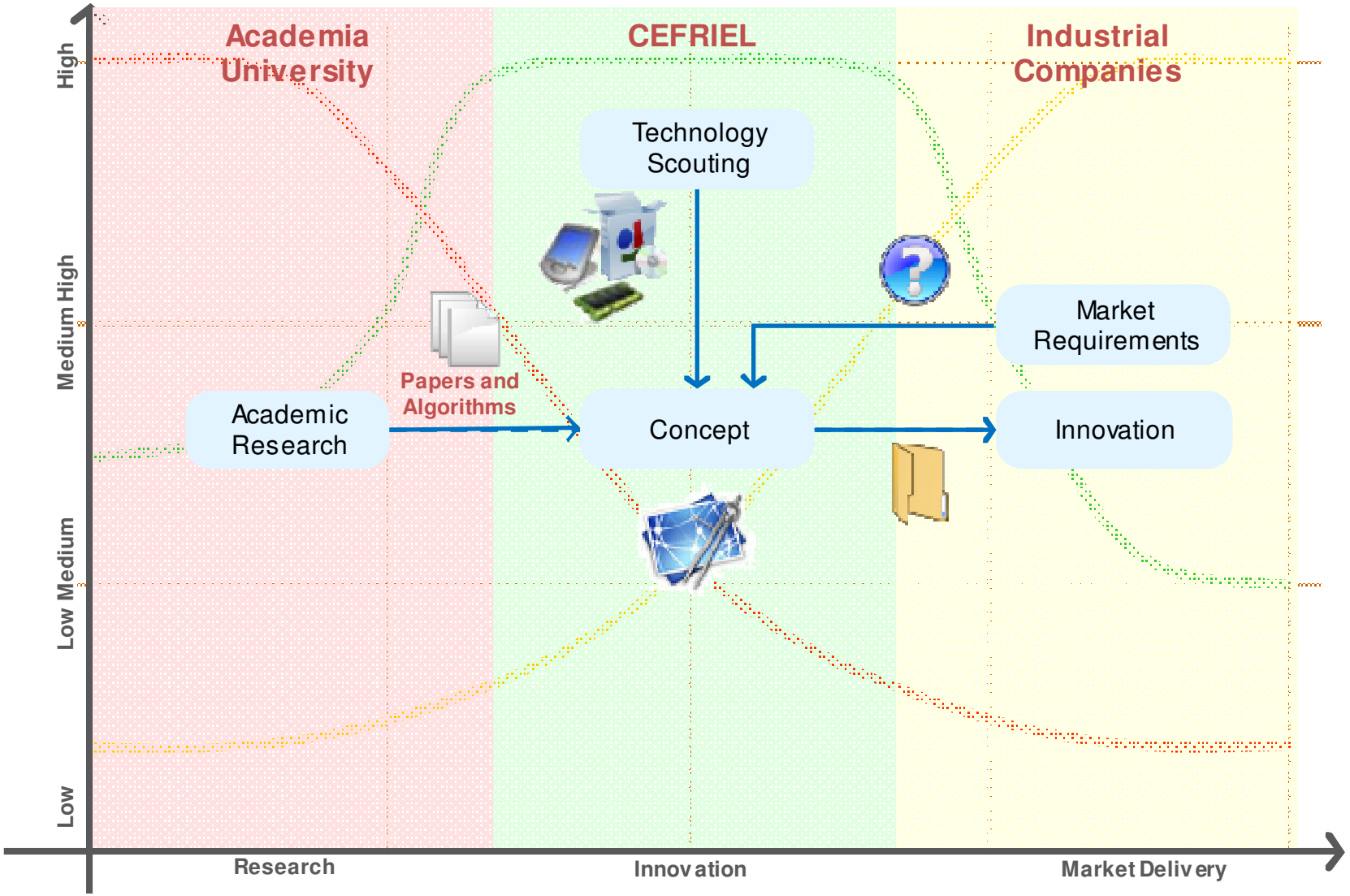


Bridging the gap between Industries and Academia to boost Innovation

Network and Value Chain Innovation



Our Innovation Network

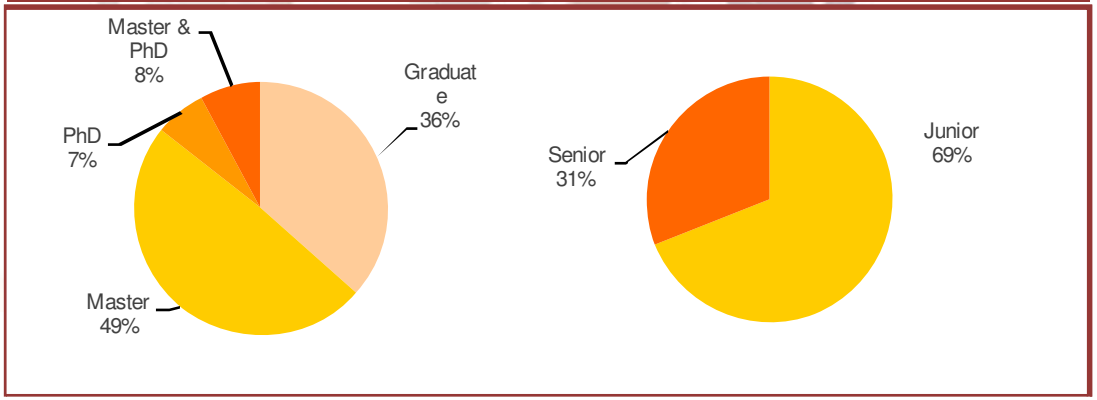
CEFRIEL INNOVATION NETWORK

Our People

CEFRIEL in figures today

- Full-time staff: 140
- Full professors mentors and supervisors, guest researchers: 30
- More than 90% of full-time staff is directly involved in Research, Innovation and Education

Full-time staff



Our Awards

BEST WORKPLACES ITALIA 2005

BEST WORKPLACES ITALIA 2006

BEST WORKPLACES ITALIA 2007

GREAT PLACE TO WORK® INSTITUTE ITALIA: BEST workplaces 2008

GREAT PLACE TO WORK® INSTITUTE ITALIA: BEST workplaces 2009

EDIZIONE 2006

For *the capacity to couple work environment quality with innovation and results*

Innovation Award 2008

For *the ability to encourage contributions to innovation from all employees*

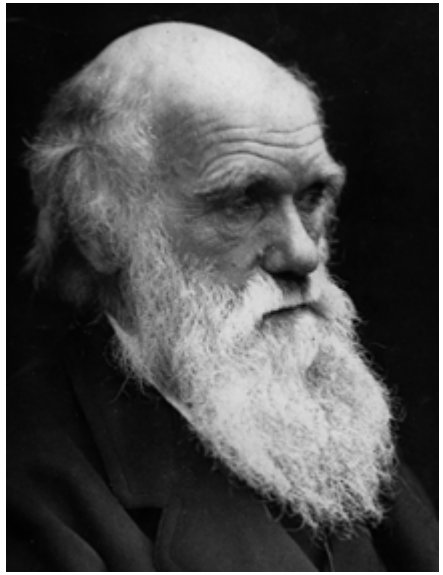
Investimenti in Innovazione

L'Istat ha diffuso nelle scorse settimane i dati relativi alla spesa in ricerca e sviluppo nel nostro Paese. A questa spesa (e non alla superficie come in una normale carta geografica) corrispondono le dimensioni delle singole regioni. Appare chiaro il divario fra Nord e Sud e il ruolo preponderante di Lombardia e Lazio. Nella prima regione però sono soprattutto le imprese a fare ricerca, nel secondo le istituzioni pubbliche. Di rilievo anche la spesa di Emilia-Romagna, Piemonte e Campania, unica fra le regioni del Mezzogiorno.

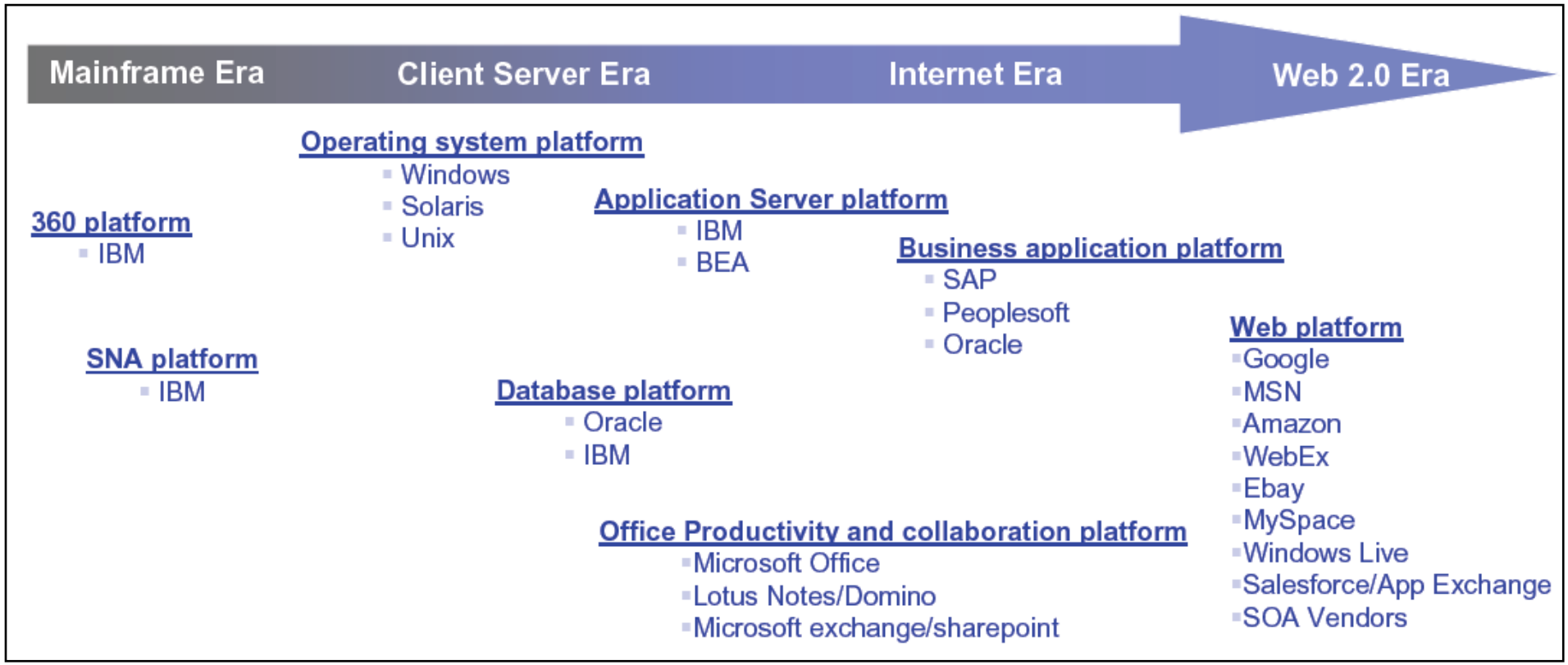
© 2007 ASSOCIAZIONE BORA - CARTOGRAMMA REALIZZATO CON IL METODO DI GASTNER-NEWMAN

It is not necessarily the strongest of the species that survives nor the most intelligent, but **the one that is most responsive to change.**

Charles Darwin

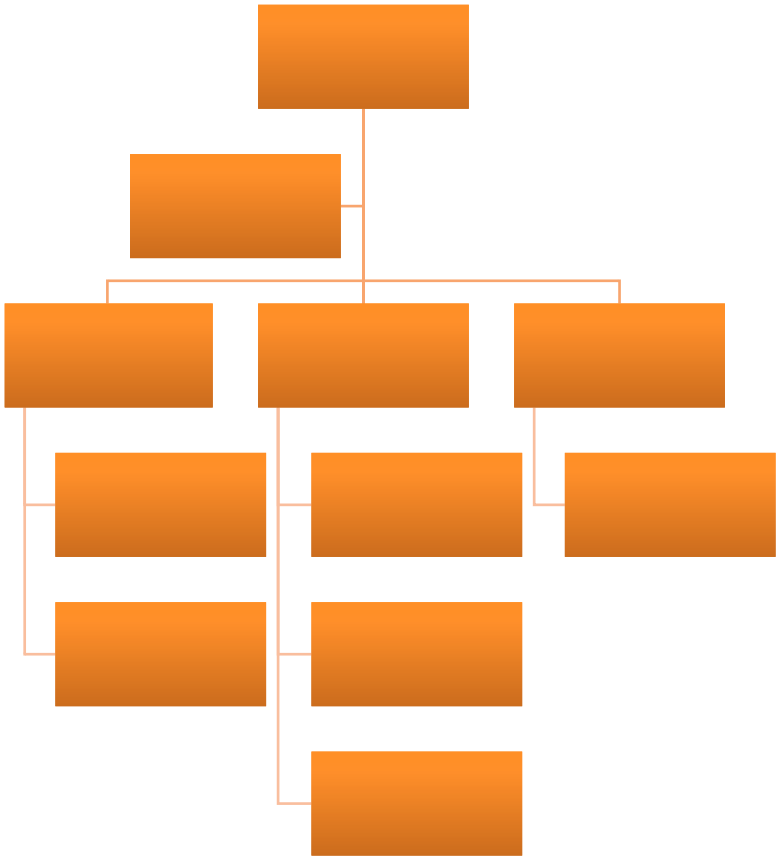


Evoluzione dei Sistemi Informativi



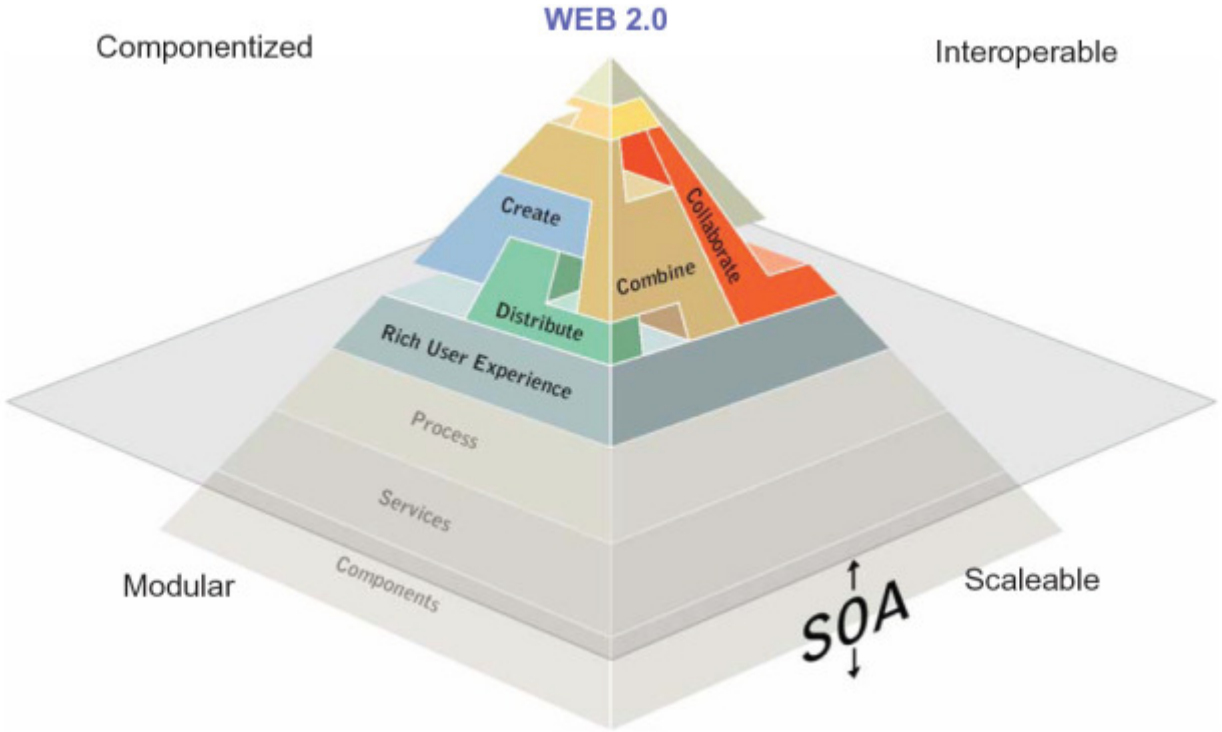
Source: Babak Hosseinzadeh, IBM

Una nuova organizzazione: l'azienda aperta



Comunicazione
Cooperazione
Connessione
Collaborazione

Il nuovo paradigma: flessibilità, agilità e adattabilità



Source: Babak Hosseinzadeh, IBM

Uso di piattaforme di social software in modo emergente all'interno delle aziende o tra le aziende e i propri partner e clienti

McAfee, Andrew P.

"Enterprise 2.0: The Dawn of Emergent Collaboration"

Sloan Management Review(2006)

Da Enterprise 1.0 a Enterprise 2.0

Enterprise 1.0	Enterprise 2.0
Contenuti statici e pagine web, focus sui contenuti	Contenuti dinamici, focus sulle interazioni
Messaggi spediti attraverso email (approccio push)	Informazioni ricevutte attraverso RSS Feeds (approccio pull)
Contenuti prodotti e editati in accordo alle policy aziendali	Contenuti prodotti da Blog e Wiki
Interazioni asincrone (e-mail)	Interazioni sincrone (Instant Messaging e Chat)
Spazio e strumenti di lavoro ben definiti in azienda	Individui usano nuove tecnologie in mobilità
Interazioni orientate alle transazioni	Interazioni orientate alle relazioni
Tassonomia pre-definita	Folksonomy e Tagging
Una applicazione uguale per tutti	Applicazioni personalizzate attraverso strumenti di aggregazione

Enterprise 2.0: Caratteristiche dei servizi

- **Search**
  - Abilitare la ricerca di contenuti e di altri utenti
- **Links**
  - Esplicitare le connessioni tra documenti o gruppi di utenti
- **Authoring**
  - Facilitare la contribuzione da parte degli utenti (blog, wiki)
- **Tags**
  - Consentire la classificazione dei contenuti
- **Extensions**
  - Abilitare l'inserimento di suggerimenti e commenti
- **Signals**
  - Notificare gli aggiornamenti (RSS)

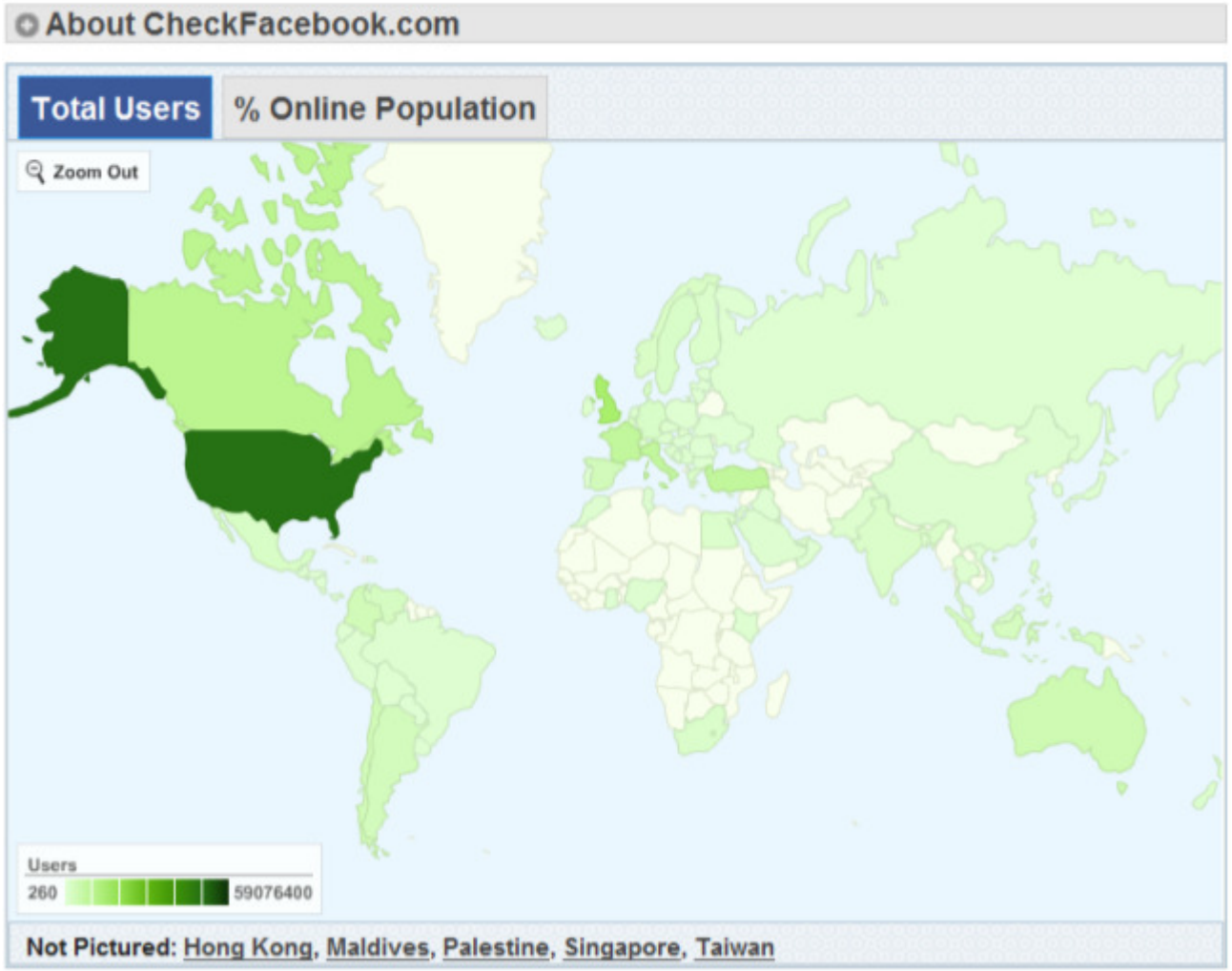
McAfee, Andrew P.
"Enterprise 2.0: The Dawn of Emergent Collaboration"
Sloan Management Review (2006)

Esempi di Strumenti

Social Use		Professional Use
iGoogle, netvibes	Aggregatori Widgets	clearspring, WorkLight
facebook, plaxo, twitter	Social Networking Communities	LinkedIn, mZinga, jive
Wikipedia, WordPress.com	Wiki Blogs	Movable Type
Second Life	Immersive Collaborative Environment	Qwaq
delicious social bookmarking, digg	Bookmarking Tagging	connectbeam

Il successo di Facebook

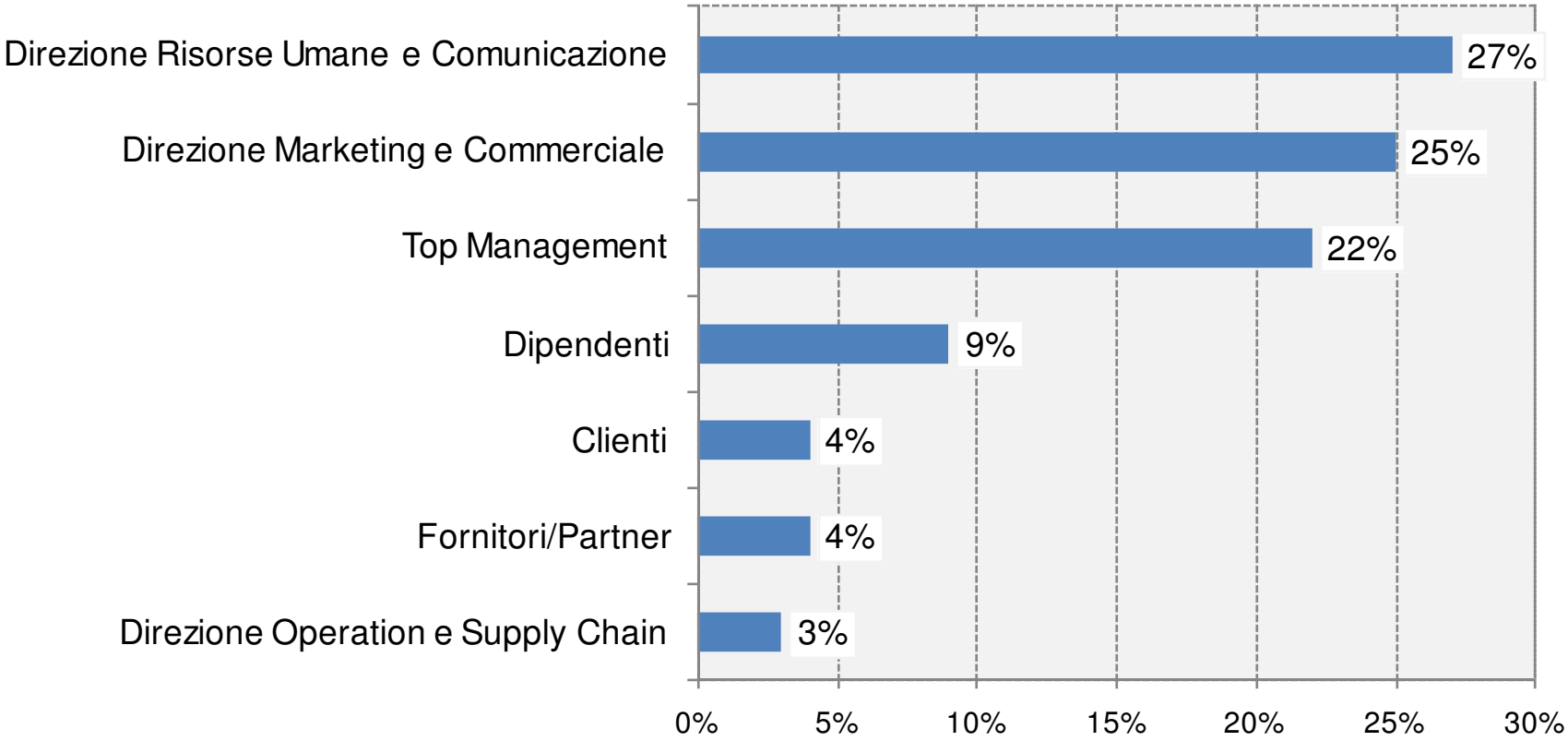
Global Audience: 190,599,800



10 Largest Countries		
1.	United States	59,076,400
2.	United Kingdom	17,839,940
3.	Canada	11,625,900
4.	Turkey	9,569,140
5.	France	9,435,560
6.	**Italy**	**9,349,700**
7.	Australia	5,467,280
8.	Colombia	4,660,720
9.	Chile	4,594,640
10.	Spain	4,355,480

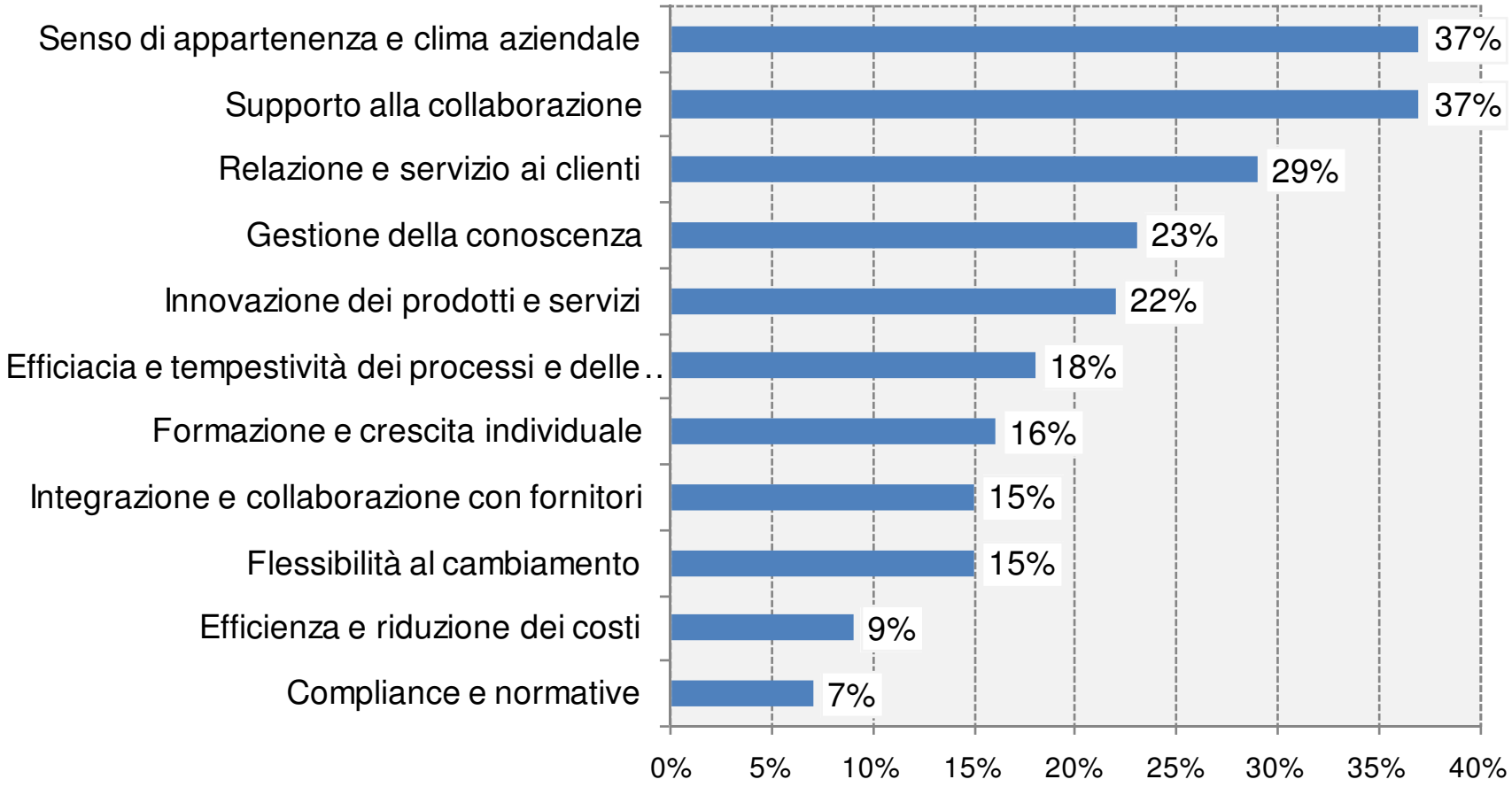
Dati aggiornati al 26 maggio 2009

I principali sponsor delle iniziative di Social Network & Community



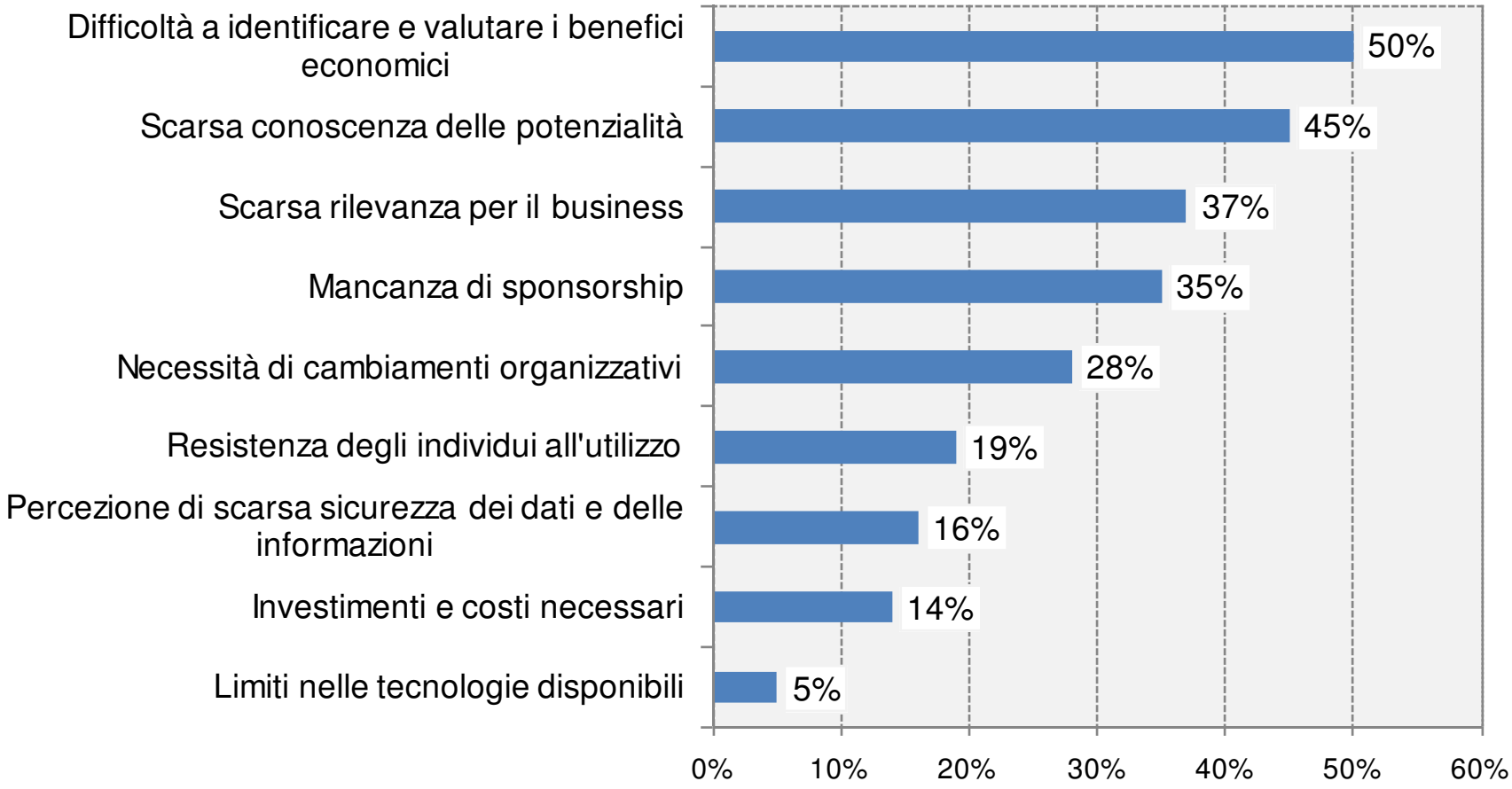
Fonte: Osservatorio Enterprise 2.0, 2009
School of Management, Politecnico di Milano

Le principali esigenze di Social Network & Community



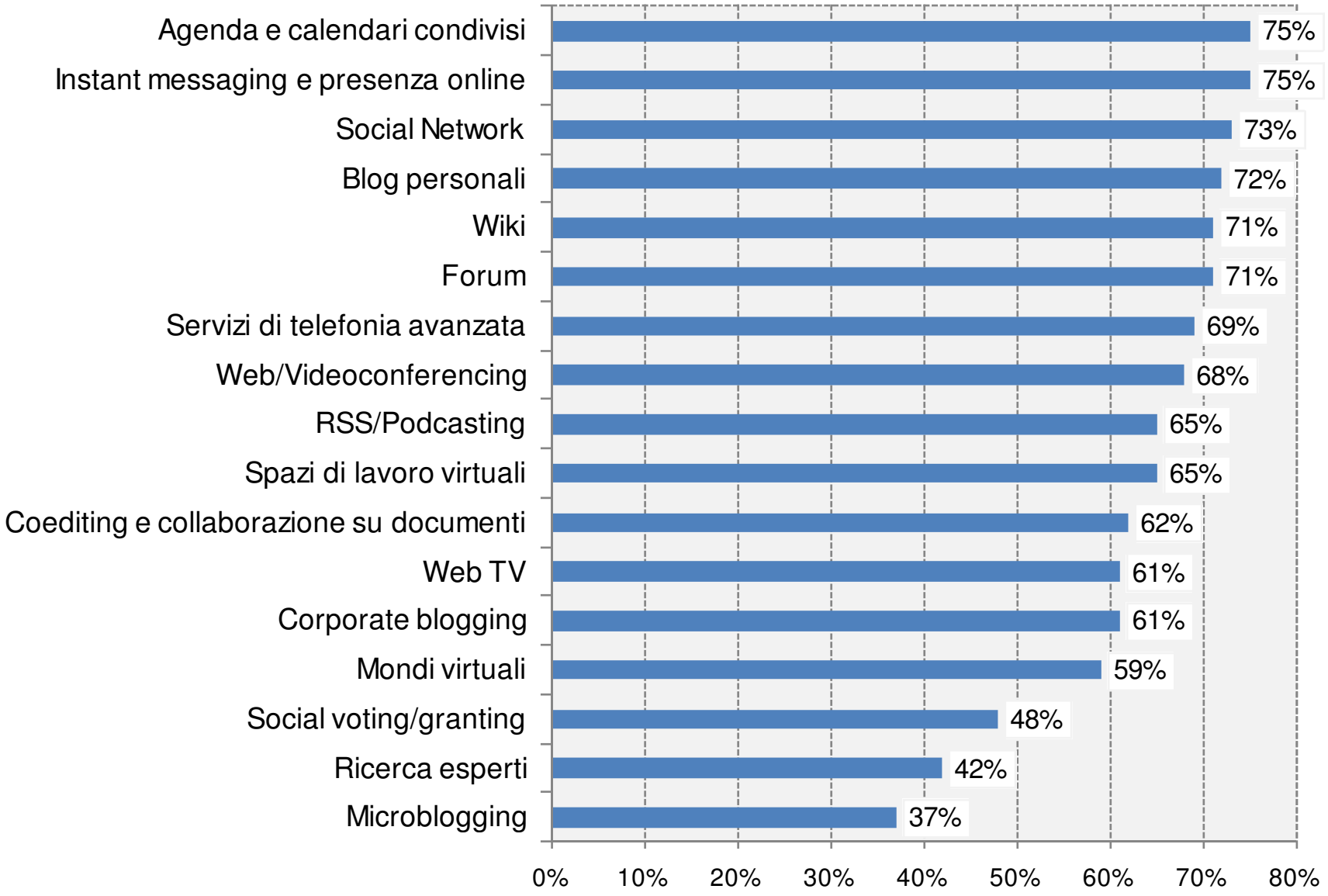
Fonte: Osservatorio Enterprise 2.0, 2009
School of Management, Politecnico di Milano

Le principali barriere nelle iniziative di Social Network & Community



Fonte: Osservatorio Enterprise 2.0, 2009
School of Management, Politecnico di Milano

La conoscenza degli strumenti Enterprise 2.0 presso Manager e Professional



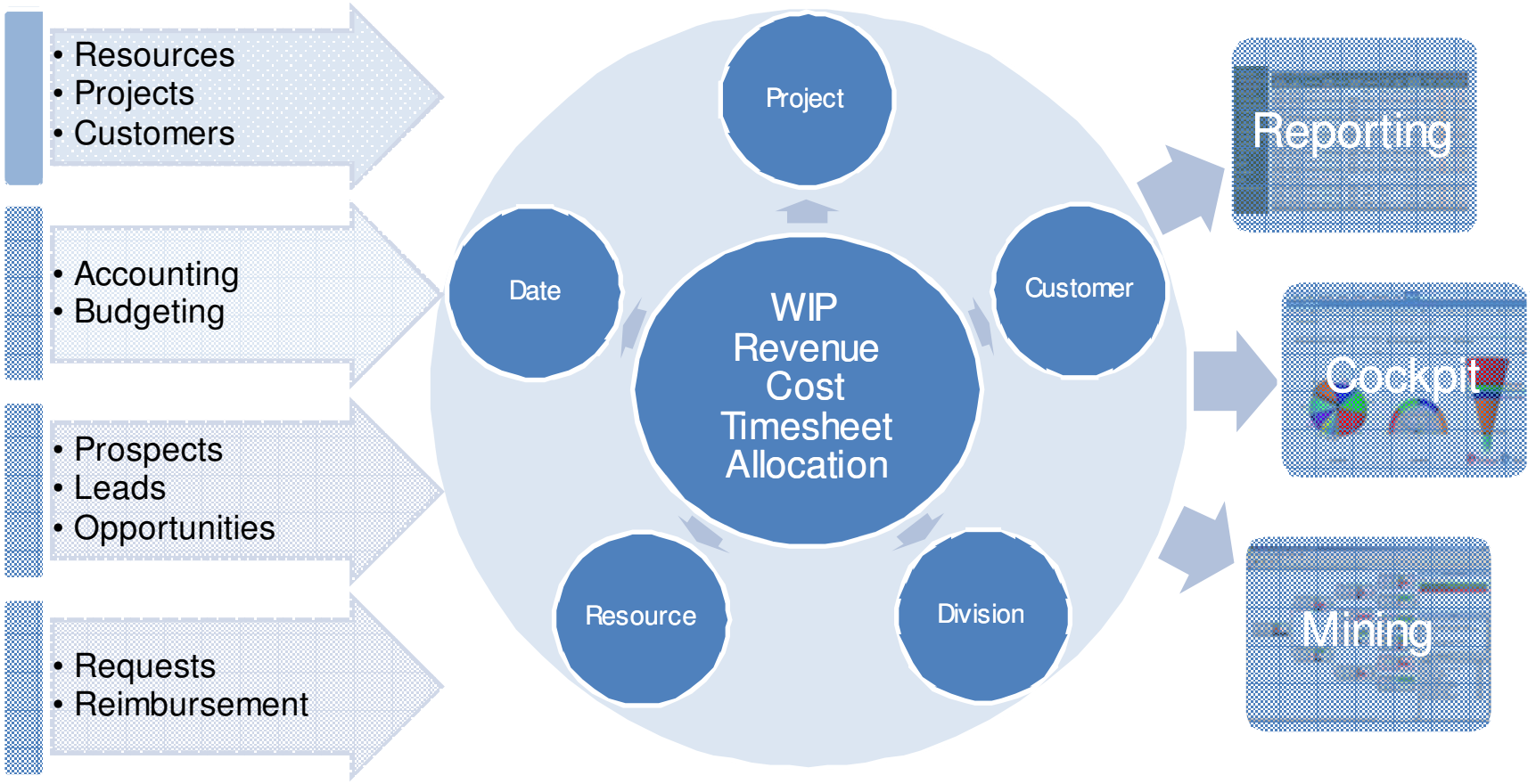
Fonte: Osservatorio Enterprise 2.0, 2009
School of Management, Politecnico di Milano

Opportunità per le PMI

Il Modello dell'Enterprise 2.0

Just-in-time Management

Just-in-time Management

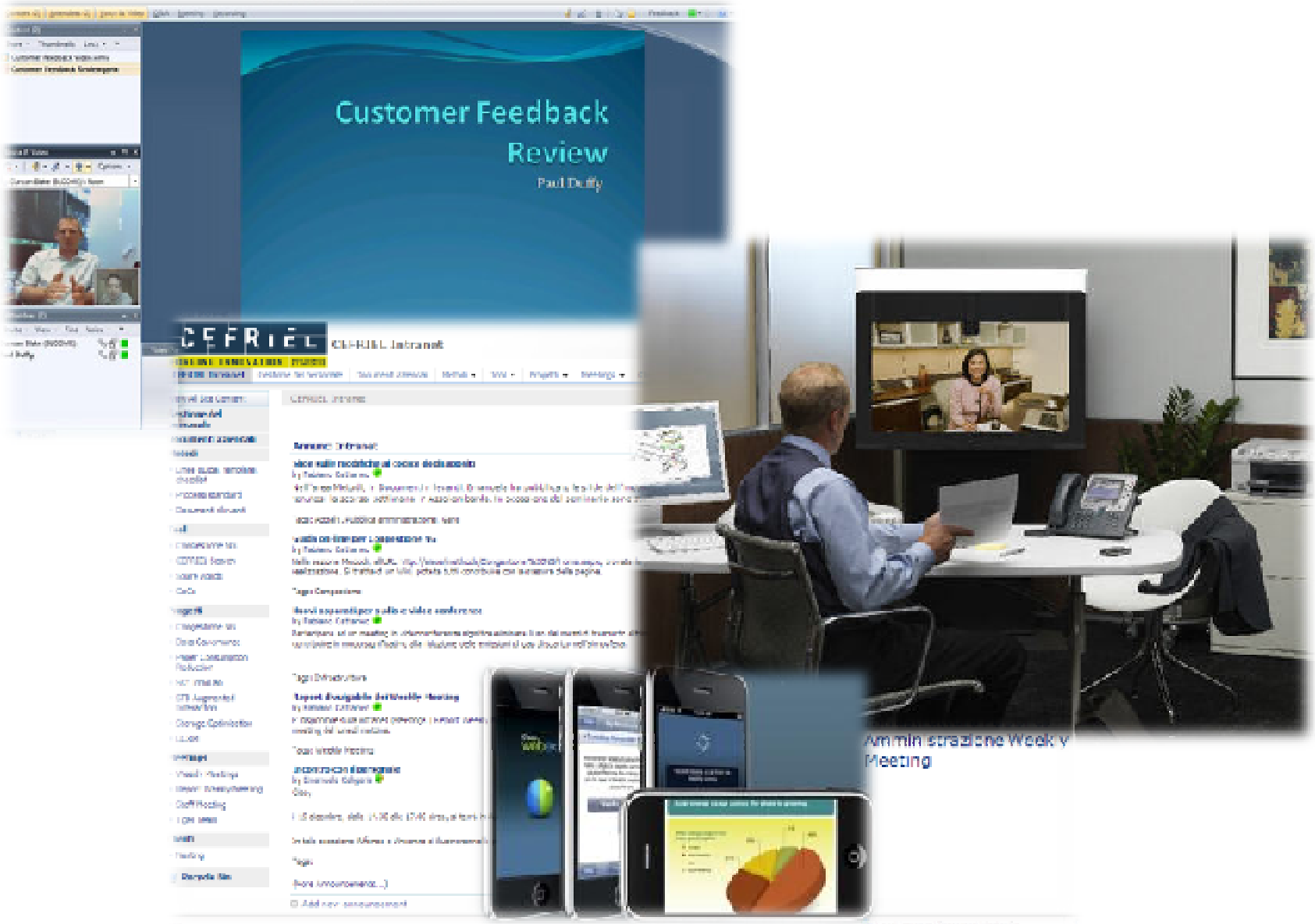


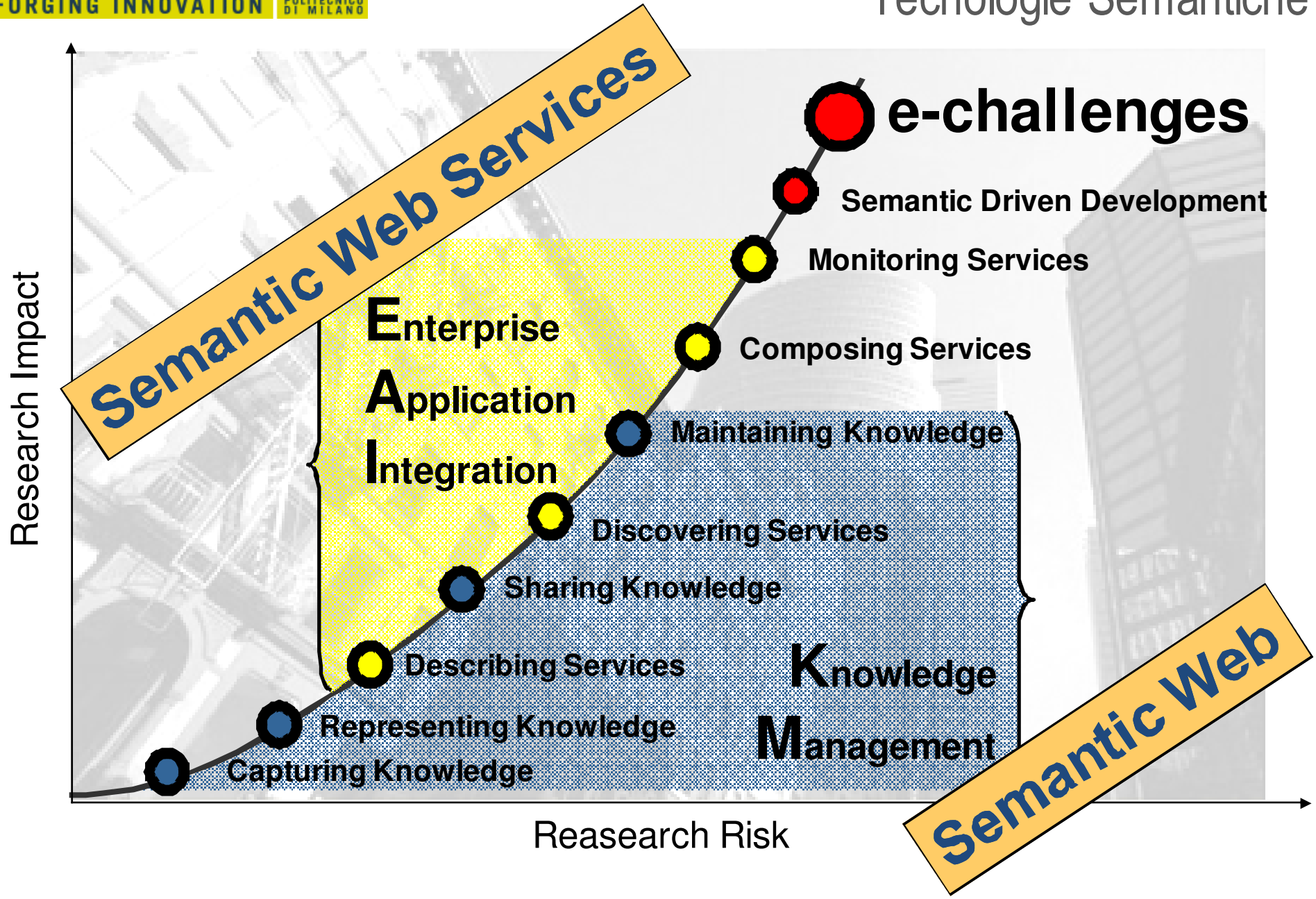
Sources of information (operational databases)

Data warehouse

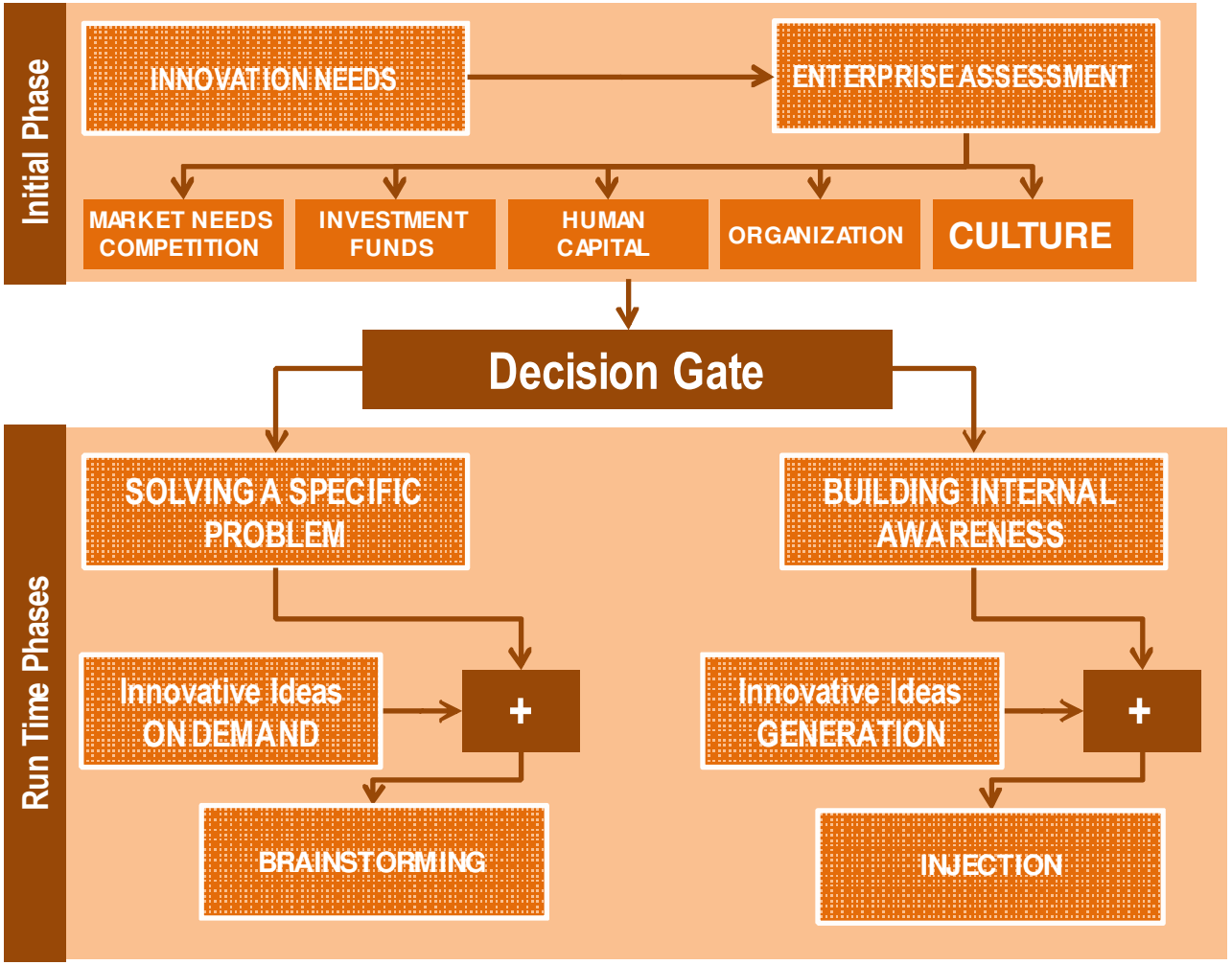
Business Intelligence

Collaboration, Unified Communication

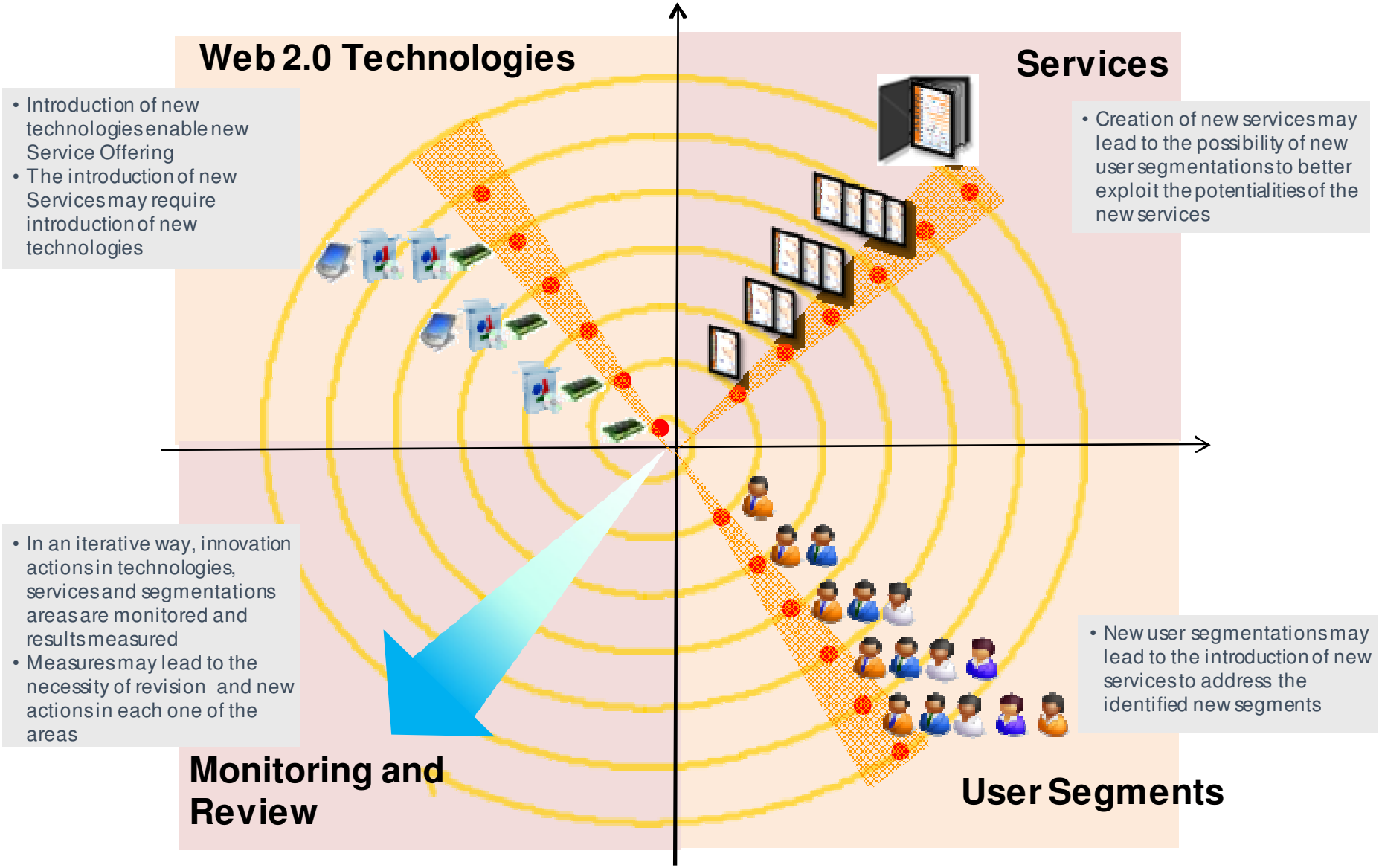



Semantic Web Services
e-challenges
Semantic Driven Development
Monitoring Services
Composing Services
Maintaining Knowledge
Discovering Services
Sharing Knowledge
Describing Services
Representing Knowledge
Capturing Knowledge
Enterprise
Application
Integration
Knowledge
Management
Semantic Web
Research Impact
Reasearch Risk

Come Far Crescere l'Innovazione
La Genesi delle Idee nell'Enterprise 2.0



"Hybrid" Spiral Approach

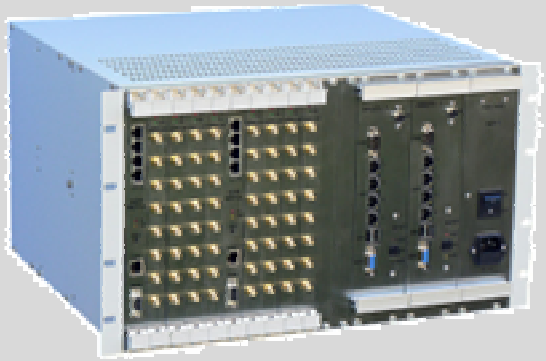


Everything is a Service

Esempio:
Servizio di trasporto e consegna di beni di consumo

Esempio: Contact Center

Esempio:
VoIP gateway



Esempio:
Servizio di flotta aziendale

Everything is a Service

Esempio:
Servizio infrastrutturale di telepresenza

Esempio:
Servizio di interazione con utente tramite avatar

Esempio: Servizio di tagging 2D (interaz.fisico>digitale)

Esempio: Servizi di visualizzazione tridimensionali di analisi di dati (multitouch)

Esempio: Servizi di gestione identità

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A Very Modern Story

Bill Gates compared the computer industry with the auto industry and stated, “If GM had kept up with technology like the computer industry has, we would all be driving $25.00 cars that got 1,000 miles to the gallon.”

In response to Bill’s comments, General Motors issued a press release stating:

If GM had developed technology like Microsoft, we would all be driving cars with the following characteristics:

1. For no reason whatsoever, your car would crash……..Twice a day.
2. Every time they repainted the lines in the road, you would have to buy a new car.
3. Occasionally your car would die on the freeway for no reason. You would have to pull to the side of the road, close all of the windows, shut off the car, restart it, and reopen the windows before you could continue. For some reason you would simply accept this.
4. Occasionally, executing a maneuver such as a left turn would cause your car to shut down and refuse to restart, in which case you would have to reinstall the engine.
5. Macintosh would make a car that was powered by the sun, was reliable, five times as fast and twice as easy to drive - but would run on only five percent of the roads.
6. The oil, water temperature, and alternator warning lights would all be replaced by a single “This Car Has Performed An Illegal Operation” warning light.
7. The airbag system would ask “Are you sure?” before deploying.
8. Occasionally, for no reason whatsoever, your car would lock you out and refuse to let you in until you simultaneously lifted the door handle, turned the key and grabbed hold of the radio antenna.
9. Every time a new car was introduced car buyers would have to learn how to drive all over again because none of the controls would operate in the same manner as the old car.
10. You’d have to press the “Start” button to turn the engine off.

Yesterday Cars Were Just Black

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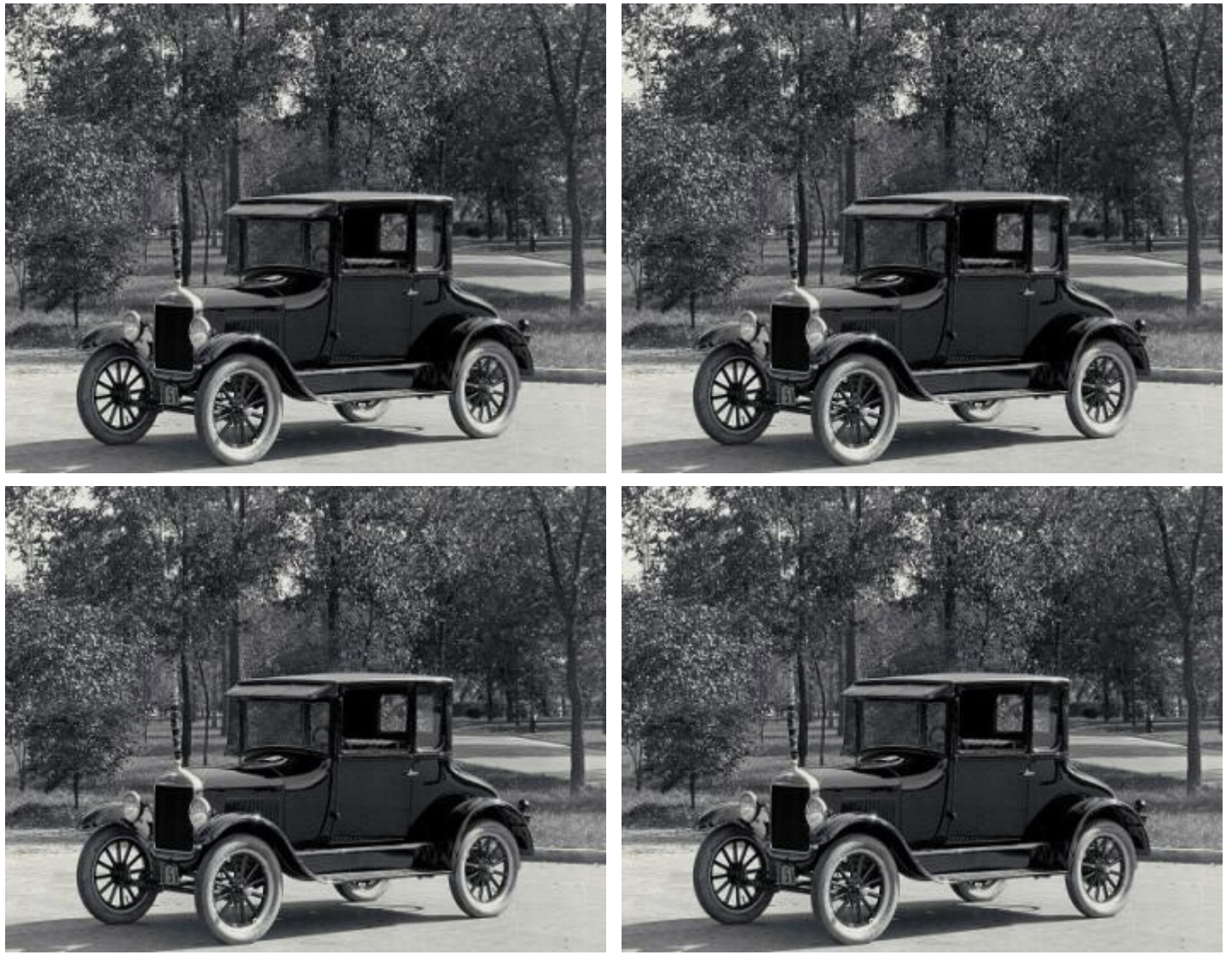
Just Black



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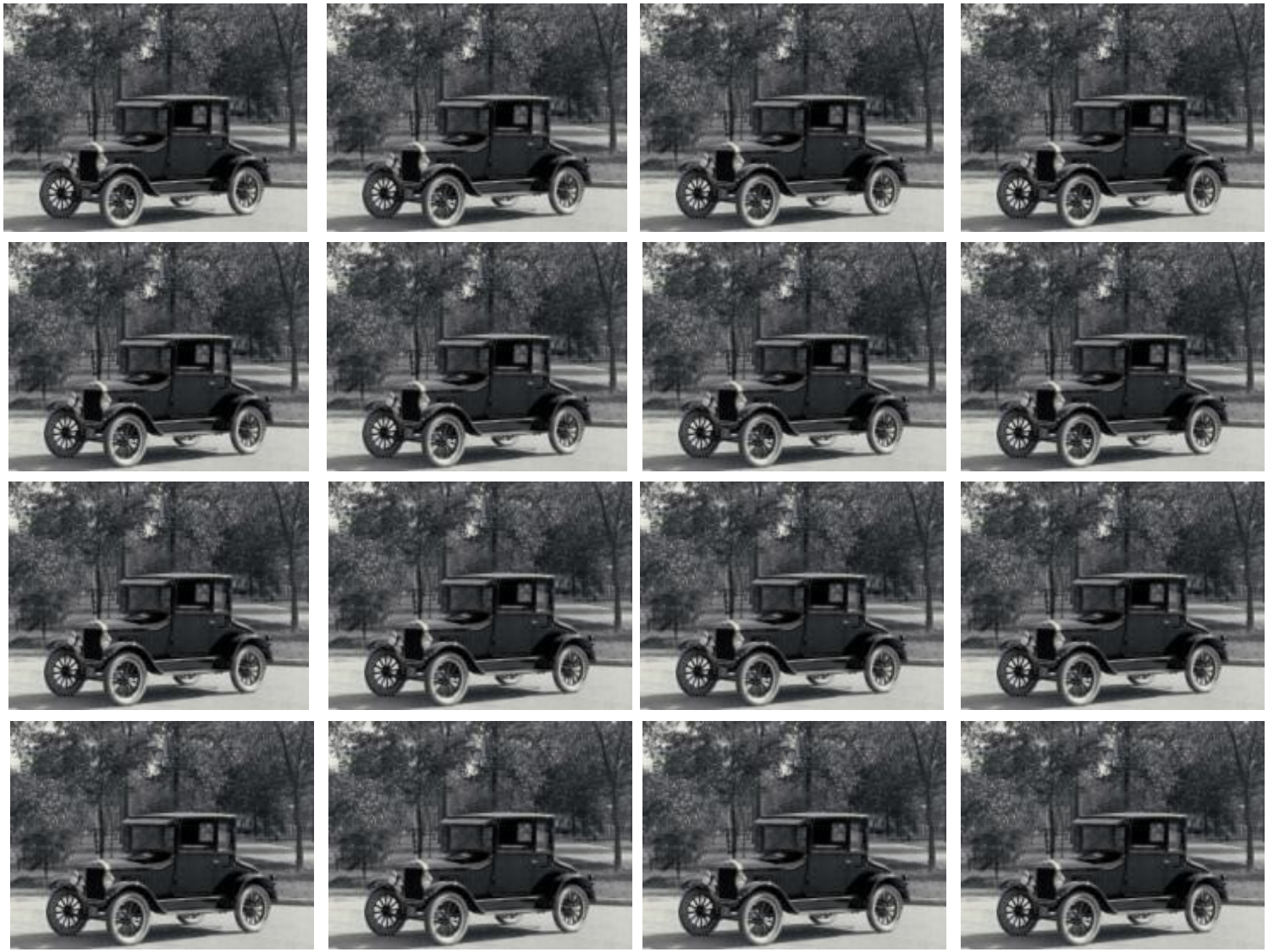
Just Black



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Just Black

Today Cars Are New, Emotionals and Different in Colours

New, Emotional and Different in Colours

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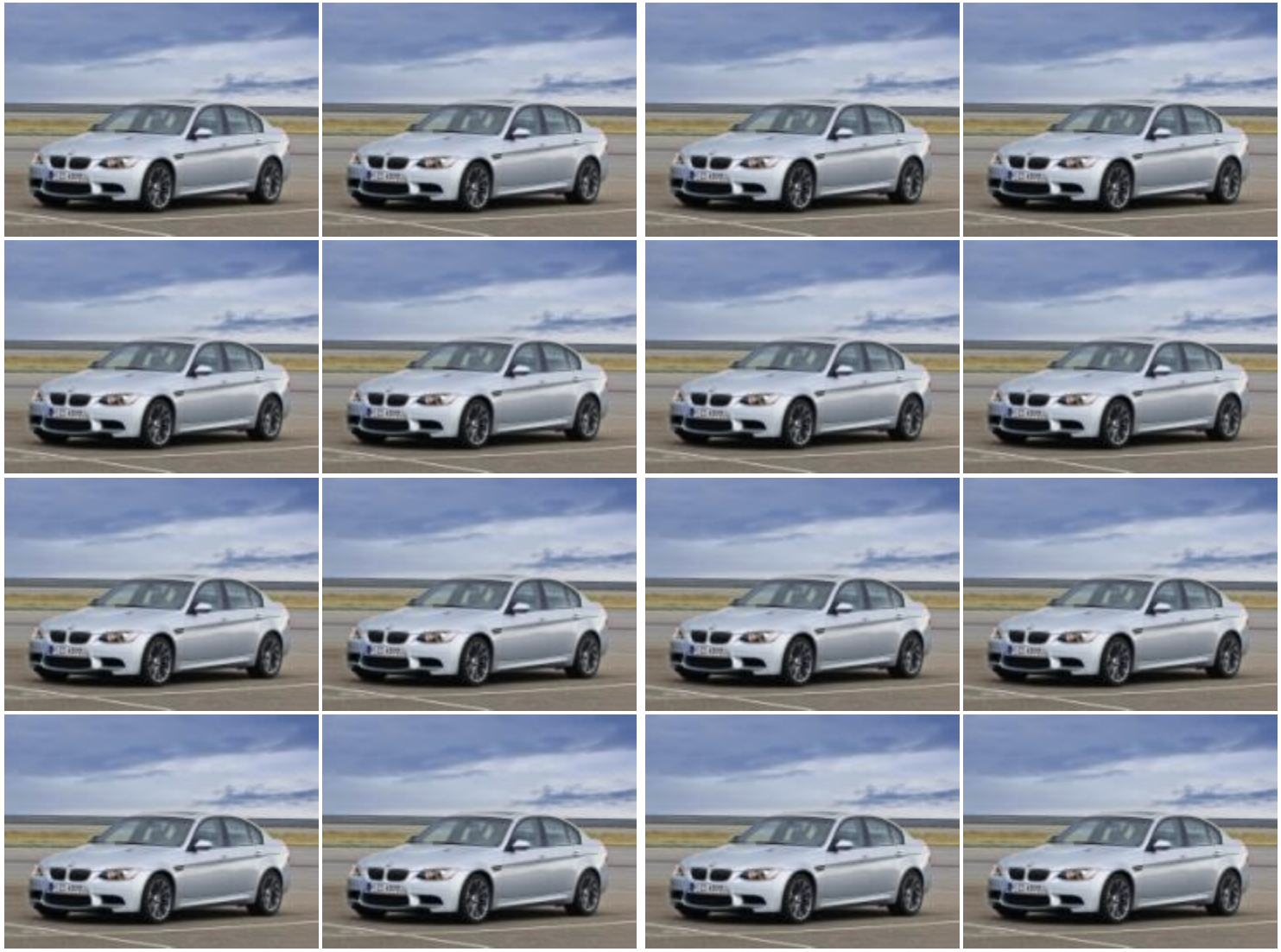
New, Emotional and Different in Colours



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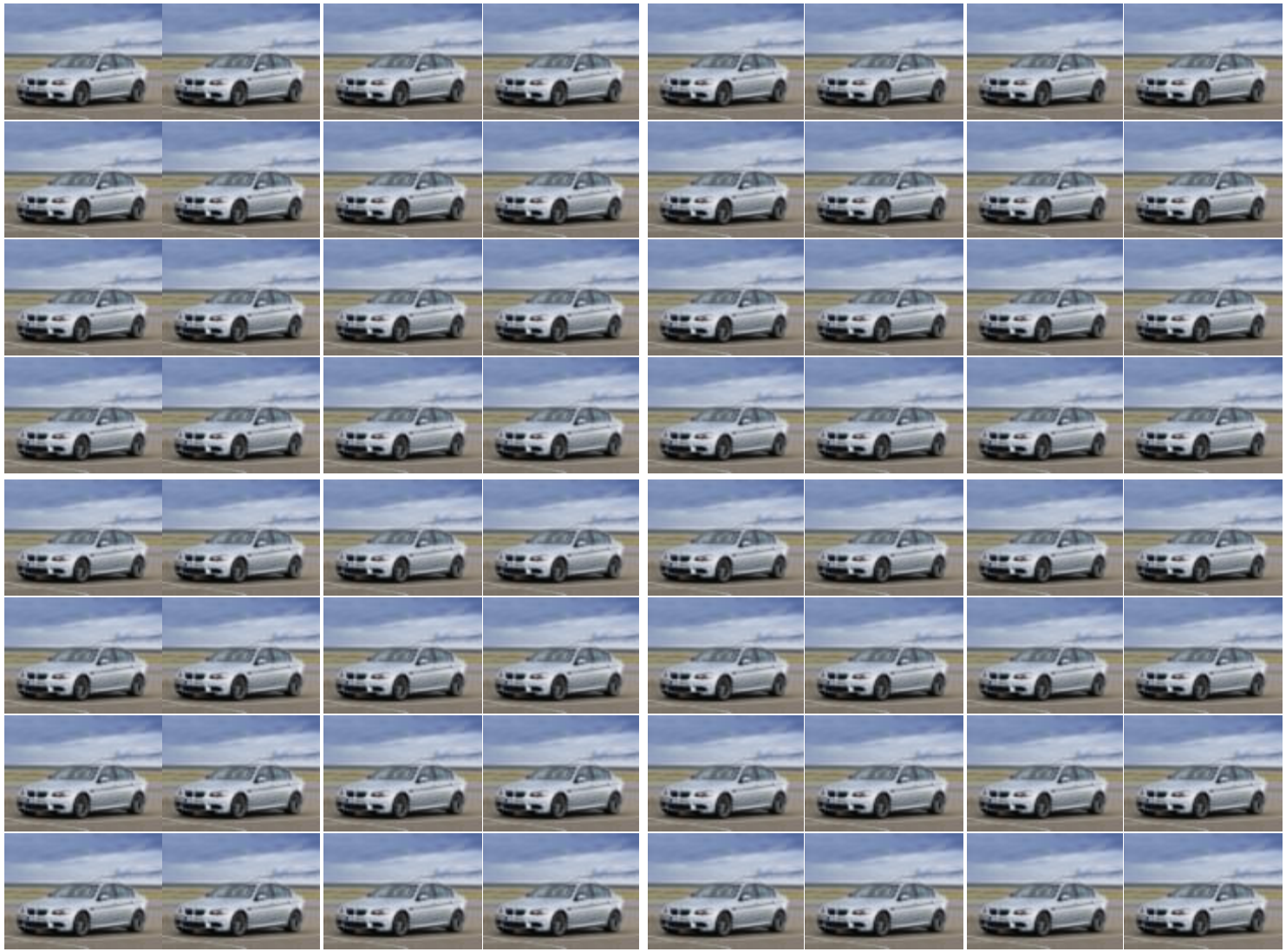
New, Emotional and Different in Colours



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POLITECNICO DI MILANO

Shai Agassi progettava software.
Poi, un giorno, ha capito che poteva salvare il mondo:
con l'auto, elettrica e ricaricabile come un telefonino.
Sulla sua sfida hanno già scommesso Danimarca, Israele e le Hawaii.
Ed è solo l'inizio.

http://www.wired.it/magazine/archivio/2009/01/storie/auto-elettriche.aspx?page=all

How ICT can help

- We need fantasy, new ideas, innovative thinking
- A background in the ICT industry can help?
  - Shai Agassi graduated in Computer Science at Haifa Technion, Israel, and held a managerial position at SAP
  - He resigned to pursue interests in alternative energy and climate change
  - In 2007 he founded Better Place
- Get in the game, not only stay in the game

New Model

- “Think of it like this: we pay mobile providers for access to cellular networks, we pay little for the phones themselves. After all, what you’re really buying is air time, not a box with buttons.
- The same model works for transportation. Just replace the phone with an electric car, replace the cell towers with battery recharge stations, and replace the cellular networks with an electric recharge grid. Now you’re buying miles, not minutes.”

Source: www.betterplace.com