



## **Il valore dell'Enterprise 2.0 Caso Indesit**

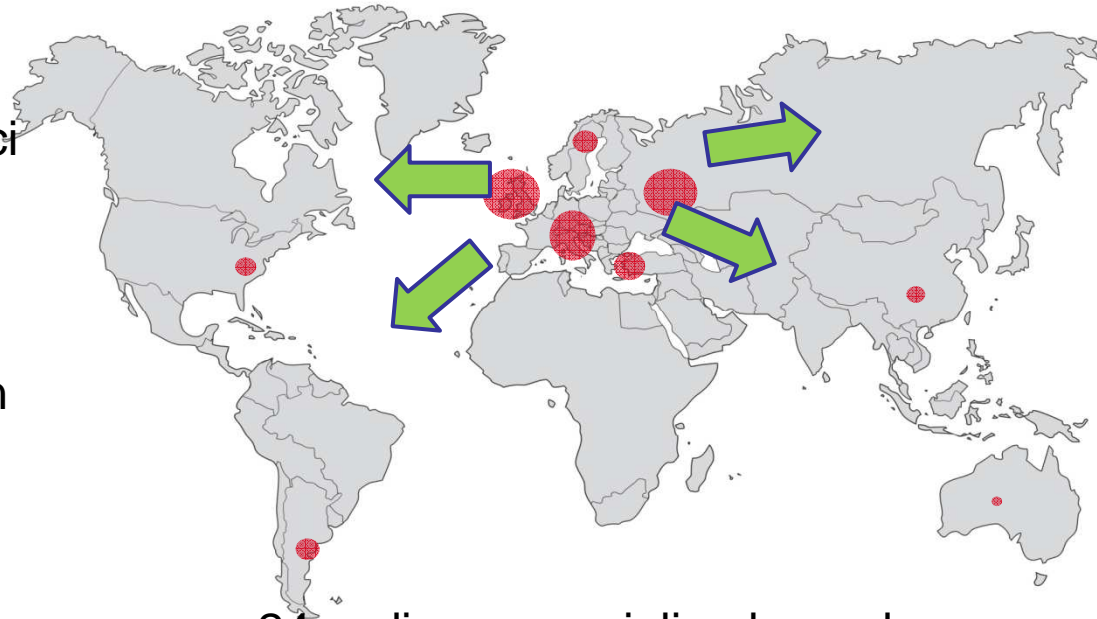
Milano – 9 Dicembre 2008

**Andrea Pifferi - CIO Indesit**

## 1° focus: azienda multinazionale , complessa e in es pansione

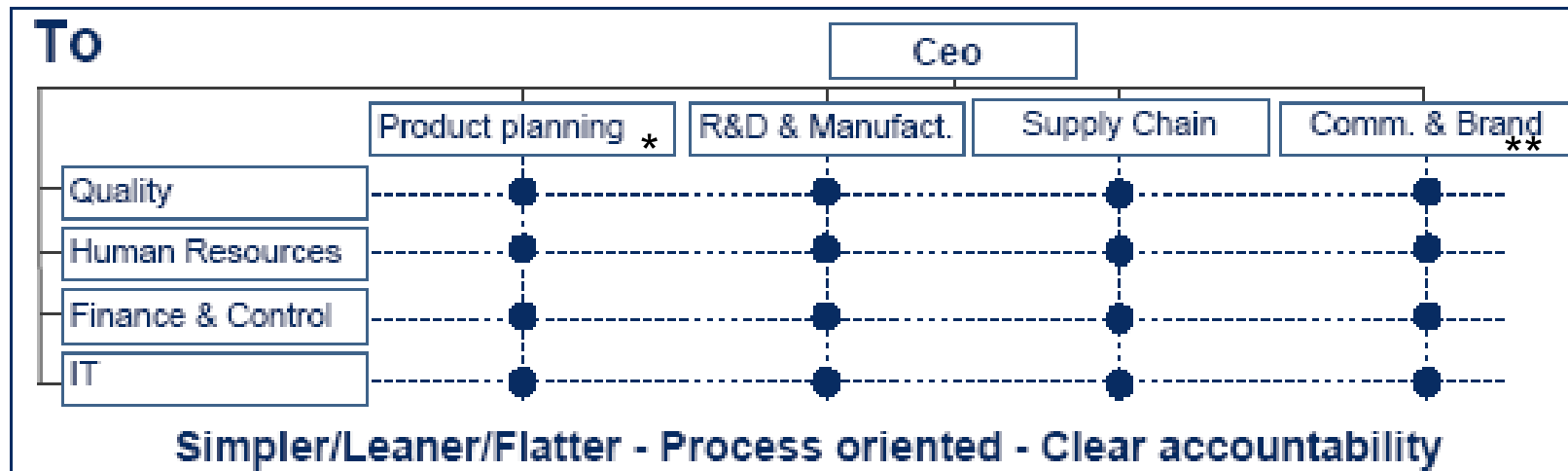
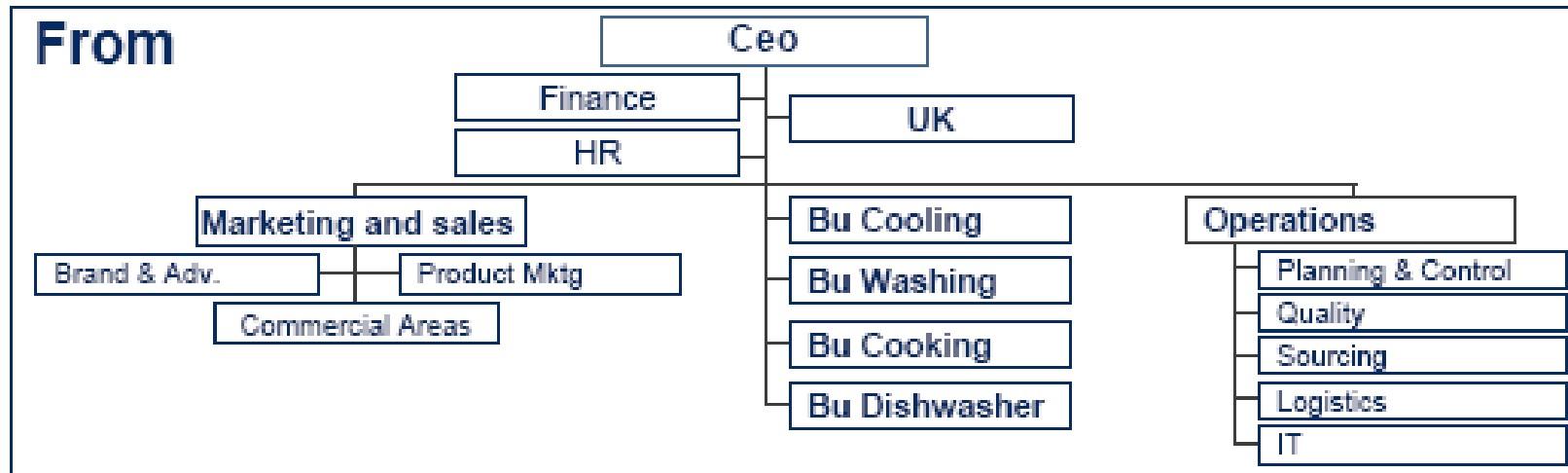
Indesit Company è il secondo produttore di elettrodomestici in Europa ed il quinto nel mondo.

Produce elettrodomestici built in e free standing



- ✓ **Presenza:** 24 sedi commerciali nel mondo
- ✓ **Vendite:** oltre 16 milioni di elettrodomestici venduti
- ✓ **Fatturato:** oltre 3,4 Mld €
- ✓ **Marchi:** Indesit, Hotpoint-Ariston, Scholtès
- ✓ **Linee di Prodotto:** cucine, frigoriferi, lavabiancherie, lavastoviglie, asciugatrici
- ✓ **Produzione:** 18 impianti nel mondo
- ✓ **Dipendenti:** oltre 17.000
- ✓ **Quotazione:** quotata alla Borsa di Milano dal 1987

## 2° focus: organizzazione in continua evoluzione



\* Now: "marketing"

\*\* Now: 5 commercial areas + After Sales

### 3° focus: scenario di competitività → INNOVARE, SEMPRE!



# Un mix di comunicazione, collaborazione, conoscenze, ..



Comunicazione

News

Tag Cloud

Blogs

Pills

Forums

Marketing

Wikis

Contributors

# ..un nuovo contesto e ambiente di lavoro

The image shows a corporate intranet interface on the left and an Office Communicator window on the right.

**InSight Writing Intranet:**

- Search bar: search on this site people at site
- Navigation: company news, brands & product, departments, countries, knowledge & training, utilities, coffee break, personal area
- Site Section: SPQ Index Oct 08, SPQ Index Oct 08, Writing Usage Data
- Latest Blog Post: Leadership 101: How to Command Respect through Body Language
- Buddy Referral Program: "Friendship is essentially a partnership" Aristotle (4th century B.C.)
- Department News: Table with columns Title, Modified
- Did you know...? What the "MTA Meeting" is?
- Top Issues: Table with columns Title, Modified

**Office Communicator:**

- Header: Office Communicator, Pifferi Andrea (Available)
- Recent Contacts:
  - Steve Jackson: In a meeting
  - Casavecchia Renzo: Offline
  - Beneventi Sandro: Busy
  - Vecchioni Clarissa: Available
  - Perticarini Paolo: Away
  - cavacini stefano: Away
  - Bartocci Roberto: Away
  - l\_lodeserto@yahoo.com: Offline
  - Mattioni Loretta: Away
  - Megni Danilo: Offline
- All Contacts:
  - Bellucci Giovanni: Inactive
  - Beneventi Sandro: Busy
  - Boldyreva Elena: Inactive
- Conversation Window: Stephen Dickinson - Conversation
  - Participants: Pifferi Andrea, Stephen Dickinson
  - Messages:
    - Pifferi Andrea [13.05]: > ciao Steve, is it confirmed for tomorrow morning at 0930 Italian time?
    - Stephen Dickinson [13.07]: Ciao Andrea - was this meant for Steve Jackson?
    - Pifferi Andrea [13.08]: > sorry, yes it was for steve. ciao
  - Last message received on 09/12/2008 at 13.07.

# Dove esprimersi anzitutto come identità personale ..

**ANDREA PIFFERI**

This Profile is 95% completed

**La foto la scelgo io** (EDIT)

**Chi sono nell'organizzazione (in realtà cambiano gli schemi)**

**La mia esperienza professionale**

**Su cosa sto lavorando**

**Le mie skills, capacità**

**E perchè no? I miei interessi personali**

**First name:** ANDREA **Last name:** PIFFERI

**Role:** CHIEF INFORMATION OFFICER  
Fabriano

**Company:** INDESIT COMPANY

**Department:** INFORMATION TECHNOLOGY

**Office:** INFORMATION TECHNOLOGY

**Site address:** Viale Aristide Merloni 47  
60044 Fabriano

**Email:** Andrea.Pifferi@indesit.com

**Int. Office Number:** 2683

**Ext: Office Number:** +390732662683

**Fax:**

**Mobile:** +393357755710

**Professional Profile:**

"1) Electronic engineer  
2) 8 years as a management consultant  
3) 1 year as COO of a consulting company  
4) 3 years as IT director of Carrefour-GS  
5) since 2004 CIO of Indesit Company."

**Projects in Indesit:**

**Current:** P3 Project, web2.0, Client Merge, Collaboration - Visibility

**Previous:** EPIC

**Skills:** Information technology, Web 2.0, java, Project Management, Business Process Knowledge

**Personal Profile:**

**Interest:** "Music: fan of yamaha 590 synth, cubase  
Sport: fan of ski (downhill and touring), running, MTB, sailing"  
Music, scialpinismo, MTB, running

# Aggregazione e trasversalità



**Aggiornarsi  
sull'azienda e i  
prodotti**

**Condividere per  
superare le barriere  
organizzative e  
geografiche**

**Motore di  
ricerca**

**Accesso al  
knowledge  
orizzontale**

**Accessori  
di utilità**

**La macchina del  
caffè  
(ruolo sociale)**

# Conoscenze che diventano asset aziendale (es.: wiki)



The screenshot shows a Wiki page with a left sidebar and a main content area. The sidebar contains navigation links for 'View All Site Content', 'Wiki Pages', 'Documents', 'Pictures', 'Recycle Bin', and 'Recent Changes'. The main content area has a breadcrumb trail 'KIT > WIKIT > WIKIT > Wiki Pages > W32.Downadup - Remove virus' and a title 'W32.Downadup - Remove virus'. Below the title are links for 'Favorite', 'Subscribe', and 'Discussions'. The main content is divided into two sections: 'General Information' and 'Steps (procedure used successfully in Indesit systems)'. The 'General Information' section contains a paragraph about the virus. The 'Steps' section contains a list of instructions for removing the virus, including installing a security update and checking Symantec Corporate Antivirus. The page also includes links for 'Edit', 'History', and 'Incoming Links'.

KIT > WIKIT > WIKIT > Wiki Pages > W32.Downadup - Remove virus

## W32.Downadup - Remove virus

★ Favorite | Subscribe | Discussions | Edit | History | Incoming Links

### General Information

Virus: W32. Downadup, also known as Win32/Conficker.A [Computer Associates], W32/Downadup.A [F-Secure], Conficker.A [Panda Software]

### Steps (procedure used successfully in Indesit systems)

English version

- 1) you install Security update Microsoft for KB958644 (this actions actives a protection for the future)
- 2) To remove damage in affected system you check in Symantec Corporate Antivirus (Start-All Programs-Symantec Client Security - Symantec Antivirus) if you have in Histories-Threat History a voice for a virus in Quarantine failed or delete failed (file with this virus is normally c:\windows\system32\RANDOMNAME.dll)

If you don't see this message you try a Full Scan action in menu with opwion "Action 1: Clean - Action 2 - Delete".  
You start computer more and you delete this dll from this client (it was locked before).

You find this file in register in windows and you remove the key. Normally this key is in HKEY\_LOCAL\_MACHINE\SYSTEM\CurrentControlSet\Services\netsvcs\Parameters\ServiceDll = "[PATH OF WORM EXECUTABLE]" or similar. **It's recommends always that you back up the registry** before making any changes to it. Incorrect changes to the registry can result in permanent data loss or corrupted files. Modify the specified subkeys only. For instructions refer to the document: [How to make a backup of the Windows registry](#).

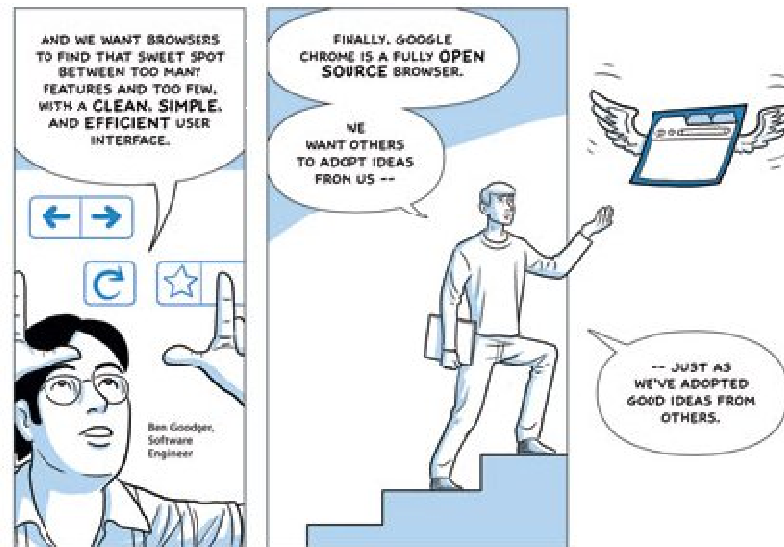
Important: patch distributed (with SMS already) before virus escludes the problem normally.

# Ambiente dove esprimersi diventa semplice e motivante

## Pepa Blog

### Clean, simple and efficient user interface....

Categories: Do you know that....., Events-Webcasts, Software Solutions



Cartoon, 1 row in web page....(cost 0) to speak of their products.  
How Peworld Italia writes this month ...."The google way".

Great cartoon in many pages to speak of Chrome Browser.

From Microsoft interesting prototypes add-in for Office!

## Spunti di riflessione

- Quali le motivazioni del 2.0 in azienda?
  - *Esprimersi, uscire dal ruolo, meglio “inside” che “outside”*
- Che affidabilità hanno le conoscenze senza “regole”?
  - *Affiancare il processo strutturato è fondamentale*
- E le questioni di riservatezza?
  - *Sono un punto aperto. Il 2.0 amplifica il problema*
- Quale ruolo per l'IT?
  - *Abilitare con la piattaforma aziendale, collegare i processi “strutturati”, promuovere senza paure*

## Del resto l'IT si sta trasformando...

Efficienza nelle  
Operation di Business

Human resources    Supply Chain  
Pianificazione e controllo

.....

Modello di processo → IT

CRM

Organizzazione → IT

Governance/Compliance

Business Intelligence

Supporto "Globalization"

Comunicazione

Knowledge Sharing

Processi di Collaborazione  
interni ed esterni