



pat
infinite solutions

ZUCCHETTI GROUP

*Be*PROF

Congresso Nazionale ConfProfessioni 2018

Roma, 6 Novembre 2018

PRESENTI,
EFFICIENTI,
AL TUO
SERVIZIO

4000
PERSONE

1000
R&D

150000
CLIENTI

900
PARTNER
IN ITALIA

200
PARTNER
NEL MONDO

FATTURATO IN
CONTINUA CRESCITA

2017 **466** MLN

2016 **410** MLN

2015 **386** MLN

2014 **359** MLN

2013 **325** MLN

2012 **285** MLN

LE NOSTRE
PERFORMANCE,
LE TUE
CERTEZZE

Ogni buona **idea**
ha bisogno di un luogo **innovativo**



campus 2.000 mq, oltre 15.000 mq verde - Montebelluna (TV)

**“La Customer Experience
è la reazione interiore e
soggettiva del cliente di
fronte a qualsiasi contatto
diretto o indiretto
con un’impresa”**

CX

CHIEDE SUPPORTO

SCOPRE

VALUTA

**IL CLIENTE
AL CENTRO**

USA

CONSUMA

ACCEDE

pat
infinito solutions
SICCETTI GROUP



CX

La giornata di Marco con BeProf

- Tempo libero
- Lavoro



AI

Numero di acquisizioni (Gennaio 2018)

APPLE

(13 ACQUISITIONS)

> [Apple](#) kicked off its A.I. acquisition spree in 2010 when it bought Siri. Its voice-recognition interface has since become, for many, the embodiment of consumer-facing A.I.

FACEBOOK

(6 ACQUISITIONS)

> The social networking giant is also an A.I. heavyweight, using deep learning to clean up its News Feed (though that's very much a work in progress). Its recent big buys include the 2017 acquisition of Oculus to improve its VR app.

MELTWATER

(5 ACQUISITIONS)

> Marketing and business intelligence firm Meltwater uses A.I. to help its customers measure the effectiveness of their advertising and market campaigns.

ALPHABET

(14 ACQUISITIONS)

> Google CEO Sundar Pichai has made the case that artificial intelligence is core to the search giant's major businesses. It definitely shows in its acquisitions, including its 2014 purchase for over \$600 million of U.K.-based DeepMind—whose software is best known for being the first to defeat a human champion at the strategy game Go (above).

INTEL

(5 ACQUISITIONS)

> Part of Intel's push into A.I. involves researching new computer chip lines, outside of its bread-and-butter CPUs that power PCs. Its recent acquisitions are aimed at helping it develop specialized chips for A.I. functionality.

TWITTER

(4 ACQUISITIONS)

> Data-crunching tech working behind the scenes helps Twitter make sure that tweets from your preferred friends, celebrities, and media outlets surface correctly in your feeds.

AMAZON

(5 ACQUISITIONS)

> It takes a lot of A.I. to fuel both its online retail (matching products to customer preferences) and its cloud-computing business. [Amazon](#) also uses A.I. to help screen the produce it ships through its grocery delivery business.

MICROSOFT

(5 ACQUISITIONS)

> As [Microsoft](#) shifts its focus from the Windows operating system to cloud computing, it's also investing heavily in A.I.—whether it's data-crunching tech it can sell to customers or its Cortana virtual assistant.

SALESFORCE

(4 ACQUISITIONS)

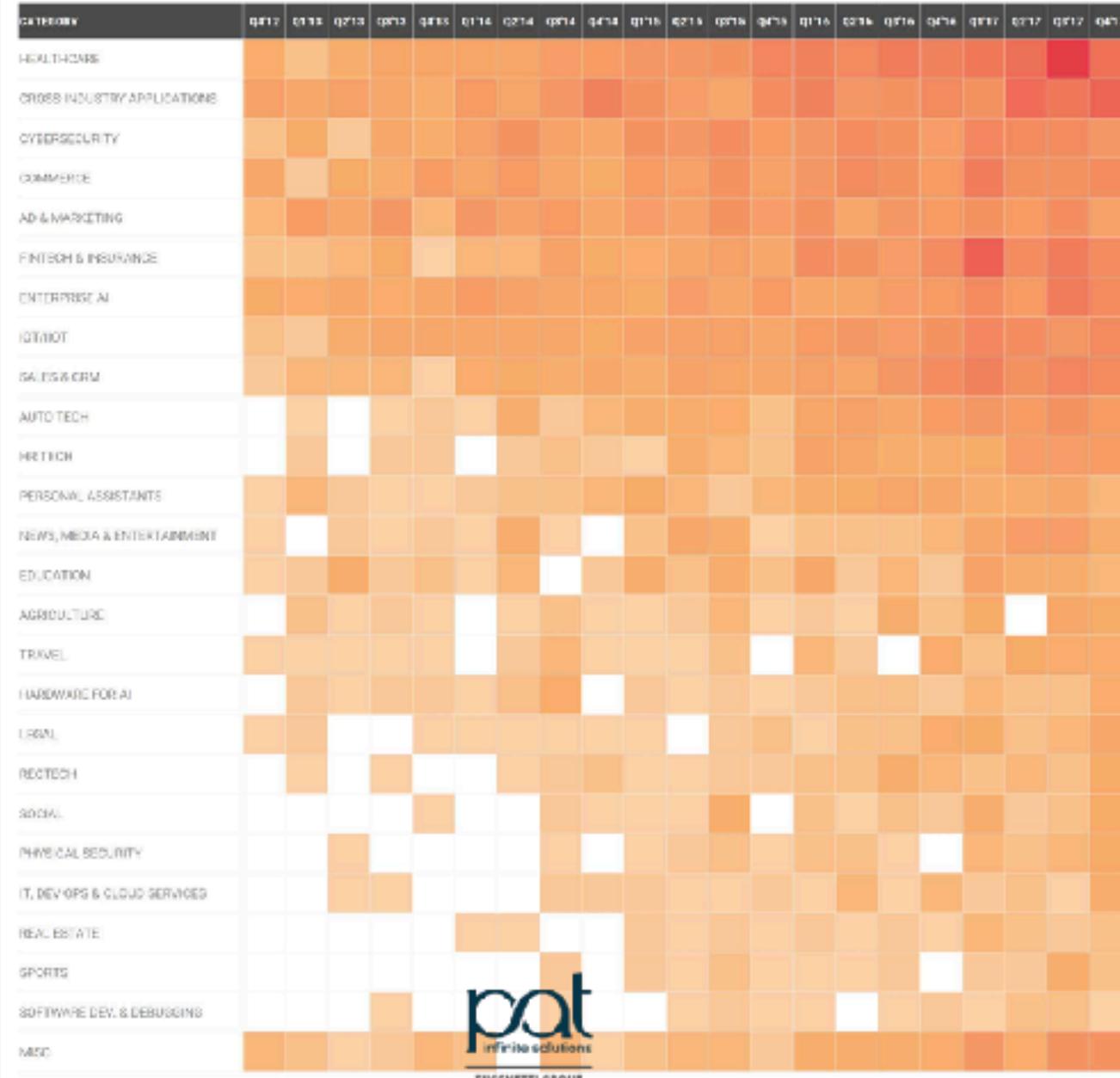
> Salesforce uses A.I. to help its software tools better parse emails and recommend sales prospects to its customers.

AI

2012

AI is heating up across every industry

Equity deals Q4'12-Q4'17



TRICCHETTI GROUP

2018

Fonte: CBInsights

A photograph taken from the perspective of an astronaut inside a red SpaceX Dragon capsule. The astronaut, wearing a white spacesuit and helmet, is visible in the lower right foreground. The capsule's interior and exterior are a vibrant red. In the background, the Earth is seen from space, showing a blue ocean, white clouds, and brownish-green landmasses. The curvature of the planet is clearly visible against the blackness of space.

L'AI da sola
non vi fa andare su Marte

CX

Customer eXperience

FACTORY LAB

CX

**DESIGN
THINKING**

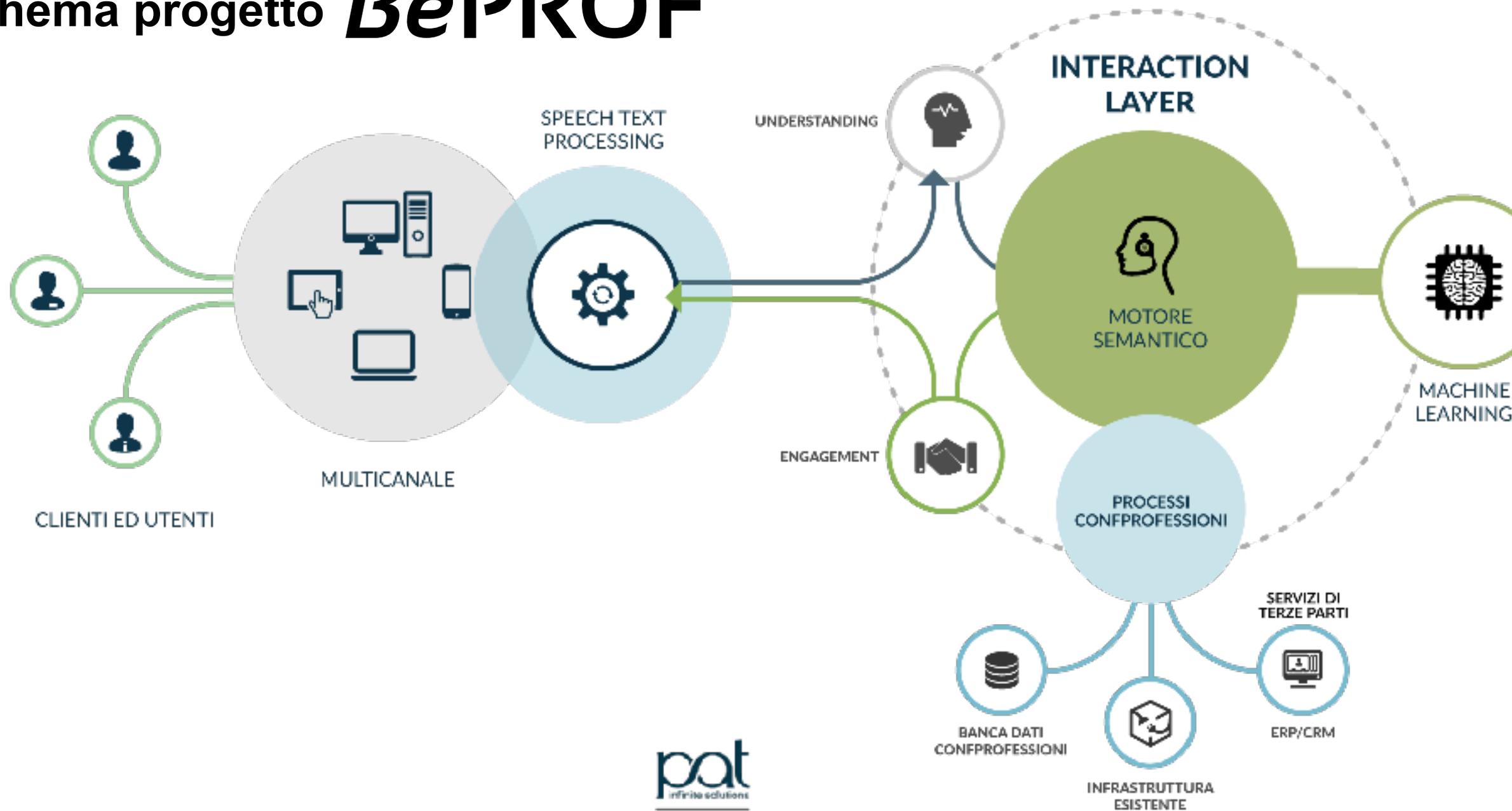
**UX
DESIGN**

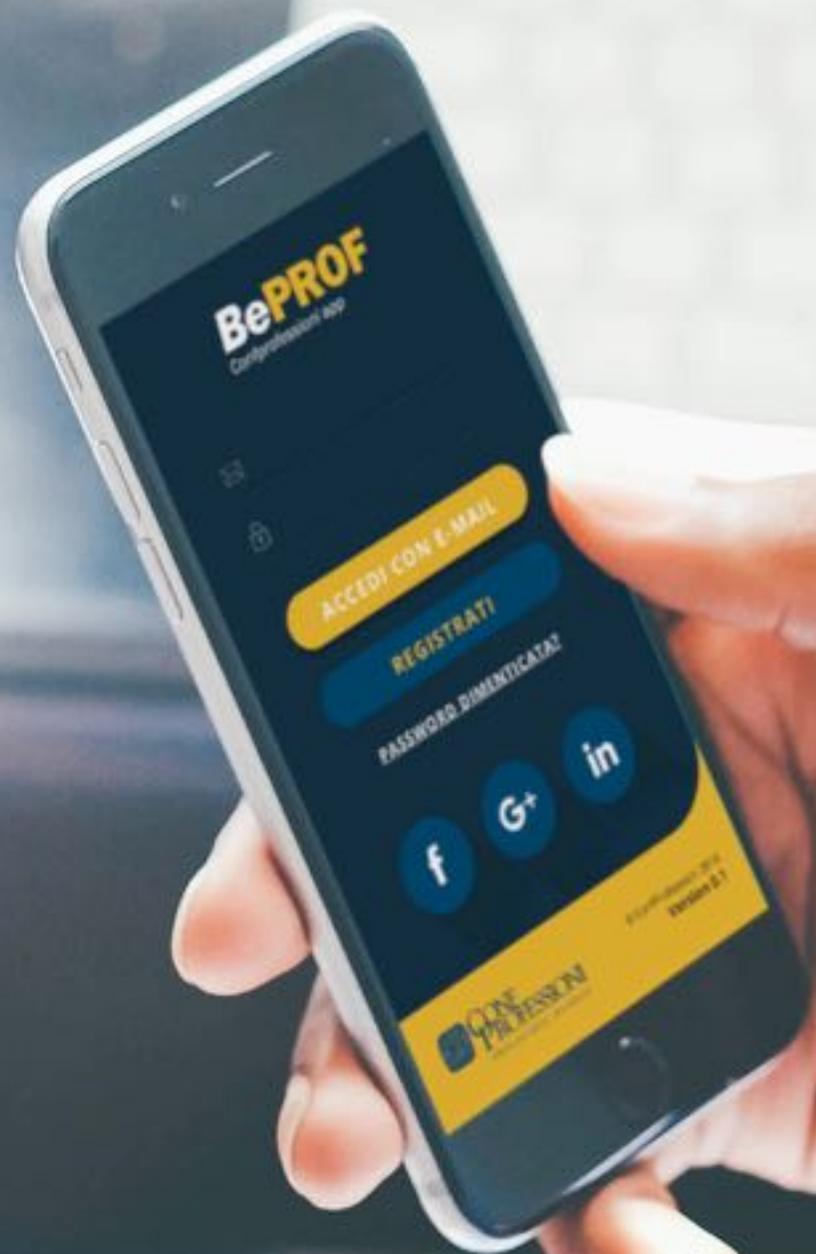
AI

**INTELLIGENZA
ARTIFICIALE**

**MODALITÀ
DI
INTERAZIONE**

Schema progetto **BePROF**





BePROF

Confprofessioni app

La nuova piattaforma di

CONF
PROFESSIONI

Interagire

BePROF Confprofessioni app **Completa registrazione**

E-MAIL

TITOLO

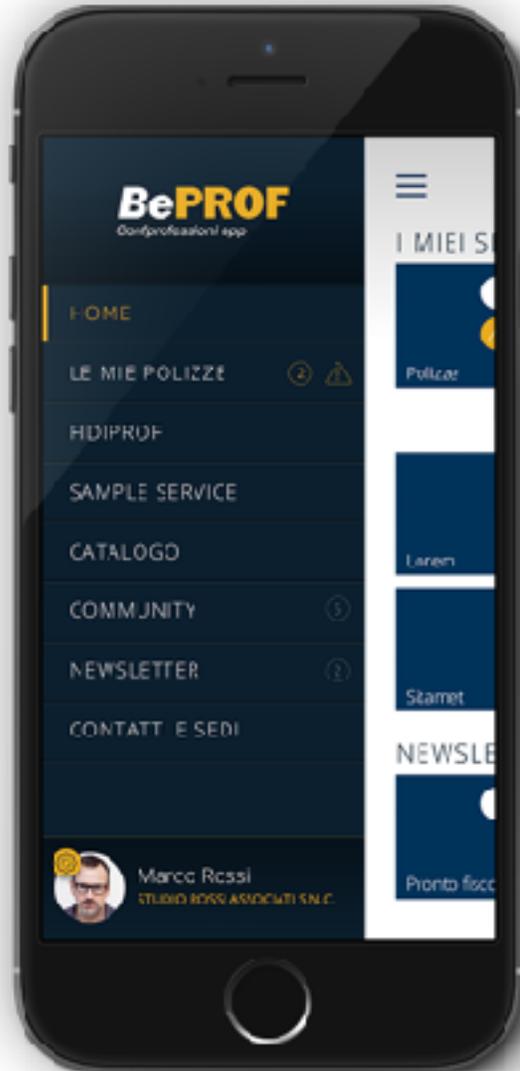
NOME

COGNOME

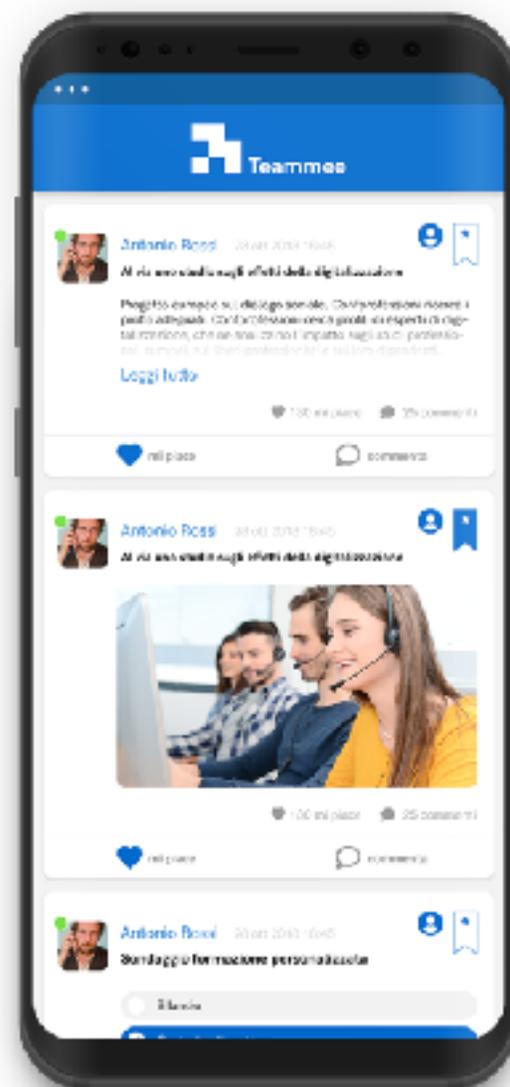
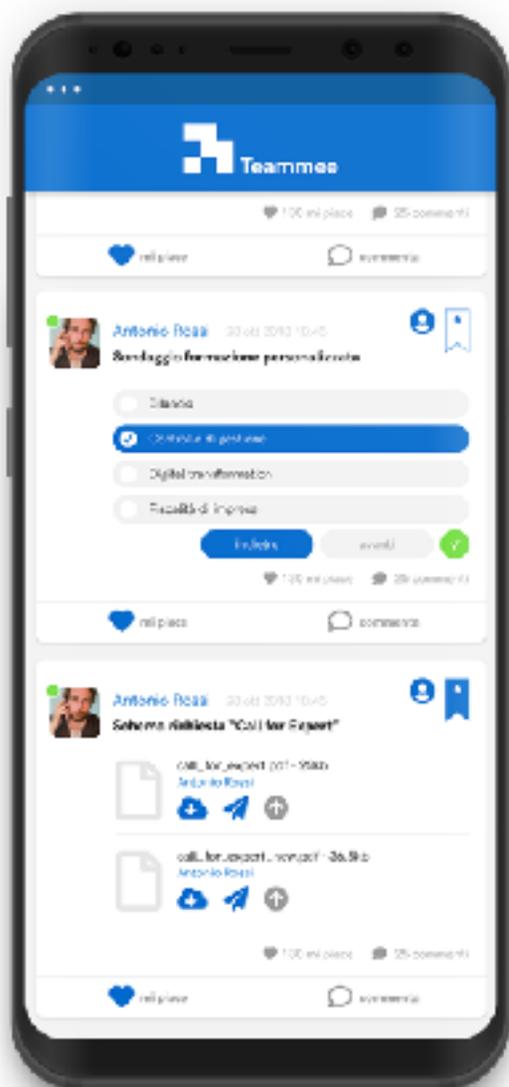
CODICE FISCALE

CAMPO NON OBBLIGATORIO

COMPLETA



Collaborare



Creare

The screenshot displays the website for ConfProfessioni, the Italian Confederation of Free Professions. The browser address bar shows the URL <http://www.confprofessioni.it>. The page features a navigation menu with links for Homepage, News, Chi siamo, Servizi, Newsletter, Sala stampa, Archivio, and Contatti. A search bar is located in the top right corner.

The main content area features a news article with the headline: **PRIMO PIANO** *Fisco, Confprofessioni: occorre uno choc sulle semplificazioni*. The sub-headline reads: "La Confederazione italiana libere professioni in audizione in Commissione finanze della Camera...". A "LEGGI TUTTO" link is provided below the article. To the right of the article is a chat window titled "Richiedi assistenza". The chat interface includes a text input field with the placeholder "Benvenuto in cosa posso esserti utile?", a "CERCA" button, and a "ME" profile icon. A message from the user asks: "sono un avvocato, che polizze ci sono per me?". The chat window also displays a promotional message for "Infortuni & Welfare" Avvocati, describing a comprehensive insurance solution. Below the chat window is a "Richiedi all'operatore e premi INVIO per inviare" button with a microphone icon.

At the bottom of the page, there is a carousel of images. The first image shows the Colosseum in Rome, with the text "Il governo nazionale e il professionismo" and "I professionisti nella società dei servizi". The second image shows three men in suits standing together. The third image is partially visible and shows a blue background with the text "delle libere professioni".

Supportare

The image shows a screenshot of a web browser displaying the website for ConfProfessioni. The browser's address bar shows the URL <http://www.confprofessioni.it/>. The website header includes the logo for CONF PROFESSIONI (Confederazione italiana libere professioni) and a navigation menu with links for Homepage, News, Chi siamo, Servizi, Newsletter, Salastampa, Archivio, and Contatti. A search bar is located in the top right corner.

The main content area features a large image of a man and a woman in a meeting. To the right of the image is a news article titled "PRIMO PIANO Fisco, Confprofessioni: occorre uno choc sulle semplificazioni". The article text reads: "La Confederazione italiana libere professioni in audizione in Commissione finanze della Camera..." and includes a "LEGGI TUTTO" link.

Overlaid on the right side of the page is a chat window titled "Richiedi assistenza". The chat contains the following messages:

- Operator: "Benvenuto! In casa posso esserti utile?" (07/05/04)
- User: "Quali sono i finanziamenti disponibili per liberi professionisti?" (17/05/10)
- Operator: "Sono disponibili strumenti finanziari per far fronte ad investimenti in termini di: innovazione tecnologica, sviluppo di processi aggregativi o interdisciplinari, formazione manageriale, internazionalizzazione, avvio di nuove attività professionali." (Buttons: "Maggiori informazioni", "Fatti richiamare")

At the bottom of the page, there is a carousel of images. The first image shows the Colosseum with the text "I professionisti nella società dei servizi". The second image shows three men in suits. The third image is partially visible and contains the text "delle libere professioni".