



Cisco Collaboration 2010

The New
Collaboration
Experience





Cisco Collaboration 2010

The New Collaboration Experience

Cisco Collaboration: visione e strategia

Gianmatteo Manghi

Director, Collaboration Solutions – Mediterranean Geography

Cisco



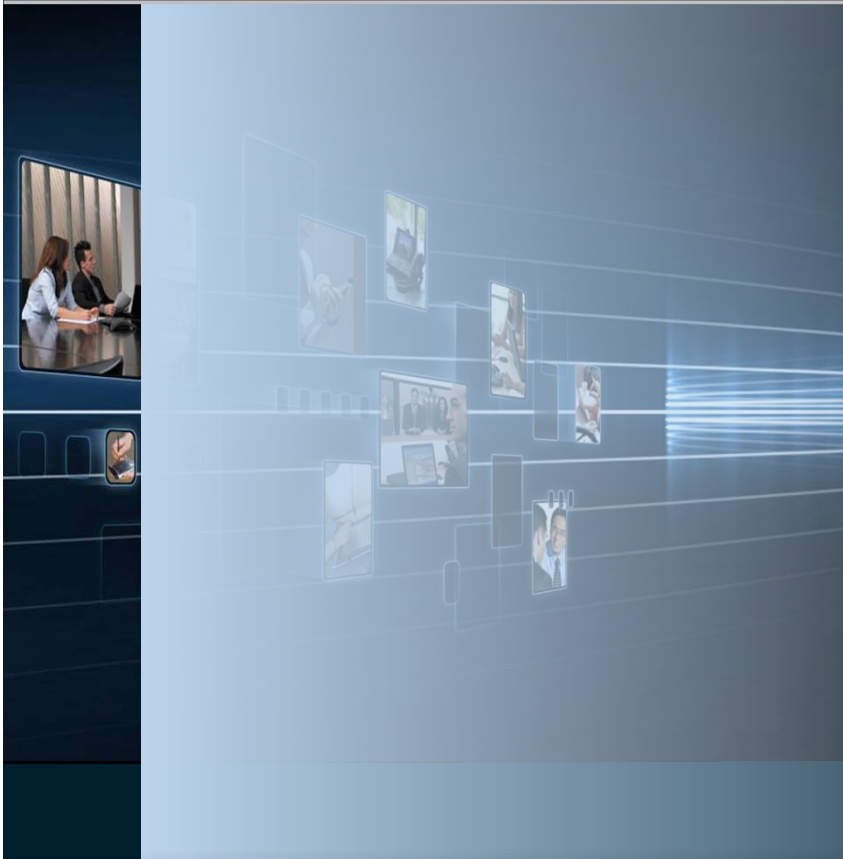
Cisco Collaboration 2010



- **Il modo di lavorare sta cambiando:** la collaboration è più critica di sempre
- Le organizzazioni hanno bisogno di **nuove esperienze di collaborazione** per affrontare le complessità business
- **Cisco** realizza queste esperienze poiché:
 - Trasforma le comunicazioni voce e video
 - Abilita collaborazione e fiducia fra aziende
 - Estende la propria leadership nelle soluzioni di interoperabilità
 - Entra in nuovi mercati: Enterprise Social Software e Hosted Email
 - Offre modelli di implementazione scalabili di ogni dimensione e grado

Cisco Collaboration 2010

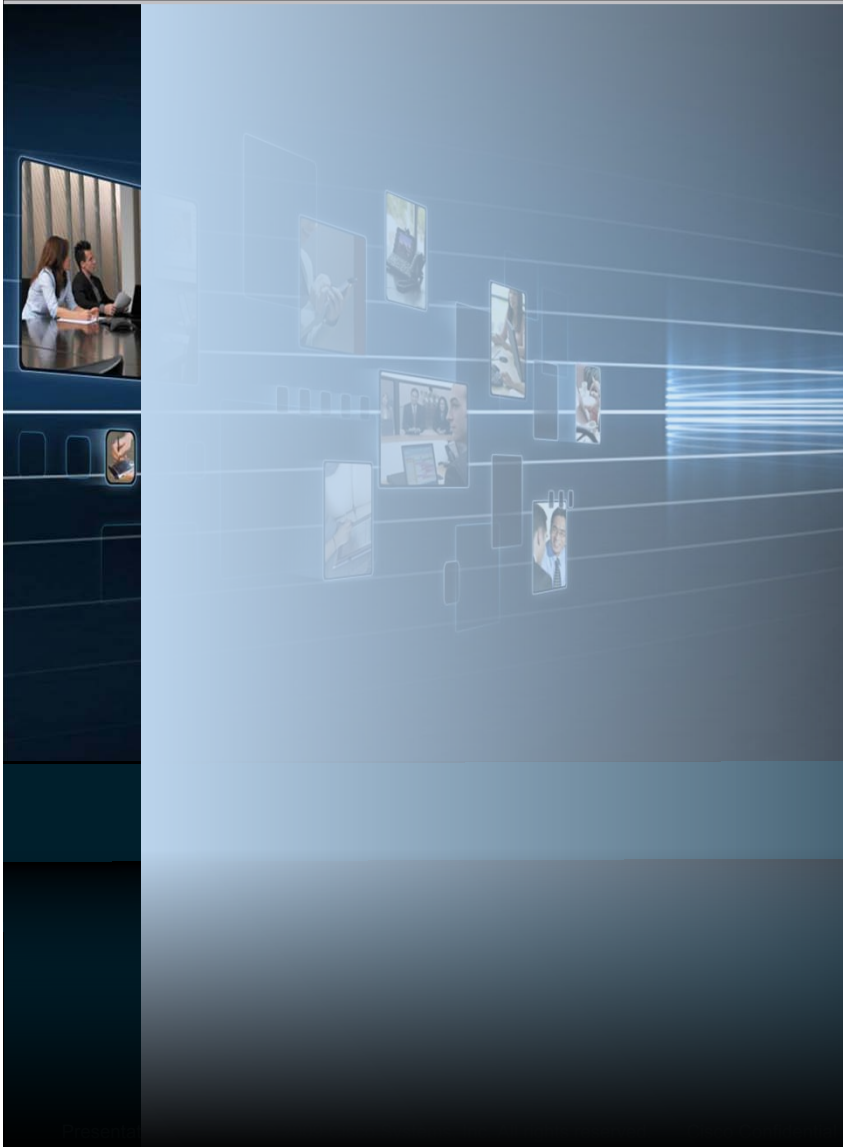
Agenda – **Mattino**



- 09:30 – 10:00** Cisco Collaboration: visione e strategia
Gianmatteo Manghi
- 10:00 – 10:45** Collaboration: quando la comunicazione libera valore
Andrea Pesoli – Polimi
- 10:45 – 11:15** Break
- 11:15 – 12:45** Collaboration 2010: Un nuovo modo di lavorare
Gianluca Ferrè, Andrea Pirone
- 12:45 – 14:00** Pranzo

Cisco Collaboration 2010

Agenda – Pomeriggio



SESSIONE PARALLELA – 1

14:00 – 16:00 Collaboration, Enterprise Social Software, Business Video e Telepresence
Antonio Lombardi, Luca Pellegrini

SESSIONE PARALLELA – 2

14:00 – 15:00 IP Communications e Applicazioni Mobili
Pietro Chiarella

15:00 – 16:00 Customer Interaction
Luciana Belloni, Daniele Manzetti

Collaboration. Perchè?



Aumento della complessità del business ...

Come posso fare
DI PIU' CON MENO?

Come posso lavorare
meglio con i miei
PARTNER E FORNITORI?

Come posso conoscere
i miei clienti
SENZA VIAGGIARE?

Voglio usare il mio
iPhone AL
LAVORO.

Devo MUOVERMI
PIU' VELOCEMENTE.

Come BILANCIO IL
LAVORO CON LA
VITA PRIVATA?

Ci sono TROPPE
INFORMAZIONI!

... e l'impatto aziendale

Questo mercato è
TROPPO VELOCE?

INNOVAZIONE

Ho bisogno di lavorare
in **RELAZIONI PIU'**
STRETTE con i miei
partner.

GLOBALIZZAZIONE

CATENA
DEL VALORE

Il mio budget IT è già
AL LIMITE. E' troppo
complesso.

LAVORO

CONSUMERIZATION

Sono preoccupato della
SODDISFAZIONE DEI
NOSTRI CLIENTI
SENZA VIAGGIARE?

MOBILITA'
GREEN

FEDELTA' DEI
CLIENTI

Il nostro time to market
è **TROPPO LENTO.**

COMPETIZIONE

Il mio team deve
accedere alle
applicazioni DA CASA.

PRODUTTIVITA'

CONSERVARE
IMPIEGATI

Stiamo PERDENDO
OCCASIONI!

TECNOLOGIA

PROCESSO

Cambia il nostro modo di lavorare

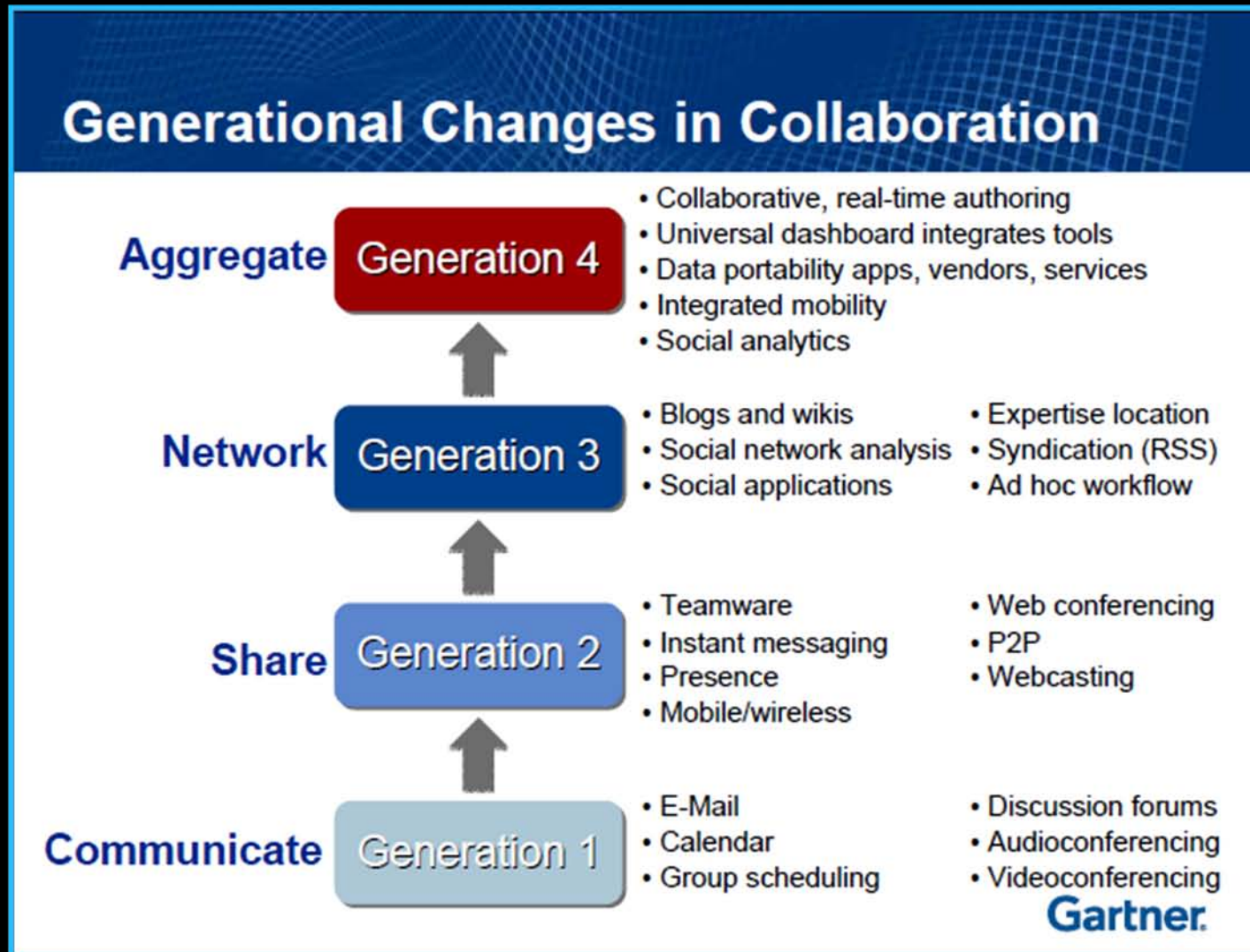
Strumenti per la collaborazione



“La nuova grande sfida sulle performance è aumentare la produttività di quei lavoratori che eseguono mansioni non automatizzabili – e la posta in palio è alta.”

McKinsey & Company, The 21st Century Organization

La visione degli analisti



Collaboration. Quale?



Collaboration è ...

... in egual misura processo, cultura e tecnologia

- In Cisco crediamo che la collaborazione possa **cambiare il modo in cui lavoriamo**
- Noi stessi utilizziamo queste tecnologie: siamo il nostro stesso laboratorio
- Da **‘comando e controllo’** a **‘collaborazione e lavoro di gruppo’**

Processo



Tecnologia

Cultura

Viaggio nella Collaboration in Cisco



Tecnologia per il successo business

Valore di business

Creare fiducia con interazioni ricche ed affidabili

Connettere persone ed informazioni rilevanti

Accelerare le prestazioni dei team

Collaborare efficacemente tra aziende

Massimizzare gli investimenti IT

Valore tecnologico

Voce e video di qualità in tempo reale

Contesto: presenza, gestione delle sessioni, tagging

Esperienza integrata

Collaborazione interaziendale, Cloud sicura

Apertura ed interoperabilità



Cisco Collaboration 2010

The New Collaboration Experience

Collaboration: quando la comunicazione libera valore

Andrea Pesoli
Politecnico di Milano



Coffee Break



Cisco Collaboration 2010

The New Collaboration Experience

Collaboration 2010: un nuovo modo di lavorare

Andrea Pirone

Technical Marketing Manager – Mediterranean Geography

Cisco



La Strategia Cisco



Cisco Collaboration Portfolio



IP
Communications



Applicazioni
Mobili



Customer
Care



Telepresence



Conferencing



Messaging



Enterprise
Social Software

Medianet

Architettura di Collaboration Cisco



Le fondamenta architetturali

Collaborare oggi e in futuro

Applicazioni di
comunicazione
e collaborazione

Servizi di
collaborazione

Infrastruttura

Questo nucleo è a disposizione di qualsiasi client, dispositivo o applicazione personalizzata Cisco o di 3^{ze} parti



Collaboration? Le risposte.





Cisco Collaboration 2010

The New Collaboration Experience

Collaboration 2010: un nuovo modo di lavorare

Gianluca Ferrè

Manager, Collaboration Technology & Consultants – Mediterranean Geography

Cisco



La nuova normalità

Sovraccarico
informativo,
rilevanza business

Meno viaggi, più tempo
con i clienti

Consumerization,
controllo, rispetto norme

IL MONDO REALE

Maggiore competitività,
time-to-market ridotto

Risorse ridotte,
aspettative maggiori

Team distribuiti,
affinità di team

Tecnologia per il successo business

Valore di business

Creare fiducia con interazioni ricche ed affidabili

Connettere persone ed informazioni rilevanti

Accelerare le prestazioni dei team

Collaborare efficacemente tra aziende

Massimizzare gli investimenti IT

Valore tecnologico

Voce e video di qualità in tempo reale

Contesto: presenza, gestione delle sessioni, tagging

Esperienza integrata

Collaborazione interaziendale, Cloud sicura

Apertura ed interoperabilità

Trasformare le comunicazioni voce e video

Interazioni ricche ed affidabili creano fiducia

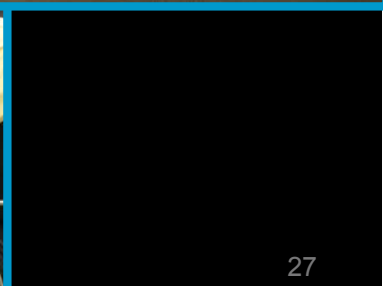
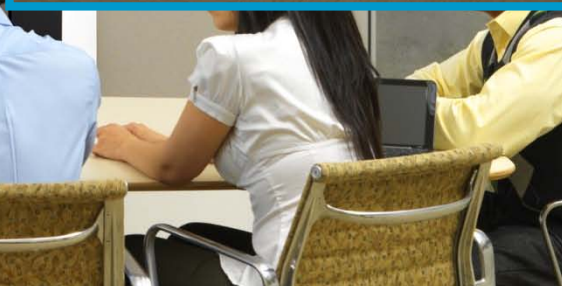
In breve

- Le soluzioni di riferimento per il mercato **Cisco TelePresence**, **Cisco WebEx** e **Cisco Unified Communications** consentono ai team di costruire rapporti di fiducia più velocemente e di prendere decisioni in breve tempo

Nuove soluzioni

- Cisco TelePresence WebEx Engage**
- Serie **Cisco Unified IP Phone 8900** e **9900** video-enabled
- Cisco WebEx Connect IM 6.0** – powered by Jabber
- Cisco Unified Presence e **Cisco Unified Personal Communicator 8.0** – powered by Jabber





» Corriere della Sera » Scienze » A Copenaghen un summit eco-friendly

VERTICE SULL'AMBIENTE

A Copenaghen

Ecco come sarà l'impatto ecologico

MILANO - Tra una settimana appuntamento a Copenaghen per la sopravvivenza del pianeta, di quell'umanità. L'area destinata alla conferenza è quella di stabilire un accordo globale per la riduzione delle emissioni delle attività umane, è il Bella Centre di Copenaghen, capitale adibita a fiere e conferenze. Cosa faranno a loro volta per trasformare in un dispendio ene-

trasformi in un dispendio ene-
cosa faranno a loro volta per
certificare edifici e fiere e con
dalle attività umane? Il Bella
del mondo per la riduzione de
fine è quello di stabilire un ac
dell'umanità. L'area destina
sopravvivenza del pianeta, di
abbigliamento a Copenaghen

MILANO - Tra una settimana

Copenaghen, la sede del summit



IL PULPITO REALE – Il pulpito reale da cui verrà proferita la parola dal punto della Schneider Electric, che ha eseguito la revisione degli edifici garantendo efficienza energetica e basso impatto ambientale. Lo stato di 2,4 milioni di euro (ma secondo i dati in meno di 8 anni) ha permesso di migliorare i sistemi di ventilazione e condizionamento degli apparecchi di illuminazione con lampade a risparmio energetico che funzionano autonomamente in base alle condizioni di luminosità degli ambienti. La Schneider consentirà di ridurre di 1150 tonnellate le emissioni di CO₂, ovvero l'equivalente delle emissioni prodotte da un'auto che percorre 7 milioni di km, mentre l'intervento sull'illuminazione permette un risparmio di 300 mila kWh all'anno.

IL PULPITO VIRTUALE – In aggiunta al pulpito tradizionale ci sarà però anche un pulpito virtuale, grazie alle sofisticatissime soluzioni di telepresence firmate Cisco: la Global Climate Change Meeting Platform offrirà infatti servizi di conferenza video, audio e web. Dai 12 ai 15 mila delegati interverranno da remoto, risparmiando il viaggio aereo e quelli che gli esperti chiamano costi di business travel, ovvero tutto l'indotto economico e ambientale delle trasferte. La principale sede della conferenza, il Bella Centre di Copenaghen, ospiterà quattro sale telepresence progettate in modo che sia i partecipanti in carne e ossa sia quelli virtuali abbiano la sensazione di trovarsi "nella stessa stanza". La Global Climate Change Meeting Platform permetterà il collegamento in rete con più di 100 località in tutto il mondo, comprese le sedi del quartiere generale dell'Onu di New York, dell'Unep a Nairobi e quelle di 20 ambasciate danesi.



UNITED NATIONS
CLIMATE CHANGE
CONFERENCE
DEC 7-DEC 18
2009



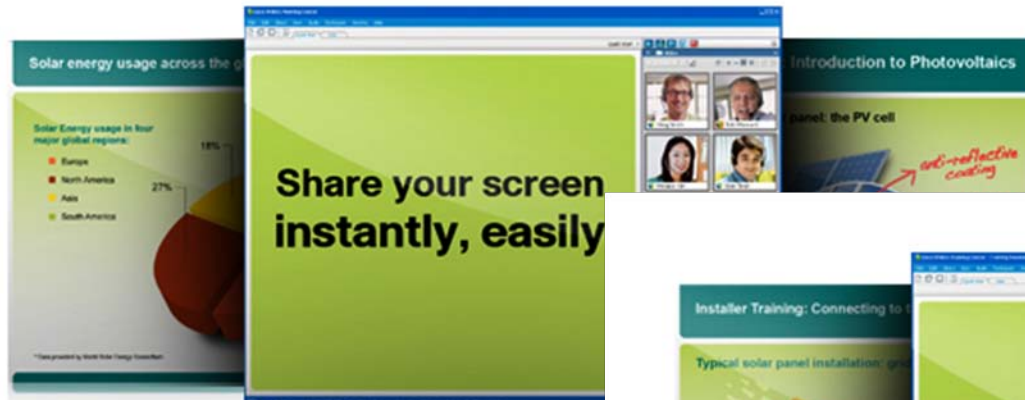
Rappresentazione grafica della rete di contatti e collaborazione che si realizzerà con la Global Exchange Meeting Platform

COP15 UN Climate Change Conference

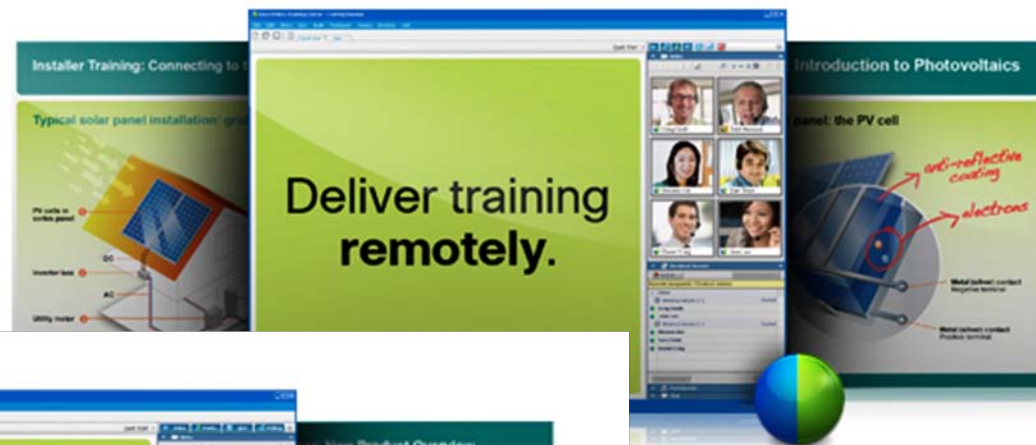
Creare fiducia con interazioni ricche ed affidabili



Applicazioni Cisco WebEx® Meeting



Share your screen instantly, easily



Deliver training remotely.



Generate more leads online.

Creare fiducia con interazioni ricche ed affidabili

- Semplicità d'uso + raggiungibilità globale in un'unica soluzione di collaborazione
- Scelta della modalità preferita
- Migliore esperienza utente e maggiore produttività
- Scheduling semplificato e avvio del meeting con un solo gesto
- Intra e inter-company

Cisco TelePresence WebEx Engage



Creare fiducia con interazioni ricche ed affidabili

- Video interattivo, multi-party H.264
- Maggiore libertà con Bluetooth e Wi-Fi integrato
- Display luminoso a colori ad alta risoluzione (VGA) ed audio ad alta fedeltà
- Ecologico (opzione “deep sleep”, materiali riciclabili)
- Porte USB per gli accessori

**Cisco Unified IP Phone
8900 & 9900 Series**

Cisco Unified IP Phone Desktop Portfolio

IP Phone 9900 e 8900



IP Phone 7900



IP Phone 6900



Creare fiducia con interazioni ricche ed affidabili

- Cisco CUPC 8.0 Enterprise IM e Presence powered by Jabber
 - Group Chat, Persistent Chat, Client-Side Logs
 - Server-side IM Logging & Compliance
- HD audio e video
- Integrato nativamente con Cisco UC
- Interfaccia utente di nuova generazione



Cisco Unified Personal Communicator 8.0

Creare fiducia con interazioni ricche ed affidabili



Cisco Webex Connect 6.0

- Cisco WebEx Connect IM e presence **powered by Jabber - SaaS**
- **Cisco UC Integration** abilita nativamente le funzionalità Cisco IP communications
- Migliore integrazione WebEx Meeting
- **Policy management** esteso
- Disponibile con e senza team spaces



**Cisco
Unified
Mobile
Communicator**

per Blackberry



Cisco
Unified
Mobile
Communicator

per Blackberry



**Cisco
Unified
Mobile
Communicator**

per iPhone

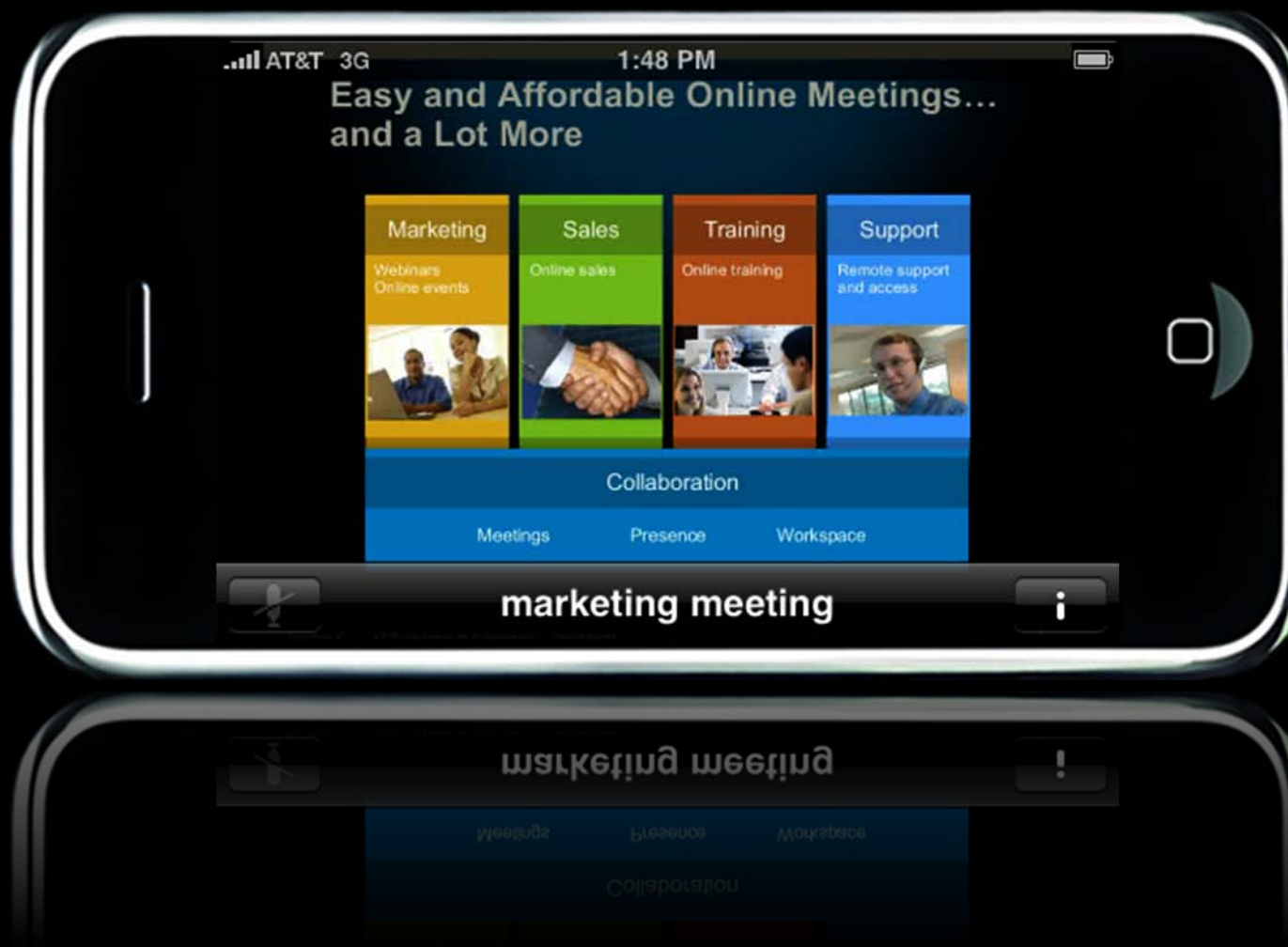


**Cisco
Unified
Mobile
Communicator**

per iPhone



**Webex
Meeting Center
per
Apple iPhone**









**Webex
Meeting Center
per
Apple iPhone**



Webex Meeting Center per Apple iPhone

Web-Handoff



Webex Meeting Center per Apple iPhone





Conversation History

Voice Messages (2) Calls (0)

Show All

	From	Subject	Date	Duration
!	Greg Mitchells	Please call me back	Today, 4:08 PM	00:35
	Fiona Palmer		Today, 3:53 PM	00:22
	Megan Straight	Do we have a meeting	Today, 3:16 PM	00:14
	Miles Hodgemen	Need Jack's mobile number	Yesterday, 4:09 PM	00:23
	Paula Shehan	Answer to your email	Yesterday, 2:49 PM	00:12
	Greg Mitchells		Yesterday, 1:59 PM	00:39
	Alex Carlson	Meeting Notes	Yesterday, 12:29 PM	00:11
!	(408) 212-1386		2 days ago, 6:11 PM	00:24

Call Voicemail

Internet Explorer

Microsoft Office Communicator

Jim Grubb Available

Type a note

Type a name

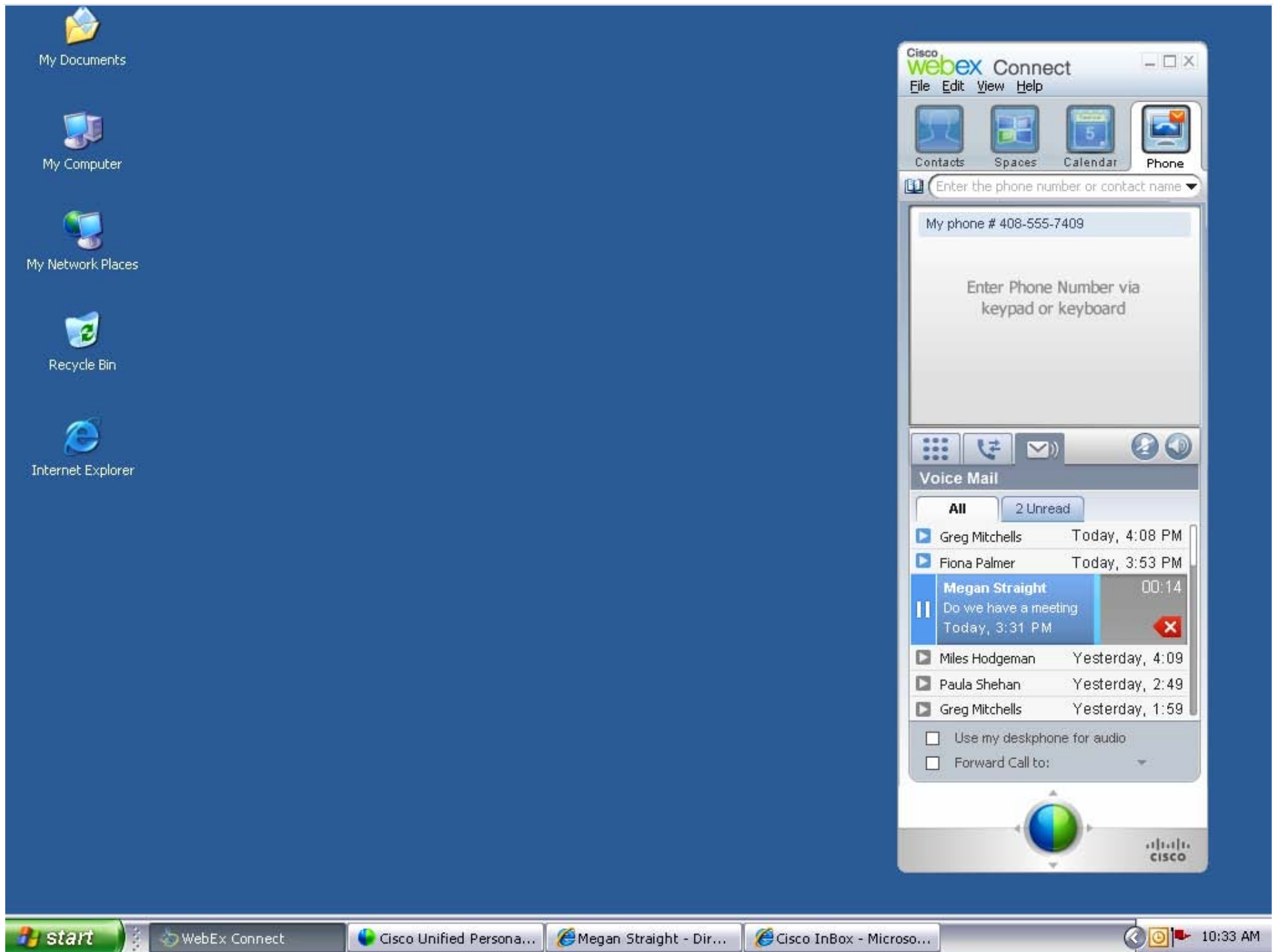
Product Team

- Kyle Morgan Available
- Benjamin Saarni Busy
- Fiona Palmer Away from desk
- Greg Mitchells Available
- Asher Sanchez Available
- Paula Shehan In a meeting

QA Group

- Alex Carlson Busy
- Karli Grace Do not disturb
- Megan Straight Available
- Patrick Webb In a meeting
- Mark White Available
- Ross Bogenschneider Idle
- Steve Abair Do not disturb
- Veronica Lehman Away from desk
- Ashley Rosenberg Available

Call Voicemail





My Documents



My Computer

Conversations

All				
	From	Subject	Date	Duration
!	Greg Mitchells	Please call me back	Today, 4:08 PM	00:35
	Fiona Palmer		Today, 3:53 PM	00:22
	Megan Straight	Do we have a meeting	Today, 3:31 PM	00:14
	Miles Hodgemen	Need Jack's mobile number	Yesterday, 4:09 PM	00:23
	Paula Shehan	Answer to your email	Yesterday, 2:49 PM	00:12
	Greg Mitchells		Yesterday, 1:59 PM	00:39
	Alex Carlson	Meeting Notes	Yesterday, 12:29 PM	00:11
	(408) 212-1386		2 days ago, 6:11 PM	00:24
!	Karli Grace	Need to cancel meeting	2 days ago, 4:47 PM	00:18

Call Voicemail

File Edit View Help



Jim Grubb

Available



Search

Product Team

- Kyle Morgan Available
- Benjamin Saarni Busy
- Fiona Palmer On the phone
- Matt Wong Available
- Asher Sanchez Available
- Paula Shehan In a meeting

QA Group

- Alex Carlson Busy
- Karli Grace Do not disturb
- Megan Straight Available
- Patrick Webb In a meeting
- Mark White Available
- Ross Bogenschneider Idle

Use my desk phone for audio



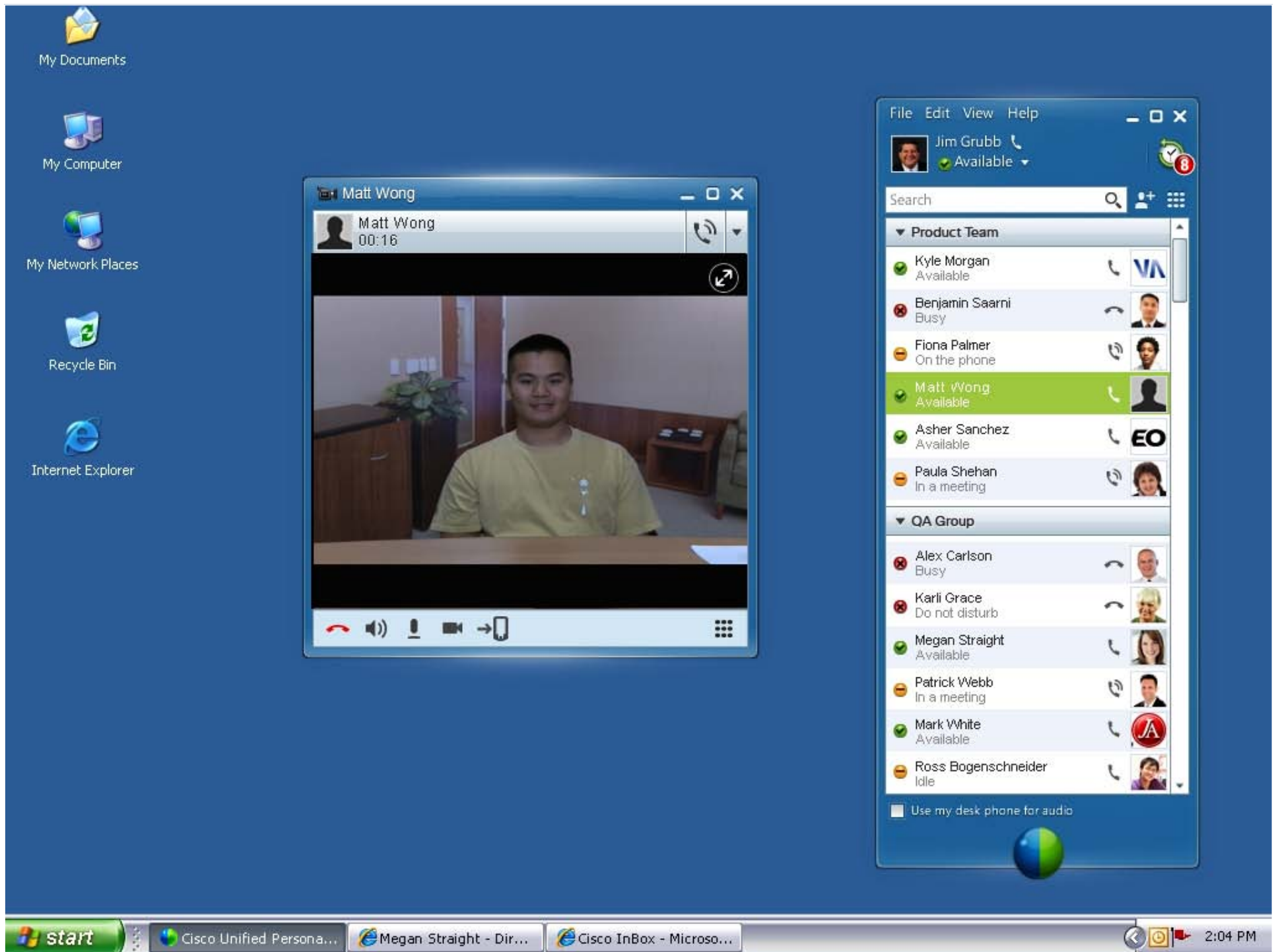
start

Cisco Unified Personal Communicator

Megan Straight - Directory

Cisco InBox - Microsoft

10:34 AM









Collaborare efficacemente fra aziende

Sicurezza e semplicità della Collaboration interaziendale

In breve

- Sicurezza e policy per la collaboration **business-to-business**
- Collaborare attraverso i firewall in **ogni modalità**: email, IM, WebEx, Unified Communications, TelePresence

Nuove soluzioni

- Cisco Intercompany Media Engine
- Intercompany Cisco TelePresence Directory



Collaborare efficacemente fra aziende

- Videotelefonia sicura e audio ad alta fedeltà fra aziende diverse
- L'intervento di utenti o amministratori non è richiesto
- Esperienza utente omogenea

- Consente la condivisione di funzionalità innovative e applicazioni di collaborazione fra partner
- Utilizzo sicuro ed efficiente della rete, a costi ridotti

Company A



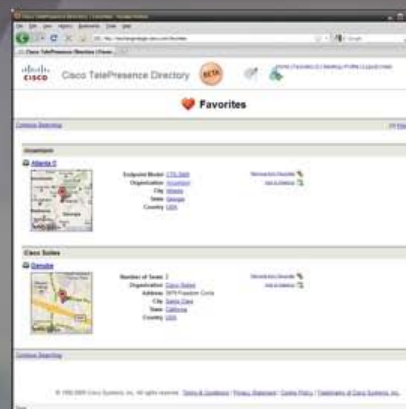
Company B



Intercompany Media Engine

Collaborare efficacemente fra aziende

- Directory gestita da Cisco di **sale, organizzazioni e persone** con accesso a terminali Cisco Telepresence
- Virtual Assistant aiuta ad organizzare meeting per sale specifiche



Company A



Company B



TelePresence Intercompany Directory

Contesto: Presenza, Tagging

Connettere persone ed informazioni rilevanti

In breve

- **Medianet** migliora la collaboration
- Vantaggi per gli utenti
 - Collaborazione semplice **attraverso i firewall**
 - Trovare gli esperti** disponibili e formare team dinamici
 - Individuare il contesto** per trovare l'informazione giusta
- Vantaggi per l'IT
 - Implementazione più veloce e semplice con terminali esistenti
 - Meno chiamate di help desk

Nuove soluzioni

- **Cisco Unified Presence 8.0**
- **Cisco Pulse**
 - Tagging automatico dei contenuti in movimento per individuare know-how nascosti
 - Expertise locator e servizi di ricerca nei media
- **Cisco ISR G2**
 - Medianet-ready router
 - Ottimizza le prestazioni video in filiale



Connettere persone ed informazioni rilevanti

XMPP

- Sviluppato da **Jabber Open Source Community** (1999)
- Formalizzato come **IETF standard** (2002-2004)
- Comunità di sviluppatori Open Source attiva
 - 60+ client XMPP per 7 piattaforme diverse
 - 20+ server XMPP sviluppati per XMPP service providers
- Libreria software per sviluppare applicazioni XMPP in 17 linguaggi diversi

- Supporto **dual-stack SIP/SIMPLE** e **Jabber XMPP nativo**
- Presenza network-based **estesa**
- Piattaforma per Enterprise IM (EIM) **policy-based**
- B2B e B2C presence + IM **federation** (inc. WebEx Connect)
- Processi di business presence-enabled grazie alle **API aperte**

Cisco Unified Presence 8.0

Connettere persone ed informazioni rilevanti

The screenshot displays the Cisco Pulse web application interface, which is designed for connecting people and relevant information. The interface is divided into several sections:

- Header:** Includes the Cisco Pulse logo, user name (Sean Mulroney), and navigation links (Home, Profile, Vocabulary).
- Profile Section:** Displays the user's profile (Sean Mulroney, Director of Product Marketing) and a list of "Most Recent Profile Tags" such as ECP, TP, usability, LLC, video portal, project management, Adobe FLEX, and specialist optimization.
- Tag Navigator:** Allows users to view and manage their tags. A dropdown menu is shown with options: "View Pulse Tag Details", "Find Expertise and Related Information", "Remove Pulse Tag from my Profile", and "Ignore Pulse Tag".
- Interaction History:** Lists recent interactions with other users, including names like Satish Gannu, Martine Freiberg, Virgil Mihailovici, Chandrasekhar Iyer, Gary Yeh, Sonia Ross, and Shashikant Jagdale.
- Pulse Locator:** A search bar where the term "collaboration" was entered, resulting in 40 people and 10 related information items found.
- People Matches:** A table showing search results for the tag "collaboration". The table includes columns for Name, Title, Location, Experience Summary, and NetPulse score.
- Related Information:** A section titled "Top Videos" showing a video titled "Collaboration.flv".
- Top Documents:** A list of documents related to the search, including "Collaboration.pdf", "CollaborativeExecutiveGuide...", "End_User_Training2.pptx", "Pulse_Highlights.ppt", and "Economics_Collaboration.pdf".
- Profile Pop-up:** A small window showing the profile of Eric Chan, a Software Developer, with contact information and a list of "Most Recent Profile Tags" (Cisco Pulse, collaboration, social network).

Cisco Pulse

Connettere persone ed informazioni rilevanti



The background of the slide features a network diagram with blue circles connected by lines, representing a social or professional network. Silhouettes of people in business attire are positioned at various nodes of the network. Overlaid on this is a profile window for John Wilkinson, a Technical Leader with PSE User Experience, who is currently online. The window includes contact information (email, phone, and webex) and a section for accepting new tags (Web2.0, Collaboration, IPsec, Usability). At the bottom of the slide, the Cisco Pulse logo is displayed.

Profile

John Wilkinson
TECHNICAL LEADER
PSE User Experience
● Online

Contact Information:
jwilkinson
1 408 424 4367
22436
webex [view public profile](#)

Accept New Tags
New tags have been identified for you by the system. Click to add tags you wish to accept.

☐ Web2.0 ☐ Collaboration
☐ IPsec ☐ Usability [Accept](#)

[Manage Profile Tags](#)
[Profile Settings](#)

Cisco Pulse

- Cattura il know-how aziendale attraverso il **tagging dinamico** dei contenuti che attraversano la rete
- Riconduce automaticamente i contenuti multimediali alle **parole** pronunciate
- Include queste funzionalità in applicazioni business attraverso **OpenSocial API** (es. ECP)

Cisco entra nel mercato Enterprise Social Software

Nuove soluzioni per accelerare le performance dei Team

In breve

- **Formare dinamicamente team e community** in base all'esperienza, indipendentemente dalla localizzazione
- **Individuare gli esperti quando servono**, con applicazioni, social tools e strumenti di collaboration pervasivi

New Solutions

- Cisco Show and Share
- Cisco Enterprise Collaboration Platform



Accelerare le prestazioni dei team

Compatibile
PC o MAC

Video: Flip,
iPhone,
integrato

Taglia &
cancella
segmenti

Aggiunge &
edita capitoli

Commenti
generali &
timeline

Iscrizione ad
argomenti di
interesse



Edita video
registrati

Edita flash
files caricati

Dividi &
aggiungi
transizioni

Pubblica con
one-click

Mostra &
ricerca
trascrizione

Integrazione
3ze parti

- Video collaboration e sharing: Social Video System
- Contenuti generati dagli utenti e funzionalità social media
- Playback di eventi in diretta e registrazioni TP

Show and Share

My Show and Share - Microsoft Internet Explorer

http://video.cisco.com/vportal/vpo/jgrubb

My Show and Share

Video Portal | jgrubb Sign Out | Help

Videos **My Show and Share** My Preferences

Search Term Go

Home >

My Show and Share

▼ Status Updates and Messages

Subject	From	Date Received
Your video Quarterly Update was added.	jgrubb	Sun, Nov 8, 2009 at 10:36:15 AM
The rating 4 was added to your video Communication and Technology	jgrubb	Fri, Nov 6, 2009 at 7:46:03 AM
The comment <i>This is a great blog! Very informative...</i> was left on Communication an...	jgrubb	Tue, Nov 3, 2009 at 8:06:26 PM
Your video New Technology: Where it's Going was published.	jgrubb	Fri, Oct 30, 2009 at 12:29:34 PM
Your video New Technology: Where it's Going was modified.	jgrubb	Fri, Oct 30, 2009 at 12:29:34 PM
Your video New Technology: Where it's Going was added.	jgrubb	Mon, Oct 19, 2009 at 6:48:31 AM

► Action Items and Requests

▼ My Account

My Videos My Live Events My Favorites My Reports

Posted: All View: Show: ☒ Drafts ☒ Scheduled ☒ Published Subscribe



Quarterly Update (1:33)
Update and FY10 kick off.

Added: Sun, Nov 8, 2009 at 10:11:00 AM
Author: jgrubb
Rating: ☆☆☆☆☆ (0 ratings)
Views: 0

[Play](#) [Manage Video](#) [Edit Video](#) [Delete](#)

Add a Video

It's easy to get your video online and share with colleagues. Try it now!

[Upload a Video](#)

[Record a Video](#)

Add a Live event

Set up a live event. Try it now!

[Create a Live Event](#)

start My Show and Share ... Cisco InBox - Microso... 10:43 AM

http://video.cisco.com/vportal/vpo/jgrubb

Google

Publish Video

PageTools

Files

Page Categories

Video categories

Make visible

Users with

Page options

Select Groups

▼ My Groups

COE (23)

Demo Team (10)

▼ All Groups

All Users (41,289)

COE (23)

Demo Team (10)

Marketing (1,980)

Product Managers (726)

Name	User Name
Celisse Tucker	ctucker
Collin Reeves	creeves
Danielle Muller	dmuller
John Swan	jswan
Karli Espinosa	kespinosa
Megan Arnett	marnett
Peter Prodoel	pprodoel
Rachel Daso	rdaso
Santos Albaran	salbaran
Shawn Smucker	ssmucker

Page 1 of 1 Showing 1-10 of 10 10 per page

Click and drag desired Groups to the pane below

Options...

OK

Ratings

☒ Allow this video to be rated by others

☐ Do not allow this video to be rated

Video Portal - Microsoft Internet Explorer

http://video.cisco.com/videoportal/jgrubb

Google

Video Portal

Video Portal | jgrubb Sign Out | Help

Show and Share

Videos My Show and Share My Preferences

Search Term Go

Home >

CSG Key Initiatives



00:00 01:33

Info Chapters Transcript Slides Timeline Comments Files

Tony Bates: Hello. My name is Tony Bates. I'm Senior Vice President and General Manager of the Enterprise, Commercial, and Small Business organization within CDO.

Today I'm here to talk to you about some of the Collaboration Software Group's key initiatives for this fiscal year.

We deliver the Cisco WebEx SAS-based product family line of conferencing, connect, IM, and email solutions. We're absolutely focused on the **customer**. So whether it's the end user, an enterprise IT customer, or a line of business decision making, in companies of all sizes; whether it's

Find: customer

Go

Next

Previous

tries or even integrating into Cisco's collaboration solutions offering, every-

Tags:

Add additional tags

Submit

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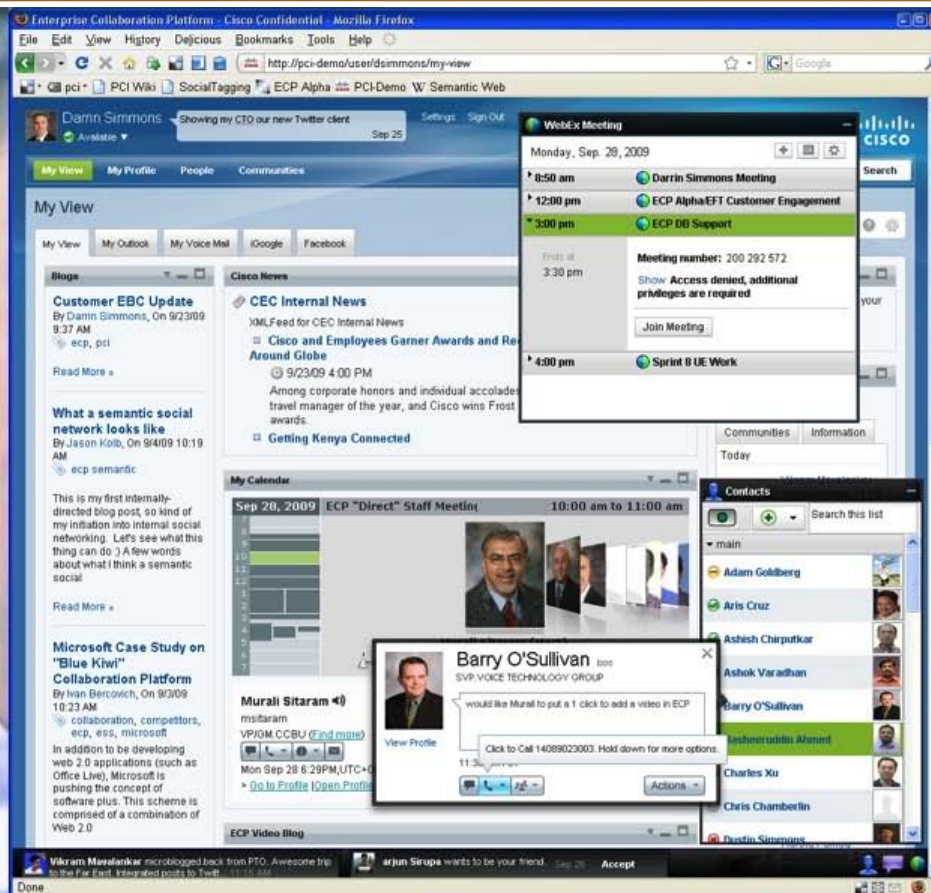
start

Video Portal - Micros...

Cisco InBox - Microso...

10:50 AM

Accelerare le prestazioni dei team



Dashboard personale

Social & network-based auto-tagging

Click to collaborate

Persone, community, informazioni, ricerca

Content management

Policy & sicurezza

Directory profile

Blog, Wiki, Forum

- Soluzione on-premise che abilita la **creazione**, **condivisione**, **scalabilità di contenuti ed esperienze**, velocemente ed in sicurezza

Enterprise Collaboration Platform

Browser UC-enabled

Team space

MyView - Microsoft Internet Explorer

http://internal.cisco.com/
Google

MyView

Page
Tools

Jim Grubb
Available

The Collaboration Conference is open to all Team Members both External and Internal
☒ Also Post to: **twitter** 57

Settings Sign Out

My View
My Profile
Communities
People
Topics

Search

My View

Overview
Calendar
Messages
Journal
Library
Contacts

Activity and Feeds

All
Headlines
Blogs
Discussions
Our Work
Resources
Local News
CorpComm News

Sort By: Recent | Most Viewed | Rating

U.S Market Strategies: Where We Are Headed (5:14) HD
GH Media 10 minutes ago
0 comments | comment

Jim Grubb posted a reply to discussion Energy Efficiency in the Sustainable Technologies community 20 minutes ago
0 comments | comment

Bishr Mahmudnizhad joined the Sustainable Technologies community 25 minutes ago
1 comment | comment

EU Looks to Divert Budget Spending Toward Climate (3:32) HD iMN News 1 hour ago
9 comments | comment | hide comments

Sounds like they have a good plan in place. Micah Nelson 7 minutes ago
0 comments | comment

Contacts

Kyle Morgan
Available by IM

Benjamin Saarni
In a Meeting

Fiona Palmer
On the Phone

Megan Straight
In a Meeting

Asher Sanchez
Available by Email

More Contacts (63)

Recent Messages

From
Date

Greg Mitchells
Please call me back
4:20pm

Mary Howe microblogged. I am working on a new pro...

You have been invited to **Q2 Meeting** 7:04 pm View

start
MyView - Microsoft I...
Cisco InBox - Microso...

7:05 PM

Samantha Moss - Directory - Microsoft Internet Explorer

http://internal.cisco.com/dir/samoss

Samantha Moss - Directory

Jim Grubb
Available
With John, doing a demo.

Settings Sign Out

CISCO

My View My Profile Communities **People** Topics

Search

Megan Straight

Overview Published Journal Discussions Collaborate

Summary

MEGAN STRAIGHT



What's on my mind:
Open Enrollment. Are you ready?
03:32 PM Nov 08 from Web

ADD AS FRIEND

START COLLABORATION

JOB TITLE
Human Resources Manager

ACTIVITY DETAILS
2 FORUM POSTS
0 FORUM POSTS

Communities
• Leaders in HR

Activity and Feeds

Today

- Barry DeHal and Megan Straight are now friends. 0 comments | comment
- Jim Grubb wrote on Megan Straight's wall. Thanks for the updates. See you at the Symposium. 1 comment | comment
- Jim Grubb wrote on Megan Straight's wall. I was looking for the latest minutes from the meeting. 0 comments | comment
- Linda Cates and Megan Straight are now friends. 1 comment | comment
- Megan Straight updated a wiki page in Susan's Smart Building Practices. 2 comments | comment
- Megan Straight microblogged. 5 hours ago. Open Enrollment. Are you ready? 1 comment | comment

Megan Straight

Megan Straight
Available

Today

- Jim Grubb
Hi Sam, thanks for the account info
- Megan Straight
Anytime
- Jim Grubb
How did you know that I was going to ask for them?
- Megan Straight
I read a post about you handling an acc. from that group
- Jim Grubb
Always on top of it.

Russell Voltz microblogged. Just completed diagram ...

You have been invited to Q2 Meeting 4:56 pm View

start Megan Straight - Dir... Cisco InBox - Microso...

4:56 PM

La più ampia interoperabilità sul Mercato

Massimizzare il valore degli investimenti IT esistenti

In breve

- Flessibilità utente con protezione e controllo degli investimenti IT
- Architettura aperta ed interoperante a tutti i livelli: client, dispositivi ed applicazioni

Nuove soluzioni

- Interoperabilità totale per Cisco TelePresence HD con Cisco Media eXperience Engine 5600
- Cisco Unified Communications Manager Session Management Edition
- Cisco UC integration for Microsoft Office Communicator
- Cisco Webex Mail



Massimizzare il valore degli investimenti IT

- Soluzione end-to-end Cisco network-based, su piattaforma **MXE 5600**
- HD video full-screen, esperienza CTS
- Supporta altri dispositivi video-enabled
- **Conversione any-to-any di flussi video in tempo reale e registrati**



“Any-to-Any” TelePresence HD Interop

Cisco TelePresence Release 1.6

Massimizzare il valore degli investimenti IT

Recording

Semplice e flessibile



HD VC Interop

Estendere la Collaboration



Extended Reach

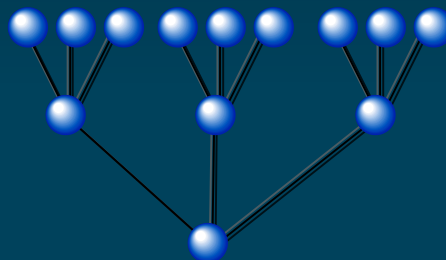
TelePresence a banda limitata



Controllo Eventi



Next-Gen Management



Interoperabilità Intercompany



Massimizzare il valore degli investimenti IT

- **Interconnessione tra PBX**
- Connessione di PBX a SP; **SIP Trunking**
- Connessione di PBX ad operatori mobili; Mobility
- Interconnessione di PBX verso altre aziende, a social networking e applicazioni web via Cisco IME, Web 2.0 ed ECP

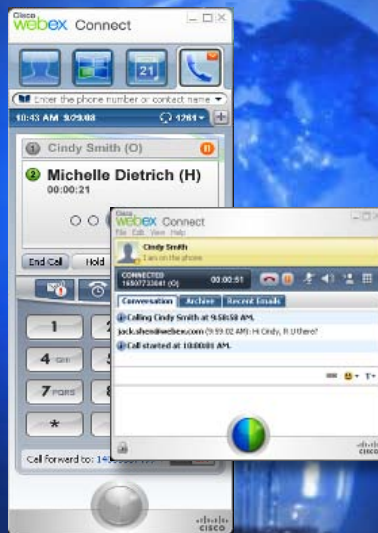
Benefici

- Least cost routing/toll bypass
- Minore carico amministrativo di sistema
- Migrazione a tutto-IP più semplice

CUCM 8.0 Session Management Edition



Massimizzare il valore degli investimenti IT



Unified
Client
Services
Framework

Audio



Call Ctl

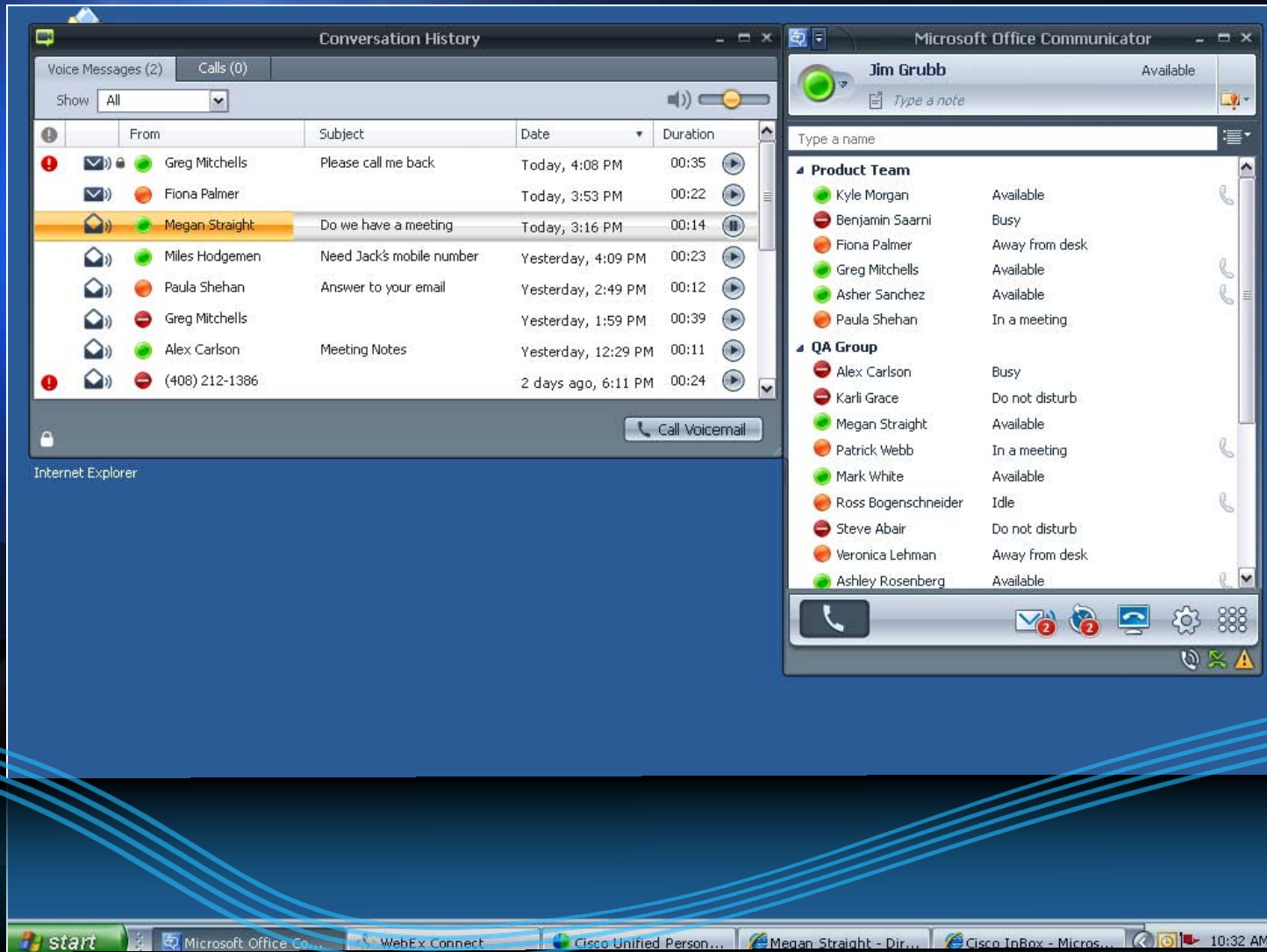


Presence



- Cisco UC Integrations™ for Microsoft Office Communicator
- Client Services Framework (CSF)
- Esperienza di collaborazione Cisco UC estesa a molti client desktop

Massimizzare il valore degli investimenti IT



Massimizzare il valore degli investimenti IT



Cisco WebEx Mail (Hosted)

Cisco InBox - Microsoft Internet Explorer

https://webmail.cisco-inbox.com/cisco-inbox/mail?&skin=sand

Google

Cisco InBox

Search Filters Off

Cisco inbox

Messages View

Folders

- Inbox
 - Richard Marsh (6)
 - Jenn Dobbs
 - Stefanie Bain (4)
 - Stuart Briggs
 - Jose Fuller
- Outbox
- Sent Items
- Drafts (2)
- Deleted Items (4)

Shared Folders

- Alan Belusar
- Rachel Carr
- Ben Hochman
- Michelle Cave

Tags

- Production Co...
- Human Resour...
- Sustainable Re...
- Time Restricti...
- New Manageme...

November

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	29	1	2	3	4

File Mute My Priority Publish Join Move Topics: Maintenance and Repair

Latest Contributor Topic Name

Jose Fuller Mainten...

Bridget Lo... Sustainable...

Mike Kirby CJM Laun...

Jenn Dobbs Q3 Instr...

Chris Mihn Limiting H...

Tim Jantz 232X9 T...

Abul Mesch Improving...

Francis Pick Structura...

Mary Howe Engineeri...

Brent Wood Idea Shar...

Jose Fuller British De...

Richard M... New Tech...

Cindy Baer Indecisio...

Ben Hoc... Market Fl...

Hilary Sc... Sample P...

Pete Yorn Music Ch...

Chinn Dang Old/New...

Tony Kemp Transport...

Jose Fuller Upcoming...

Rachel Carr Prime Time Sp... 14 11/3/2009 ...

Mike Kirby AGS Product A... 16 11/3/2009 ...

Julie Du... Unified PRM 9 11/3/2009 ...

Chris Mihn Winter Cut-backs 18 11/3/2009 ...

Tim Jantz Rushing is wast... 4 11/3/2009 ...

Abul Mesch Recycling fuel... 115 11/3/2009 ...

Francis Pick Problems with... 26 11/2/2009 ...

Mary Howe Q&A Seminar 35 11/1/2009 ...

Brent Wood Decisions for r... 29 11/1/2009 ...

Jose Fuller Standard Polici... 19 11/1/2009 ...

Mitch West Sustainable Te... 48 11/1/2009 ...

Cindy Baer Working from h... 39 11/1/2009 ...

Craig Sa... Q4 Policies 6 11/1/2009 ...

Abul Mesch Educational Gr... 88 11/1/2009 ...

Sustainable Resources

People in this Topic (7) see all

- Bridget Long, Human Resources Manager
Email: blong@cisco.com
Cell: 415-555-1243 Tel: 415-555-6564
- Ryan Gisseppi
Engineering Technician
Email: rgisseppi@cisco.com
Cell: 203-555-2376 Tel: 203-555-6889
- Frank Phillips, Engineer, Technician
Computer Programmer, Technician
Email: fphillips@cisco.com
Cell: 603-555-9987 Tel: 603-555-9008
- Mary Nightingale
Chief Creative Officer
Email: mnightengale@cisco.com
Cell: 408-555-1615 Tel: 408-555-2778

Appointments & Tasks (3) see all

Nov 11 2:30 PM - Price and Cost analysis meeting with Mike Kirby
Mike Kirby, Market Analyst

Go over new cost proposal for Q3 team
11/03/2009

Nov 11 1:00 PM - Company Practices Meeting with Stuart Briggs
Sharon Bay, Resource Manager

Files and Content (15) see all

- Bio-fuel Production 11/06/2009
- Sustainable_Design.pdf 11/02/2009
- Green_Chemistry.docx 10/27/2009
- Biophysical_Resources.pptx 10/19/2009
- Learning about Conservation 10/09/2009

Related News (9) see all

Sustainability Returning human use of natural resources to within sustainable requirements.

Vulnerable States Initiative To support youth efforts and increase awareness on...

Composting Association The Composting Association is a British organization aimed...

Related Topics and Tags (4)

- Cost Analysis
- Human Resources
- Organic Farming
- Bio-Fuel

Publish More

Sub'd	Folder	Rec'd
	InBox	11/7/2009
	InBox	11/5/2009
	InBox	11/4/2009
	InBox	11/2/2009
	InBox	11/1/2009

Wed Nov 4 6:01 AM 2009

g to make it difficult
ce points were much
reasonable time

table. Please let me know what your impression is of the initial cost structure and what we can do to limit the production costs without affecting the quality of our product.

Best Regards,
Jose Fuller

start Video Portal - Micros... Cisco InBox - Micros...

10:51 AM

Cisco InBox - Microsoft Internet Explorer

https://webmail.cisco-inbox.com/disco-inbox/mail?&skin=sand

Cisco InBox

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Topic: CJM Launch

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Messages View

Folders

- Inbox
 - Richard Marsh (6)
 - Jenn Dobbs
 - Stefanie Bain (4)
 - Stuart Briggs
 - Jose Fuller
 - Outbox
 - Sent Items
 - Drafts (2)
 - Deleted Items (4)
- Shared Folders
 - Alan Belusar
 - Rachel Carr
 - Ben Hochman
 - Michelle Cave
- Tags
 - Production Co...
 - Human Resour...
 - Sustainable Re...
 - Time Restricti...
 - New Manageme...

November

File	Latest Contributor	Topic Name	New Items	Updated
	Jose Fuller	Maintenance an...	5	3: 58 PM
	Bridget Lo...	Sustainable Res...	15	10:53 AM
	Mike Kirby	CJM Launch	75	3:46 AM
	Jenn Dobbs	Q3 Instructions	3	6: 58 PM
	Chris Mihn	Limiting Hours	43	11/7/2009
	Tim Jantz	23ZX9 Testing...	7	11/6/2009
	Abul Mesch	Improving profi...	22	11/6/2009
	Francis Pick	Structural Com...	87	11/6/2009
	Mary Howe	Engineering La...	14	11/6/2009
	Brent Wood	Idea Sharing	107	11/6/2009
	Jose Fuller	British Debt	92	11/6/2009
	Richard M...	New Tech Pack...	127	11/6/2009
	Cindy Baer	Indecision	76	11/6/2009
	Ben Hoc...	Market Flux	9	11/6/2009
	Hilary Sc...	Sample Products	24	11/5/2009
	Pete Yorn	Music Choices	55	11/5/2009
	Chinn Dang	Old/New Trends	29	11/5/2009
	Tony Kemp	Transportation	81	11/4/2009
	Jose Fuller	Upcoming Events	62	11/4/2009
	Rachel Carr	Prime Time Sp...	14	11/4/2009
	Mike Kirby	AGS Product A...	16	11/3/2009
	Julie Du...	Unified PRM	9	11/3/2009
	Chris Mihn	Winter Cut-backs	18	11/2/2009
	Tim Jantz	Rushing is wast...	4	11/2/2009
	Abul Mesch	Recycling fuel...	115	11/1/2009
	Francis Pick	Problems with...	26	11/1/2009
	Mary Howe	Q&A Seminar	35	11/1/2009
	Brent Wood	Decisions for r...	29	10/31/2009
	Jose Fuller	Standard Polici...	19	10/31/2009
	Mitch West	Sustainable Te...	48	10/31/2009
	Cindy Baer	Working from h...	39	10/30/2009
	Craig Sa...	Q4 Policies	6	10/30/2009
	Abul Mesch	Educational Gr...	88	10/29/2009

Topic: CJM Launch

New Reply Reply All Forward Split Publish More

Type	From	Item Fragment	Pub'd	Folder	Rec'd
	Mike Kirby	Profitable Options		InBox	11/8/2009
	Julie Dunne	IDR_Discussion.mov		InBox	11/7/2009
	Megan Stra...	Do we have a meeting		InBox	11/6/2009
	Ben Hoch...	Selling_Points.pdf		InBox	11/4/2009
	Brent Wood	Unified PRM		InBox	11/2/2009
	Trish Trayl...	RE: Announcement		InBox	10/31/2009
	Chinn Dang	Consumer_Tracking.pdf		InBox	10/29/2009
	Mary Howe	CJM_Marketing.mov		InBox	10/27/2009
	Beth Winters	Announcement Strategies		InBox	10/25/2009

File Name: IDR_Discussion.mov

Kind: WebEx Quicktime Video

Size: 6.5 MB

Created: Sunday, Nov 1, 2009 6:42 PM

00:00:00 / 01:48:55

start Video Portal - Micros... Cisco InBox - Micros...

6:42 PM

Cisco InBox - Microsoft Internet Explorer

https://webmail.cisco-inbox.com/disco-inbox/mail?&skin=sand

Cisco InBox

Search Filters Off

Topic: CJM Launch

File Mute My Priority Publish Join More

Latest Contributor Topic Name

Jose Fuller Maintenance

Bridget Lo... Sustainable R

Mike Kirby CJM Launch

Jenn Dobbs Q3 Instructio

Chris Mihn Limiting Hour

Tim Jantz 232X9 Testin

Abul Mesch Improving pro

Francis Pick Structural Co

Mary Howe Engineering L

Brent Wood Idea Sharing 107 11/4/2009

Jose Fuller British Debt 92 11/4/2009

Richard M... New Tech Pack... 127 11/4/2009

Cindy Baer Indecision 76 11/4/2009

Ben Hoc... Market Flux 9 11/4/2009

Hilary Sc... Sample Products 24 11/4/2009

Pete Yorn Music Choices 55 11/4/2009

Chinn Dang Old/New Trends 29 11/4/2009

Tony Kemp Transportation 81 11/4/2009

Jose Fuller Upcoming Events 62 11/4/2009

Rachel Carr Prime Time Sp... 14 11/4/2009

Mike Kirby AGS Product A... 16 11/4/2009

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Francis Pick Problems with... 26 11/1/2009

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Craig Sa... Q4 Policies 6 10/30/2009

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Topic: CJM Launch

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Type From Item Fragment Pub'd Folder Rec'd

Mike Kirby Profitable Options InBox 11/7/2009

Julie Dunne IDR_Discusion.mov InBox 11/5/2009

Megan Strai... Do we have a meeting InBox 11/4/2009

Ben Hoch... Selling_Points.pdf InBox 11/3/2009

Brent Wood Unified PRM InBox 11/1/2009

Trish Trayl... RE: Announcement InBox 10/31/2009

Chinn Dang Consumer_Trackling.pdf InBox 10/29/2009

Mary Howe CJM_Marketing.mov InBox 10/27/2009

Beth Winters Announcement S strategies InBox 10/25/2009

Sent by: Megan Straight On: Sat Oct 24 5:21 PM 2009

To: Jim Grubb

Subject: Do we have a meeting

Attachments: Voicemail.wav

00:00 / 00:13

start Video Portal - Micros... Cisco InBox - Micros...

6:16 PM

Cisco InBox - Microsoft Internet Explorer

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Topic: CJM Launch

New Reply Reply All Forward Split Publish More

Type From Item Fragment Pub'd Folder Rec'd

Mike Kirby Profitable Options InBox 11/8/2009

Julie Dunne IDR_Discusion.mov InBox 11/7/2009

Megan Strai... Do we have a meeting InBox 11/5/2009

Ben Hoch... Selling_Points.pdf InBox 11/4/2009

Brent Wood Unified PRM InBox 11/3/2009

Trish Trayl... RE: Announcement InBox 11/2/2009

Chinn Dang Consumer_Tracking.pdf InBox 11/1/2009

Mary Howe CJM_Marketing.mov InBox 10/30/2009

Beth Winters Announcement S strategies InBox 10/28/2009

On: Sat Oct 24 9:55 AM 2009

meeting

Go to Community Close

Your items have been successfully published.

November

1 2 3 4 5 6 7

8 9 10 11 12 13 14

15 16 17 18 19 20 21

22 23 24 25 26 27 28

29 30 29 1 2 3 4

start Video Portal - Micros... Cisco InBox - Micros...

10:54 AM

Project Puma - Community - Microsoft Internet Explorer

http://community.disco.com/display/Project+Puma

Project Puma - Community

0 comments | comment | hide comments

Videos

Sort By: Recent | Most Viewed | Rating

IDR Discussion (5:45)
Tech Review on Latest Release
SD
★★★★☆

CMJ Marketing (21:17)
CMJ production team discuss...
HD
★★★★☆

Tag Navigator

View All Top Tags Timeframe Past Month

CJM Switches Design Infrastructure IDR Solutions
Innovative technologies Price Cost Analysis
product launch Project PUMA
Solutions Marketing Unified PRM

Related Communities

This community is aligned to:

- Data Center Designs Infrastructure design guides and other data center design related discussions and resources. 62 Members
- Sustainable Technologies Responsible business practices and social investments to help ensure sound management across our business ecosystem. 30 Members
- Media Solutions Group Product and Marketing teams working together to provide a wide range of media offerings for vertical markets. 44 Members

Topic Items

File Name:	Size:	Owner:	Messages:
Profitable Options	18 KB	Mike Kirby	1/1
Do we have a meeting	154 KB	Megan Straight	1/1
Selling_points.pdf	2 MB	Ben Hochman	0/0

Share Document

Russell Voltz microblogged. Just completed diagram ...

You have been invited to Q2 Meeting 6:06 pm View

start Video Portal - Micros... Project Puma - Com ... 6:19 PM

http://pulse.cisco.com/search/query.go?q=Solutions%20Marketing&type=1090

Project Puma - Community - Mi... Expert Search Results - Cisco P...

Available both Internal and External

Home Profile Vocabulary

Expert Locator

Search for

148 results View Oldest Newest Restrict to this community Sort by most relevant Options

Experts

Most common tags among these matches:
Marketing, Solutions, Sales, Pro

Select Experts

	Name, Title, Location	Ex
☒	Lorne Gwynn Writer, Solutions Marketing SJ-30 Milpitas, United States	S
☐	Brynn Lau Knowledge Specialist, Marketing CY-10, Seoul, South Korea	S
☒	Tom Hue Knowledge Specialist, Marketing SJ-26, San Jose, United States	S
☒	Gary Thurman Preparation Analyst, Sales	Solutions Marketing, Marketing Communications

Selected People

Expert Collaboration

- ☒ **Lorne Gwynn**
Writer, Solutions Marketing
- ☒ **Tom Hue**
Knowledge Specialist, Marketing
- ☒ **Gary Thurman**
Preparation Analyst, Sales

Select an Interaction

Information

Most common tags among these matches:
Solutions, Market, Service, Development

Product Solutions (Document Library)

Plan Your Campaign, Marketing Strategies for Hardware Solutions (ppt)

Virtual Solutions and Interactive Marketing (pdf)

Data Integration Solutions (mov)

Software Solutions Group Latest Initiatives (doc)

Creative Solutions (Document Library)

Marketing Product Solutions (Wiki)

Straight Talk (flv)

1-8 of 17 1 2 3

start Video Portal - Micros... Expert Search Result...

Presentation_ID © 2009 Cisco Systems, Inc. All rights reserved. Cisco Confidential 84

Fare il prossimo passo

Diversi punti da cui partire

Inizia da qualunque parte, scegli il tuo ritmo,
secondo le priorità aziendali

Scegli una soluzione di telefonia on premises integrata con

Sostituisci un
vecchio PBX
TDM

Virtualizza
l'assistenza
clienti

Aumenta le
interazioni con
i fornitori

Riduci le spese
di trasferta

Passa alla
efficienza della
Cloud

Aumenta la
produttività
nelle vendite

IP
Communications

Customer
Care

TelePresence

Conferencing

Messaging

Enterprise
Social
Software

Classificazione

Gestione dei
contenuti

Ricerca

Flusso
operativo

Portali

Politiche
aziendali

Collaboration 2010 – Highlights

Innovazione

- Cisco Unified CM Session Management Edition
SIP trunking
- Cisco Intercompany Media Engine
Business to business UC
- Cisco Unified Presence 8.0
Dual protocol: SIP/SIMPLE e XMPP, powered by Jabber
- Cisco Unified Communications Manager 8.0
- Cisco Unified IP Phones 9900 e 8900 Series
Video enabled
- Cisco Unified Mobile Communicator per iPhone



IP Communications e Applicazioni Mobili

- Cisco Unified Contact Center Enterprise, Express, Customer Voice Portal, Expert Advisor 8.0
- Customer Care as a Service



Customer Care

- Any-to-any Cisco TelePresence HD Interoperability
- Cisco TelePresence WebEx Engage
- Intercompany Cisco TelePresence Directory



Telepresence

- Cisco WebEx Meeting Center for iPhone v1.3
Web handoff da iPhone a PC
- Cisco WebEx Node for MCS con MeetingPlace 8.0



Conferencing

- Cisco Unified Personal Communicator 8.0
Powered by Jabber
- Cisco WebEx Mail
Hosted email, native Outlook support
- Cisco WebEx Connect IM
Powered by Jabber, UC softphone



Messaging

- Cisco Show and Share Social video system
- Cisco Enterprise Collaboration Platform *(Limited Availability)*
Social networking per business
- Cisco Pulse *(Limited Availability)*
Ricerca di persone e media
Video & Content Auto Tagging



Enterprise Social Software

La nuova normalità

Decisioni migliori e più
rapide

Meno viaggi, più tempo
vicino al cliente

Consumerization,
controllo, rispetto norme
Confidenza

Benvenuti nella NEW COLLABORATION EXPERIENCE

Maggiore competitività,
time-to-market ridotto
Innovazione

Produttività, rapidità
ed agilità
aspettative migliori

Team distribuiti,
affinità di team
Scalabilità

New Collaboration Experience

Architettura
aperta,
interoperante

Inter-
company
sicura

Modelli di
Consumo
Flessibili

Benvenuti nella NEW COLLABORATION EXPERIENCE

Comunicazione
video

Enterprise
Social
Software

Esperienza
integrata



Conclusioni

Le aziende di oggi hanno bisogno di **un nuovo ambiente di lavoro collaborativo**

Cisco abilita nuove **esperienze collaborative** che connettono persone, informazioni e team in modo appropriato

- all'interno e fra organizzazioni diverse
- attraverso dispositivi, applicazioni e reti

L'architettura aperta ed interoperante di Cisco consente ai clienti di migliorare i risultati dei gruppi di lavoro, di migliorare produttività e innovazione, di valorizzare gli investimenti IT

