



Digitalizzazione: La Grande Opportunità per l'Impresa Italiana

Matteo Masi
PSS industry 4.0



Global Manufacturing Challenges Ahead...

Increasing Complexity

Increasing Cost Pressure

Diverging Markets

Production Flexibility

Value Chain Insight

Product Servitisation

Changing Customer Behaviors

Competitive Landscape



Imagine the Possibilities...



Connected



Secure



Data driven



Efficient



#DIGITALIANI



Manufacturing Digitization Across The Value Chain

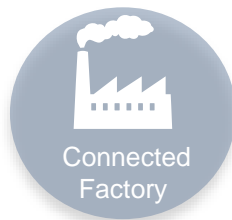
Da Industria 4.0 a Impresa 4.0

Industria 4.0

Focus su **linea** di
produzione,
Fabbrica e Macchine

Impresa 4.0

Focus sul valore del digitale
al servizio dell' **Impresa**
Manifatturiera Italiana





La via Italiana all'Impresa 4.0



la marzocco
handmade in Florence



Cisco as Digitalization Partner



.#Digitaliani for Industry 4.0

INDUSTRY 4.0

INDUSTRIA 4.0 SENZA CONFINI CON CISCO: I CASI LA MARZOCCO E MARCEGAGLIA

Case History - Da una parte un nuovo concetto di artigianato per il produttore di macchine da caffè espresso, che grazie all'IoT può competere a...

5 GENNAIO 2017

INDUSTRY 4.0

STANLEY BLACK & DECKER E CISCO: CON L'IOT E L'INDUSTRY 4.0 DI REYNOSA SI...

Case History - Grazie all'infrastruttura di rete intelligente Cisco, la società è in grado di monitorare tutta la produzione. I risultati...

5 GENNAIO 2017

INDUSTRY 4.0

IL RUOLO DI CISCO NELLA PREDICTIVE MAINTENANCE DEI ROBOT DI FANUC CON...

Case History - Il sistema FIELD (FANUC Intelligent Edge Link and Drive) combina cloud, intelligenza di rete e advanced learning per offrire ai...

3 GENNAIO 2017

INDUSTRY 4.0

INDUSTRIA 4.0, LE STARTUP NEL MIRINO DI H-FARM E CISCO

Parte a gennaio il contest promosso dal duo italo-statunitense, che premierà con 100mila euro tra cash e servizi cinque imprese 2.0....

20 DICEMBRE 2016

INDUSTRY 4.0

CLOUD, BOOM DI DATI NEL 2020: VIDEO, SDN E IOT I DRIVER

Il Global Cloud Index (2015-2020) elaborato da Cisco snocciola i numeri dell'esplosione dei dati nel prossimo quinquennio: fra 5 anni viaggeranno...

19 DICEMBRE 2016

OPEN INNOVATION

OPEN INNOVATION, CISCO SPINGE LE STARTUP IOT ALLE SOGLIE DEL MERCATO

Streamroot, Gestoos e Dedrone i vincitori dell'ultima edizione dell'Innovation Grand Challenge andato in scena a Lisbona. Premi in denaro,...

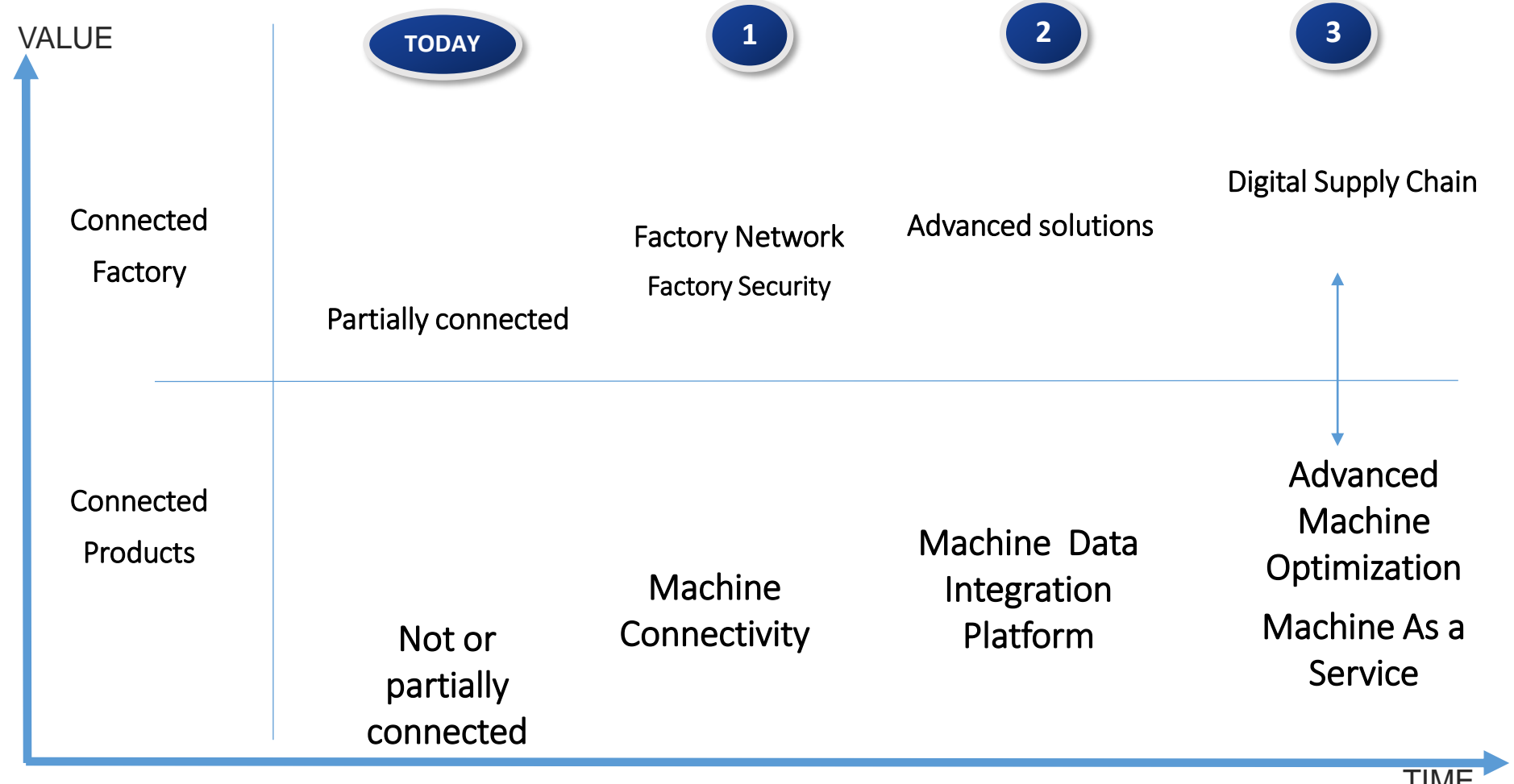
16 DICEMBRE 2016

INDUSTRY 4.0

INDUSTRY 4.0

INDUSTRY 4.0

Digital Manufacturing Roadmap guideline



	<h3>Customer Experience & Industrial Production</h3>	
--	--	--

<p>Industrial Collaboration Connected R&D, Connected Academy, Factory Collaboration</p>	<p>Smart Logistic</p>	<p>Physical Safety and Security</p>	<p>Connected Machine/ Products Edge & Fog computing, Predictive Maintenance, Customer/User Experience</p>	<p>Visual Factory & Document Digitization</p>
--	------------------------------	--	--	--

FOUNDATION: Architecture 4.0

	<p style="text-align: center;"> Factory Network Factory Wireless Factory Cyber Security </p>		

Plants-Machines-Robots-People-Process-Services

Cisco IoT

Extract Data



Compute Data



Move Data



Cisco Kinetic

IoT Data Fabric



Cisco Networking

Intent-Based Network



MARCEGAGLIA



Dallara – Connected R&D + Smart Logistics



Connected R&D
of composite product

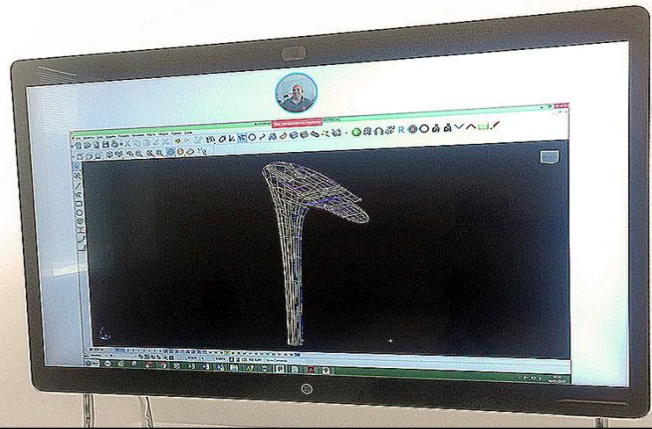
Academy 4.0



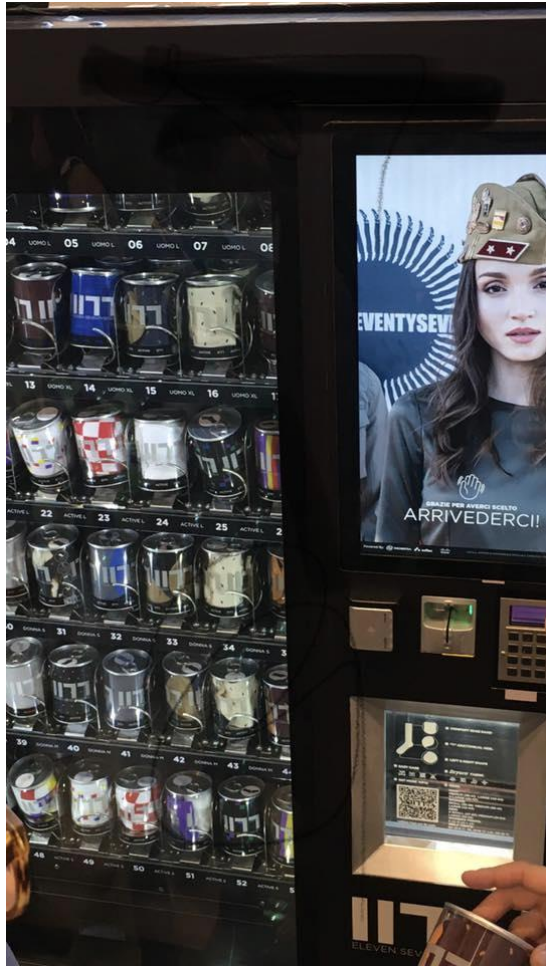
Parma Dallara
Exposition

Smart Logistics,
Quality Assurance,
Industry 4.0, IoT

Collaboration and
Customer Experience



1177 Connected Machine

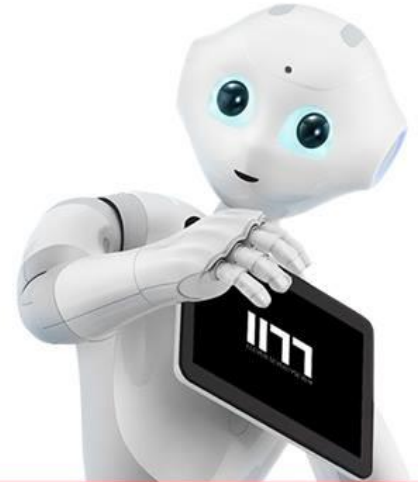


22-23-24-25
SETTEMBRE

WHITE
MILANO

via Tortona 54
STAND 91

1177
ELEVEN SEVENTYSEVEN



POWER BY: CISCO AND softec



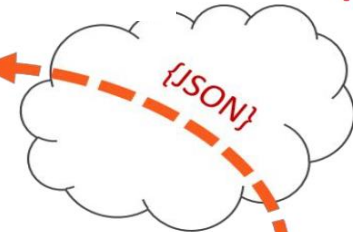
THE NEW DIGITAL EXPERIENCE

Connected Machines and Predictive Maintenance

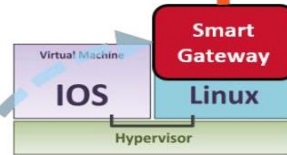


software providing:

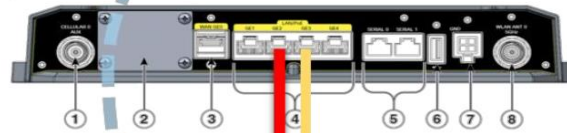
- I/O signals acquisition
- Variable engineering
- Protocols conversion
- Security & Authentication



CISCO I/Ox
Ecosystem



Staer Sistemi SoftPLC



Modbus



HYDROSERVICE SpA
HYDRAULIC PLANTS

SAP CLOUD

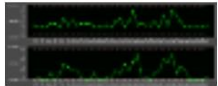
HANA ANALYTICS & PREDICTIVE



DASHBOARDS



REAL TIME
MACHINE
OVERVIEW



STATISTICS &
TRENDS



ALARMS

Lamarzocco – Artigiano 4.0

Connected
Machine

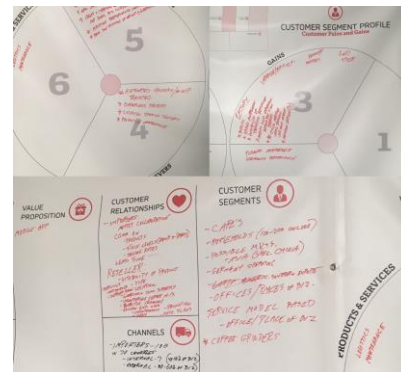
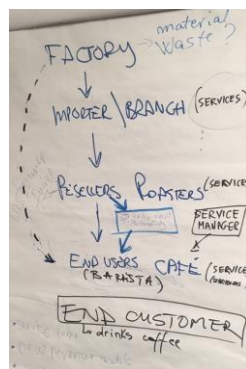
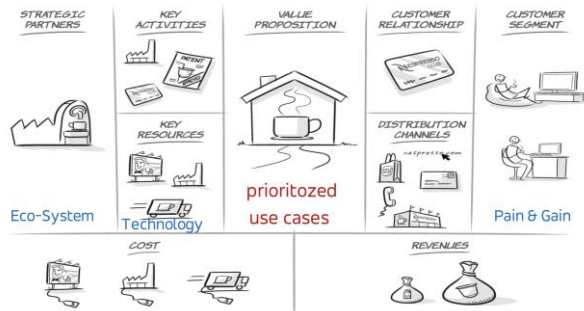
Academy 4.0
The new Coffee
Experience




People centric
factory

Customer
Experience

All starts with a Vision



A Vision with
clear and strong
view of business
and way to go

A gravel path leads from the bottom center towards a large, bright yellow full moon in a dark, night sky. The path is flanked by green grass and a fence. The moon is positioned directly above the path, creating a strong visual axis.

Digitalizzazione è rivoluzione, filosofica, etica, sociale ed economica che proietta il mondo verso una dimensione sconosciuta che sarà presto la nostra quotidianità.