

# Una nuova relazione tra Persona e Auto

## La mobilità ai tempi del digitale

Il Salone dei Pagamenti 2017

Andrea Agnello  
Industry Solutions &  
Business Development Director  
IBM Italia

 @webagnus

 [it.linkedin.com/in/andreaagnello](https://it.linkedin.com/in/andreaagnello)



Oltre 100 anni dedicati all'innovazione



Our Solutions are Cognitive



Our Platform is Cloud



Our Focus is Industries



Our Culture is Agile

# Mobilità – la persona al centro del cambiamento



## Digital mobility interest



[ibm.biz/PeopleAndCar](http://ibm.biz/PeopleAndCar)

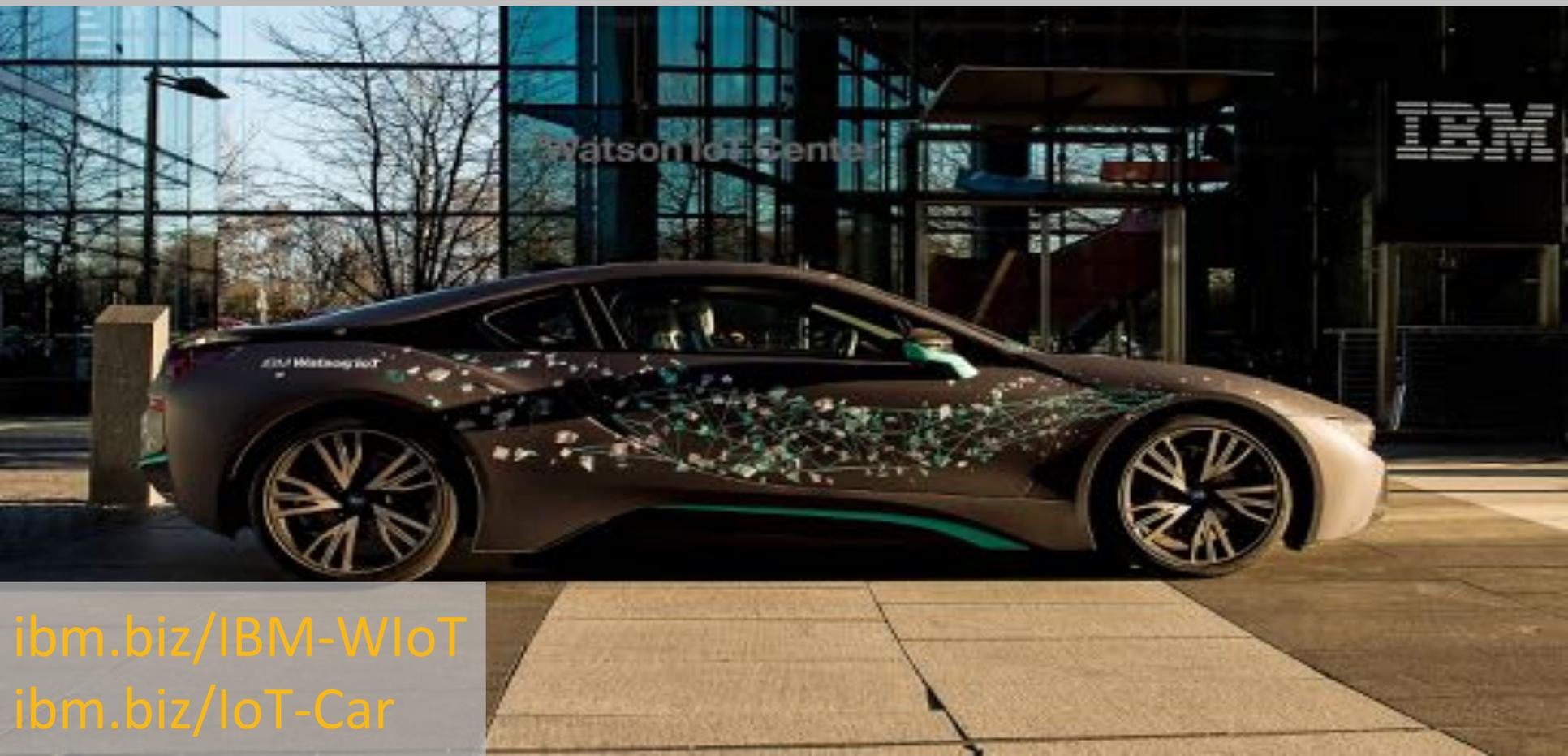
Desire for new models and alternative **transportation modes**

Desire for services which enrich the **personal experience** of getting around

Desire for capabilities which enrich the **vehicle experience**

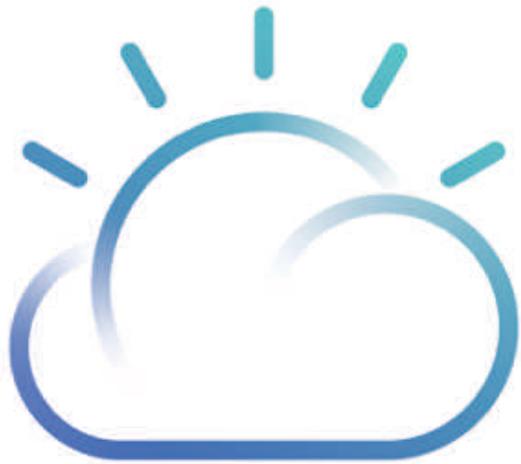
**Digital maturity** and lifestyle expectations

# Le automobili partecipano all'Internet delle cose



[ibm.biz/IBM-WIoT](https://ibm.biz/IBM-WIoT)  
[ibm.biz/IoT-Car](https://ibm.biz/IoT-Car)

## IBM Cloud



you

- Progettato per i dati
- Predisposto per l'IA
- Fondato sulla sicurezza

Fattore abilitante per creare piattaforme

- Ecosistemi di business
- IoT/Blockchain

## Watson, la piattaforma IA per il business

Arricchire prodotti e interazioni con funzionalità Cognitive capaci di

- Comprendere
- Ragionare
- Apprendere



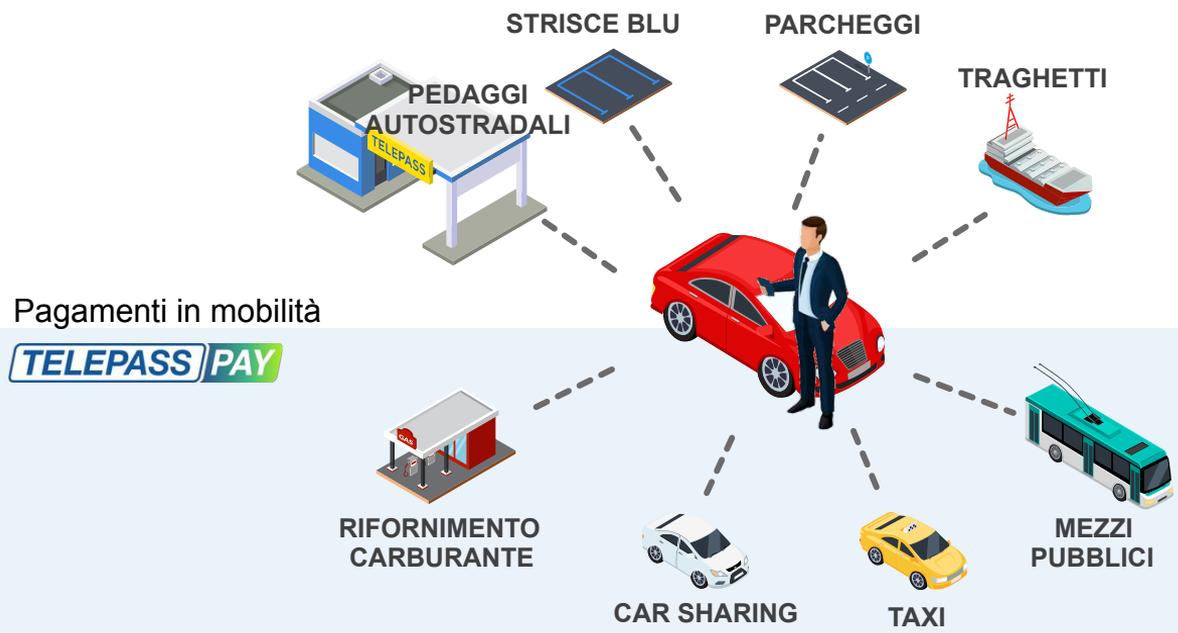
Applications, solutions & services Targeted solutions for enterprise businesses	Watson Oncology	Watson Cyber Security	Weather	IBM Services & Ind. Solutions	Watson Virtual Agent	Watson Explore & Discover	IBM Risk & Compliance	Asset Mgmt. (Maximo)				
AI Cognitive building blocks for developers	AI Conversation	AI Discovery	AI Compare & Comply	AI DLaaS	AI Tone Analyzer	AI Personal Insight	AI Visual Recognition	AI Speech	AI Document Conversion	AI Nat Language Understanding	AI Nat Language Classifier	AI Knowledge Query
Data Tools to prepare data for cognitive	Ingestion	Storage	Analytics	Deployment	Governance							
Cloud Infrastructure A highly scalable, security enabled infrastructure	Cloud Integration		Cognitive Micro-services			DevOps Tooling						
	Networking	Security	Core Enterprise Infrastructure	Cognitive Systems	Virtual Servers	Object Storage	File Storage					

# Auto elettrica e pagamenti sulla blockchain



[ibm.biz/IBMblockchain](https://ibm.biz/IBMblockchain)

# Nuovi modelli di business per la mobilità



**GRAZIE AL DIGITALE**  
in alcuni giorni  
**+10.000**  
sottoscrizioni  
ai nuovi servizi

IL CLIENTE AL CENTRO

**+100%**  
contratti sottoscritti

rollout progetto

2 mesi

10 mesi

A REGIME

Iniziative MKTG possibili grazie al digitale

# Shuttle elettrico a guida autonoma 3D-printed



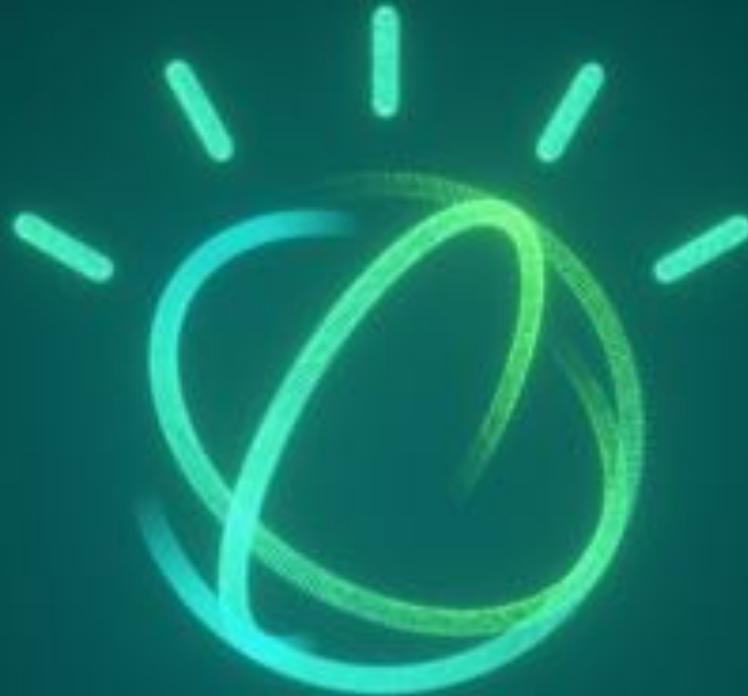
"Olli, can you take me downtown?"

Meet the first cognitive self-driving vehicle

Watson IoT.

#MeetOlli #WatsonIoT





Cosa pensate di poter fare con Watson?



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