



Impresa Italiana e la Sfida Digitale

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SMB Sales Manager



IMPRESA 4.0



Impresa 4.0

dallara



1177
ELEVEN SEVENTYSEVEN



la marzocco
made in florence

inpeco
automation in healthcare

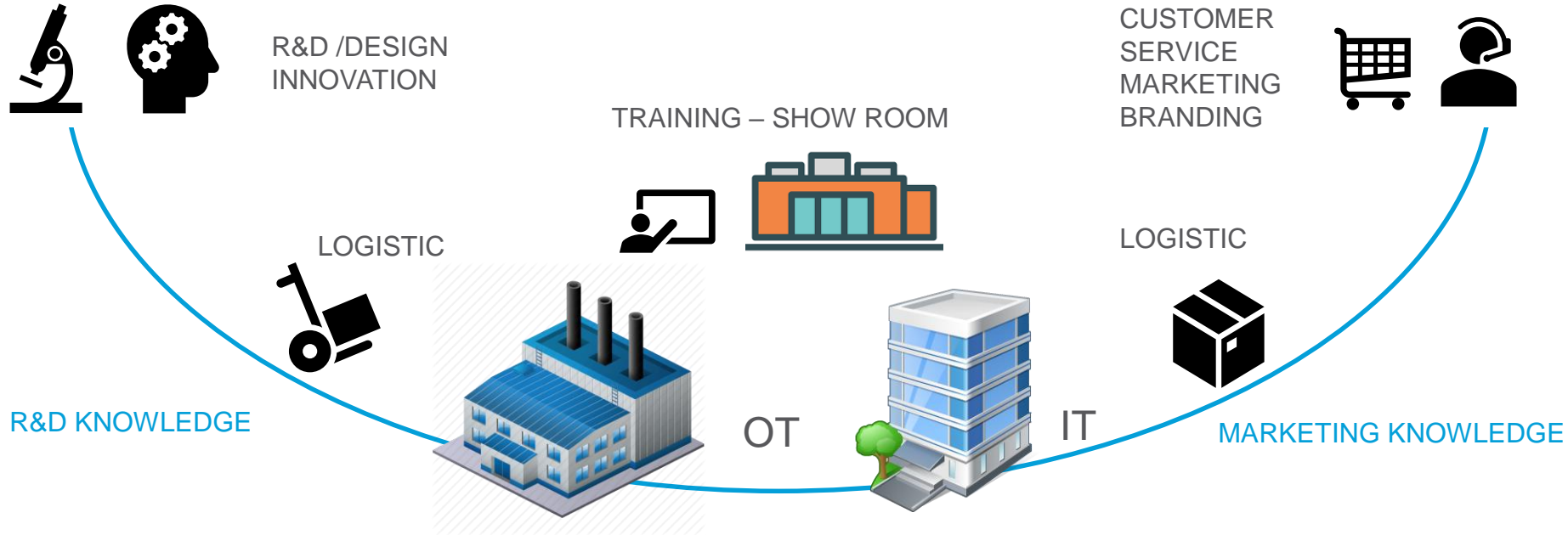


FCA
FIAT CHRYSLER AUTOMOBILES

MARCEGAGLIA

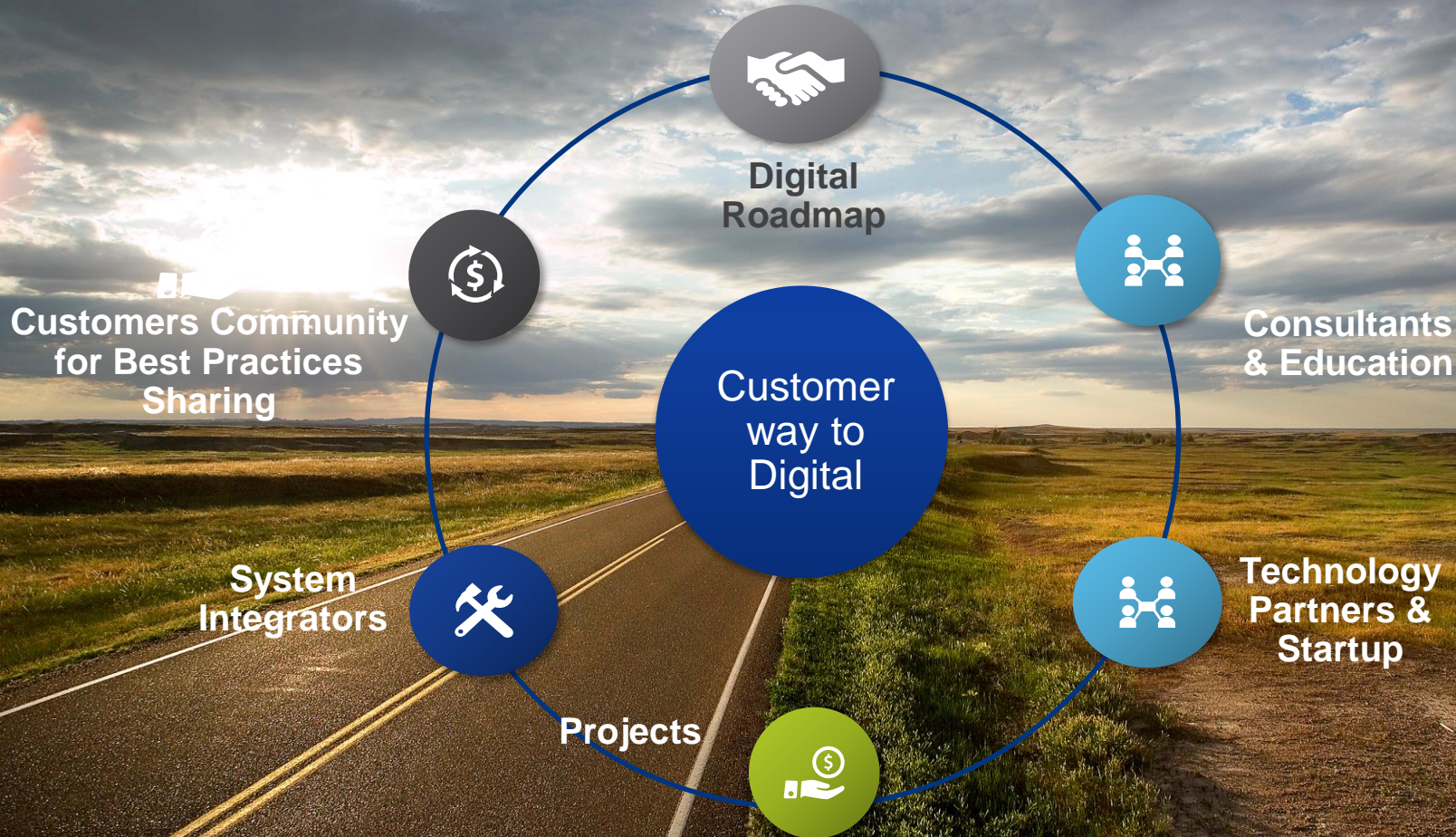


CULTURE & STRATEGY



Cisco Platform
Intelligent – Programmable - Secure - Open

Cisco as Digitalization Partner



Operation Technology





La Fabbrica Ideale

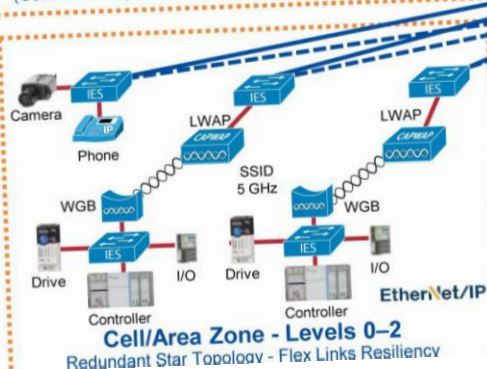
Cisco Validated Design for Manufacturing

- Call Manager

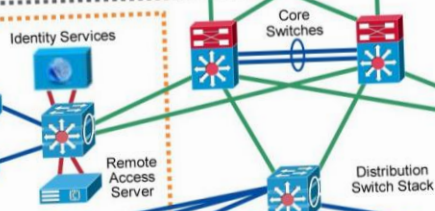
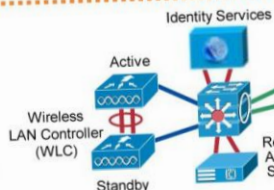
- Physical or Virtualized Servers
- Patch Management
 - AV Server
 - Application Mirror
 - Remote Desktop Gateway Server

- Physical or Virtualized Servers
- FactoryTalk® Application Servers and Services Platform
 - Network & Security Services – DNS, AD, DHCP, Identity Services (AAA)
 - Storage Array

Level 3 - Site Operations (Control Room)



Identity Services

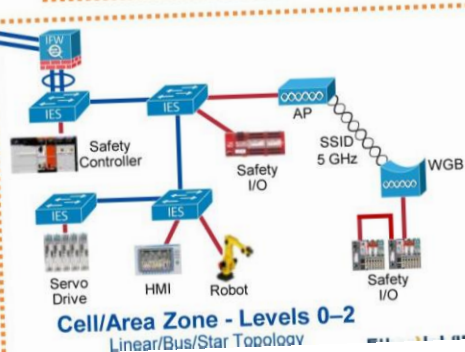
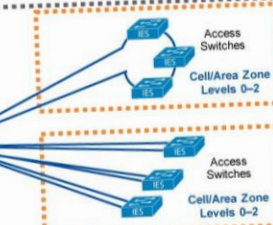
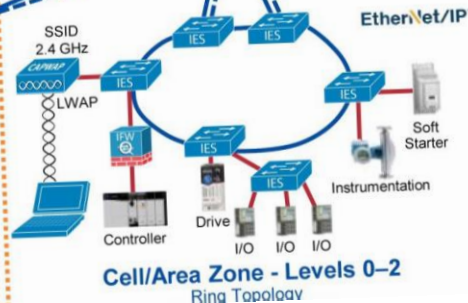


- Plant Firewalls
- Active/Standby
 - Inter-zone traffic segmentation
 - ACLs, IPS and IDS
 - VPN Services
 - Portal and Remote Desktop Services proxy

Levels 4-5

Industrial Demilitarized Zone (IDMZ)

Industrial Zone Levels 0-3 (Plant-wide Network)



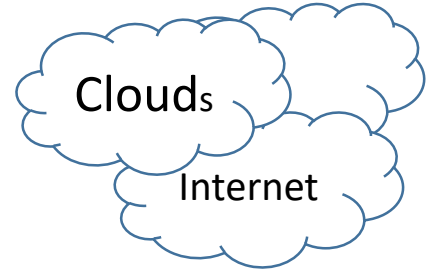
Enterprise Zone Level 4-5

Wide Area Network (WAN)
Data Center – Virtualized Servers



Enterprise
LAN

DMZ



Industrial Demilitarized Zone (IDMZ)

Plant
Firewalls

Industrial Zone – Plant Wide Network Levels 0-3



Level 3 – Site Operations
Control Room

Cell/Area Zone Level 0-2

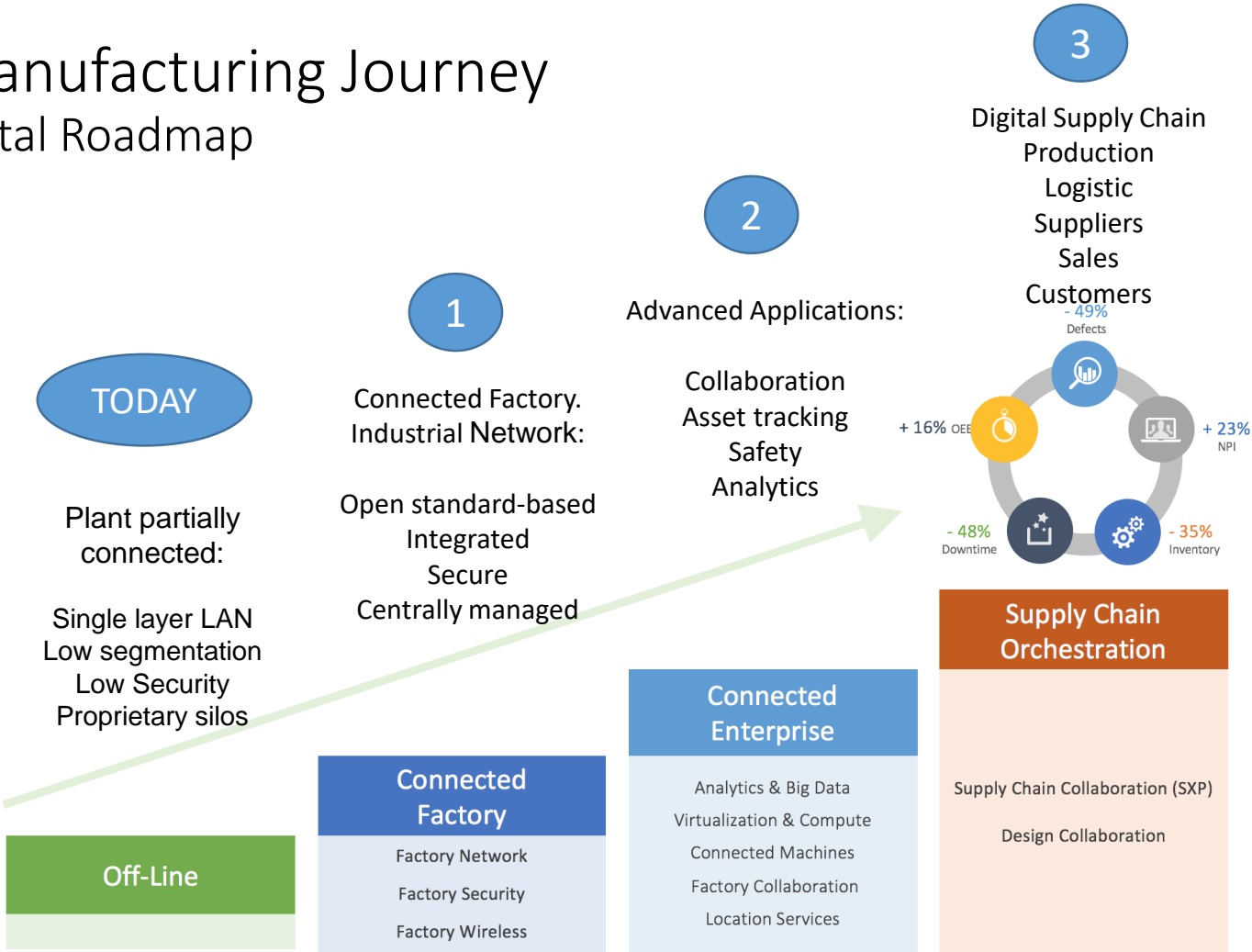
Cell/Area Zone Level 0-2

Cell/Area Zone Level 0-2



Digital Manufacturing Journey

Along a Digital Roadmap

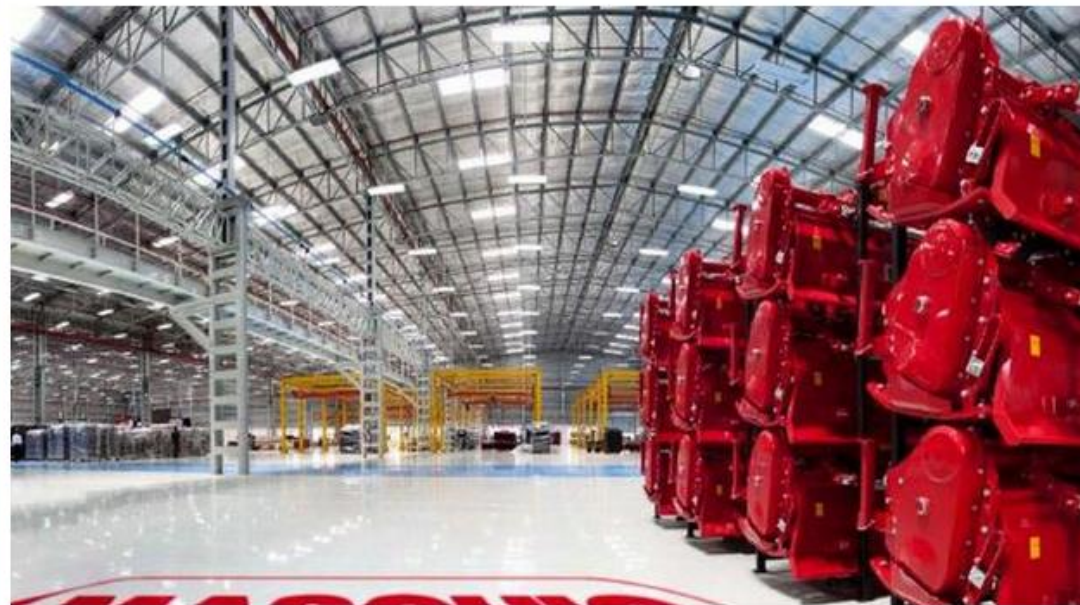


Industrial Security





L'attacco hacker colpisce anche la Maschio Gaspardo



COME PUÒ RISPONDE UN'ASSICURAZIONE IN CASO DI FERMO DA PRODUZIONE PER CYBER ATTACK?

Il danno indiretto, business interruption, è in generale un rischio stranamente poco coperto dalle aziende Italiane. La polizza rimborsa la perdita economica dovuta all'azienda dall'interruzione delle attività dovuta da eventi imprevedibili. Il cyber è diventato rapidamente uno dei fattori di maggior rischio che possono comportare un fermo produttivo o distributivo.

Non si pensi solo alle grandi catene di montaggio. Il software che gestisce il magazzino impazzisce, i PC dell'amministrazione hanno preso un virus e non si possono fare le bolle di consegna, il macchinario o il robot in produzione sono stati infettati e vanno ricalibrati, sono diverse le conseguenze pratiche derivanti da un problema IT che possono ripercuotersi nell'impossibilità per l'azienda di produrre in tutto o in parte o anche solo di evadere gli ordini e le spedizioni.

La [polizza cyber risk](#) ha la possibilità di coprire oltre al rimborso dei costi di ripristino anche l'eventuale mancato guadagno derivante dall'impossibilità di gestire la produzione secondo gli standard.

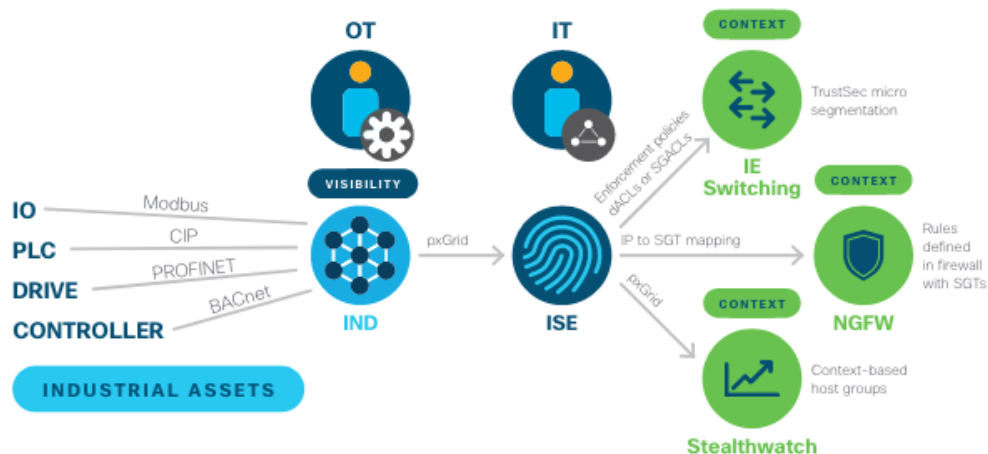
SCOPRI DI PIÙ SULLA POLIZZA CYBER RISK

Colpiti i due stabilimenti di Cadoneghe e Campodarsego: fermi 600 lavoratori. Idem al magazzino Tnt in zona industriale

*But OT teams
get what they
need, too.*

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1. Deliver visibility into assets on the network and give the OT team a centralized view of network activity, so they have a better idea of both normal and abnormal activity.
2. Enable IT to pre-define security policies and dynamically assign them based on input and intent from the OT team.



- Provides OT with a user-friendly network monitoring solution
- Allows OT staff to call down security policies by signaling the intent of what they're trying to do

- Enables full IT control of access to critical assets
- Empowers IT to create security policies that are dynamically applied to plant floor assets based on signaled OT needs

- Monitors and analyzes network traffic to assist in policy creation
- Helps speed threat detection and remediation

Industrial Collaboration



Research & Development

New Products Introduction





New Collaboration Services



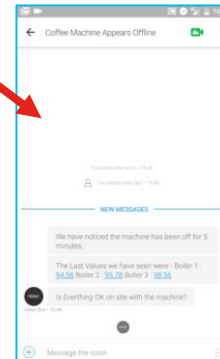
Smart Glasses and Helmets



Telepresence:
Remote Support



Webex Board: Connected R&D



Webex
Human-Machine
Interaction with bots

Factory Security

Connected Factory

People Collaboration



IoT Data Platform & Edge Computing

Smart Logistic & Physical Security

Connected Machines & Servitization

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In collaborazione con



Industrial Collaboration

Connected Factory & Machine

Connected Products & Servitization

Smart Logistic & Physical Security

Fac



CASE HISTORY

IMPRESA 4.0, CISCO-LA MARZOCCO: COSÌ L'ARTIGIANATO MADE IN ITALY DIVENTA...

La digital transformation può rivoluzionare
l'attività delle piccole e medie imprese. Ilaria
Sanvito, country digitization acceleration &...

20 GIUGNO 2018

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COME SI FA
IMPRESA 4.0?
LE CASE HISTORY CISCO

Scopri



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