



Unione europea
Fondo sociale europeo



PIANO DEL SISTEMA CONFINDUSTRIA EMILIA-ROMAGNA “VERSO INDUSTRIA 4.0”

TRASFORMAZIONE DIGITALE DEI PROCESSI MANIFATTURIERI IL DATA MANAGEMENT PER LA CUSTOMIZZAZIONE DI MASSA DEL PRODOTTO

Parma, 21 febbraio 2018



SMARTI-ER 4.0 SEMINARI

Operazione Rif. PA. N 2016-5456/RER approvata dalla Regione Emilia-Romagna con DGR n. 1450/2016 del 12/09/2016
finanziata con fondi POR FSE 2014/2020 - Obiettivo tematico 8



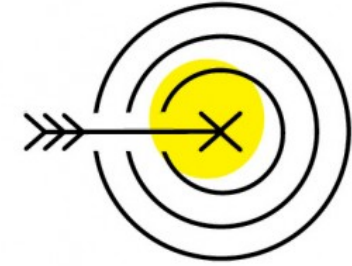
CONFINDUSTRIA
Emilia-Romagna



Unione Parmense degli Industriali

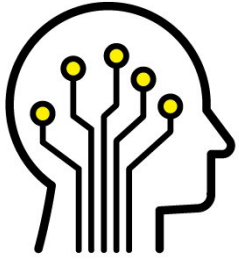


Strategic Technology Trends for 2018





INTELLIGENT



1. AI Foundation

The ability to use AI to enhance decision making, reinvent business models and ecosystems, and remake the customer experience will drive the payoff for digital initiatives through 2025.



2. Intelligent Apps and Analytics

Over the next few years every app, application and service will incorporate AI at some level. [...] AI has become the next major battleground in a wide range of software and service markets, including aspects of ERP.

3. Intelligent Things



Intelligent things use AI and machine learning to interact in a more intelligent way with people and surroundings. [...] These things operate semiautonomously or autonomously in an unsupervised environment for a set amount of time to complete a particular task.



4. Digital Twins

In the short term, digital twins offer help with asset management, but will eventually offer value in operational efficiency and insights into how products are used and how they can be improved.



6. Conversational Platforms

Conversational platforms will drive a paradigm shift in which the burden of translating intent shifts from user to computer.



5. Cloud to the Edge

It's a "computing topology where information processing and content collection and delivery are placed closer to the sources of this information". This model is rapidly driving new IoT applications.



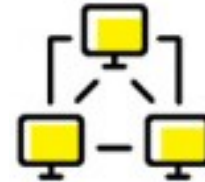
7: Immersive Experience

Over the next five years the focus will be on mixed reality, which is emerging as the immersive experience of choice, where the user interacts with digital and real-world objects while maintaining a presence in the physical world.



8. *Blockchain*

Blockchain is a shared, distributed, decentralized and tokenized ledger that removes business friction by being independent of individual applications or participants. It allows untrusted parties to exchange commercial transactions.



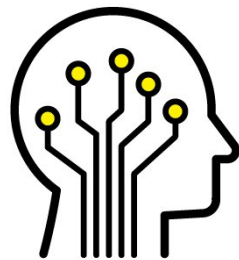
9. *Event-Driven*

By 2020, event-sourced, real-time situational awareness will be a required characteristic for 80% of digital business solutions, and 80% of new business ecosystems will require support for event processing.



10. *Continuous Adaptive Risk and Trust*

The rise in cyber crime means that businesses must find better ways to protect themselves against advanced digital attacks by using security that leverages real-time risk and trust-based decision making with adaptive responses.



AI

Bokus, which needed to keep overhead at a minimum, said that tapping into automated technology to convert customers is a way to help achieve that goal.

For instance, the eCommerce company reported that its ***average turnover of customers increased 100% for each open*** of its digital, personalized recommendations ***newsletter***.

bokus

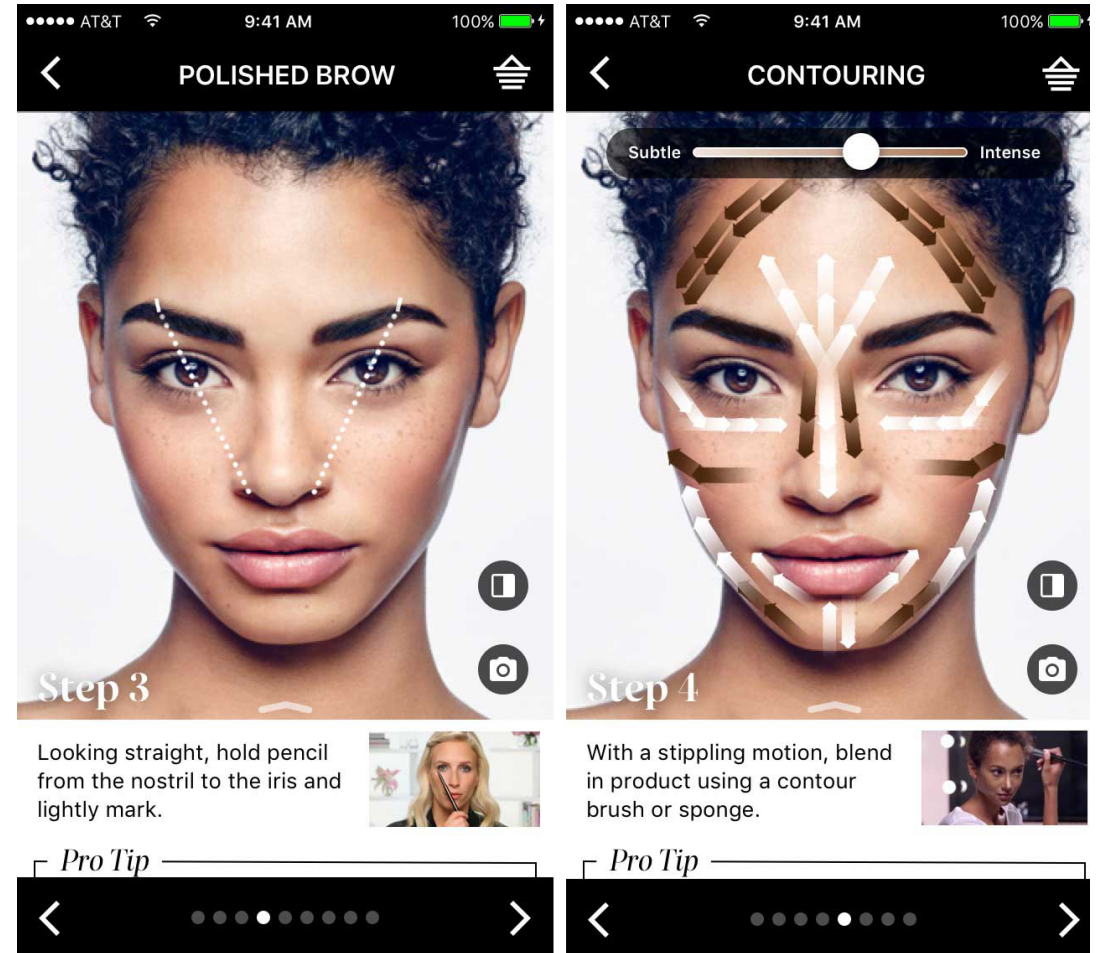




SEPHORA

Immersive Experience

One example of this application of AR/VR is Sephora's Virtual Artist tool, which allows consumers to sample makeup without physically touching the product. Using a customer's smartphone camera, the app can project various shades of makeup on an image or video of her face and will even stay in place if she moves the camera around.





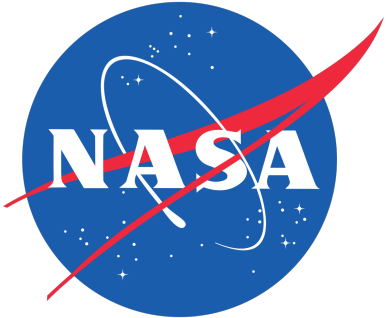
Blockchain

Specifically created to improve anti-counterfeit measures for pharmaceuticals, luxury items, diamonds and electronics, **BlockVerify** allows companies to register their own products and introduces transparency to supply chains.





Digital Twins

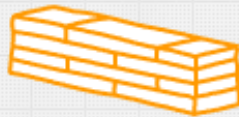


NASA uses digital twins to model missions that would be literally impossible to monitor in real time in the physical world. By using digital twins of its space stations and spacecraft, it can make sure systems are running effectively and keep crews safe.



Top 10 Strategic Predictions for 2018 and Beyond

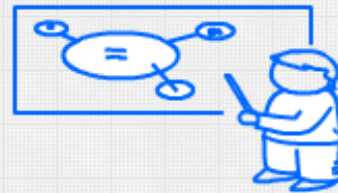
Search	Disruption	Blockchain	Trust	AI
30% Visual and Voice Search Drive Commerce Revenue	5 of 7 Digital Giants Self-Disrupt	1 Billion Cryptocurrency Value Created in Banking	50% Consuming More False Information Than True	Real or Fake? "Counterfeit Reality"
2021	2020	2020	2022	2020
50% Bot Development Over Mobile App Development	40% IT Versatility With People-Centric Roles	2.3M Net New Jobs Versus 1.8M Eliminated	95% New Products Contain IoT	Half IoT Security Spend on Remediation
2021	2021	2020	2020	2022
AI	Talent	AI	IOT	Security



Through 2022, nearly 50% of all security budgets for IoT will go to fault remediation & recalls rather than providing protection.



Visual and Voice Search take off in ECommerce websites by 2021



By 2021, five of seven Digital Giants Self Disrupt using Technology

10 1 2



IoT embedded in about 95% of devices by 2020.

9

Strategic Trends - 2018 and Beyond



By 2020, legitimate Digital Currencies take off in Banking generating \$1 B in business value

3



By 2020, AI becomes a net job creator. On an avg, it will create 0.5 M jobs than it destroys.

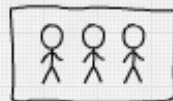
8



By 2022, citizens of most mature economies will be consuming a high degree of Fake News

4

7



By 2021, 40% of IT staff will be "versatilists", well versed in business realities as opposed to purely focusing on technical skills

6



By 2021, Bots and Digital Assistants will be deployed in over 50% of industries

5



By 2020, a high degree of Fake Content will be created by Artificial intelligence, thus outpacing the ability to detect and stop it

A blue wireframe globe is centered on the left side of the image, set against a dark blue background filled with small white stars. The globe is composed of a network of interconnected lines and nodes, representing a digital or networked world.

**«BENVENUTI IN UN'EPOCA DI
CAMBIAMENTO ESPONENZIALE,**

**FORSE LA PIU'
STRAORDINARIA
IN CUI VIVERE»**





***«Il genere umano ha esordito
con un'economia di produttori,
per poi passare a una di
consumatori;
oggi stiamo andando verso
un'economia di autori»***

P. Saffo
Futurologo



Economie orientate ai **volumi di scala**

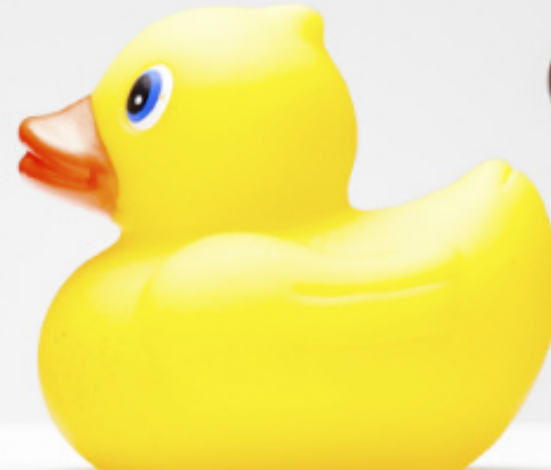
Immissione di **capitale «hard»**

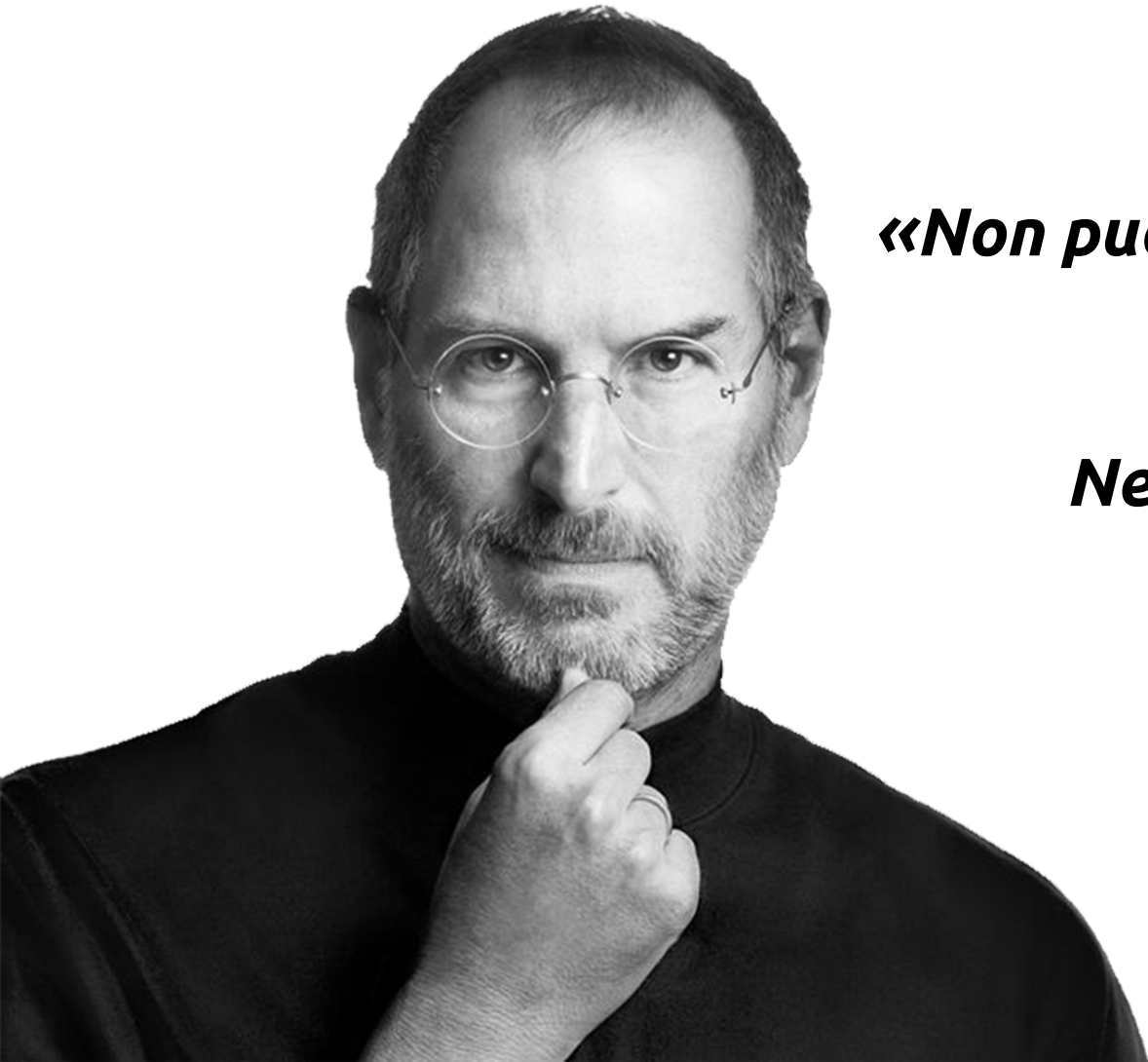
Efficienza

Economie di scopo orientate al **valore**

Immissione di **capitale «soft»**

Flessibilità





***«Non puoi chiedere ai consumatori cosa vogliono
e poi cercare di dar loro ciò.***

***Nel frattempo che lo avrai costruito,
vorranno qualcos'altro»***

Steve Jobs
Apple



CONTATTI

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