



IBM Software Network 2013

Fare partnership con il Software IBM

Roma, 24 - 25 gennaio 2013

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Enterprise Content Management



Il Big Bang dei contenuti (non è teoria)

Ogni giorno, si creano 2.5 quintilioni (10^{30}) di bytes di informazioni

Il 90% di tutte le informazioni del mondo sono state create solamente negli ultimi due anni

l'80% è rappresentato da contenuti destrutturati

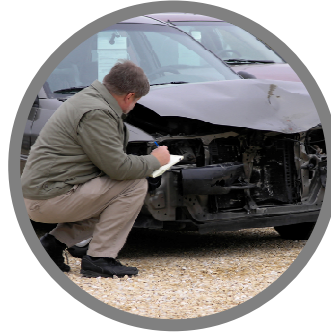


.. e rappresentano il tessuto sul quale si imbastiscono gli affari

PROCEDURE LEGALI



ASSICURAZIONI



GIUSTIZIA



PRESTITI



SANITA'



MUTUI



La conoscenza che si può estrarre da un semplice questionario

Any comments or suggestions



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I nostri clienti hanno l'opportunità ...



Di “sbloccare” il valore insito nei contenuti

IBM presenta le Smarter Content Solutions...

**Affrontare
grandi sfide ...**

**... risolvere
problemi
complessi**



Sfruttano

- IBM Research
- Completezza del portafoglio prodotti
- Industry expertise

Si integrano con

- Big Data
- Smarter Analytics
- Smarter Commerce
- Smarter Cities, etc.



'in media 1 paziente dimesso su 5
viene riospedalizzato nei
successivi 30 giorni'
—*New England
Journal of Medicine*



E inoltre

20% Pazienti



80% Costi

IBM Patient Care and Insights

- Accedere e arricchire la cartella clinica del paziente
- Costruire una conoscenza basata su fatti
- Identificare opportunità di intervento
- Fornire assistenza personalizzata e tenerne traccia

Case Management e Analytics,
gestione della cura personalizzata :
attenzione sul paziente





‘Negli U.S. le organizzazioni perdono mediamente il 7 % dei ricavi a causa di frodi, per un totale di circa 1 trilione \$’

–*Association of Certified Fraud Examiners*



Ci sono difficoltà nel combattere le frodi



IBM Intelligent Investigation Manager

- Scoprire schemi ricorrenti anche complessi
- Capire le caratteristiche di una frode
- Segnalare automaticamente e gestire la risoluzione dei casi
- Risparmiare denaro e proteggere la reputazione della compagnia

Case Management e Analytics
per identificare, investigare e
prevenire le frodi





Uno scenario di frode: una richiesta assicurativa



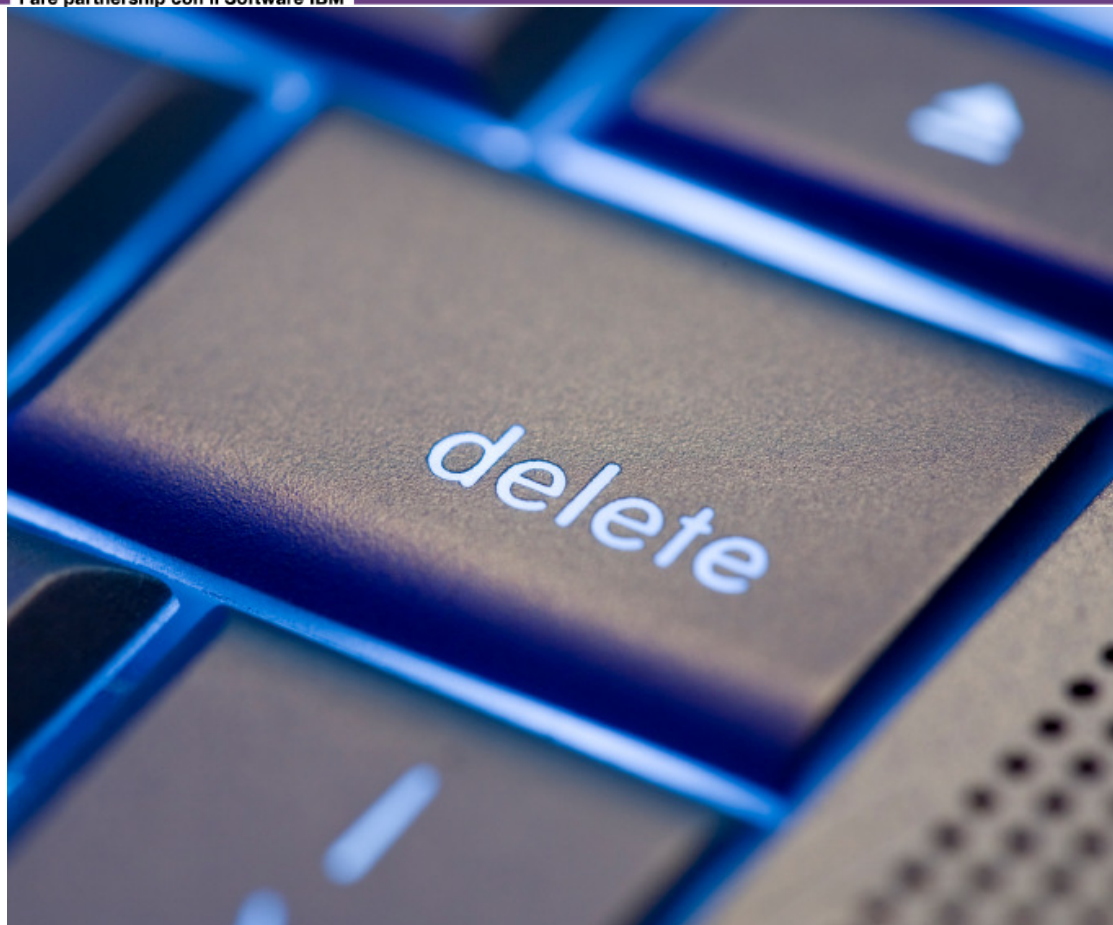


Sta emergendo un nuovo modello “la conoscenza che porta all’azione”

Analyze → *Recognize* → *Act*



Acquisire conoscenza dai contenuti per trasformare il business



Ma che ne facciamo di tutti questi contenuti quando non servono più?

‘The best way to reduce the amount of data: delete it.’

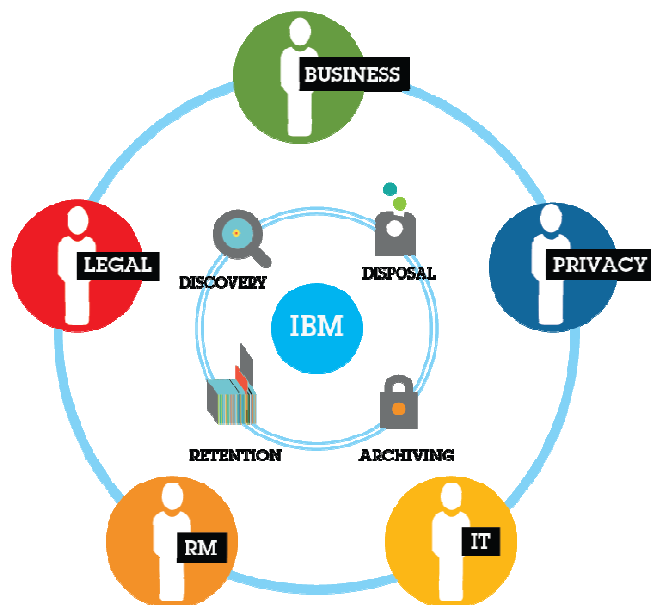
–Sheila Childs, Research Vice President, Gartner

Migliorare “l’economia” delle informazioni è un imperativo



I volumi e i costi tendono a crescere
il budget tende a diminuire

IBM ILG Suite



'IBM Retention Policy and Schedule Management and Defensible Disposal solution was a perfect fit and is seamlessly integrated with our legal hold system.'

We are defensibly disposing now instead of keeping everything forever.'

– Scott Bancroft, CISO, Novartis

Defensible Disposal



Soluzioni costruite sulle IBM ECM Capabilities



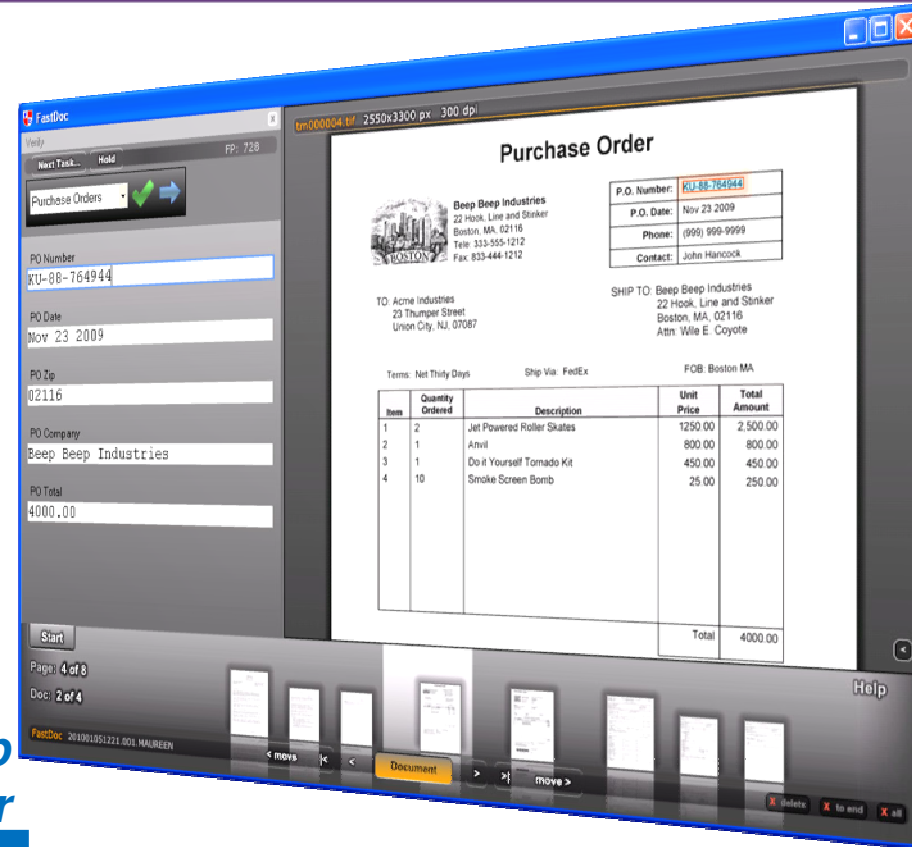
per ottenere il controllo

per migliorare comprensione e risultati

per ridurre costi e rischi



Smarter Content



**IBM Datacap
Taskmaster**

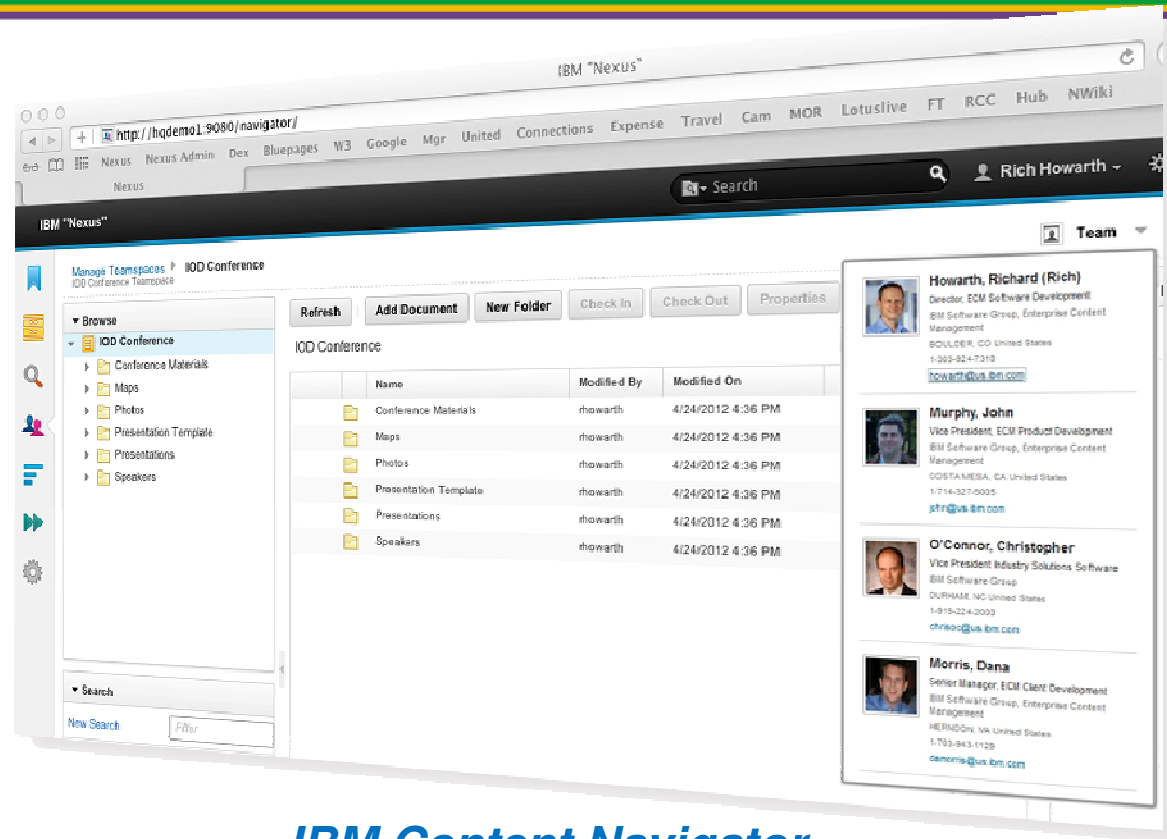


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Smarter Content

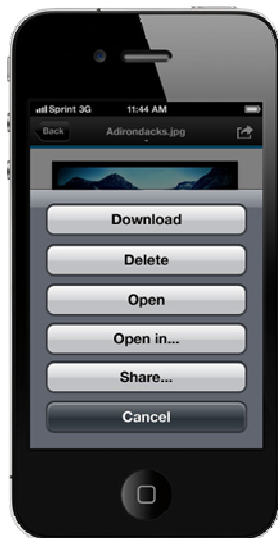
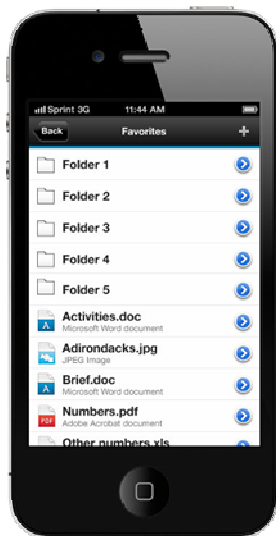
dōjō CMIS



IBM Content Navigator

Smarter Content

iOS



IBM Content Navigator





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New Insights

Case Information
Case ID: Case ID

Documents | Tasks | Hist

Add Activity

Required (4)

- Background check
Disable
- Determine benefits eligibility
Start | Disable
- Document review
Started on 4/30/2010 15:09
- Application completion check
Completed on 5/20/2010 08:18

Optional (3)

- Background review
An error occurred More Info
- Background review
An error occurred More Info
- New document review
Completed on 5/3/2010 15:09

Disabled (1)

- RA benefit review

Case Information
Case ID: YWS909912:119993

History

Show: Summary for: Documents and folders

Items 1-10 Previous | Next

Today 06/09/2010

- w2_2009.gif 06/09/2010 18:24
Document checked in cjmichaels
- proof of citizenship.pdf 06/09/2010 12:08
Document added cjmichacis
- sending application for rent a- 06/09/2010 10:13
assistance-candidate review alexlowe
Comment added to document "w2_2009.gif"

Yesterday 06/08/2010

- Medical Reports
Folder created jgroff
- Start case review 06/08/2010 8:52
Activity working System
Custom property: value | Custom property: value
Custom property: value

Items 1-10 Previous | Next

Case Manager | Home | 98 M Bytes | Manage Spaces | Actions

Case ID: 0100004 | Modified: 4/20/2012 2:20 PM | Manage Dispute Item

Case Information | View | History

Show: Summary for: All

Items 1-10 Previous | Next

Other

- Statement 4100-111704- 4/20/2012 1:30 PM
Document filed in Supporting Documents pladmin
- Review Dispute Item 4/20/2012 1:28 PM
14222222 pladmin
- Credit Card Dispute - 4/20/2012 1:28 PM
Documents filed in none pladmin
- Review Dispute Item 4/20/2012 1:28 PM
Too busy pladmin
- Credit Card Dispute - 4/20/2012 1:28 PM
Documents filed in none pladmin
- Review Dispute Item 4/20/2012 1:28 PM
Review pladmin
- Close Case 4/20/2012 1:28 PM
Task created pladmin
- Process Representation 4/20/2012 1:28 PM
Task created pladmin
- Process Chargeback 4/20/2012 1:28 PM
Task created pladmin

View

Polestar Bank CREDIT CARD STATEMENT

Opening/Closing Date: 02/29/11 - 07/29/12
Payment Due: 03/29/12

Account Number: 4100011704-10017
CUSTOMER SERVICE: 1-800-777-8888

Payment Credits: \$220.00
Payments, Cash Debits: \$270.00
Finance Charges: \$188New Balance: \$379.00

REWARDS SUMMARY

Previous Points Balance	8,228
Points Earned	1,540
Points Expired	0
Current Points Total	10,218

PAYMENT ADDRESS
P.O. Box 1878
Somerset, DE 19880

VISIT US AT:
www.polestar.com

TRANSACTIONS

Trans Date	Transaction Number	Transaction Description	Amount
05/28	21-12245	Chemura, Fruit	109.90
07/04	0-47260	Carly's Softw	2.00
07/04	0-72676	Carly's Softw	2.00
07/28	0-8894	Tulsaville Auto	32.27
07/28	0-89225	Bata Electronic	207.61
07/28	21-32278	Bensons THE HOOD	82.27
07/28	21-32278	Carly's Softw	34.01
07/28	21-32278	Carly's Softw	2.00
07/28	21-4230	College Bookings	72.28
07/28	28-0017	Polestar Bank User Fee	835.29
			5.00

Case Data

Case ID: 0100004

Customer Information

Account ID: 4000-011704-00007

Customer Name: William Duncan

Contact Phone Number: (565) 222-3411

Contact Email: customer@wvnm.com

Customer Status: Silver

Dispute Details

Dispute Type: Duplicate charge

Dispute Description: (add any dispute details here)

Disputed Amount: 1,206

Merchant Name: Cheatham PHO

Merchant Contact Data: Mer # 42 795 2 4 2-88-00-ALL

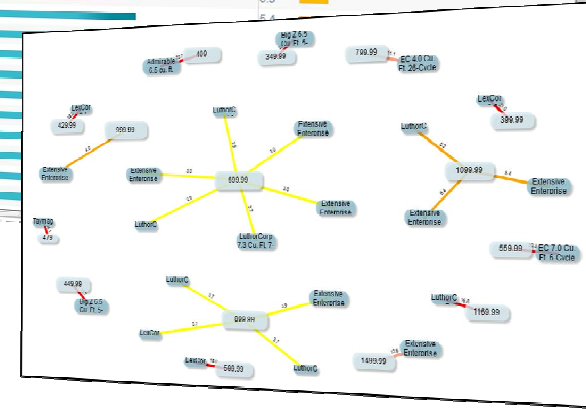
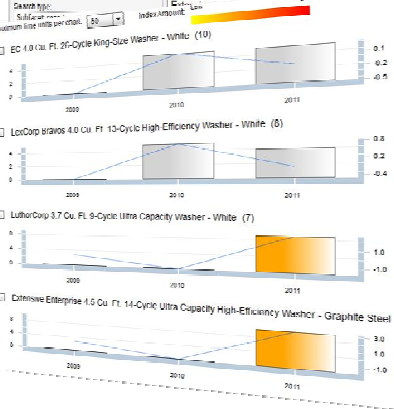
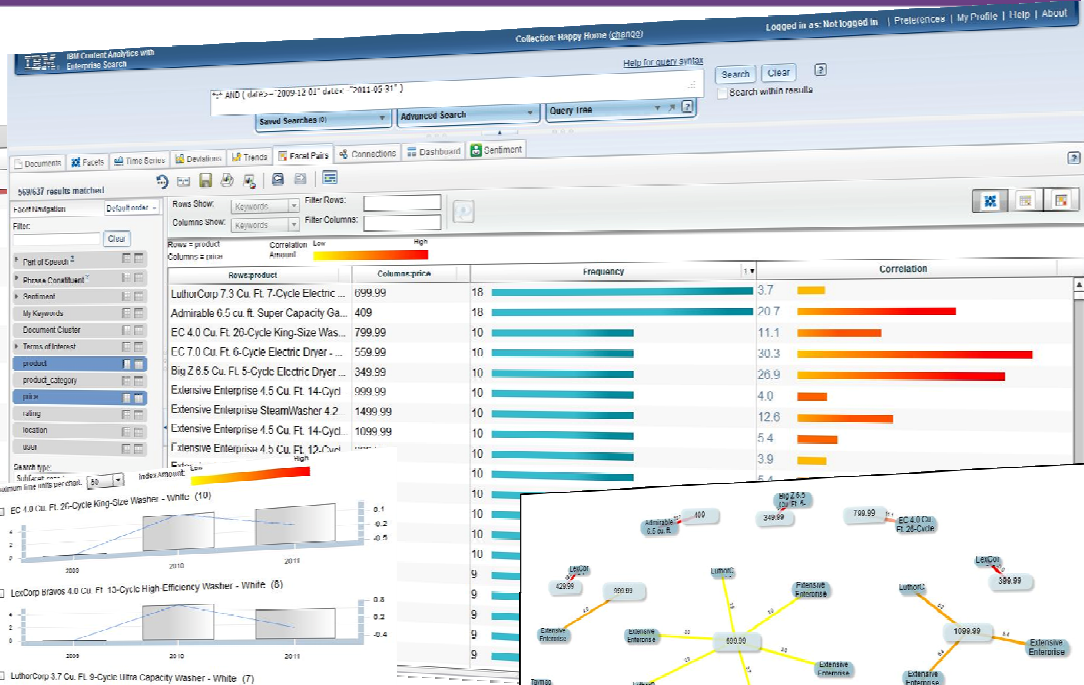
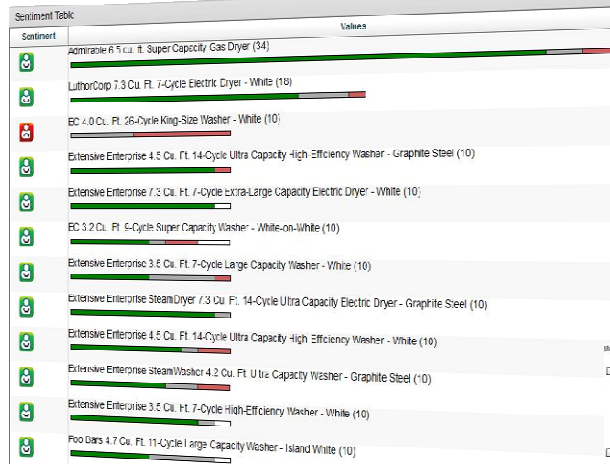


Activate

IBM Case Manager



New Insights

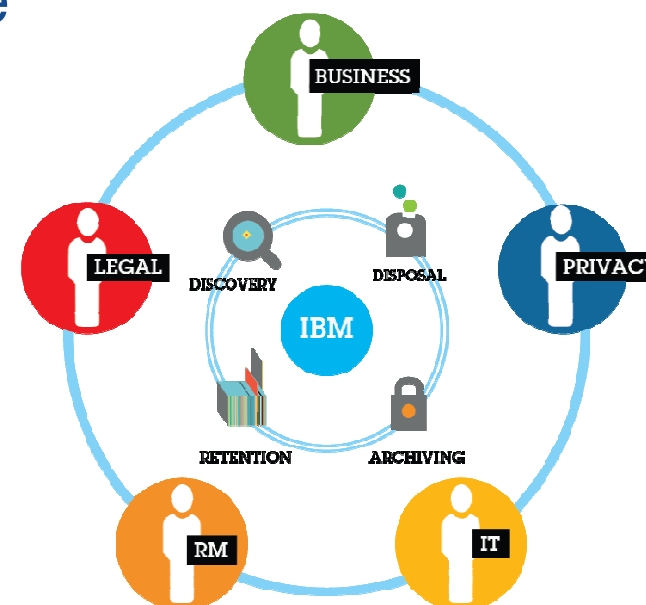


IBM Content Analytics 3.0

Migliorare l'economia delle informazioni IBM Information Lifecycle Governance

Unified Governance Strategy and ILG Suite:

- Defensible disposal
 - Records management
 - eDiscovery management
 - Retention policy and schedule management



Defensible Disposal

Govern

IBM è Leader di mercato

- Offerta che fa emergere il valore insito nei contenuti
 - Analyze
 - Recognize
 - Act
- Prodotti pre-integrati, soluzioni ad alto valore aggiunto
- Business Partners esperti che aggiungono ulteriore valore

Leader in the Industry



'The largest ECM vendor in terms of market share and total content revenue, IBM has an increasing focus on high-value solutions.'

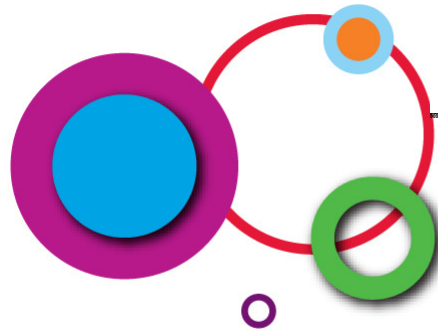
'IBM will drive leadership in analytics in the dynamic case management market.'



I Business Partners accelerano il valore delle soluzioni



- Esperti di Industry
- Flessibilità per soluzioni custom
- Trusted advisors
- Relazioni con i clienti
- Valore ulteriore per l'ecosistema IBM



Giorgio Anselmi
Industry Solutions Technical Sales Leader



Think **BIG** with **ECM**

Smarter Content. New Insights. Better Outcomes.

ECM – Prossimi eventi e sessioni di enablement

30-31 Gennaio	Roma	Workshop IBM Datacap 8.1 Fast Start
14 Marzo	Roma	Evento Content in ...motion