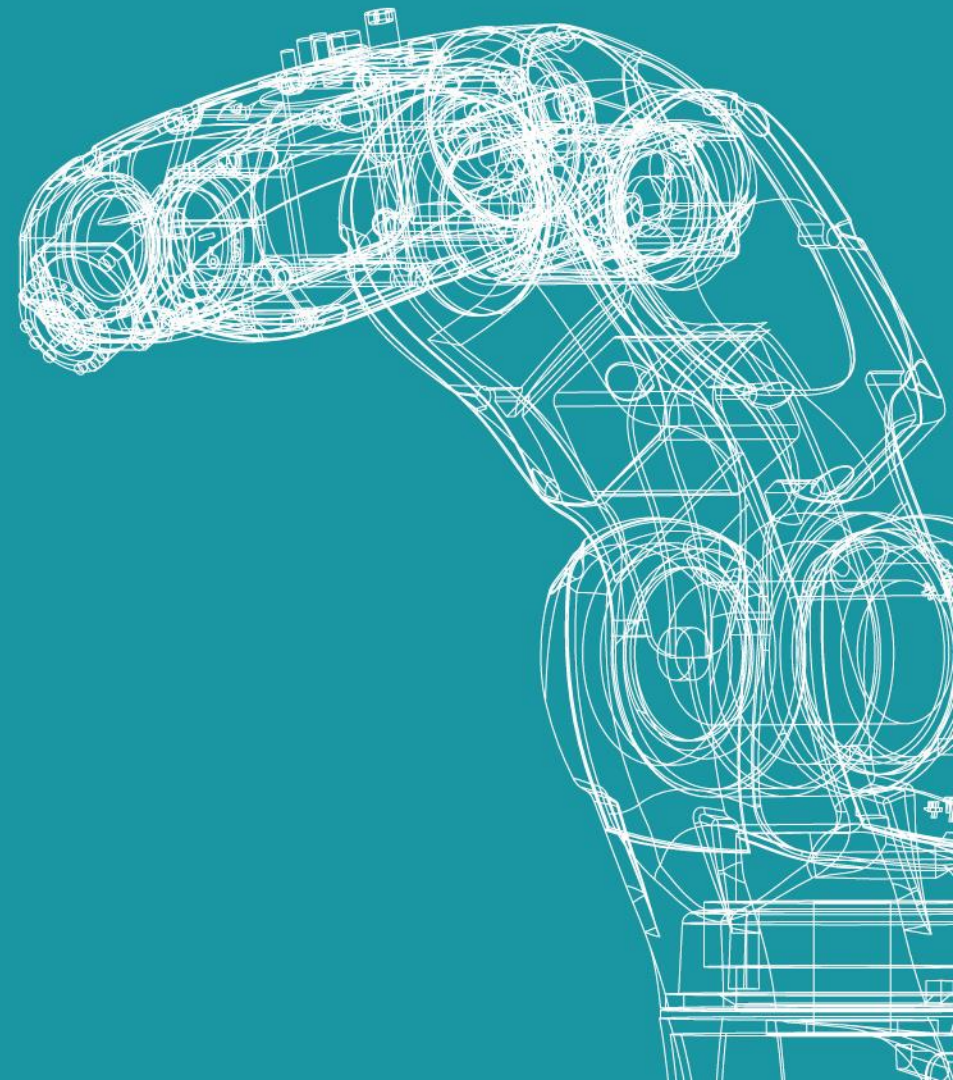


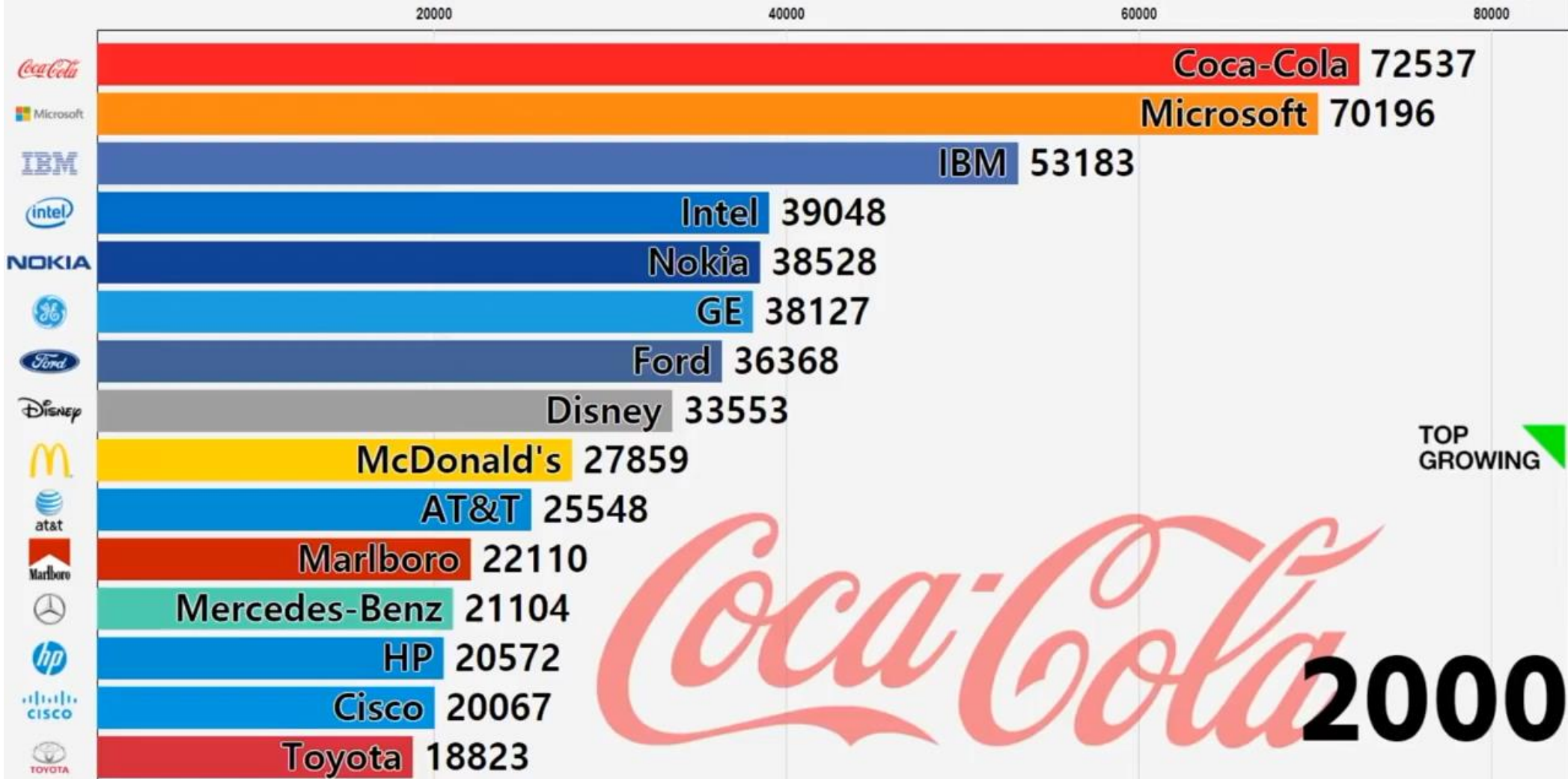
Industria 4.0 Innovare per (r)esistere

Barge, 28 Marzo 2019



Top 15 Best Global Brands Ranking

Brand Value \$m





COMPUTERS

MAINFRAMES:

MINICOMPUTERS:

PERSONAL COMPUTERS:

TABLET:

IBM - 360

DEC - PDP 8

OLIVETTI - P101

APPLE - MAC

IBM - M1

APPLE - IPAD



(1964)



(1965)



(1965)



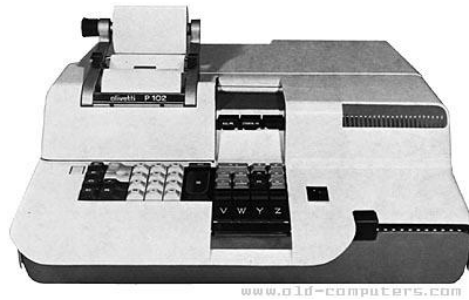
(1977)



(1981)



(2010)



Olivetti P101



Giorgio Perotto

SISTEMI OPERATIVI

AT&T - UNIX

(1969)

DEC - MS-DOS

(1982)

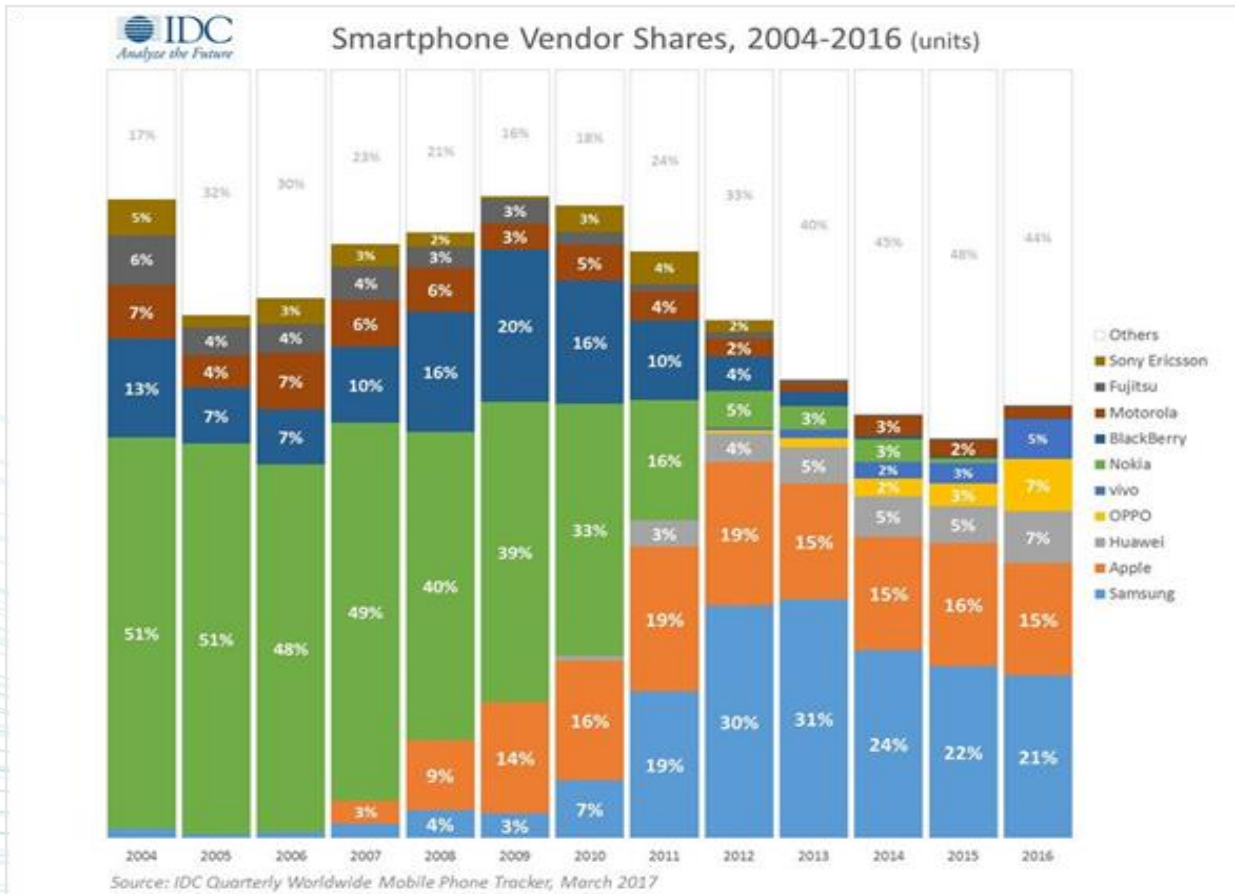
APPLE MAC

(1984)

MICROSOFT WINDOWS

(1985)

- ✓ Da ARPANET (1971) a..... INTERNET (1982).
- ✓ Dal TELEFONO CELLULARE , MOTOROLA (1983).....
.....allo SMARTPHONE, APPLE (2007) - SAMSUNG - HUAWEI



Quarter	2017Q1	2017Q2	2017Q3	2017Q4	2018Q1	2018Q2	2018Q3
Samsung	23,2%	22,9%	22,1%	18,9%	23,5%	21,0%	20,3%
Huawei	10,0%	11,0%	10,4%	10,7%	11,8%	15,9%	14,6%
Apple	14,7%	11,8%	12,4%	19,6%	15,7%	12,1%	13,2%
Xiaomi	4,3%	6,2%	7,5%	7,1%	8,4%	9,5%	9,5%
OPPO	7,5%	8,0%	8,1%	6,9%	7,4%	8,6%	8,4%
Others	40,2%	40,1%	39,6%	36,8%	33,2%	32,9%	33,9%
TOTAL	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%



NOKIA



Telefonia cellulare

Perdenti:



Polaroid

Fotografia

Scomparsi

(o fanno altro):

Canon

JVC

Cineprese

IBM

olivetti

PC



Whatsapp

Founded in 2009

April 2015: 800 million active users

Revenue in 2013 10 million Dollar

February 2014: sold for 19 billion Dollar
to Facebook

Whatsapp had 35 employees at that time

May 2015 it were 55 employees

December 2017: 1,500 million active users

Il percorso di digitalizzazione si muove in due direzioni:

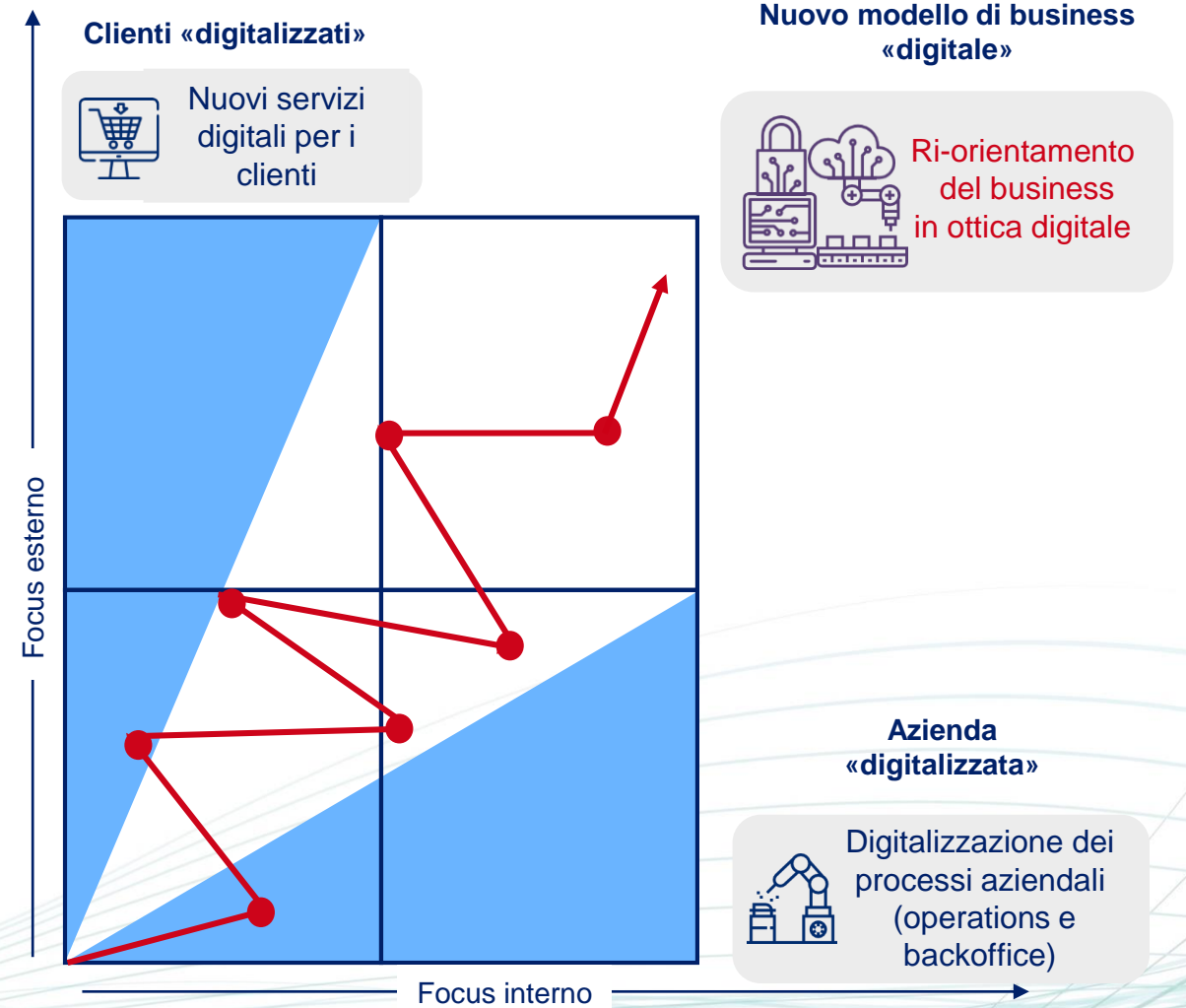
Focus interno

Rivisitazione dei processi aziendali in chiave «digitale»

Focus esterno

Nuovi servizi «digitali» da offrire ai clienti, nuova customer experience

L'industria 4.0 dà l'opportunità di creare e sostenere nuovi modelli di business basati su tecnologie e servizi digitali connessi



- **Miglioramento di processo**
 - Migliorare le performance del parco macchine esistente
 - Introdurre la manutenzione condizionale e predittiva
 - Aumentare qualità dei prodotti e la sicurezza durante la produzione
 - Permettere la configurazione e calibrazione remota ed in prossimità degli apparati e delle componenti degli impianti
-

La trasformazione di un business per competere attraverso una combinazione di servizi e prodotti, piuttosto che attraverso la semplice fornitura di prodotti

- Non fornisco un mezzo di trasporto ma fornisco una missione di trasporto
- Non fornisco un motore di aereo ma fornisco ore di volo
- Non fornisco un compressore ma fornisco metri cubi di aria compressa

Allungamento della catena del valore: fornitura di servizi in aggiunta alla fornitura del prodotto:

- Fanuc Zero Down Time
- GE Digital
- Vorwerk Bimby

Nuovi modelli di business digitali

- Foodsccovery: piattaforma di ecommerce per piccoli produttori
- Bla bla car: car pooling
- Last Minute Sotto Casa: piattaforma di ecommerce per cibo invenduto a km 0



Arkansas Governor Asa Hutchinson presents a drawing of the state capitol to Xu Yingxin, vice-president of the China National Textile and Apparel Council, on July 21. MAYZHOU / CHINA DAILY

Tianyuan Garments Company of Suzhou signed an agreement with SoftWear Automation of Atlanta to develop a fully automated T-shirt production line at Tianyuan's newly acquired plant in Little Rock, Arkansas, on July 19.

The technology was developed by and is patented by Georgia Tech's Advanced Technology Development Center. Using cameras to map the fabric and robots to steer it through the sewing needles, the system will handle soft fabrics and make T-shirts for Adidas.

The system is scheduled to be fully operational by the end of next year.

"From fabric cutting and sewing to finished product, it takes roughly four minutes," said Tang Xinhong, chairman of Tianyuan Garments. "We will install 21 production lines. When fully operational, the system will make one T-shirt every 22 seconds. We will produce 800,000 T-shirts a day for Adidas."

Tang said that with complete automation, the personnel cost for each T-shirt is roughly 33 cents. "Around the world, even the cheapest labor market can't compete with us. I am really excited about this," he said.

Grazie per l'attenzione

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