



## **IBM SOFTWARELAND**

*OPEN MIND, GREEN SOFTWARE*

**VILLA REALE MONZA, 18 SETTEMBRE 2008**



**Conoscenze,  
comunicazione e  
relazioni:  
L'Enterprise 2.0  
e il ruolo del  
Social software**

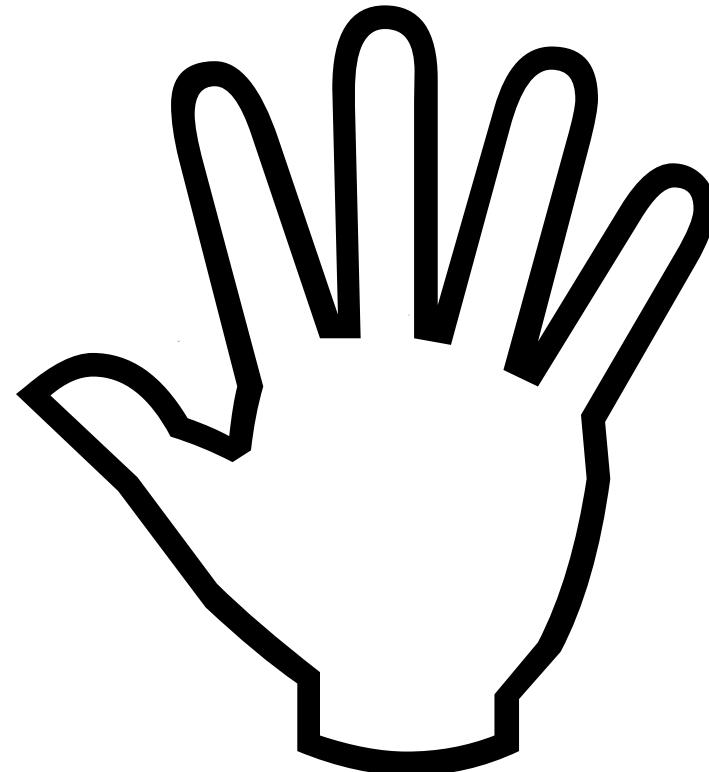
**Max Ardigò**  
*IBM Transformation Consultant*

Questo evento è a Impatto Zero. Le emissioni di CO<sub>2</sub> sono compensate con la creazione di nuove foreste.



Technical Test Collaboration Tools

Avete tutti il segnalatore visivo collaborativo?

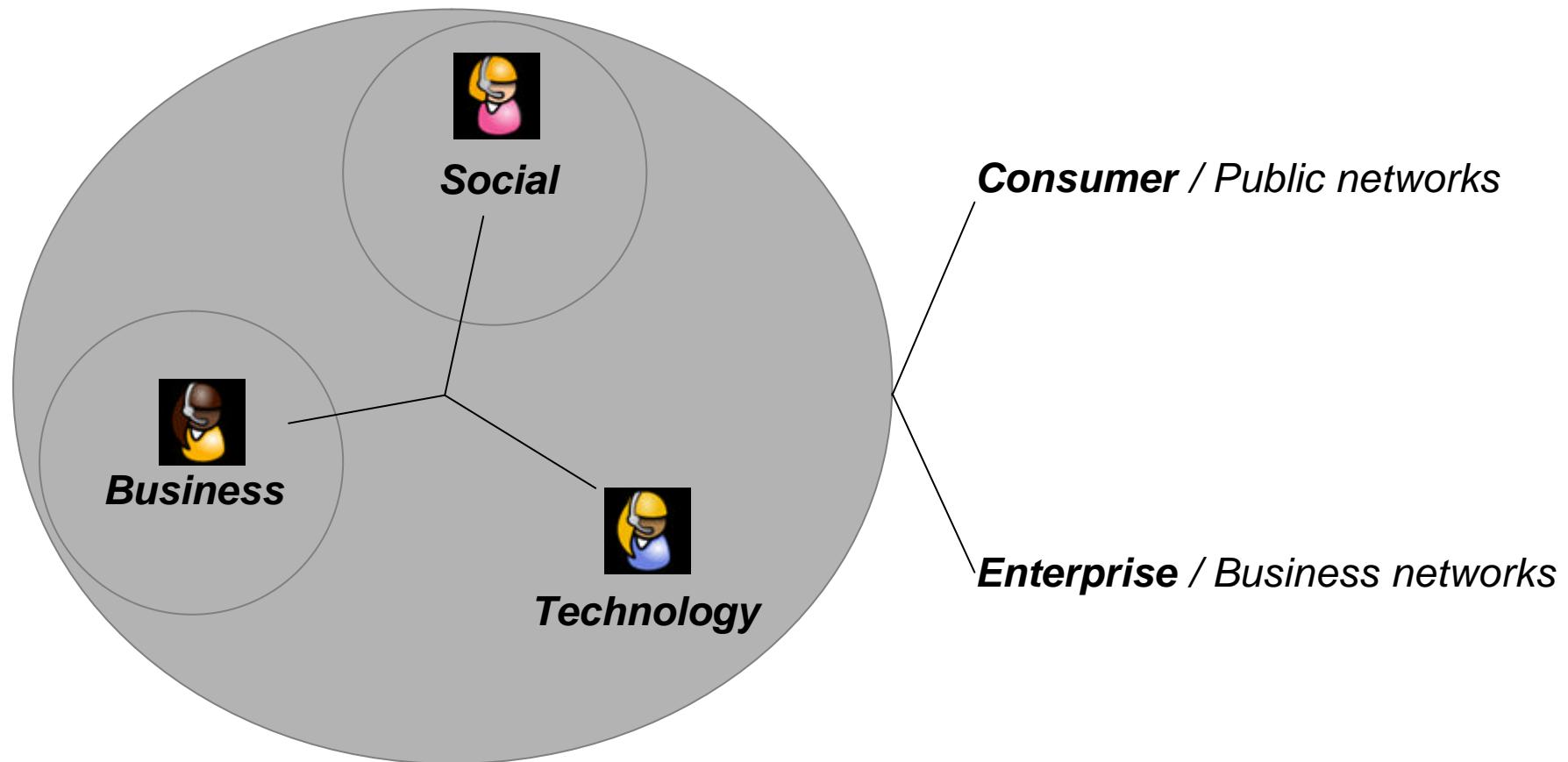


# Agenda

- 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.

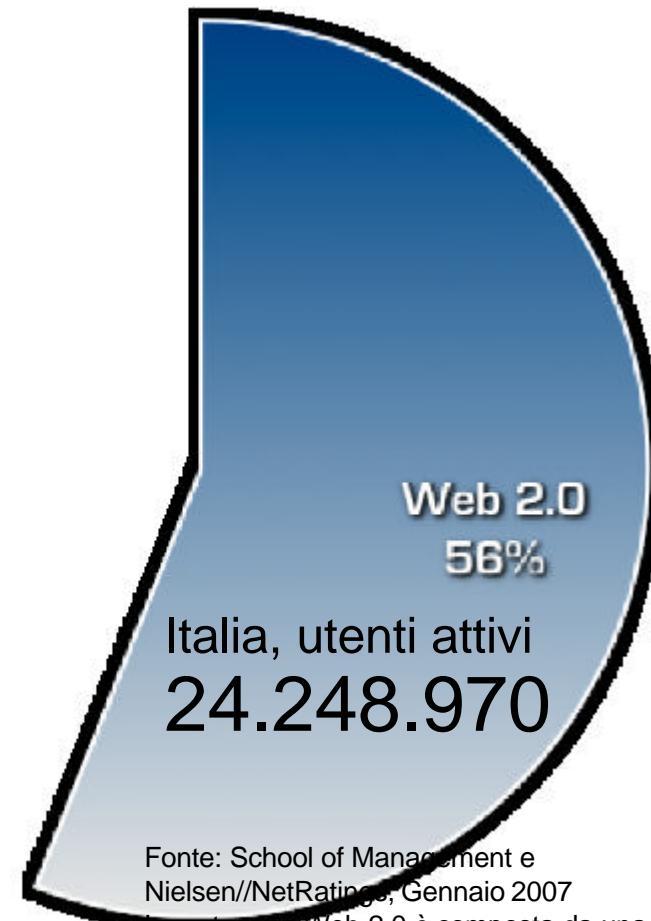


# 4 generazioni che collaborano, con con Web 2.0 - Generazioni in contatto (casa e lavoro) comportamenti sociali diversi

	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)

# 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

# Web 2.0 – Nuovi servizi

## Social Networks

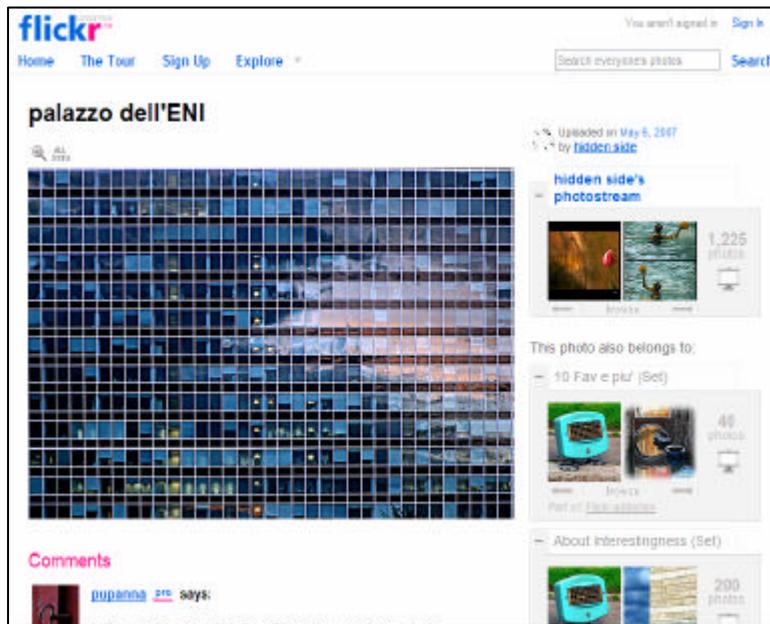
This screenshot shows a LinkedIn profile page for Maximiliano Ardigo. The top navigation bar includes 'Public profile powered by LinkedIn' and 'Create a public profile'. Below the profile picture, there's a 'Name Search' input field. The main content area displays the user's profile information: 'Maximiliano Ardigo', 'o-business Senior Consultant / Creative Director', and 'Italy'. It features a sidebar with 'Recommended', 'Connections', 'Industry', and 'Information' sections. A central search bar allows users to search for people or companies. The bottom of the page contains links for 'About LinkedIn', 'Privacy Policy', 'Help & FAQ', and 'Advertising'.

## Real time communications

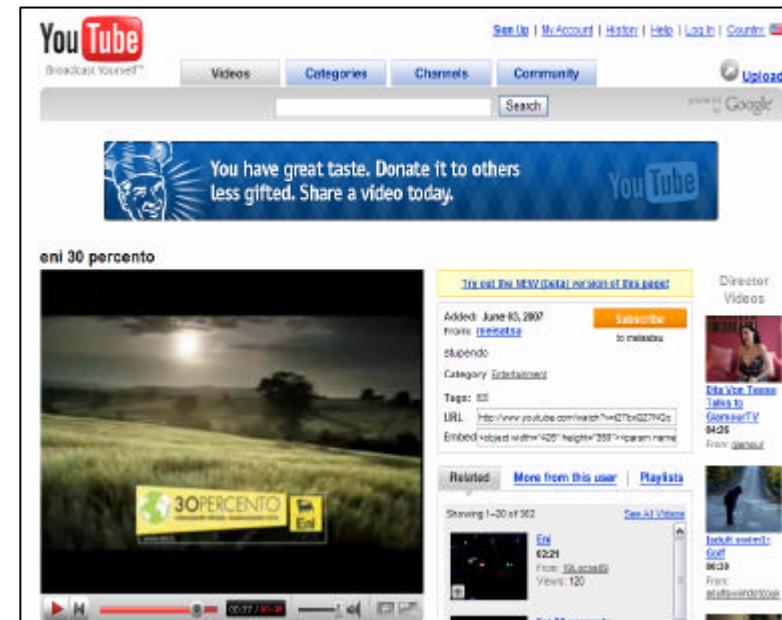
This screenshot shows the Skype application interface. At the top, it says 'Hello there! Status: English (Change?)'. The main window features a 'Share Skype' section with fields for entering a friend's name and email. Below this, a news feed displays a post from 'Viliu Jank' about the Skype Mashup Cup 2007. The bottom section is titled 'Join the conversation' and shows a feed of active video chats, including 'Viagra use project', 'SING, PLAY AN INSTRUMENT, OR JUST LISTEN AND ENJOY', and 'Lonely girls online'.

# Web 2.0 – Nuovi servizi

## Social Media



## Real time communications



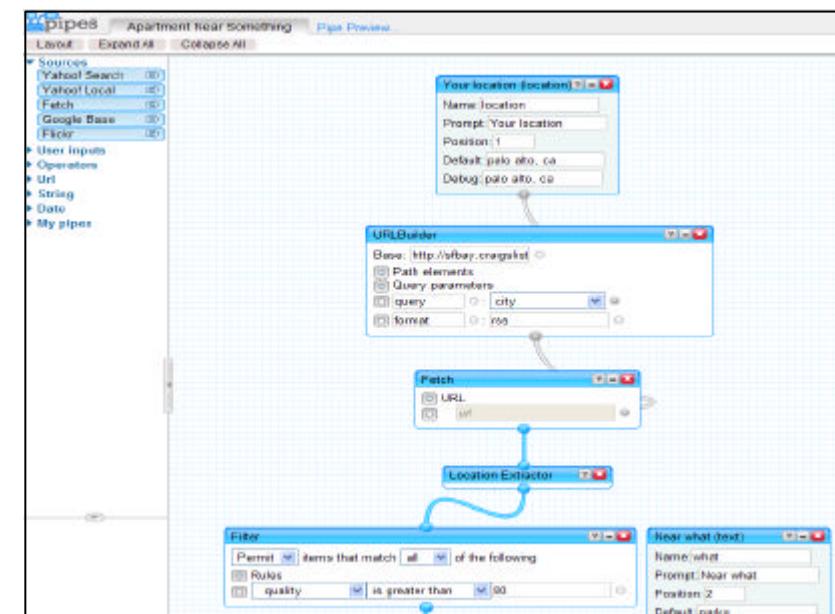
# Web 2.0 – Nuovi servizi

## Mashups

Pumpster.ie is a public urban map of petrol stations. It features a map of Ireland with green dots representing stations. A modal window shows detailed price information for Westland N4, Mullingar, with Petrol at 112.9 and Diesel at 105.9. Below the map is a table of results:

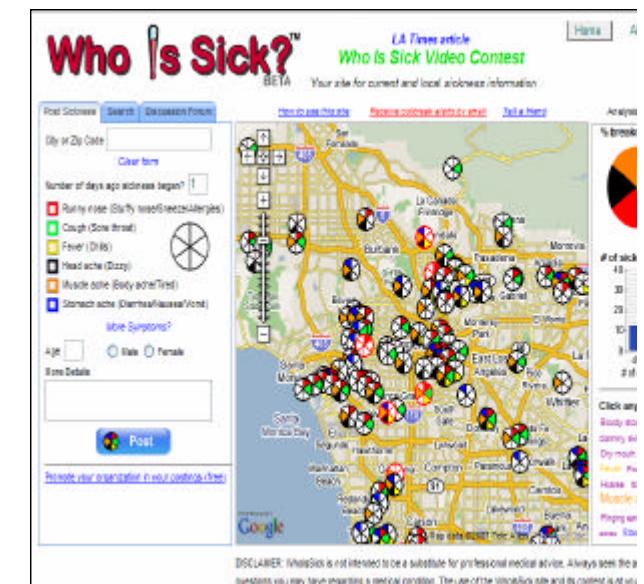
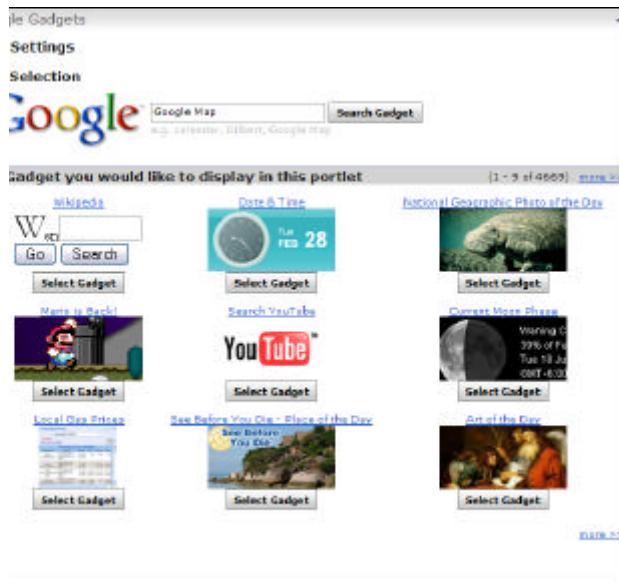
Station	Trend	Road	Area	Petrol	Diesel
Tanace	↑↑	Fenagh	Dromore West	111.9	102.9
Tesco	↓	Ring road	-	111.9	102.9
Tesco	↑↑	Aste Road	Mullingar	111.9	102.9
Staples Morris	↑	Motor West	Tralee	111.9	99.9
Campus	↑↑	H Danes Rd	Dromiskin	111.9	102.9
TOP	↑↑	Byrne's Centre	Dromiskin	112.9	102.9
Tesco	↑↑	Westland N4	Mullingar	112.9	105.9
Tesco	↑↑	Westland N4	Dromiskin	112.9	102.9
Masal	↑↑	Galekat	Dromiskin	112.9	109.9

Syndacations  
(RSS content integration)



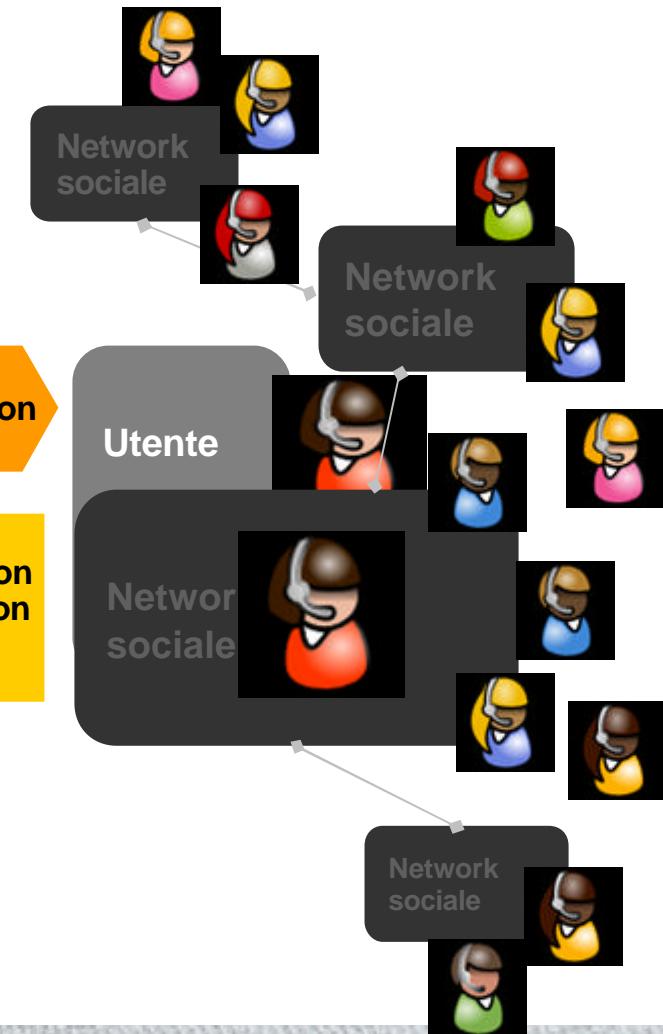
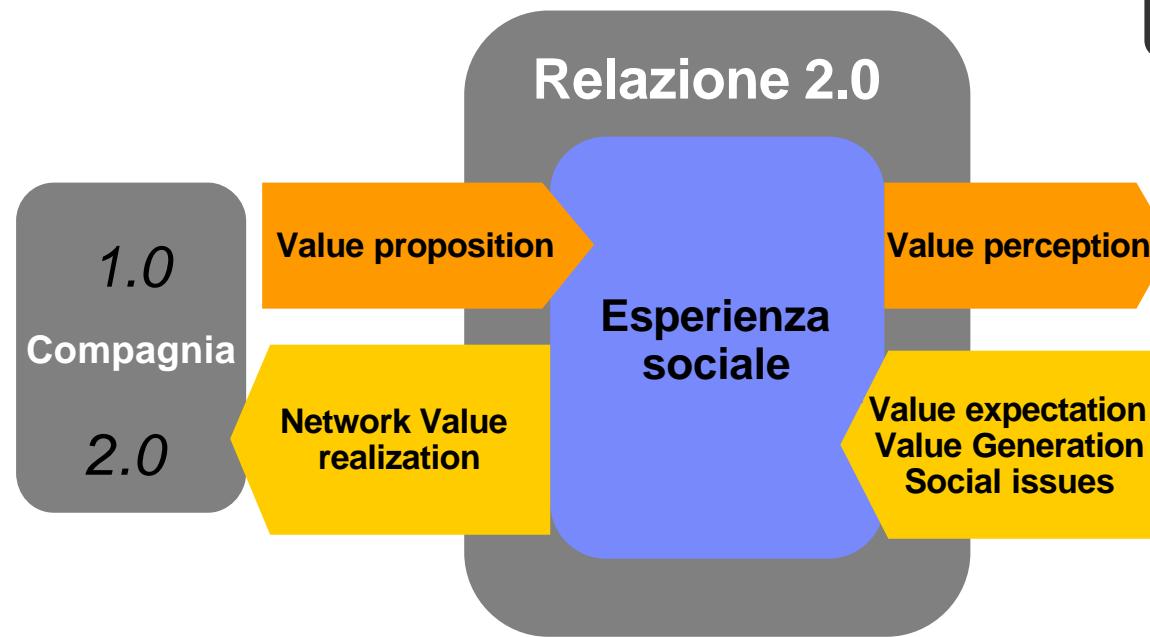
# Web 2.0 – Troppi servizi? Quali modelli di governo?

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

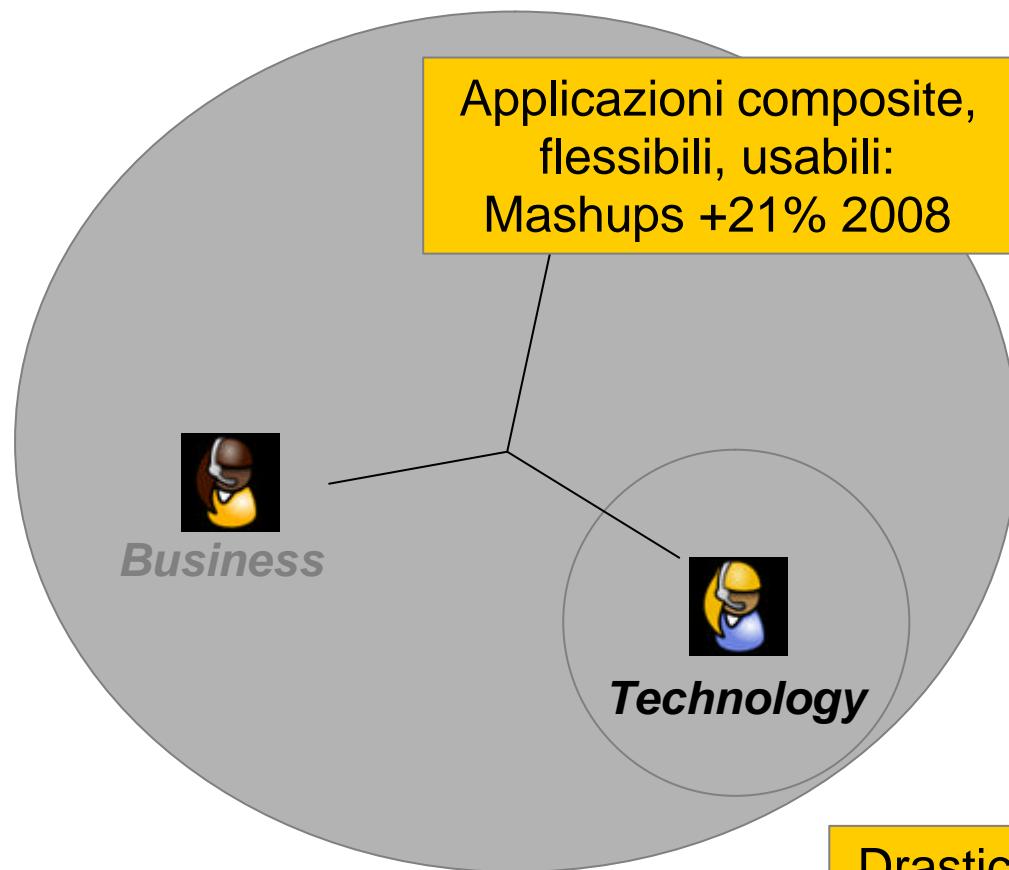
Universalmente **inaccettabili**. Fino a due anni fa.

BidPlaza - Mozilla Firefox IBM Edition  
File Edit View History Bookmarks Dells Help  
Getting Started Latest Headlines IBM IT Help Center QDVA Newsbits Quide Greenhouse  
Lotus Connectors United bidplaza  
bidplaza.it Home Come Funziona Auto Terminale Aiuto  
Benvenuto su BidPlaza.it!  
Cosa aspetti a metterti in garage una **Audi TT Coupé?**  
TEMPO ALLA SCADENZA: 11h 24m 21s  
VALORE DI STIMMA: COSTO FINO A 120k  
ASTA CHIUSA: 05-03-2008 16:00  
Clicca qui!  
ASTE IN CORSO:  
TomTom One V3 Italia Partecipa!  
MacBook AIR Italia Partecipa!  
Audi TT Coupé Italia Partecipa!  
iPod Shuffle 1 GB Italia Partecipa!  
AFFARI FATTE:  
Aste chiuse da poco:  
Htc Touch 8GB - 04-03-2008 € 5.40 AGGIORNATO A:  
Richardson Wii - 04-03-2008 € 1.00 AGGIORNATO A:  
News  
06-03-2008 Gennaio Febbraio Marzo 2008  
Casa Russa da Napoli  
06-03-2008 Macchina Sony Vaio CTO15e € 1.00  
Laptop Notebook da Scopri di più!  
Done  
START

http://talk.zopa.com/index.php?  
Zopa  
Logged in as araldo ( Log Out )  
Blogs Gallery Live Chat Live Chat Calendar Members Search  
My Controls · View New Posts · My Assistant · My Friends · O Ne  
↳ Zopa Talk  
Welcome back; your last visit was: Today, 03:44 PM  
↳ UK  
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: CoogarUK  
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: Osamah  
↳ Common room  
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: OpaDirector  
Chat Feel free to talk the night away here. 126 693 Oct 23 2007, 04:01 PM  
In: Where our attitude By: adlowes  
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

# 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.



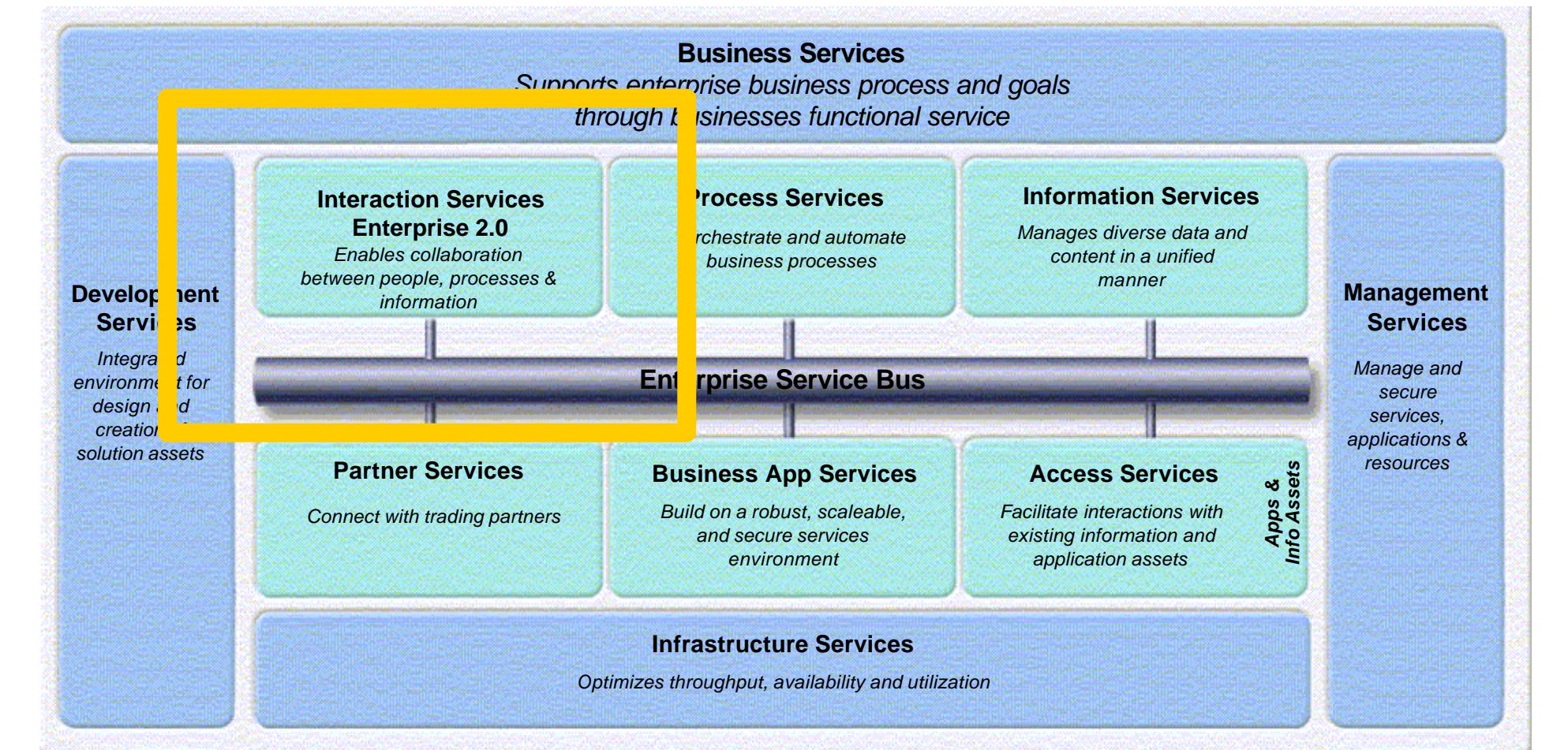
Sviluppo continuo e  
per piccoli passi,  
diminuzione dei rischi  
e impatti

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

# Agenda

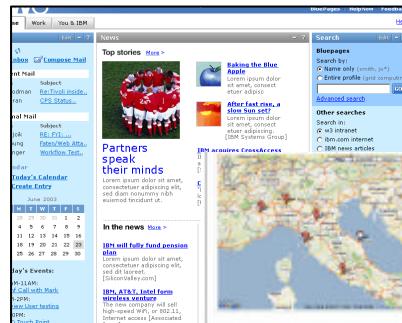
- Web - Enterprise 2.0
- Architettura IBM 2.0: Portale, Comunicazione, Collaborazione
- Un esempio progettuale
- Percorsi possibili, workshop gratuiti per toccare e credere

# 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'**

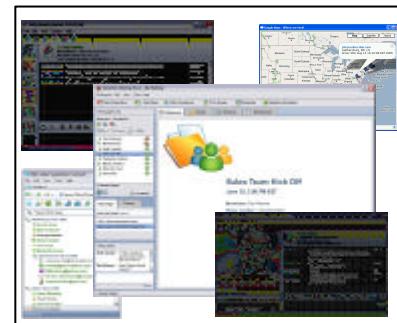


Converged content,  
data & applications,  
**Portale 2.0**  
**Notes Client**

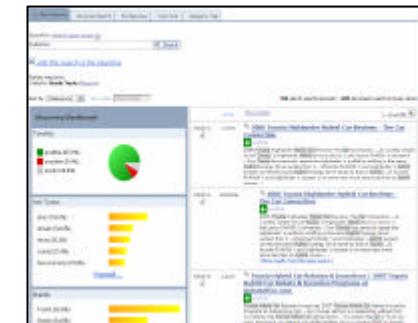
RSS, Widgets, Mashups,  
Situational / Composite  
Applications,  
Dashboards,  
Buy/Build/Mashup



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



Converged real time  
communications  
**Sametime**  
VOIP, advanced  
collaboration,  
Digital Assistants, RSS  
Meaasging 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

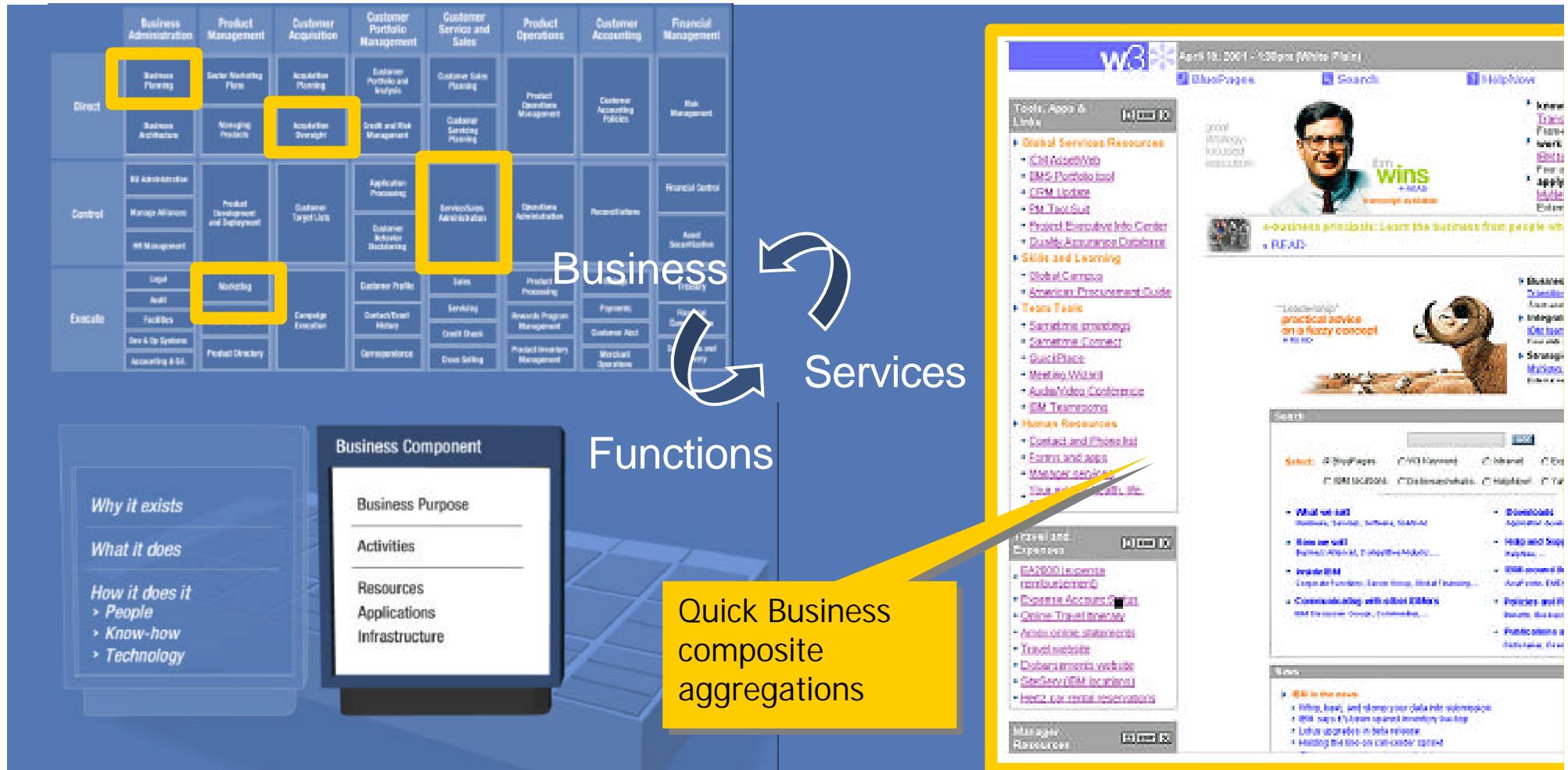
On Demand Workplace / Role Based aggregator / Front-end SOA  
to assemble **exceptional** Web 2.0 user experiences out of the box



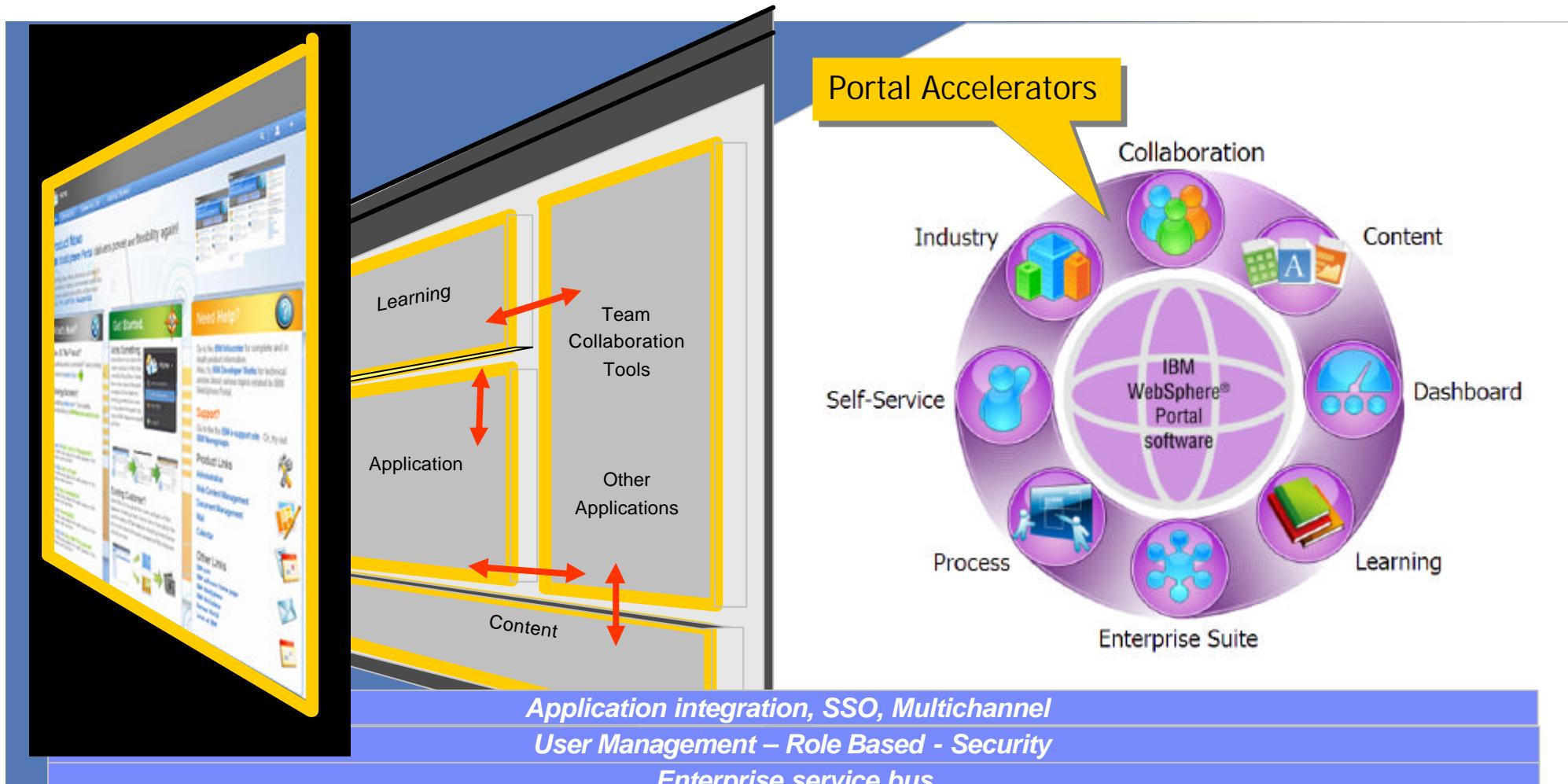
# Portale 2.0: l'interfaccia unica dove plasmare e migliorare le esigenze operative delle persone



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



# Portale 2.0: accelleratori 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

The screenshot displays the IBM Portale 2.0 interface, which integrates several social networking and collaboration features:

- Formal & Social structures:** A yellow callout points to a search results page showing a list of users with their profile pictures and names.
- Social reccomendation:** Another yellow callout points to a search results page where users are recommended based on their connections.
- Formal & Partecipative data integration:** A yellow callout points to a user profile page, highlighting how it integrates formal directory data (like contact information) with participative data (like recent posts and activity streams).
- Social tagging:** A yellow callout points to a user profile page, specifically highlighting the "Tags" section where users can add keywords to their profile.
- Expert and social networks:** A large yellow callout at the bottom points to a network visualization tool. This tool shows a complex web of connections between numerous user profiles, with specific nodes highlighted in blue. It includes a search bar, a highlight feature, and various network analysis metrics (e.g., degree, betweenness, hubs).

# 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

The screenshot displays the Portale 2.0 interface. At the top, there's a navigation bar with links like 'Lotus Briefing', 'HOME', 'Materiali offerte Portale condivisi', 'Library', 'Wiki', 'Blog', 'Wiki come XYZ', 'Blog', 'Domande e risposte alla campagna X', 'Project Tools', and 'Wiki Home'. Below the navigation, a main content area shows a list of documents in a library, including 'A2A Dots', 'ARTISALIA', 'Barilla Presentations', 'BMW', 'Enterprise 2.0 presentation by liber...', and 'FQ8'. A yellow callout bubble points to this area with the text 'Extremely easy and powerful document management, connected with your mail, desktop, productivity tools..'. To the right, another window shows a blog post with a preview of the text. A yellow callout bubble points to this with the text 'Rule, role based, RSS, component profilation, content integration connectors'. At the bottom, a sidebar lists 'Web 2.0 tools instant available' such as 'People', 'Pages', 'Properties', 'Elements', 'Blog', 'Contacts', 'Discussion Forums', 'Feed Reader', and 'Library'. A yellow callout bubble points to this with the text 'Web 2.0 tools instant available'. At the very bottom, there's a row of icons representing different ECM connectors: 'Lotus Domino', 'IBM JCR', 'IBM FileNet \*', 'SharePoint \*', and 'Other'. An IBM logo is visible in the bottom right corner.

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

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

Web 2.0 tools instant available

ECM Connectors

Lotus Domino IBM JCR IBM FileNet \* SharePoint \* Other

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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...

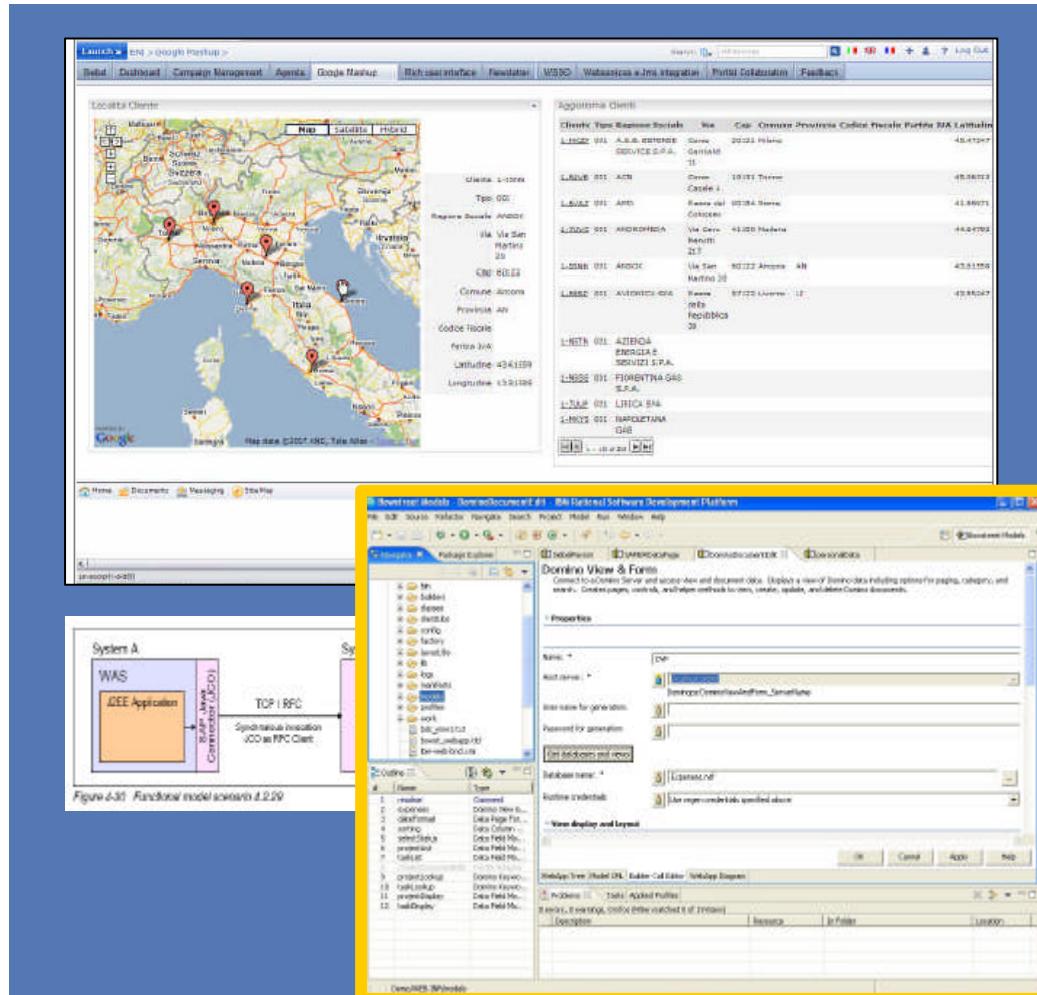
The screenshot displays the Portale 2.0 interface across three main sections:

- Top Left:** A sidebar titled "Available" with a dropdown for "Atlanta". It includes icons for messaging, file transfer, screen sharing, and video. A search bar says "Type to find name". Below is a tree view under "My Dept (4/6)":
  - Carol A. Jones
  - Christopher R. Seekamp
  - Daniel C. Gurney
  - Shane O'Sullivan
- Middle Left:** A messaging window for "Sam Curman/Chicago/Renovations - Started: 9:03:04 PM". The title bar shows the participant's name and location. The menu bar includes File, Edit, View, Actions, Help. Below are icons for messaging, file sharing, and video. The "Participants (6)" section lists participants with their status (Connected/Disconnected) and contact information (Home/Work phone numbers). The "Participants" list includes:
  - Kelly Hardart**: Renovations - Sales Representative, Office 803, Building 8, 09:03 AM. Status: Connected. Options: Show Number, Mute My Phone (highlighted), Unmute My Phone, Associate.
  - Sam Curman**: Home: 617-555-6794, Dialing. Status: Connected.
  - Kelly Hardart**: Work: 617-555-2314. Status: Connected.
  - Gail Chao**: Home: 617-555-9870. Status: Connected.
  - Dan Missawa**: Work: 617-555-0019. Status: Connected.
- Middle Right:** A yellow callout box highlights features:

**Chat, awareness, P2P**  
Rich text, file transfer,  
screen scrap,  
IM network federation  
(Google IM, AOL etc.),  
live names, plugins
- Bottom Right:** Three separate windows illustrating features:
  - Web Conferences**: Shows a "Sales Team" meeting on June 15 at 2:00 PM with icons for Slides, Sharing, and Whiteboard.
  - Voice Integration**: Shows a participant's options during a call, including "Show Number", "Mute My Phone" (highlighted), "Unmute My Phone", and "Associate". It also shows "Sam Curman" and "Kelly Hardart" with their contact details.
  - Extensions**: Shows a broadcast message from "skilltap: jcarol@us.ibm.com" asking if anyone has a "go 2.0" diagram. It includes a "Respond..." button.



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



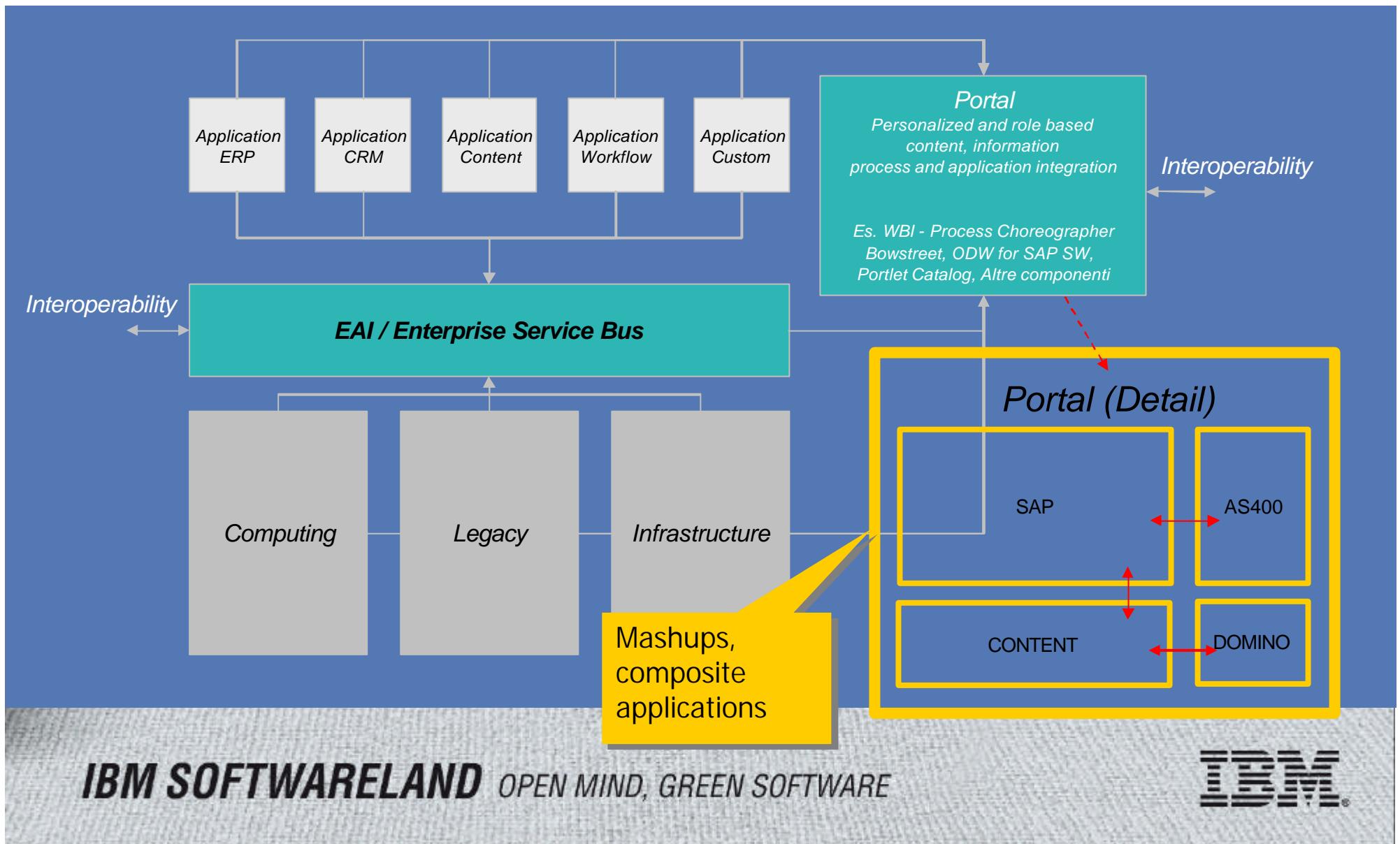
## IBM® WebSphere® Portlet Factory

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

The screenshot displays the Portale 2.0 interface with several key features highlighted:

- Top Left:** A map of Italy with red markers indicating client locations.
- Top Right:** A table titled "Aggiornamento Clienti" showing client information such as name, address, and phone number.
- Bottom Left:** A window titled "Integrazione Dati Siebel via web svcs in 2ore; Mashups (diverse viste) con G. Maps in 1 giorno. Servizio scalabile di livello enterprise".
- Bottom Center:** Two dashboards: one showing "Consumi per Mese" (Bar chart) and another showing "Consumi per Fornitore per Mese" (Pie chart).
- Annotations:**
  - A green box on the right side contains the text: "role based authentication integration pregrapher SAP SW, componenti". It is connected by a double-headed arrow to the "Aggiornamento Clienti" table.
  - A yellow box at the bottom right contains the text: "Cruccotti con DASHBOARDS; utilizzo di AJAX per costruzione e consultazione in real time senza refresh dati". It is connected by a dashed red arrow to the bottom center dashboards.

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# Agenda

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

# 2.0 IBM Portal - examples

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

The screenshot shows the Zuda Comics website homepage. At the top, there's a banner for the 'HIGH MOON' competition, which congratulates Dave Gallaher, Steve Ellis, and Scott O. Brown as the winners. Below the banner, there are sections for 'CURRENT COMPETITORS' and 'PREVIOUS WINNERS', each displaying a grid of comic book covers. To the right, there's a 'ZUDA BLOG' section with several posts from December 2007, and a sidebar for 'IFC.COM' featuring a 'KIDS' section.

Contest

This screenshot shows a promotional banner for 'THE WHITEST KIDS U KNOW' Season 1, with the tagline 'UNCENSORED' and the text 'WATCH NOW @ IFC'. Below the banner, there are links for 'Privacy Policy' and 'Terms of Use'.

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This screenshot shows the 'ZUDA COMPETITION' interface. It displays a 'Current Rankings / December 2007' table with three rows. The first row is for 'IFC' with a rank of 1, the second for 'IFC.COM' with rank 2, and the third for 'IFC.COM' with rank 3. Each row includes a thumbnail image of a person, their name, and a brief description of their work.

Coauthoring

This screenshot shows the 'Talent discovery' section of the Zuda portal. It features a 'Haley's Profile' section with a thumbnail, bio, and social network links. Below it is a 'Haley's Portfolio' section with a grid of comic book covers. At the bottom, there are icons for 'edit', 'add comment', 'comment back to editor', 'list', and 'invite'.

Talent discovery

# 2.0 IBM Portal - examples

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

SAP HR + IBM PORTAL

BradNet Home | Search | Favorites | BradNet Home | Search | Telephone Directory | City of Bradford MDC | John Smith | Log out

Council news

Top council news headline will be displayed here and is clickable

Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed diam nonummy nibh euismod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Published: 12 July 2008

> View all Council news

Children Services news

Children Services news headline will be displayed here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed diam nonummy nibh euismod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Published: 12 July 2008

> View all Children Services news

Children Services links

A Children Services link  
Another link for Children Services  
Yet another link  
One more link for Children Services  
A Children Services link  
Another link for Children Services  
Yet another link  
One more link Children Services

Did you know?

A description about an event or an interesting fact goes here a description goes here.

Search

BradNet | Telephone

Advanced search | Telephone directory

Self Service

Workflow

You have 3 actions requiring your attention

> Self Service home

Quick poll

The poll question goes here?

Option 1  
Option 2  
The 3rd option  
Another option

Submit | View results

BradNet Home | Self Service | BradNet Home | Telephone Directory | Search | City of Bradford MDC | Joanne Firstline | Log out

Personal Details

Name: Ms Joanne2 Amj2 Firstline  
Known as: J  
Birth name:  
Birth date: 01/01/1978  
National Insurance no.: JE054324D  
Gender: Female  
Ethnic origin: Any Other Asian  
Disability: No

Employment Details

Personnel no.: 00000379  
Start date:  
Continuous service date:  
Salary: £ 14523.00  
Grade: SCALE3 13  
Post title: Manager 1.1.1  
Work location:

Bank Details

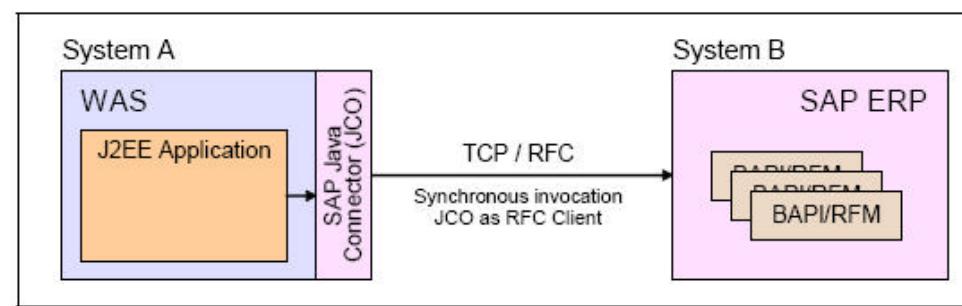
Payer: Ms Joanne2 Firstline  
Account number: 87654324  
Sort code: 000003  
Bank name: YORKSHIRE BANK  
Building society ref no.:

Address

House number / street: 4 Baker Street  
2nd address line: Firinghall  
District: Shirey  
City: Bradford  
Postal code: BD9 3JR  
Country: West Yorkshire  
Country: U.K. & Kingdom  
Telephone number: 01274558124

Emergency Contact Details

Line 1: House number / street:  
Line 2: House number / street:  
District:



## 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

### 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

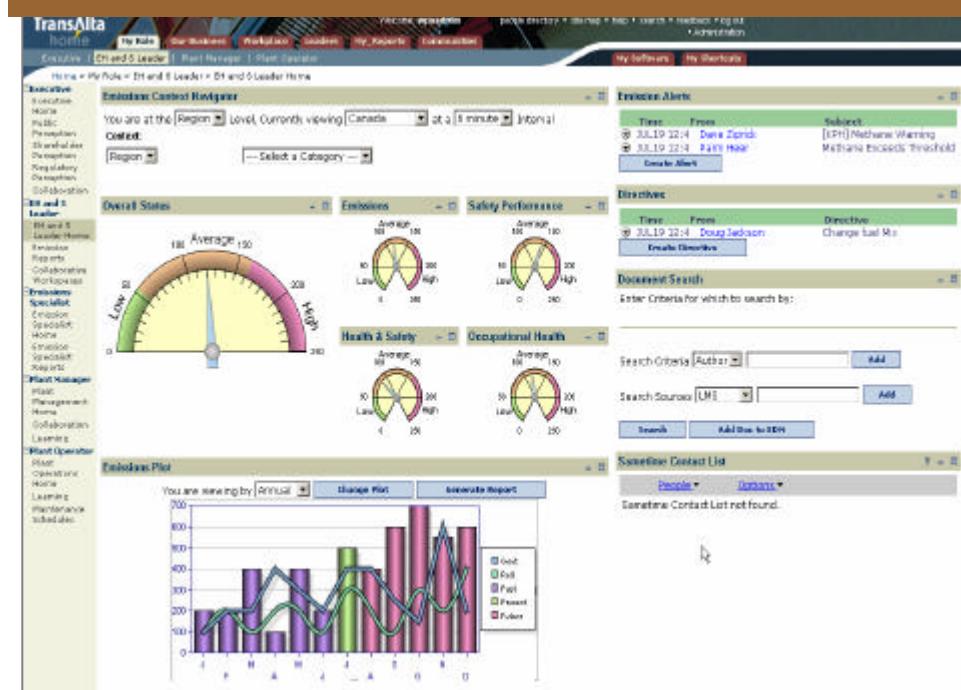
**Real-Time** Emissions Dashboard for proactive operations management and problem resolution

**Role-Based** views and alerts for Executive, Plant Manager, Environment and Safety, Operator

Significantly improved productivity, plant operations and regulatory performance



## SAP/ORACLE/SIEBEL + IBM PORTAL



# 2.0 IBM Portal - examples

IBM On Demand Workplace – Portale operativo sul ruolo utente

Modifica profilo | Sign out [Switch to ODW Next](#) 

w3 Max's On Demand Workplace [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** | Edit | - | ?  
Attualmente, non ci sono novità

**Essential Link** | Edit | - | ?  
[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 >**

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

 **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]

**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]

**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]

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

**In the news Past 7 days >**

**Search** | Edit | - | ?  
**BluePages**  
Search type: Name   
Search for:   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)  
  Advanced search

**Market Report** | Edit | - | ?  
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](#) 

## 2.0 IBM Portal - examples

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

The screenshot shows a Windows desktop environment with a Microsoft Internet Explorer browser window open. The browser title bar reads "w3 BluePages". The main content area displays a user profile for "Ardigo', Maximiliano". The profile includes a photo of a man, his name, title ("IBM employee, Regular"), department ("Global Business Services"), and location ("Segrate Italy"). It also lists his phone number (39-02-5062-0518), mobile number (39-335 7694053), email (max\_ardigo@it.ibm.com), and notes mail (Maximiliano.Ardigo/Italy/IBM@IBMIT). The "SameTime status" is listed as "Sign in to view SameTime status". Below the profile, there are tabs for "Jobs & contact info", "Experience & qualifications", "Skills", "Projects & teams", "Communities & interests", "Reporting structure", and "Summary". The "Summary" tab is currently selected. A sidebar on the left lists "My BluePages lists" such as "Spain", "INDIA GD PORTALE", "CCC", "SWG", "uniba", "ME's", and "Work". A search bar at the top allows for simple searches by name or location. A "Report to chain" section shows a hierarchy of users under "Ardigo', Maximiliano". A large watermark reading "Old Fashion Custom Development" is overlaid diagonally across the right side of the screenshot.

# 2.0 IBM Portal - examples

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

The screenshot shows the BluePages 2.0 interface. At the top, there's a navigation bar with links like 'w3 Home', 'BluePages', 'HelpNow', and 'Feedback'. Below the navigation is a search bar labeled 'AutoSearch'. The main content area features a profile picture of Maximiliano Ardigo and his name. It includes sections for 'Global Business Services' and 'On Demand Workplace core team leader - ODW SW IOT'. Below this are details like phone number (39-02-5962-6518), email (max\_ardigo@it.ibm.com), and IM (Maximiliano Ardigo' (I am Active)). There's also a placeholder for a bio ('Click here to enter something about yourself for others to read'). Further down, there are sections for 'Local Time' (02:36PM Tuesday), 'Work Location' (CIRCONVALLAZIONE IDROSCALO), 'Business Addr' (SEGRATE, 20090 — Italy), 'Office', 'Department', 'Notes Mail' (Maximiliano Ardigo/Italy/IBM), 'Mobile Phone' (39-335 7694053), 'Admin', and 'SecondLife' (maximilian box). A 'Bluegroups and Communities' section lists various groups with checkboxes. On the left sidebar, there's a 'Connections' section with a list of users like Roberto Boliandi, Massimo Bramati, Luca Sartori, Martina Pareschi, and others. A 'Management' section lists roles like 'IBS Global Business Services Leader, Italy'. At the bottom, there's a 'Tagged by 2 people' section with links to profiles for 'bocconi km knowledge' and 'milan napoli odw'.

This screenshot shows a map-based social network view. A red arrow points from the 'Connections' section of the previous screenshot to this one. The map displays locations in Italy and surrounding areas, with pins indicating user locations. A tooltip for a pin shows information about a user named 'Roberto Boliandi'. To the right of the map, there's a list of users and their profiles, such as 'Massimo Bramati', 'Luca Sartori', and 'Martina Pareschi'. A 'Related Bookmarks' section is also visible.

This screenshot shows a detailed social network graph. A red arrow points from the 'Management' section of the previous screenshot to this one. The graph illustrates connections between various users, with lines representing relationships. The central node is 'Maria Arribalzaga'. Other nodes include 'Veronica Bertuzzi', 'Maurizio Caponi', 'Vittorio Carboni', 'Andrea Cavallazzi', 'Renato Dicati', 'Nazario Papa', and 'Corrado Rossi'. The graph shows a complex web of connections between these individuals.

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

**Riutilizzo profilato  
componenti per altre  
applicazioni composite**

## 2.0 IBM Portal - examples

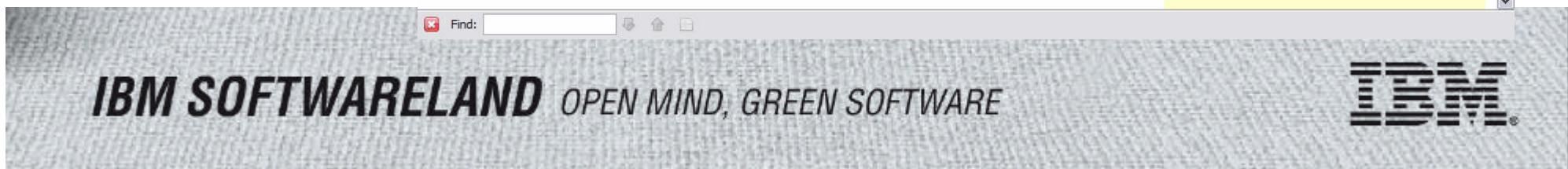
Dove dormo oggi?

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

The screenshot shows a web browser displaying the "IBM Travel Maps" application. The URL in the address bar is <http://w4.ibm.com/TravelMap/site/IBMTTravelMaps.htm>. The page has a blue header with the "W3 IBM Travel Maps" logo and navigation links for "w3 home", "BluePages", "Help", and "Feedback". A search bar at the top right contains the text "Search w3".  
  
The main content area features a map of Armonk, NY, with various roads and landmarks labeled. A callout box highlights the "Wellesley Inn Armonk", providing details such as "Rooms: 140", "Hotel class: ★★★★☆", "TripAdvisor traveler rating: 2.0", and price ranges "Low Rate: 116 USD" and "High Rate: 152 USD".  
  
To the right of the map, there are several sidebar sections:

- IBM Hotels (2 Results)**: Includes "The Ibm Learning Center" and "Wellesley Inn Armonk".
- IBM Locations (4 Results)**: Includes "IBM WESTCHESTER AIRPORT", "IBM CHQ", "IBM IBM LEARNING CENTER", and "IBM NORTH CASTLE".
- + Hertz Locations (8 Results)**
- + Local Guide**

A "SAE Rating" icon with four stars is also visible in the top right corner of the sidebar area.



# 2.0 IBM Portal - examples

Cosa devo fare? Operations Workplace – Sales

Hello Maximiliano Ardigo' | [Sign out](#)

Search w3

Seller's Workplace

[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](#)

**HONDA ITALIA 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
<a href="#">Progetto Portale Internet</a> 12KY-SFDOZV SSM 4 - Qualifying	<a href="#">HONDA ITALIA INDUSTRIALE (038009)</a>	999	\$0,000	31 Dec 2007	10%

**Results 1 - 1 of 1**

[Work with selected opportunity in CRM Siebel](#)

**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](#)

w3 Home | BluePages | HelpNow | Feedback

**SIEBEL EXAMPLE**

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](#)

Local intranet | 100% 

**IBM SOFTWARELAND OPEN MIND, GREEN SOFTWARE**

# 2.0 IBM Portal - examples

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

The screenshot shows the IBM Seller's Workplace interface. In the top left, it says "Hello Max | Sign out". The top navigation bar includes "Search w3", "GO", "IBM.", "w3 Home", "BluePages", "HelpNow", and "Feedback". The main menu has tabs: "Seller's resources", "My opportunities" (which is selected), "My accounts", "My quota", "My requests", "My prospects", "Opportunity actions", and "Help".

The "My opportunities" section displays a summary of an opportunity for "Portale 12KY-UHF39F" updated on 04 Mar 2008. It shows fields like Customer, OM Stage (04 - Validated/Qualifying), Total revenue (CRM currency), SSM stage (S - Qualifying), Decision date (28 Jun 2008), and Odds (10%). Below this is a "Revenue Records" table:

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

Below the table is a "Teams and experts" section with a green header. It lists applicable experts and team members:

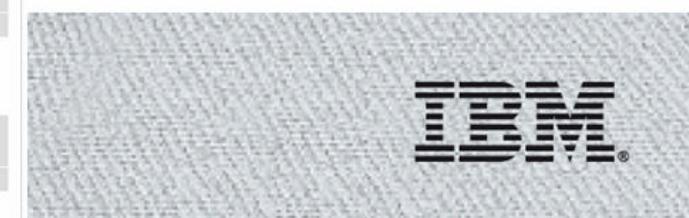
- Seller's connection - Quick answers from dedicated Peer Advisors
- IBM Global Business Services - Institute for Business Value
- IBM Global Business Services - Practitioner Support Network
- GLOBAL MIDMARKET BUS experts
- CONTE SHOPS account team
- Portale opportunity team

At the bottom of this section are links: "Show Sametime status", "Send e-mail", and "Printable version of contact info".

The right side of the screen features several panels:

- CRM Siebel**: A panel for viewing other opportunities in Siebel, with a search bar for "Opportunity number" and links for "Add an opportunity" and "Account planning".
- Sales plays**: A panel titled "Relevant sales plays" sorted by relevance, listing items like "Ofertas de unidad de cinta Half High Linear Tape-Open (LTO) 3 Express" and "IBM Virtualization Engine TS7520 (Español)". It also includes a "Display additional sales plays" link.
- Sales plays library**: A panel with a link to "SSL Web".
- Industry links**: A panel with a link to "SMB".

A large red arrow points from the "Sales plays" panel towards the "Sales plays library" panel.



# 2.0 IBM Portal - examples

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

The collage illustrates the following features:

- w4:** A screenshot showing a list of users with contact information (Phone, Mobile) and a red arrow pointing to a "Customer Quick View" window displaying a map and a timeline.
- w4:** A screenshot of a social network graph showing connections between users.
- w4:** A screenshot of a "Meeting Selection Control" interface.
- w4:** A screenshot of a "Meeting Selection Reservation" interface showing a video feed of a woman.
- w4:** A screenshot of a "Meeting Selection Reservation" interface showing a travel map.
- w3:** A screenshot of the "IBM Professional Marketplace" showing a search bar and a list of professionals.
- w3:** A screenshot of the "IBM Big Decision" interface showing a "Sales Team Kick Off" event and a "Sales 2010 User Experience" report.
- IBM On Demand:** A screenshot of the "Welcome" page for the "IBM On Demand" service.
- IBM On Demand:** A screenshot of the "Sales 2010 User Experience" report.
- IBM On Demand:** A screenshot of the "Sales 2010 User Experience" report.
- IBM On Demand:** A screenshot of the "Sales 2010 User Experience" report.

**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**

**IBM SOFTWARE LAND OPEN MIND GREEN SOFTWARE**

## 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 shows a web-based interface for managing production orders. At the top, there's a navigation bar with links like 'Welcome', 'SAP', 'EM', 'Gestione Operatori', and 'TAQ'. A red circle highlights the 'SAP' link. Below the navigation is a sub-menu with items such as 'ODP per linee Postatura/Maturata', 'ODP per linee Conf. Caffè', 'ODP per linee Conf. Spezie', 'Avanzamento Produzione', 'Allarmi', 'Sinottico', 'Dichiarazioni', and 'Rettifiche Turni'. On the left, a panel displays detailed information about an order, including the order number (40278001), article code (300495911), and various scheduling and status details. On the right, there are several portlets: one for 'Lotto odp' showing a list of lots with their codes and quantities; another for 'CARATTERISTICHE LOTTO - MES' indicating no records selected; and a third for 'Invio Avanzamento Giornaliero' with a search function. At the bottom, a table lists components consumed by a specific lot, with columns for article code, quantity, lot code, component code, and article name.

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

**Sviluppi e integrazioni in WPS 1-2  
giornate via RAD, Portlet  
Factory e Connatori  
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 a web-based application interface for managing clients. At the top, there's a search bar labeled "Ricerca:" and a link "Scollega: Nome Cognome". The main menu includes "Avvia", "Pagina principale", "Servizi ACG", "Operazioni", and "Collaborazione". Below the menu, a sub-menu for "Clienti" lists various companies like A&A SPA, A.C.G. Consociata, ACO SpA, ACQUISTI INTRA CEE, AZIENDA CARTARIA ITALIANA, BENDER PLASTICA srl, Ceremony Agency SNC, Cartolerie Rondine, Clienti generici, Clienti ALFA partecipa 20%, Clienti BETA partecipa 40%, Comispettivi, CARROS, CARTA-EXPORT, CARTOLIBRERIA VESUVIO, CLIENTE XYZ, COSTRUZIONI CONCA D'ORO, DITTA MONOBELLO & C., E.CAM. SPA, EDILMEC, EDILMEC, ENTE AUTONOMA SARDA, ENTE NAZIONALE STRADE E GALLERIE, GOLDENZ HELMUT AG, and others. On the right, two windows are open: one titled "ACG - Scheda Cliente" showing details for "BENDER PLASTICA srl" (Codice Cliente: 000200, Indirizzo: VIA MANZOIRI, 12 MILANO, CAP: 20100, Partita IVA: 00410130157), and another titled "ACG - Situazione Creditizia" showing a balance of 300.000 (+).

#### 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

IBM

# 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 ☺

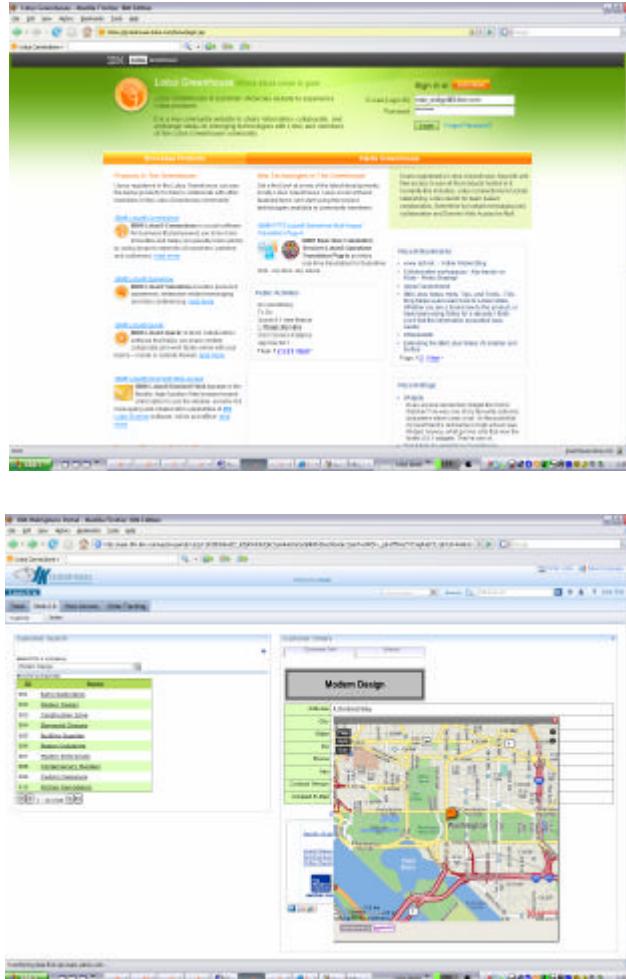
- Per **intranet ed extranet**, migliaia di utenti registrati (nella versione base)
- Con strumenti di gestione documentale, contenuti web, collaborazione, profilazione, ricerca, conoscenza e **integrazione applicativa avanzata SOA e Web 2.0**
- **Pronto per aggregare** le informazioni e i processi dell'utente: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

The image displays three separate screenshots of the ODW Portal interface, illustrating its features:

- Top Screenshot:** Shows the main homepage with a banner reading "Il nuovo portale intranet è on-line: più servizi al tuo servizio". It includes a sidebar for "Quick links" and a right-hand panel for "In evidenza dal personale".
- Middle Screenshot:** Shows the "Applicazioni" (Applications) section with a central "Integratori di applicazioni" (Application Integrators) button. It also shows a "Titolo del contenuto di apertura" (Content title) and a sidebar for "Le ultime notizie interne".
- Bottom Screenshot:** Shows a detailed view of a content item titled "Titolo del contenuto di apertura". It includes a sidebar for "Le ultime notizie interne" and a navigation menu on the left.



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

# 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

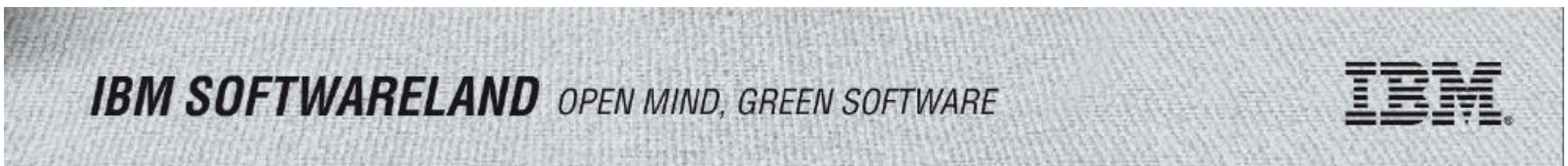
Per approfondimenti:

- 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>

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# Contact: on Lotus Connections

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 Name

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### Tags

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1

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1

content-management

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creative

1

creative-consultant

1

customer

1

customer-experience

1

health

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human\_factors

1

information-architect

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portal

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portal-evangelist

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## Profile for Maximiliano Ardigo'

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IBM employee,

Enterprise 2.0 | Portals | Content | Collaboration | Knowledge

SEGRATE Italy

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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

# Contact: on LinkedIn

## Profile



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People

### Maximiliano Ardigo

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



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#### 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 / Interarctive 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

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#### 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](http://www.activeTechPros.com)

#### Documentum configuration

Configuration & new functionality with CARA and DocConfigurator  
[www.generiscorp.com](http://www.generiscorp.com)

#### Enterprise 2.0 Platform

Collaboration Software With Robust Blogs, Wikis and Social Networking  
[www.Blogtronix.com](http://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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