



Conoscenze, comunicazione e relazioni:

L'Enterprise 2.0
e il ruolo del
Social software

Max Ardigò

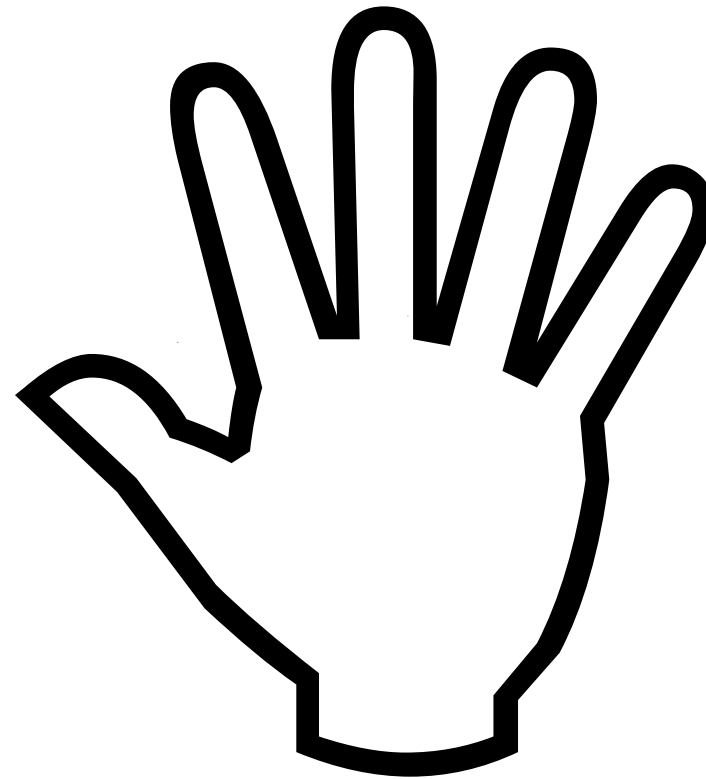
IBM Transformation Consultant

Questo evento è a Impatto Zero. Le emissioni di CO₂
sono compensate con la creazione di nuove foreste.



Technical Test Collaboration Tools

Avete tutti il segnalatore visivo collaborativo?

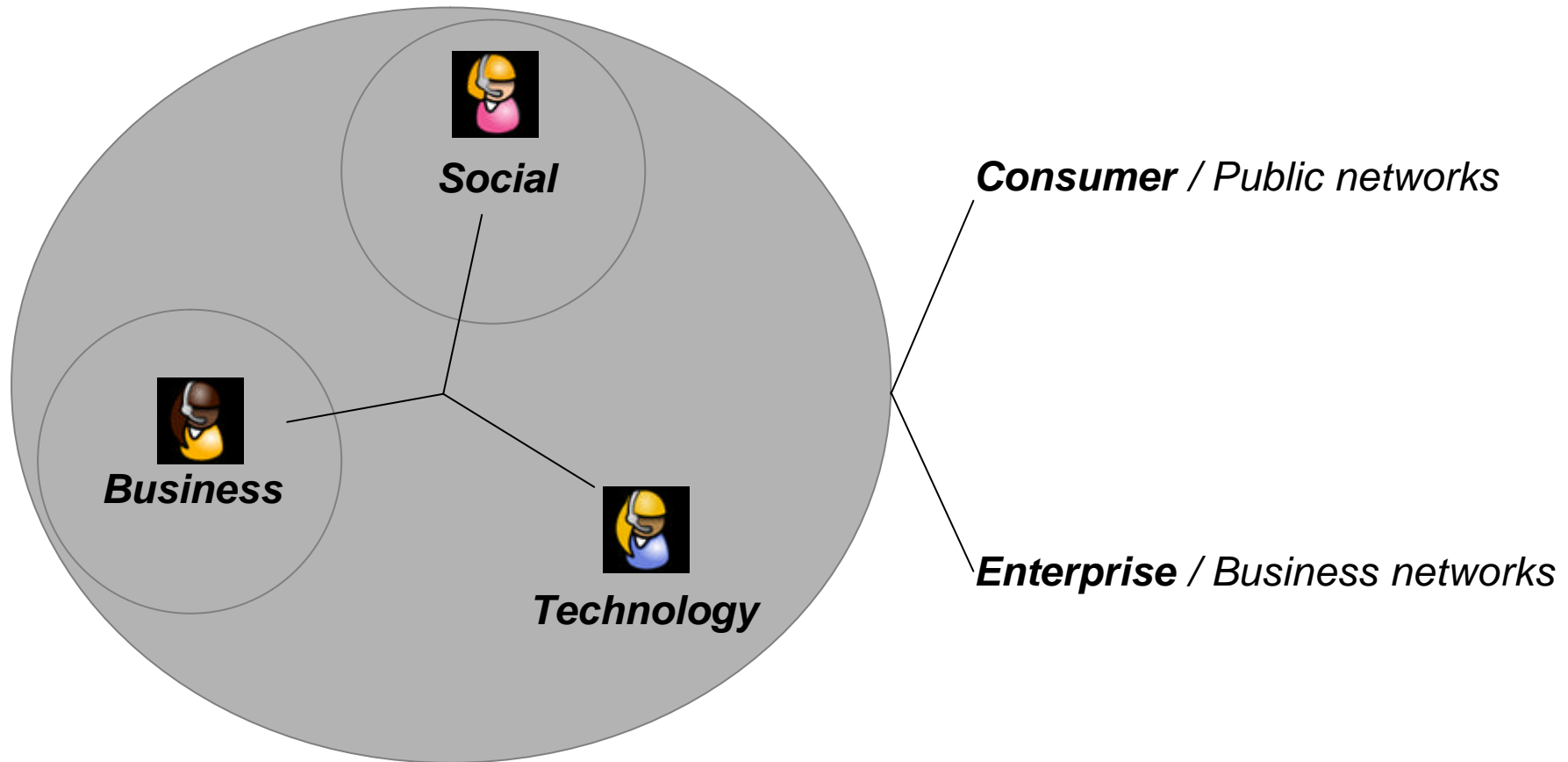


Agenda

- [Web-Enterprise 2.0](#)
- Architettura IBM 2.0: Portale, Comunicazione, Collaborazione
- Un esempio progettuale
- Percorsi possibili, workshop gratuiti per toccare e credere

SOA + Web 2.0 = Enterprise 2.0

Il Web 2.0 è una attitudine all'uso della tecnologia, partecipativa, leggera, con la rete come piattaforma. La SOA è una disciplina che orienta e governa la tecnologia verso servizi e il business. L'Enterprise 2.0 è l'incontro tra SOA e Web 2.0.

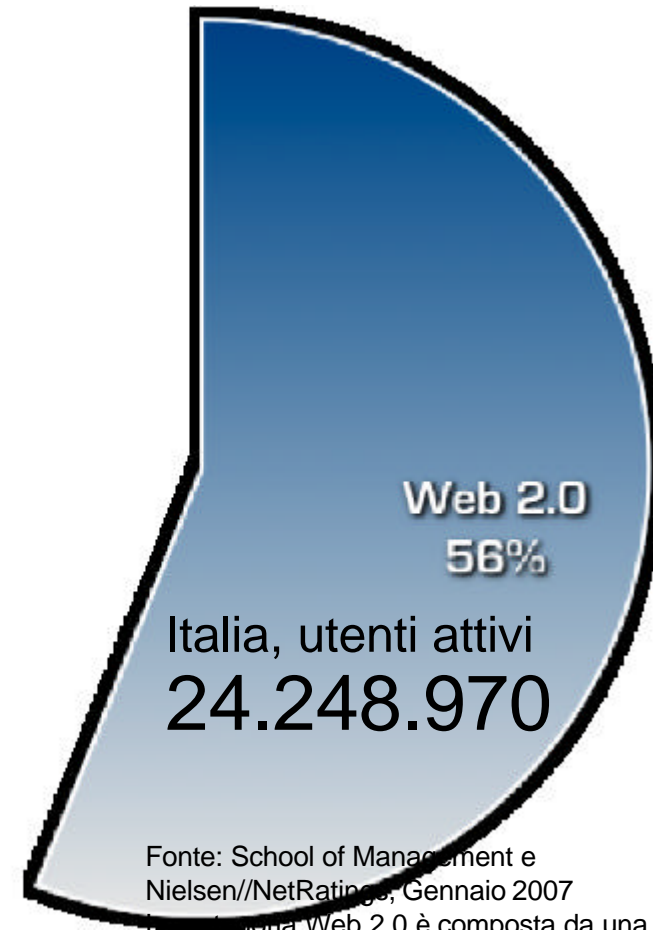
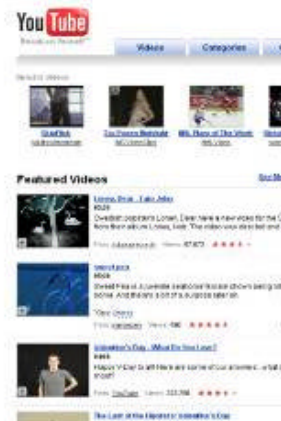
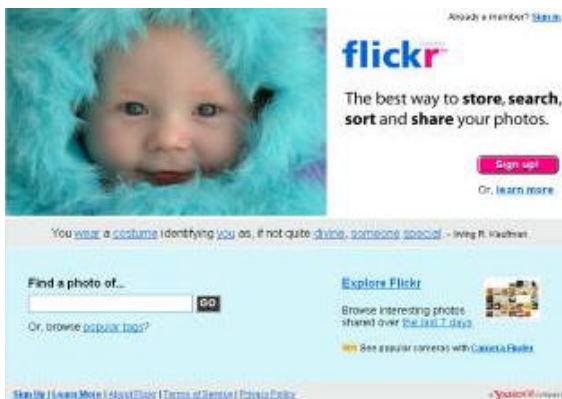


4 generazioni che collaborano, con con Web 2.0 – Generazioni in contatto (casa e lavoro) comportamenti sociali diversi

	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

Source: Lancaster & Stillman (2003)

Una enorme massa di utenti adotta Web 2.0 – Persone diverse, modi simili di fare naturalmente strumenti 2.0 (mondo/Italia)



Fonte: School of Management e Nielsen//NetRatings, Gennaio 2007

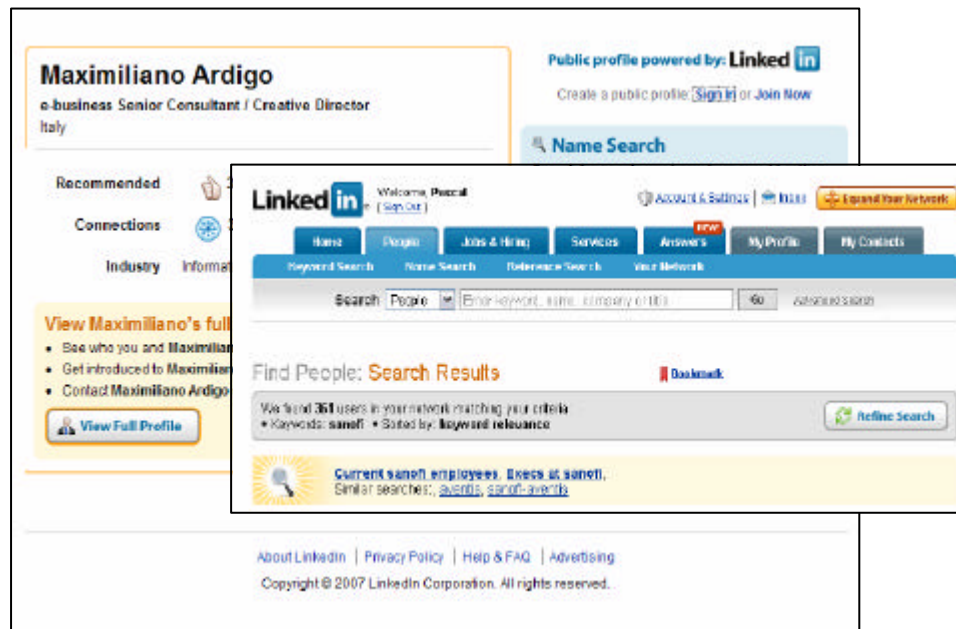
La categoria Web 2.0 è composta da una lista di 75 brands / channels

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Web 2.0 – Nuovi servizi

Social Networks



Real time communications

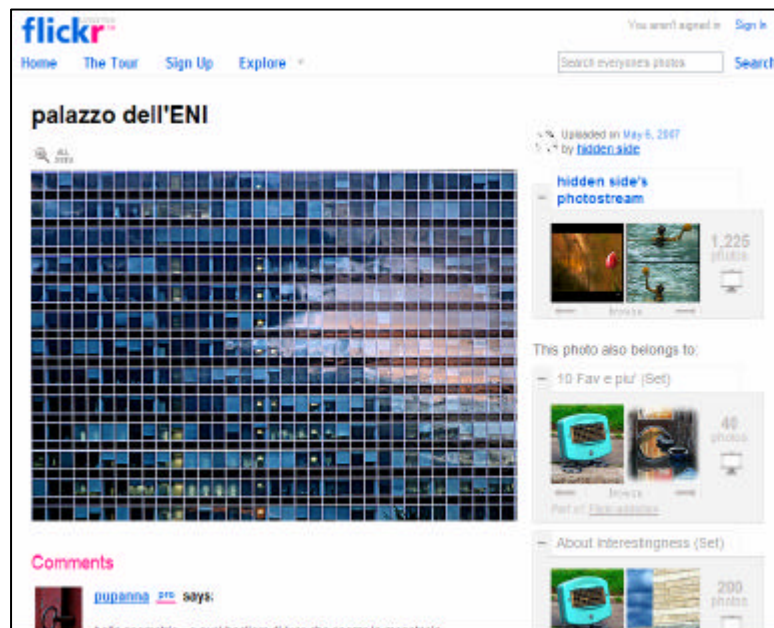


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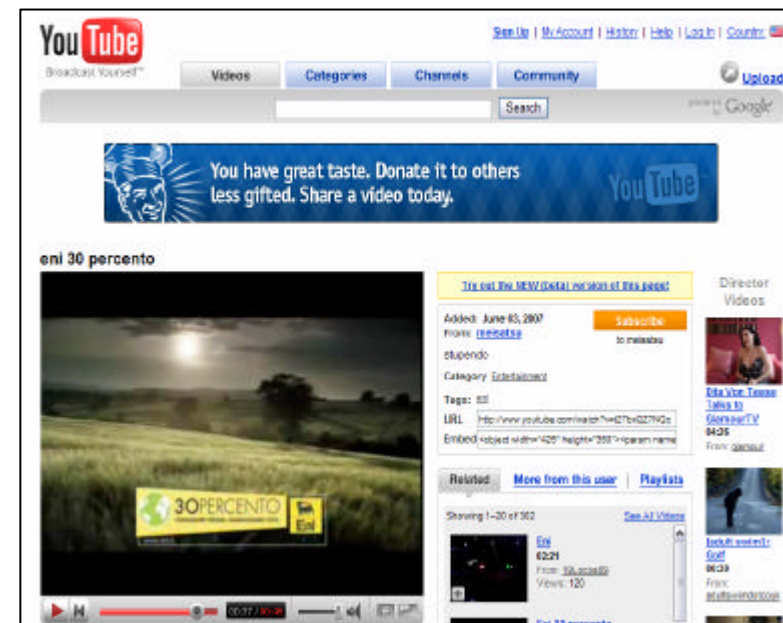


Web 2.0 – Nuovi servizi

Social Media



Real time communications



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Web 2.0 – Nuovi servizi

Mashups

PUMPS.ie!
Public Urban Map of Petrol Stations

Update Prices | Add New Station | Blog & Links

From the people who brought you pumps.ie!

FlatRate.ie
Property Reviews - By renters, for renters.

Get details for your area!

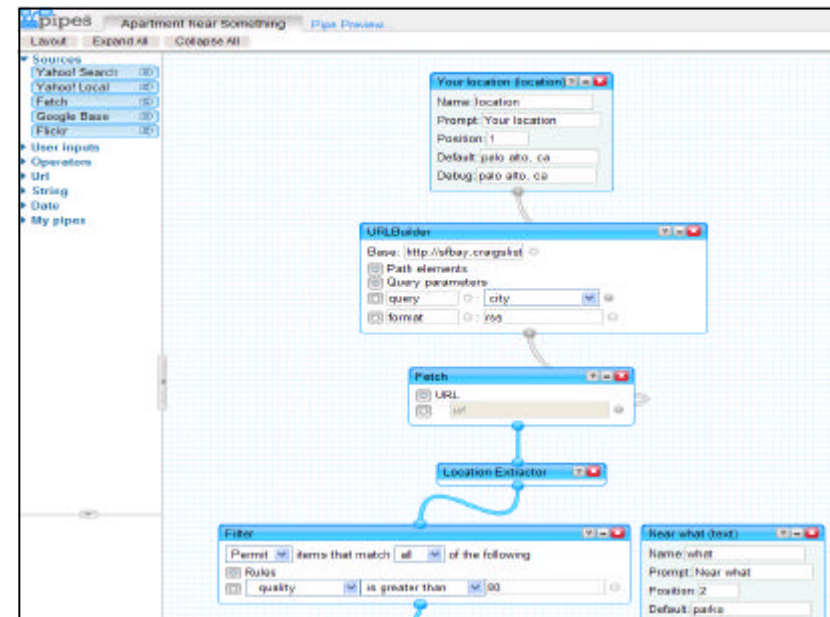
1. County: Select county | 2. Area: Choose area |

Results

Key: ● 111.0c-113.0c ● 113.0c-115.0c ● 115.0c and up Old price

Station	Trend	Road	Area	Petrol	Diesel
● Texaco	↔	Peeney's	Droichead West	0	0
● Texaco	↔	Ring road	-	111.9	102.0
● Texaco	↔	Aptic Road	Hallgor	111.9	102.9
● Shell/Mor	↔	Illacor West	Triloe	111.9	99.9
● Campus	↔	H'Earse Rd	Canabate	111.9	0
● TOP	↔	Byrne's Centre	Dromabin	112.9	112.9
● Zone	↔	Westonend H4	Hallgor	112.9	100.9
● Texaco	↔	Mulgan's Linnik	Droichead	112.9	112.9
● Mars	↔	Duke's	Droichead	112.9	110.9

Syndications
(RSS content
integration)

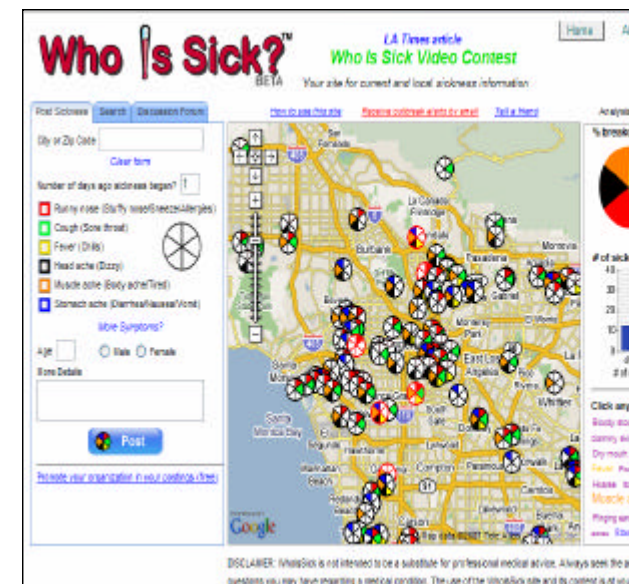
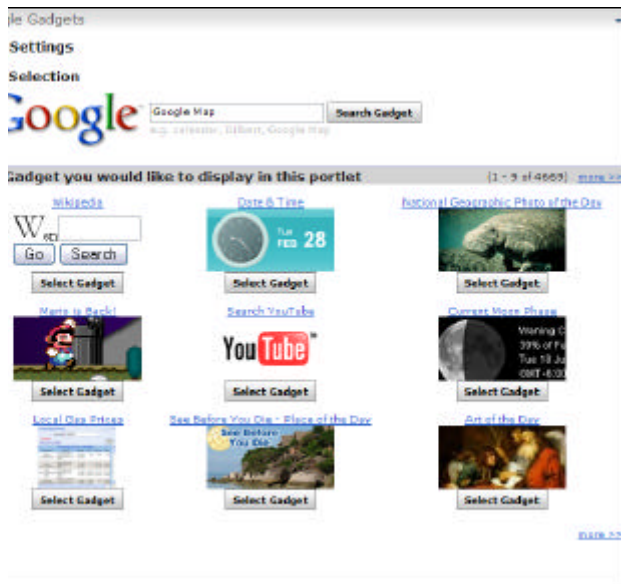


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Web 2.0 – Troppi servizi? Quali modelli di governo?

Tante cose nuove. Innovazione spontanea vs. Governance e controllo.
Necessità di far incontrare le esigenze di velocità e time to business e quelle di sviluppo tecnologico sostenibile.



Web 2.0 – Partecipazione e relazione a due vie

Intelligenza collettiva, generazione della conoscenza, innovazione, contenuti e servizi prodotti dagli utenti



Web 2.0 – Tanti utenti, nuove proposizioni di valore

Universalmente **inaccettabili**. Fino a due anni fa.

Forum	Topics	Replies	Last Post Info
Lending Discussion about lending at Zopa	1,013	8,134	Today, 05:03 PM In: Market Screen No By: CoooperUK
Borrowing Discussion about borrowing at Zopa	87	486	Yesterday, 04:31 PM In: Failed identity che By: adlowes
General Information The latest development plan, news about late payments, and any important emails we send out.	27	7	Oct 23 2007, 12:16 PM In: Late Borrowers By: Opsamillion

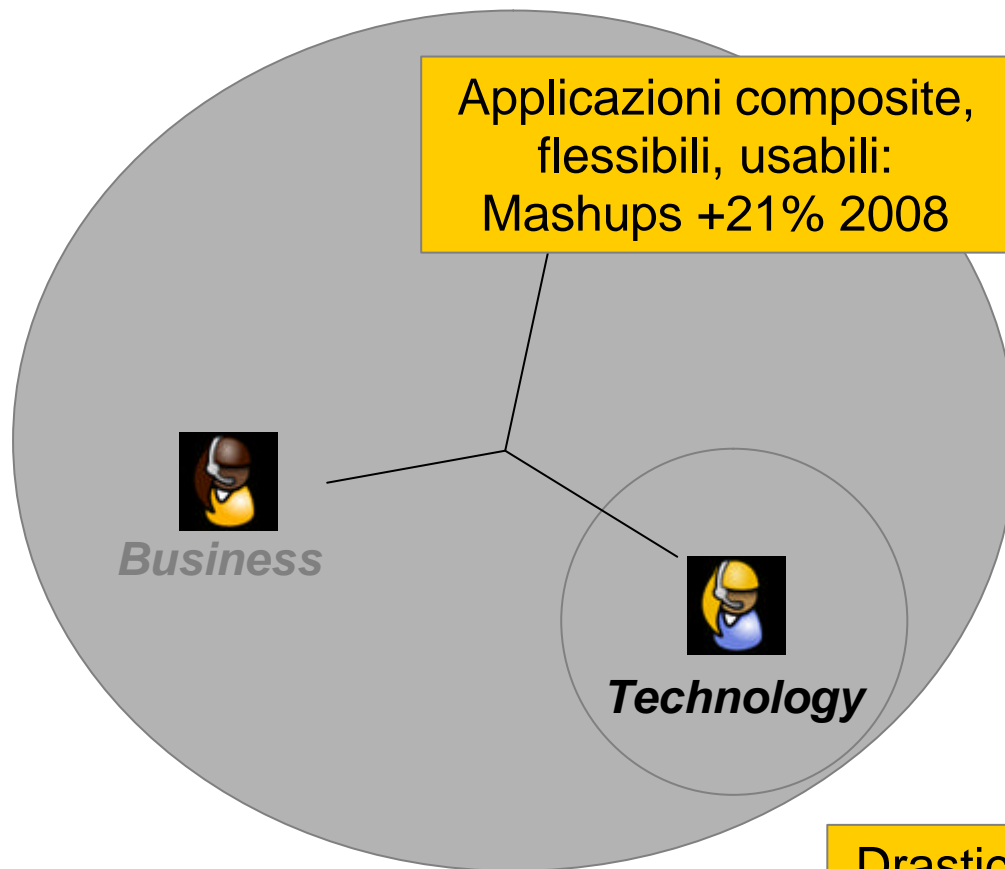
Forum	Topics	Replies	Last Post Info
News This is for us to let keep you informed of things you need to know. You can't post here - sorry.	34	3	Oct 21 2007, 12:48 PM In: Interest and Fees By: OpsDirector
Chat Feel free to talk the night away here	126	693	Oct 23 2007, 04:01 PM In: Where our attitude By: sdichs
Problems Please tell us any problems you're having with the site. We'll also use this to keep you informed of problems we're having	135	791	Oct 23 2007, 02:01 PM In: Bug reports By: adlowes

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Enterprise 2.0 – Nuovi modelli tecnologici

Cambiano le prospettive che governano la domanda di servizi e tecnologia.
Nuove strumenti consentono di ragionare e fare bene e in fretta.
Le aziende si attrezzano (organizzativamente) per affrontare il cambiamento.



Interoperabilità elevata tra applicazioni, organizzazioni e tra persone

Sviluppo continuo e per piccoli passi, diminuzione dei rischi e impatti

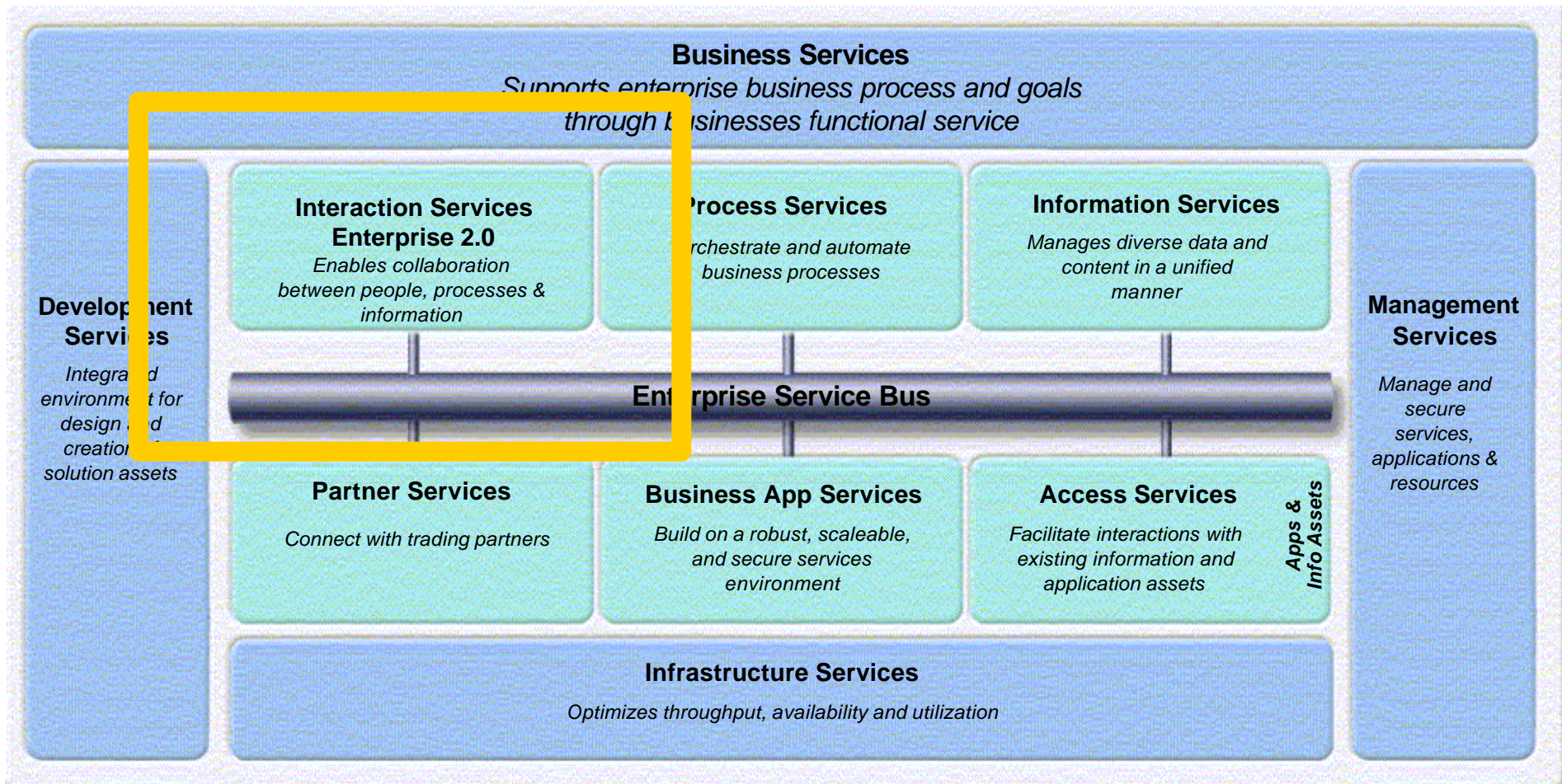
70% dei clienti cerca soluzioni stabili, da grandi vendor, "assemblatori di innovazione"

Drastica riduzione dei tempi di risposta da IT al Business

Agenda

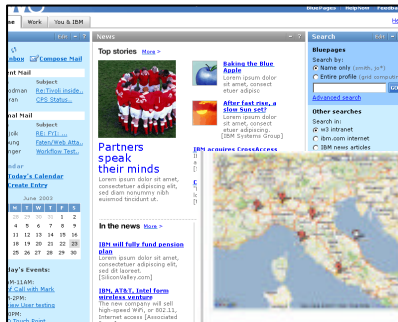
- Web - Enterprise 2.0
- Architettura IBM 2.0: Portale, Comunicazione, Collaborazione
- Un esempio progettuale
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IBM Reference Architecture



2.0 IBM Portal Architecture

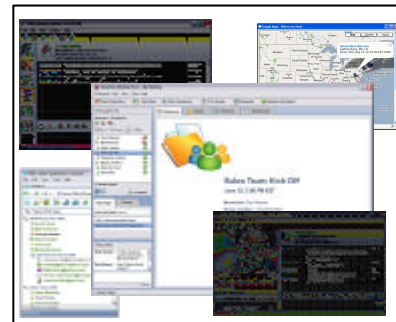
Una architettura per la convergenza di persone, processi, informazioni.
 Servizi SOA assemblabili e integrabili in applicazioni client, web, portali.
COERENZA. INTEGRAZIONE. VELOCITA'



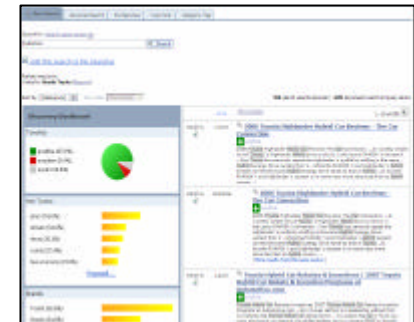
Converged content,
 data & applications,
Portale 2.0
Notes Client
 RSS, Widgets, Mashups,
 Situational / Composite
 Applications,
 Dashboards,
Buy/Build/Mashup



Converged people,
 skills & documents,
Connections,
Quicr, Social
 networking, Blogs, Wikis,
 Personas, Knowledge
 Communities



Converged real time
 communications
Sametime
 VOIP, advanced
 collaboration,
 Digital Assistants, RSS
 Measuring federation



Enterprise search &
 Social Discovery
Sentiment
Analysis, Tagging,
 Online Media Analysis,
 Behaviour analysis,
 Reputation

MULTIPIATTAFORMA

SOA Business Process Management, Process Server, ESB

Info Mgmt

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2.0 IBM Architecture – Portale Enterprise 2.0

On Demand Workplace / Role Based aggregator / Front-end SOA to assemble **exceptional** Web 2.0 user experiences out of the box



L'On Demand Workplace è una soluzione che consente di aggregare in maniera pratica applicazioni, contenuti, processi e persone, rendendo più semplice ed efficiente il loro modo di co-lavorare. La tecnologia comprende un **portale** con componenti SOA e Web 2.0, in grado di accelerare le risposte alle esigenze di business.

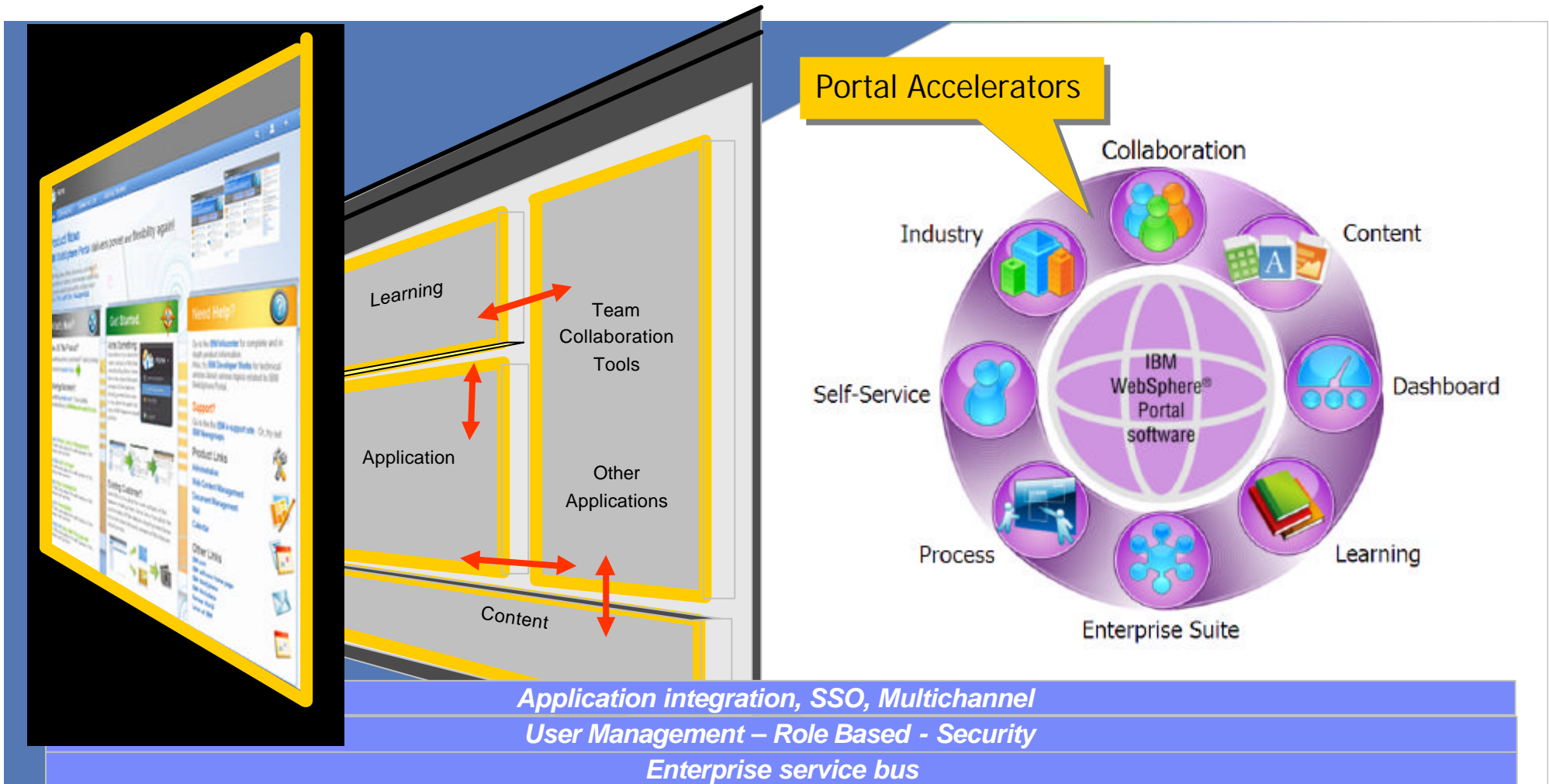
Portale 2.0: l'interfaccia unica dove plasmare e migliorare le esigenze operative delle persone



Portale 2.0: per scomporre le esigenze funzionali in componenti di servizio (portlet), riaggregabili, esternalizzabili



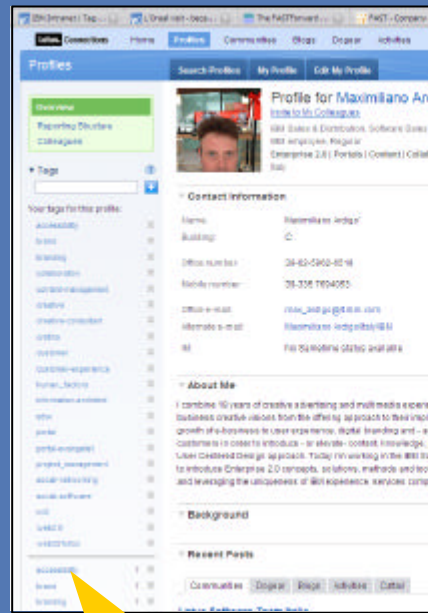
Portale 2.0: acceleratori per l'integrazione, collaborazione contenuti, sviluppo applicazioni



Portale 2.0: Collaboration Accelerator / Connections

Da “Rubrica Telefonica” a Communities/Experts/Talents/Social Networks/Tagging

- Analogous to FaceBook, for the enterprise
- Includes corporate directory data and user-provided photo, content
- Links to the person's communities, blog, bookmarks, and activities and social networks



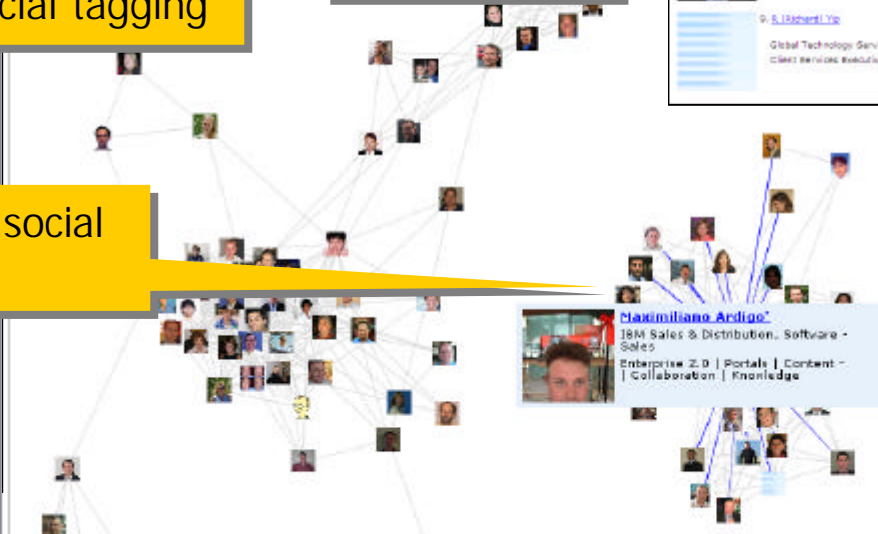
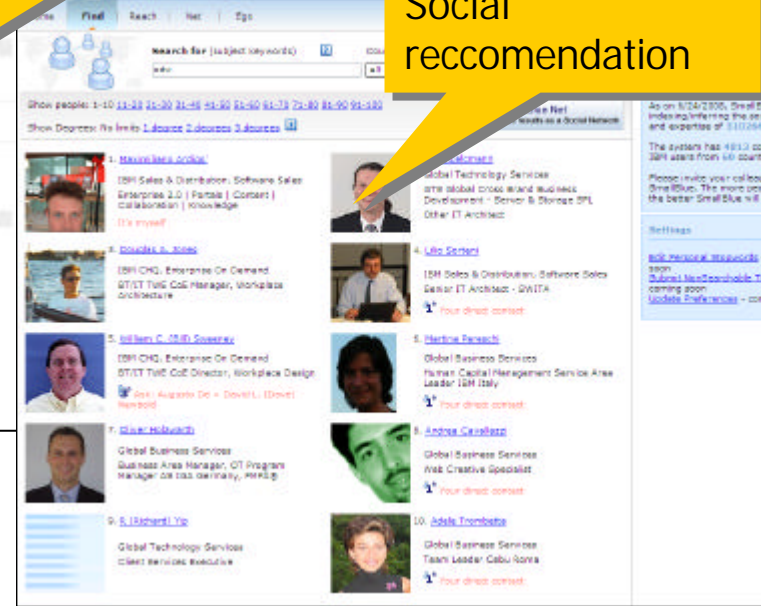
Formal & Social structures

Social recommendation

Formal & Partecipative data integration

Social tagging

Expert and social networks

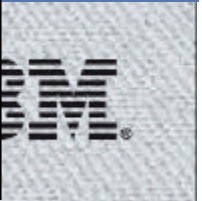


Min 100 Max
 Hide Isolates

Find Person
Highlight:

Highlight Network
 None
 Show people by degrees
 Show bridges by betweenness
 Show hubs by connections

you 1 2 3
High 15% Low
Most 30 links Least



Portale 2.0: Collaboration Accelerator / Quickr

Da "Filesystem" a documentale collaborativo 2.0 "facile" integrato, profilazione logica, RSS, Groups, Connettori verso altri sistemi documentali

- Pre defined libraries and models
- 2.0 tools embedded (blogs, wikis etc)
- RSS/Atom feed support to share or consume content
- Check-in, check-out, version control
- Customizable views to organize content
- Multi-level security
- Easy search across multiple libraries
- Workflow for routing & approving content
- Extensibility: custom meta-data, document types and templates
- Easy sharing and management of documents
- High responsiveness with Ajax
- Bookmarkable document URLs
- Subscribe to feeds

Extremely easy and powerful document management, connected with your mail, desktop, productivity tools..

Web 2.0 tools instant available

Rule, role based, RSS, component profilation, content integration connectors

ECM Connectors

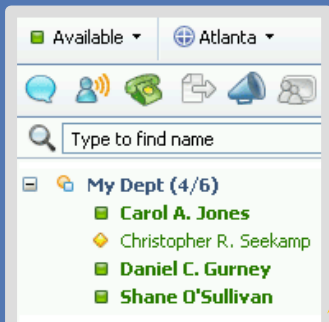


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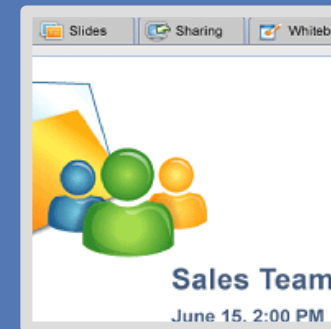


Portale 2.0: Collaboration Accelerator / Quickr

Enterprise Messaging & real time collaboration
eclipse based, network federator, data encryption,
via client, web, services, SAAS...

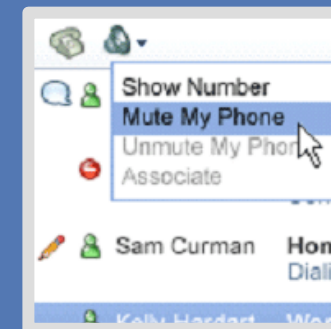


Chat, awareness, P2P
Rich text, file transfer,
screen scrap,
IM network federation
(Google IM, AOL etc.),
live names, plugins



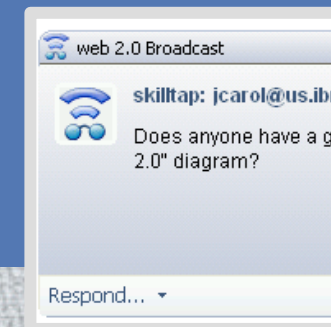
Web Conferences

All new user interface: easier meeting setup and controls



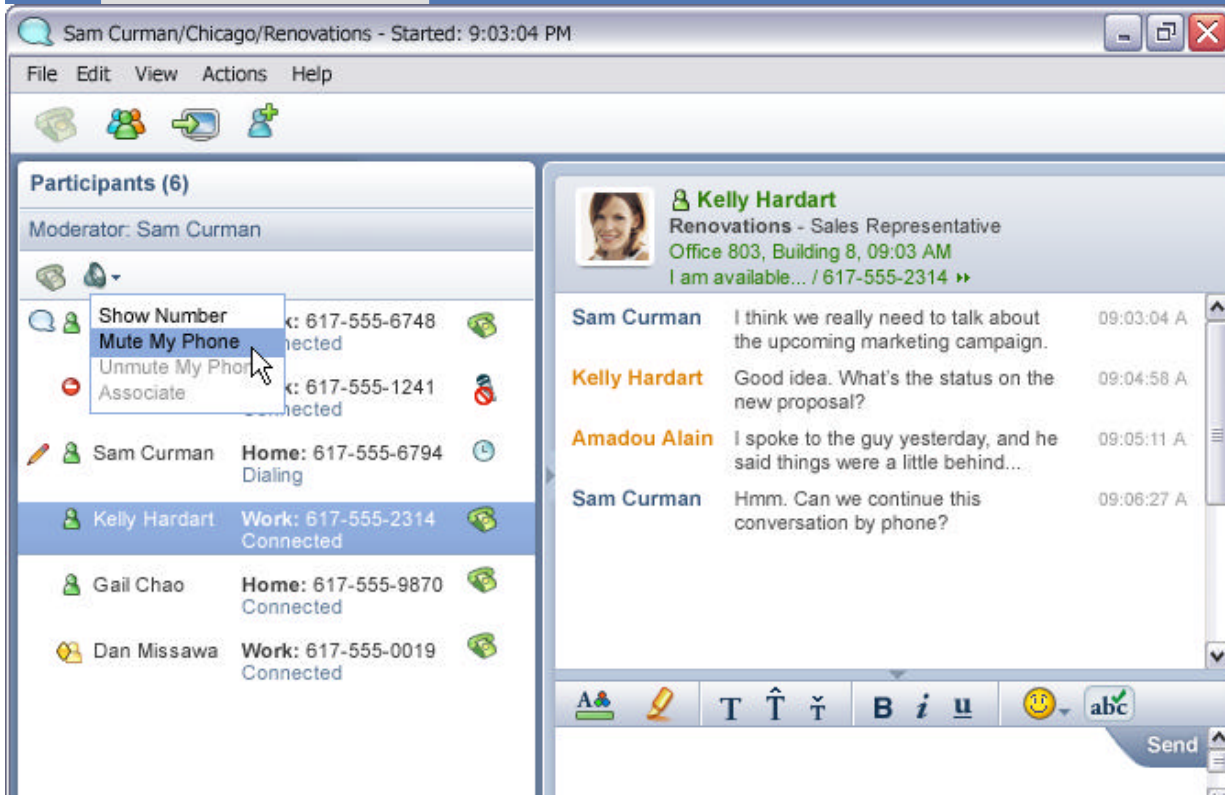
Voice integration

Integrated Voice-over-IP or use 3rd party telephony and desktop video



Extensions

Broadcast tools, application integration, and web "mashups"



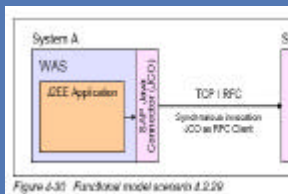
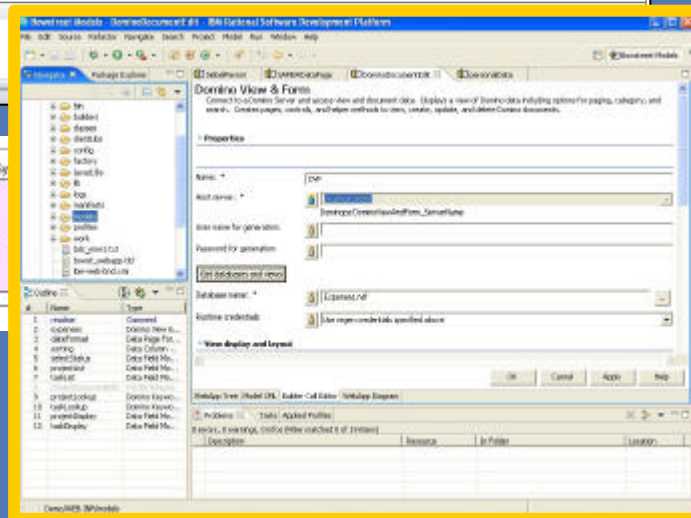
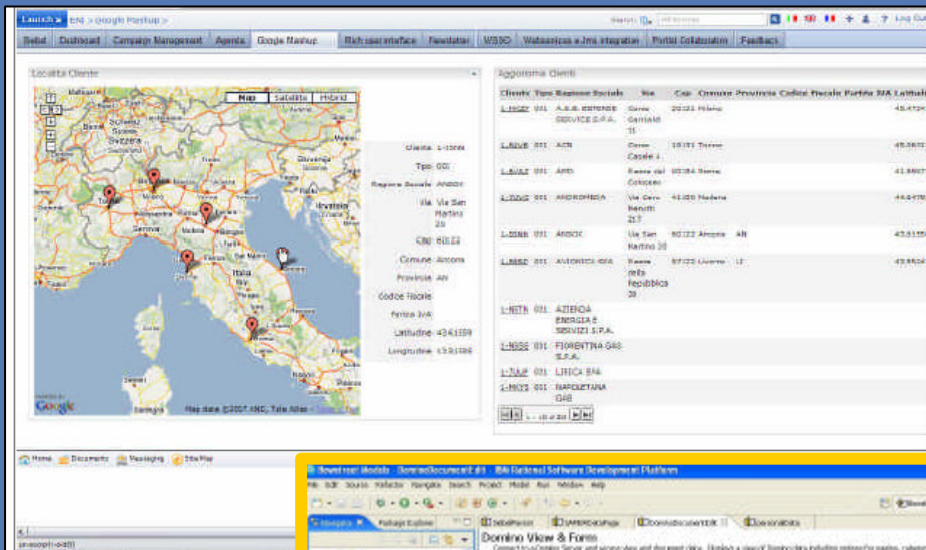
Portale 2.0: Portlet Factory per integrazioni rapide SOA e Web 2.0 via front-end di portale

IBM® WebSphere® Portlet Factory

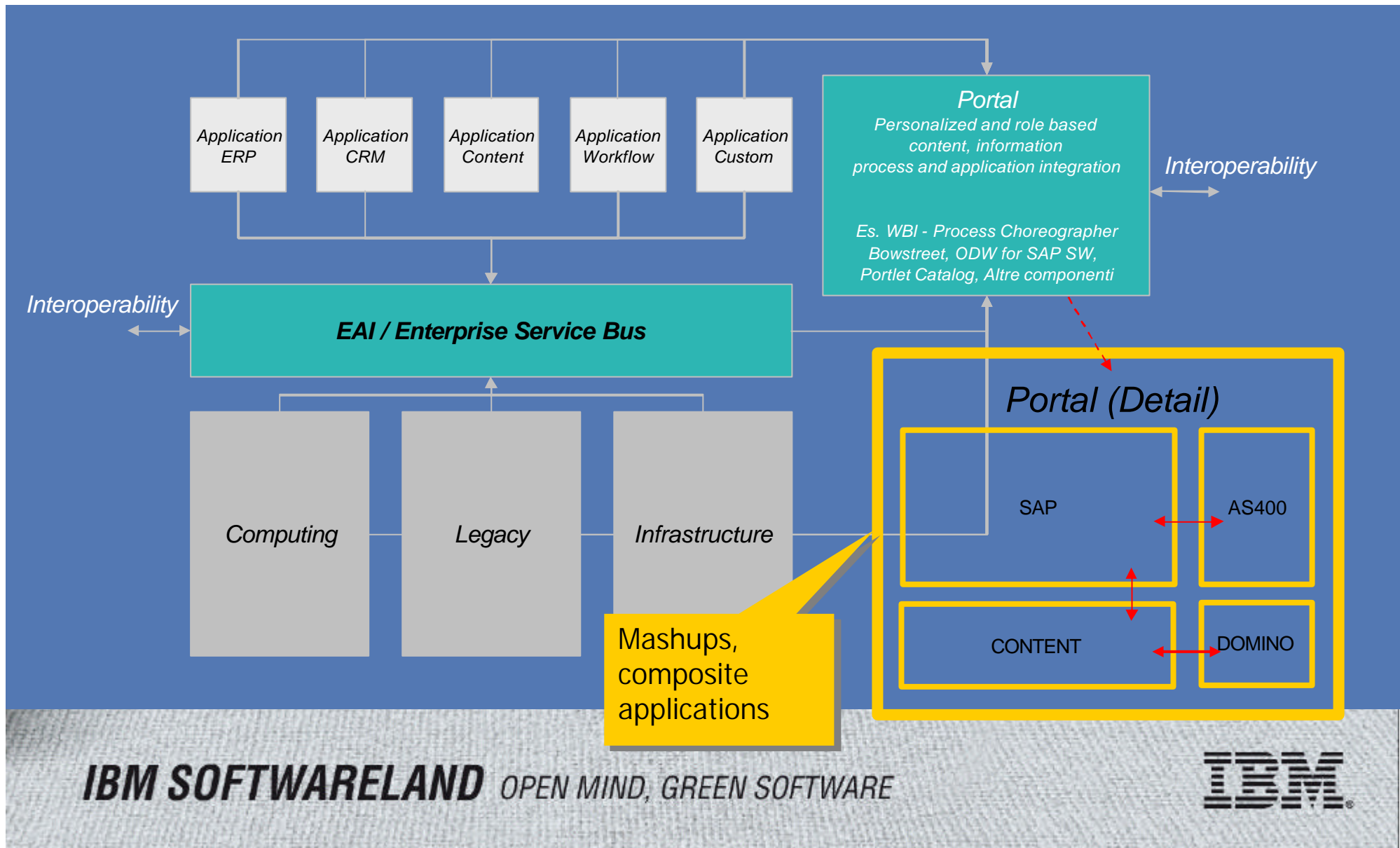
is a dedicated portlet creation environment for WebSphere Portal that simplifies & accelerates the development, deployment, maintenance and reuse of custom SOA-based portlets – including for example SAP, Domino, PeopleSoft, Siebel and Web Service portlets.

SOA+Web 2.0
Front-end
integration

- Portal portlets
- JSR168 portlets
- WSRP
- Web services
- Web applications



Portale 2.0: con la front-end SOA si fanno dialogare le applicazioni attraverso il portale, fare transazioni con il back-end, creare applicazioni composite, integrare processi...



Portale 2.0: la piattaforma di assemblaggio per l'innovazione

Interoperability

Cloud based application integration

Geographer SAP SW, components

Integrazione Dati Siebel via web svcs in 2ore; Mashups (diverse viste) con G. Maps in 1 giorno. Servizio scalabile di livello enterprise

Cruscotti con DASHBOARDS; utilizzo di AJAX per costruzione e consultazione in real time senza refres dati

IBM SOFTWARELAND OPEN

Clienti	Tipi	Cap. Conto	Provincia	Codice Fiscale	Partita IVA	Latitudine	Longitudine
LESEZ 001 A.S. ESTENSE SERVICE S.P.A.	Comune	20024 Milano				45.47297	
LESEZ 001 ACH	Comune	10031 Terni				43.58023	
LESEZ 001 ANI	Comune	02034 Siena				43.58071	
LESEZ 001 ANDROMEDA	Via Dava	41020 Modena				44.04703	
LESEZ 001 ANOCC	Via San Benetti	40137 Bologna				43.51250	
LESEZ 001 AVONTO S.P.A.	Comune	07022 Livorno				43.58247	
LESEZ 001 AZIBO4 ENERGIA S	Comune	00183 Repubblica					

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2.0 IBM Portal - examples

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

Contest

Coauthoring

Talent discovery

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2.0 IBM Portal - examples

Esempio di progetto ODW applicazione composta
SAP HR e applicazioni non SAP in Portal 2.0

SAP HR + IBM PORTAL

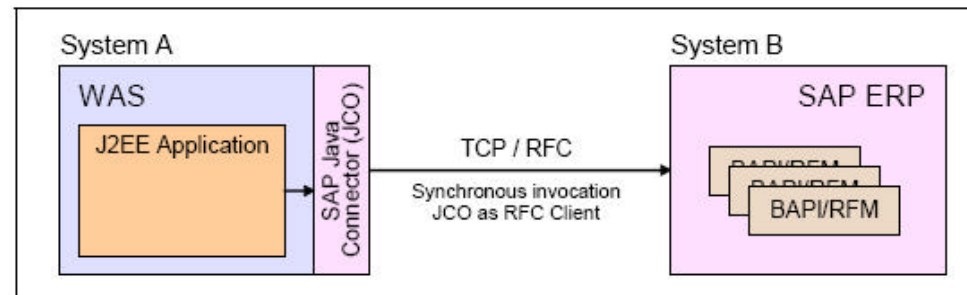
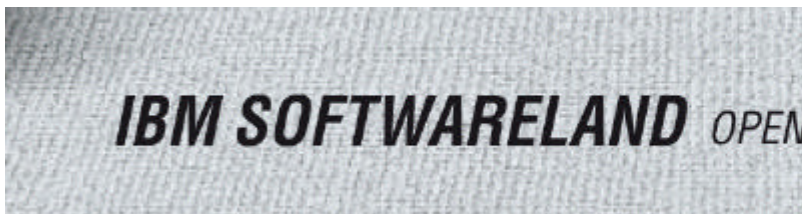
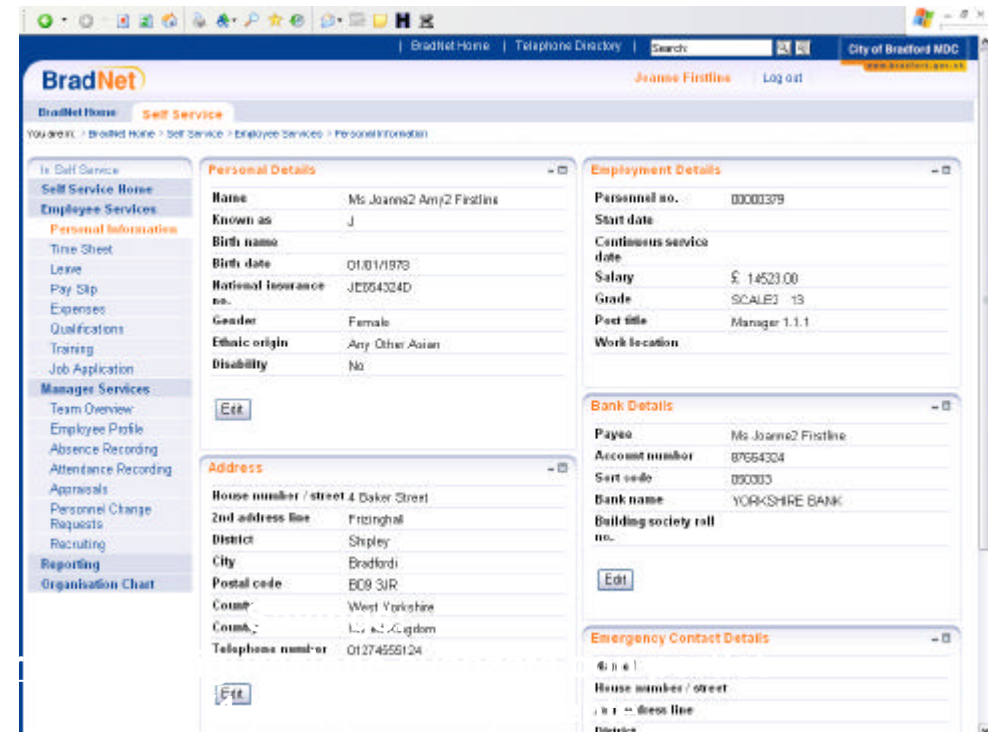
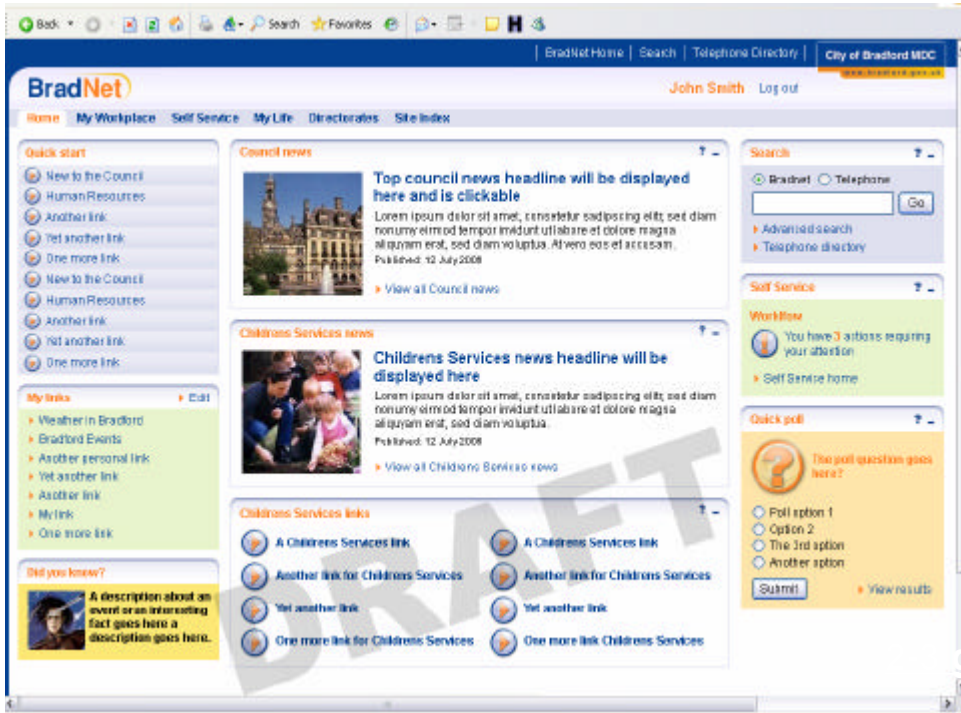


Figure 4-30 Functional model scenario 4.2.29

2.0 IBM Portal - examples

Esempio di progetto Dashboard ODW applicazione composita SAP, Oracle, Siebel e interfacce SIEMENS per il controllo della compliancy nella produzione energetica



SAP/ORACLE/SIEBEL + IBM PORTAL



Profile

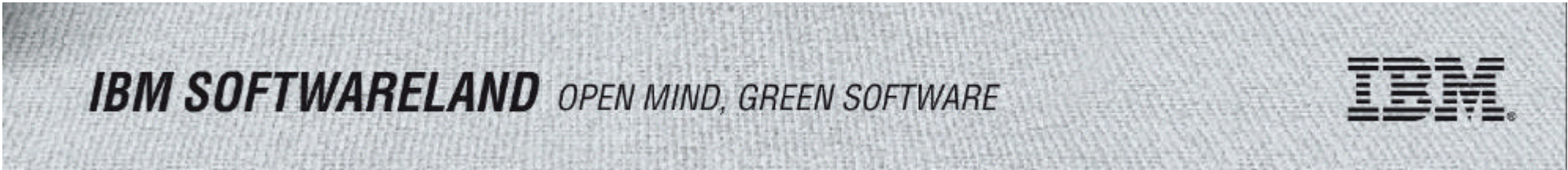
One of Canada's largest non-regulated electric generation and wholesale marketing companies

Challenges

- Provide real-time KPIs of plant operations
- Ensure compliance to stringent environmental requirements (emissions, greenhouse gas)
- Surface data from Oracle, Siebel, SAP, Domino

Solution

- Real-Time** Emissions Dashboard for proactive operations management and problem resolution
- Role-Based** views and alerts for Executive, Plant Manager, Environment and Safety, Operator
- Significantly improved productivity, plant operations and regulatory performance



2.0 IBM Portal - examples

IBM On Demand Workplace – Portale operativo sul ruolo utente

w3 Max's On Demand Workplace

Modifica profilo | Sign out | **Switch to ODW Next** | IBM.

w3 Home | BluePages | HelpNow | Feedback

Home | Work | Career and life | Seller's workplace | Prova personale | Prova 2 | Modifica pagina | Nuova pagina | Visualizza strumenti | Guida

Novità

Attualmente, non ci sono novità

Essential Link

- Knowledge View
- BCS Business Catalog Solutions
- Collaboration Central
- Team Central
- Globalization Central
- Competitive Information Portal
- e-business@IBM
- Microsoft Watch
- Presentation Central
- About w3
- About IBM
- e-business on demand
- IBM Global Campus
- Intranet Italia
- Expense Accounts - Worldwide
- IT Tools
- MethodWeb
- Career Planner
- Nota spese
- PDTool
- IDP
- IBM On demand university
- IBM Accessibility center university
- IBM Corporate universities
- IBM BCS University
- IBM BCS Ecademie
- IBM Foundational Competences
- IBM SiteServ
- Buy on demand
- IBM ThinkPlace
- Applications on Demand

Sconti

IBM Club Italia

News

Top stories [Past 7 days >](#)

Innovazione, seconda! Ciak, si gira ...
Energia & ambiente: partecipa al concorso per il miglior video. [Profiled for Italy]

Balancing act
Territory managers lead a balanced life. [Profiled for General Business, SMB and Business Partners]

Walking the talk
Enterprise Adaptability helps clients achieve the productivity and innovation that collaboration affords. [Profiled for GBS, S&D, SWG Solutions]

IBM news in review
Catch up on recent IBM news with this convenient podcast. [Profiled for all IBM]

Romania strategic to global delivery growth
The site currently supports clients in 20 plus countries and is expanding. [Profiled for Romania, AMS]

Five ways to work smarter
Two veterans at working with dispersed teams offer their advice. [Profiled for Infrastructure, Sales and India]

Gridiron management
Using a proven game plan for delivery excellence. [Profiled for GBS Americas]

Latin America Town Meeting
Rogerio Oliveira talks about priorities for 2008 in his first TM as GM LA. [Profiled for LA - PORTUGUESE and SPANISH available]

Search

BluePages

Search type
Name

Search for **GO**

[Advanced search](#)

Other searches

- IBM web pages (w3 and ibm.com)
- IBM forums, blogs, and wikis
- IBM news articles
- IBM Learning (site search)
- IBM World Wide Q&A
- IBM Sales (site search)

GO

[Advanced search](#)

Market Report

Citato in 4:08 PM EST su 4 Mar. [Aggiorna](#)

Simbolo	Corrente	+/-
IBM	115.71	1.48
AMD	6.76	0.00
CSCO	24.29	-0.11
HPQ	48.45	0.85
JAVA	16.43	0.05

[Visualizza il report di mercato completo](#)
[Vai alla homepage Scorecard](#)

In the news

[Past 7 days >](#)

2.0 IBM Portal - examples

IBM Blue Pages versione Web 1.0: Rubrica + Expertise location. sviluppata in modalità classica – mesi per sviluppare e modificare.



Old Fashion
Custom
Development

2.0 IBM Portal - examples

Bluepages versione 2.0: ODW composite application SOA, Expertise location 2.0, Social Networking, Tags, RSS applicativa e Mashups.

w4 Fringe AutoSearch

w3 Home | BluePages | HelpNow | Feedback

Welcome, Maximiliano [Sign Out]

My History

My Profile

Zeitgeist

Advanced Search

Report Bugs

About Fringe (Bluepages+1)

Your tags for Maximiliano:

- ODW [x]
- Portal [x]
- portal-server [x]
- knowledge [x]
- KM [x]
- PTC [x]
- second-life [x]
- secondlife [x]
- bocconi [x]
- napoli [x]
- milan [x]
- web20 [x]

Enter tags one at a time. Spaces are replaced with '-'. Tell me more.

4 Tagged by 2 people

bocconi km knowledge milan napoli odw

Maximiliano Ardigo

Global Business Services
On Demand Workplace core team leader - ODW SW IOT

Phone: 39-02-5962-6518 (T/L: 26518)
E-mail: max_ardigo@it.ibm.com
IM: Maximiliano Ardigo' (I am Active)

(Click here to enter something about yourself for others to read)

Local Time: 02:36PM Tuesday
Work Location: CIRCONVALLAZIONE IDROSCALO (site info)
Business Addr: SEGRATE, 20090 — Italy
Office:
Department:
Notes Mail: Maximiliano Ardigo/Italy/IBM
Mobile Phone: 39-335 7694053
Admin:
SecondLife: maximilian box

Bluegroups and Communities

- All-IBM-Wireless
- BFS-IT_Napoli_SemeaSud_3P
- BICOC_PROD_ICRS_FSP_PM_REPORTING
- BSO-IT_SWG_HQ_Segrate_Lab
- BSO-WW_SWG-Toronto-Lab-IDs
- Design and User Experience BG
- Document and Content Management
- ICAP Practitioners 32-ICG-WW
- KCBlue-Knowledge
- KView Authors-BCS-WW
- KView Portal
- Author-BCS-WW
- MyhelpEMEA

Connections

Roberto Boliandi
Showing 1 of 1

Management

- Massimo Bramati 1,464
IBM Global Business Services Leader, Italy
- Luca Sartori 248
PDO Managing Partner
- Martina Pareschi 5
Human Capital Management Service Area Leader IBM Italy

Same Manager

- Veronica Bertuzzi
- Maurizio Caponi
- Vittorio Carboni
- Andrea Cavallazzi
- Renato Dicati
- Nazario Papa
- Corrado Rossi

Showing 7 of 8 >>

w4 Fringe AutoSearch

w3 Home | BluePages | HelpNow | Feedback

Welcome, Maximiliano [Sign Out]

My History

My Profile

Zeitgeist

Advanced Search

Report Bugs

About Fringe (Bluepages+1)

Your tags for Maximiliano:

- ODW [x]
- Portal [x]
- portal-server [x]
- knowledge [x]
- KM [x]
- PTC [x]
- second-life [x]
- secondlife [x]
- bocconi [x]
- napoli [x]
- milan [x]
- web20 [x]

Enter tags one at a time. Spaces are replaced with '-'. Tell me more.

4 Tagged by 2 people

bocconi km knowledge milan napoli odw

Expertise location 2.0

Results tagged with 'odw' (showing results 1-10 of 47...)

Map | Lists | Tables

Showing 1-10 of 47

1. CIRCONVALLAZIONE IDROSCALO SEGRATE, IT

2. CIRCONVALLAZIONE IDROSCALO SEGRATE, IT

3. CIRCONVALLAZIONE IDROSCALO SEGRATE, IT

4. CIRCONVALLAZIONE IDROSCALO SEGRATE, IT

5. CIRCONVALLAZIONE IDROSCALO SEGRATE, IT

6. CIRCONVALLAZIONE IDROSCALO SEGRATE, IT

7. CIRCONVALLAZIONE IDROSCALO SEGRATE, IT

8. CIRCONVALLAZIONE IDROSCALO SEGRATE, IT

9. CIRCONVALLAZIONE IDROSCALO SEGRATE, IT

10. CIRCONVALLAZIONE IDROSCALO SEGRATE, IT

w4 Fringe AutoSearch

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- secondlife [x]
- bocconi [x]
- napoli [x]
- milan [x]
- web20 [x]

Enter tags one at a time. Spaces are replaced with '-'. Tell me more.

4 Tagged by 2 people

bocconi km knowledge milan napoli odw

Social Networking

Network

Showing 1-10 of 47

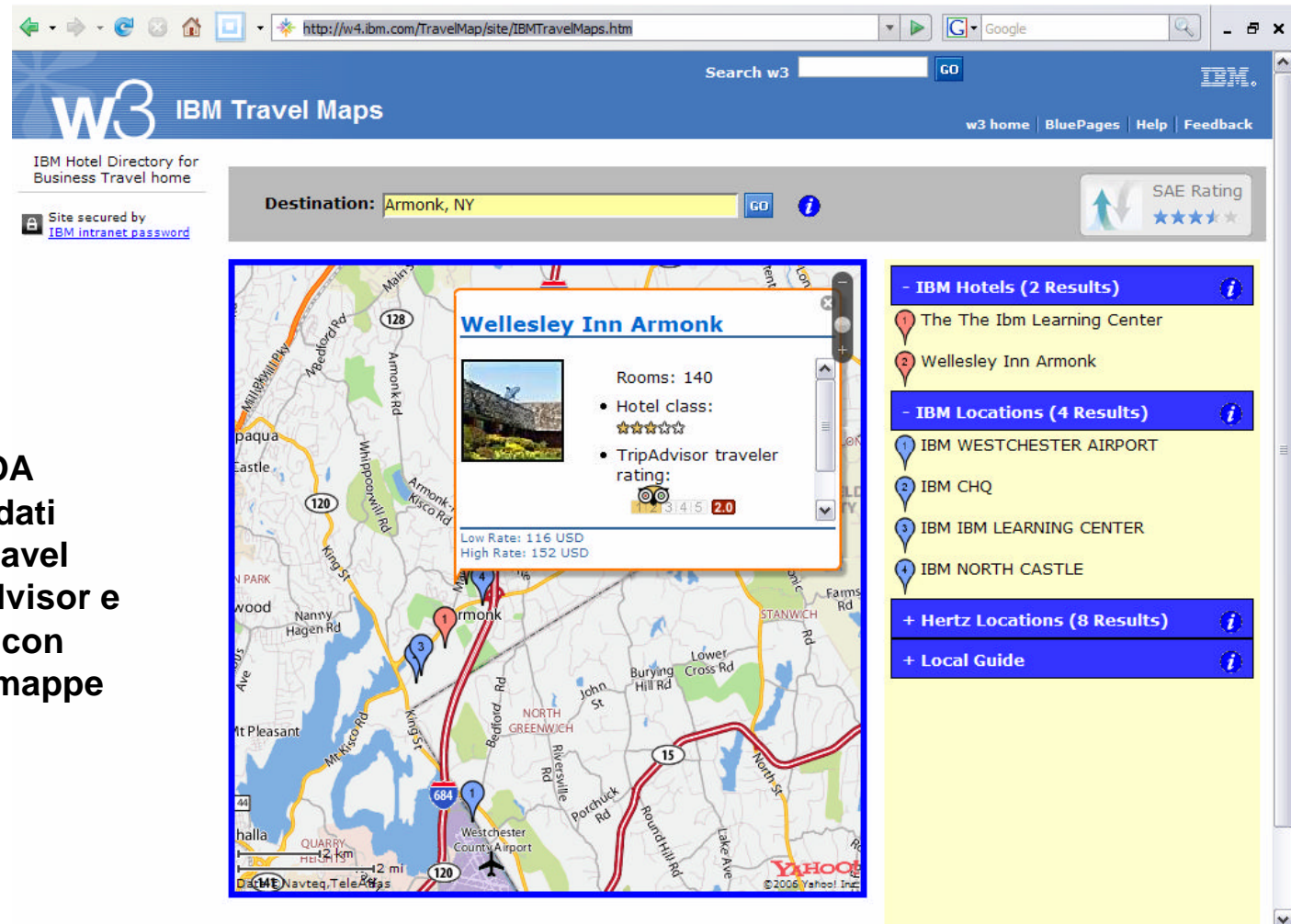
Savings: da 20 a 50% tempo ed effort per sviluppo applicativo

Riutilizzo profilato componenti per altre applicazioni composite

2.0 IBM Portal - examples

Dove dormo oggi?

**Integrazione SOA
composita di dati
applicazione travel
corporate, Trip advisor e
mappe Yahoo con
navigazione via mappe**



IBM SOFTWARELAND OPEN MIND, GREEN SOFTWARE



2.0 IBM Portal - examples

Cosa devo fare? Operations Workplace – Sales

SIEBEL EXAMPLE

Hello Maximiliano Ardigo' | Sign out | Search w3

w3 Seller's Workplace | w3 Home | BluePages | HelpNow | Feedback

My opportunities | My prospects | My accounts | Opportunity actions | Help

My opportunities

IBM Confidential
Use the drop-downs below to filter your list of opportunities by industry or customer.
[Send feedback](#) if you have questions, problems or comments. Please complete a [short survey](#) to tell us what you think.

Industry: Customer:

[Printable version of opportunity table](#)

My MONDIA STABIA INDUSTRIALE (038009) opportunities
Data is updated once per day and is current as of 12 Oct 2007. [?](#)
Total revenue displayed as **US dollars**.

Sort by: View by:

Results 1 - 1 of 1

Opportunity	Customer	ISA	Total revenue	Decision date	Odds
Progetto Portale Internet 12KY-SFDOZV SSM 4 - Qualifying	MONDIA STABIA INDUSTRIALE (038009)	999	\$00000	31 Dec 2007	10%

Results 1 - 1 of 1

CRM Siebel | - | ?
View other opportunities in Siebel which you are registered to access.
Opportunity number:
[Add an opportunity](#)
[Account planning](#)

Sales plays | - | ?
Click on an opportunity name to display relevant sales plays here.
Sales plays library
[SSI Web](#)

Industry links | - | ?
[Automotive](#)

Teams and experts | - | ?
As you browse opportunities by industry and account, applicable experts and team members are displayed.
[Seller's connection - Quick answers from dedicated Peer Advisors](#)
[IBM Global Business Services - Institute for Business Value](#)
[IBM Global Business Services - Practitioner Support Network](#)
[AUTOMOTIVE experts](#)

Local intranet | 100%

2.0 IBM Portal - examples

Chi e' il team? Operations Workplace – Sales – Percorso in 3 click a tutto

The screenshot displays the IBM Seller's Workplace interface. At the top, there's a navigation bar with 'w3 Seller's Workplace' and a search bar. Below it, a breadcrumb trail shows 'My opportunities'. The main content area is titled 'My opportunities' and includes a filter section for 'Industry' (GLOBAL MIDMARKET BUS) and 'Customer'. A table lists 'Offerings and products' with columns for 'Periodic qty.', 'Price (CRM currency)', 'Periodic revenue (CRM currency)', 'Bill date', and 'Total duration'. Below the table, there's a 'Teams and experts' section with a list of team members and their contact information.

Offerings and products	Periodic qty.	Price (CRM currency)	Periodic revenue (CRM currency)	Bill date	Total duration
Software Software: Portal & Solutions	1	EUR	EUR	28 Jun 2008	1
IBM Global Services GS - GBS/ Consulting Application Innovation GBS - Portals, Content & e-Commerce	1	EUR	EUR	31 Dec 2008	1

All	Name & employee information	E-mail address	Phone
<input type="checkbox"/>	Clelia Bianchi BluePages profile Sales Representative	clelia_bianchi@it.ibm.com	39-039-600-7170 (T/L: 87170) Mobile: 39-335.769.4011
<input type="checkbox"/>	Rosalba Marasco BluePages profile Team Member (non-billable)	r.marasco@it.ibm.com	39-039-600-0050 (T/L: 80050) Mobile: 39-335 267729
<input type="checkbox"/>	Maximiliano Ardigo BluePages profile Team Member (non-billable)	max_ardigo@it.ibm.com	39-02-5962-6518 (T/L: 26518) Mobile: 39-335 7694053
<input type="checkbox"/>	Umberto Bacci BluePages profile Team Member (non-billable)	umberto_bacci@it.ibm.com	39-055-3233-213 (T/L: 33213) Mobile: 39-335.7446245



2.0 IBM Portal - examples

Dove stanno le informazioni? Operations Workplace – Sales – team collaboration

The collage features several screenshots from the IBM W4 portal:

- Top Left:** A green header with the text "sm members are displayed." and a small table with columns for "Phone" and "Mobile".
- Top Center:** A user profile for "Michaelson & Rigo" with contact information and a "collaboration" button.
- Top Right:** A social network graph showing connections between users.
- Middle Left:** A "Sales Team Kick Off" announcement for June 15, 2:00 PM EST.
- Middle Right:** A "Welcome" page for the IBM On Demand team.
- Bottom Left:** A "Find a professional" search interface.
- Bottom Right:** A "PRO-OF User Experience" dashboard with various charts and data points.

Savings: operazioni effettuate in minuti anziche ore, automatismi, connessioni

Capitalizzazione e riuso esperienze

Unica esperienza operativa del team, a prescindere dalle tecnologie di back-end



2.0 IBM Portal - examples

Esempio di Extended ERP / Azienda produzione nel passaggio AS/400 a SAP ERP

**DA AS/400-MIGRAZIONE
SAP ERP + IBM PORTAL**

The screenshot displays the SAP interface within the IBM Portal. The top navigation bar includes 'Welcome', 'SAP', 'EM', 'Gestione Operatori', and 'TAQ'. The 'SAP' menu item is circled in red. Below the navigation bar, there are several tabs for different production-related functions. The main content area is divided into two sections: 'Ordine Produzione' (Production Order) and 'Consumo Componenti per Lotto' (Component Consumption by Lot).

Ordine Produzione

N° Odp	40278001		
Articolo	300495911		
Descrizione Articolo	[REDACTED]		
Qta Odp	1000	Qta Odp Eff.	1024
Inizio Sched.	31/12/2020 Ora	00:00:00	
Fine Sched.	31/12/2020 Ora	00:00:00	
Inizio Eff.	22/02/2008 Ora	12:29:42	
Fine Eff.	25/02/2008 Ora	10:04:57	
Codice Magazzino Ordine	140 - Mag.Produz.Caffè		
Stato	Terminato		
Note			

Consumo Componenti per Lotto

Codice Articolo	Qta Lotto	Codice Lotto	Componente	Articolo
110509999	18.8416	110509999		110509999 - INTERFALDA
142991041	19.5584	142991041		142991041 - ETICHETTE UNITA LOGISTICA
161175099	1.9456	161175099		161175099 - COLLA PER VASSOI
176005902	1034.24	176005902		176005902 - VASSOIO CARTONE
162495900	181.9648	1LGJPMZ7UO		162495900 - [REDACTED]
200070003	5105.2	1YWP80K708		200070003 - [REDACTED]

**Sviluppi e integrazioni in WPS 1-2
giornate via RAD, Portlet
Factory e Connettori
ProcessServ.
vs. settimane di customizzazione
SAP**

2.0 IBM Portal - examples

Esempio di Extended ERP / Unified business communications per Pharma-Cosmetica (PMI)

AS/400-ACG + CRM + IBM PORTAL

The screenshot displays the IBM Portal interface for a client management system. At the top, there is a search bar with the text "Ricerca:" and a dropdown menu with "V" and "Scollega: Nome Cognome". Below the search bar, the page is divided into several sections. On the left, there is a "LISTA CLIENTI della Azienda: DEMOV3_A" section with a table of clients. The table has two columns: "Codice cliente" and "Ragione sociale". The table lists various clients, including "A & A SPA", "A.C.G. - Conoscita", "ACO Spa", "ACOLISTI INTRA CEE", "AZIENDA CARTARIA ITALIANA", "BENDER PLASTICA srl", "Ceremony Agency SNC", "Cartolerie Runite", "Cliente generico", "Cliente ALFA partecipata 20%", "Cliente BETA partecipata 40%", "Corrispettivi", "CARIGROS", "CARTA-EXPORT", "CARTOLERIA VESUVIO", "CLIENTE XYZ", "COSTRUZIONI CONCA D'ORO", "DITTA MONDOLLO & C.", "E.CAM. SPA", "EDIMEC", "EDIMEC", "ENTE AUTONOMA SARDA", "ENTE NAZIONALE STRADE E GALLERIE", "GOLDENZ HELMUT AG", and "PREVISIONI S.P.A.". On the right, there is a "Scheda Cliente" section for "BENDER PLASTICA srl" with details such as "Codice Cliente: 000200", "Ragione Sociale: BENDER PLASTICA srl", "Indirizzo: VIA MANZONI, 12", "Località: MILANO", "Provincia: MI", "CAP: 20100", "Partita IVA: 00410130157", "Codice Fiscale:", "Numero Telefono:", "Numero Fax:", "Codice Modalità di Pagamento: P10", and "Codice Agente: A02". Below this, there is a "Situazione Creditizia" section for "BENDER PLASTICA srl" with details such as "Situazione Debitoria / Creditizia del Cliente: 000200" and "Fido: 200.000 (+)".

Contesto

AS400 + ACG (new)

ELIOS (.NET Windows)

Carta, Telefono, Travel, Ordini manuali con reinserimento, Salti tra applicazioni e contenuti sparsi

Benefits

Extended ERP verso clienti

Utilizzo servizi 2.0 pubblici

Remotizzazione servizi ACG

Dati real time, riduzione costi call centre e mobile, eliminazione carta

Integrazione informazioni per processi (CEO, CFO, Agenti, Clienti)

Integrazione marketing operativo (campagne, misurazione, personalizzazione contenuti)

Benefici:

Rollout nuovo ERP
+ CRM 3 mesi no education

4 profili operativi, Riduzione CALL

IBM SOFTWARE



Agenda

- Web-Enterprise 2.0
- Architettura IBM 2.0: Portale, Comunicazione, Collaborazione
- Un esempio progettuale
- Percorsi possibili, workshop gratuiti per toccare e credere

Portale Enterprise 2.0 – Strade rapide

Workshops 2.0: Customer & Business Partners
Portal 2.0 Innovation Workshop (1 gg)

Studi di fattibilità/disegno 2.0

Business Value Assessment Portale 2.0 (4-6 weeks)

Governance, Contenuti, Servizi, Community, Technology, Cambiamento

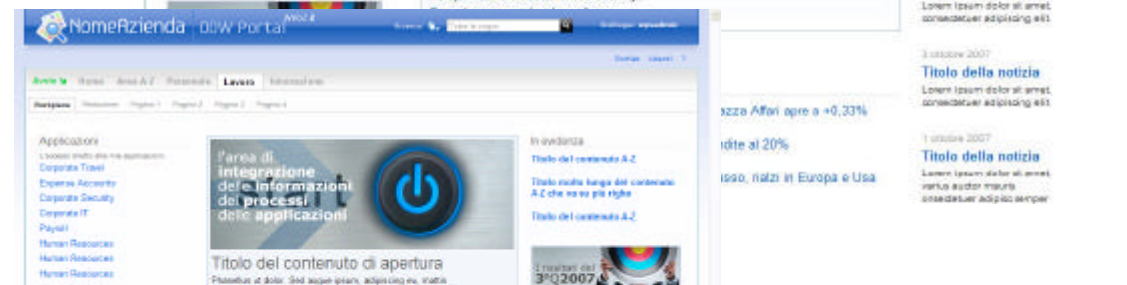
Soluzioni tecnologiche Portale 2.0 rapide

ODW Quickstart (up & running in 2-3 weeks)

ODW Quiskcstart – il Portale Enterprise 2.0 pronto e funzionante in 2-3 settimane

Per avere una soluzione che parte nativamente da dove gli altri arrivano 😊

- 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**

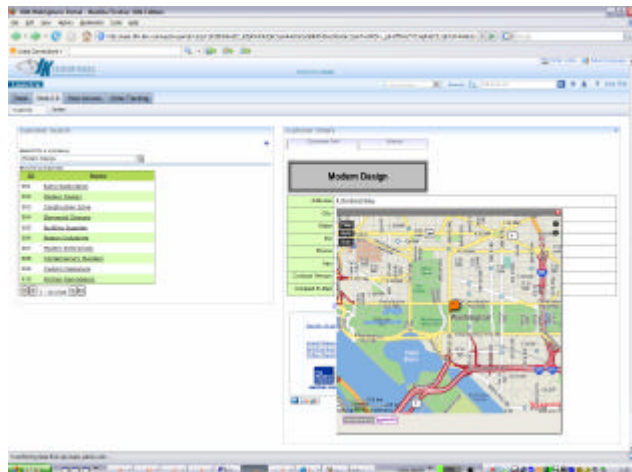


Toccare per credere:



Link a **Lotus Greenhouse**: il sito live di Social Software 2.0 IBM per provare la collaborazione, comunicazione, social networks

<https://greenhouse.lotus.com/home/login.jsp>



Link ad **ambiente live Portale IBM v.6**, con integrazioni da SAP HR a iSeries, da Dashboards a Content management e altre funzioni Enterprise 2.0

http://docs.dfw.ibm.com/wp6/?DDSPageRequest=/wps/portal!/ut/p/c0/04_SB8K8xLLM9MSSzPy8xBz9CP0os3g_f6NQNxNPQ0MLM1dDAyMzDxMnnzBPA39_U_2CbEdFAMNst2E!/

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Workshops per credere - a ottobre:

1) **2 Ottobre:** Workshop "What's new in Websphere Portal 6.1" al TEC IBM MILANO - **Gratuito** POSTI LIMITATI!

2 giorni a Milano per sperimentare tutte le novità della piattaforma di portale leader di mercato e le novità dell'ultima versione: exceptional web 2.0 experiences!

Per approfondimenti sulla soluzione: <http://www-01.ibm.com/software/websphere/portal/>

Per disponibilità posti, dettagli e iscrizione scrivere a: tec_milano@it.ibm.com

2) **6-7-8 Ottobre:** IBM WebSphere Portal Technical Conference - Berlino - **A Pagamento**

E' una occasione fondamentale, da non perdere per chi vuole comprendere come la tecnologia di Portale SOA IBM cambia le prospettive progettuali, di relazione e di servizio tra IT e Business.

Ecco il sito per info e iscrizioni: <http://www-304.ibm.com/jct03001c/services/learning/ites.wss?pageType=page&c=a0014900>

3) **20 Ottobre:** Workshop tecnico sugli Acceleratori Portale IBM al TEC IBM MILANO - **Gratuito** POSTI LIMITATI!

1 giornata per sperimentare le potenzialità del portale e dei suoi acceleratori integrati per Cruscotti rapidi, Content, Business process management in ottica 2.0

Per approfondimenti:

- Dashboard Accelerator: <http://www-01.ibm.com/software/lotus/portal/value/dashboardaccelerator.html>

- Business Process Accelerator: <http://www-01.ibm.com/software/lotus/portal/value/businessprocessaccelerator.html>

- Content Accelerator: <http://www-01.ibm.com/software/lotus/portal/value/contentaccelerator.html>

Per disponibilità posti, dettagli e iscrizione scrivere a: tec_milano@it.ibm.com

4) **21 Ottobre:** Workshop "What's new in Websphere Portal 6.1" al TEC IBM ROMA - **Gratuito** POSTI LIMITATI!

2 giorni a Roma per sperimentare tutte le novità della piattaforma di portale leader di mercato e le novità dell'ultima versione: exceptional web 2.0 experiences!

Per approfondimenti sulla soluzione: <http://www-01.ibm.com/software/websphere/portal/>

Per disponibilità posti, dettagli e iscrizione scrivere a: tec_milano@it.ibm.com

5) **24 Ottobre:** Workshop tecnico sugli Acceleratori Portale IBM al TEC IBM MILANO- **Gratuito** POSTI LIMITATI!

1 giornata per sperimentare le potenzialità del portale e dei suoi acceleratori integrati per Cruscotti rapidi, Content, Business process management in ottica 2.0

Per approfondimenti:

- Dashboard Accelerator: <http://www-01.ibm.com/software/lotus/portal/value/dashboardaccelerator.html>

- Business Process Accelerator: <http://www-01.ibm.com/software/lotus/portal/value/businessprocessaccelerator.html>

- Content Accelerator: <http://www-01.ibm.com/software/lotus/portal/value/contentaccelerator.html>

Per disponibilità posti, dettagli e iscrizione scrivere a: tec_milano@it.ibm.com

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Contact:
on Lotus
Connections


Lotus. Connections Home Profiles Communities Blogs Dogear Activities

Profiles Search Profiles My Profile Edit My Profile Name

Overview
Reporting Structure
Colleagues

Tags

- accessibility 1
- automotive 1
- brand 1
- branding 1
- collaboration 1
- content-management 1
- creative 1
- creative-consultant 1
- customer 1
- customer-experience 1
- health 1
- human_factors 1
- information-architect 1
- odw 1
- patent 1
- petroleum 1
- portal 1
- portal-evangelist 1

Profile for Maximiliano Ardigo' 
[Invite to My Colleagues](#)

IBM employee,
Enterprise 2.0 | IPortals | 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: 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 and - actually - business transformation, working for all size customers in order to introduce - or elevate- content, knowledge, process, collaboration and

Local Time: 9:16 AM

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Contact:
on LinkedIn

Profile

LinkedIn Account & Settings | Help | Sign Out

People | Jobs | Answers | Companies

Advanced Search People

Maximiliano Ardigo you

Business Development & Transformation Consultant | Enterprise 2.0 | Portals | Content | Collaboration | Knowledge
Milan Area, Italy



Send InMail
Get introduced through a connection
Add Maximiliano to your network

Profile | Q&A | Recommendations | Connections

Current

- Solution Lead Italy - Enterprise 2.0, Branding, UXperience, Portal, Content, Collab, Comm, Knowledge at IBM
- Service area leader for On Demand Workplace Solutions - Productivity, Collaboration, Innovation at IBM Italia
- Senior Consultant / Creative Director / Interactive branding and Multichannel customer experience at IBM

Past

- Creative director at McCann Interactive
- Creative director & Co-founder at Ardigo & Palmarini
- Creative Consultant for Adv. Agencies at Ardigo & Palmarini

[see all...](#)

Education

- Istituto Europeo del Design
- Escuela Panamericana de Arte
- Instituto Naval Militar Carlos Maria Moyano

Recommended  29 people have recommended Maximiliano
1 manager, 15 co-workers, 9 clients, 4 partners

Connections  203 connections

Industry Information Technology and Services

Websites

- MY ULTRA-THIN WEBSITE

Ads by Google

IT Salary Calculator
Curious to know the salary of other EU IT pros? Find out here!
www.activeTechPros.com

Documentum configuration
Configuration & new functionality with CARA and DocConfigurator
www.generiscorp.com

Enterprise 2.0 Platform
Collaboration Software With Robust Blogs, Wikis and Social Networking
www.Blogtronix.com

Maximiliano Recommends

People (12)

Giuseppe Rocca
Lotus & Portal Software Specialty Rep, IBM Software Group - Italy
 Pervasive, Patient, Persistent, Pacific,...

Alberto Contri

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