AICA

e-Business:
what about competences?

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Computer vs. real life?

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Real life!

HOME | MODA | SFILATE | BENESSERE & BEAUTY | MAGAZINE | SHOPPING | LIFESTYLE | MAISON | BAMBINI | OROSCOPO ▸ SPECIALE FASHION WEEK
cucina | hi-tech | viaggi | motori | nightlife | speciali ▸

HOME / LIFESTYLE / HIGH TECH / BLACKBERRY / **SLIDESHOW**

BLACKBERRY

BACK

Tecnologia e design a disposizione della donna in movimento.

Donna con smartphone - Sono sempre di più le donne che riescono a conciliare la professione con il ruolo di mamme grazie all'utilizzo degli smartphone Blackberry, restando efficienti in ogni momento della loro giornata. Clicca e vinci il tuo BlackBerry ideale!

1 di 2

MY marie claire IL TUO ACCOUNT

LOGIN REGISTRATI

Per ricordare i vostri giorni più importanti

ADV

IN REGALO CON MARIE CLAIRE

Dal 16 luglio in edicola l'allegato Marie Claire Bis Speciale Sfilate Autunno Inverno 2010/11

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e-business

- Humans are getting used to digital “prostheses”
- The first computers were used to increase brain power in extremely narrow and specific tasks (calculus, sorting...)
- Nowadays computers and other digital devices can be widely used to:
  - enhance communication (incl. social networking)
  - access services & buy products (B2C...)
  - work and cooperate between organisations

What is missing?

- Technology is available (though changing)
- Is broadband still the issue?
- Is the range of products and services satisfactory?
- Is the quality of services fully satisfactory?
- Are competences & skills an issue?

AICA e.g. Italy (2010 report by DG INFSO)

- Broadband
  - DSL covering 96% of the population [11/27]
  - broadband covering 21% population [17/27]
- Range of products and services
  - public services for citizens 58% online [17/27]
  - 4% pop. selling goods/services online [17/27]
- 30% pop. **never** used the Internet [22/27]

Italy has made visible progress in recent years in

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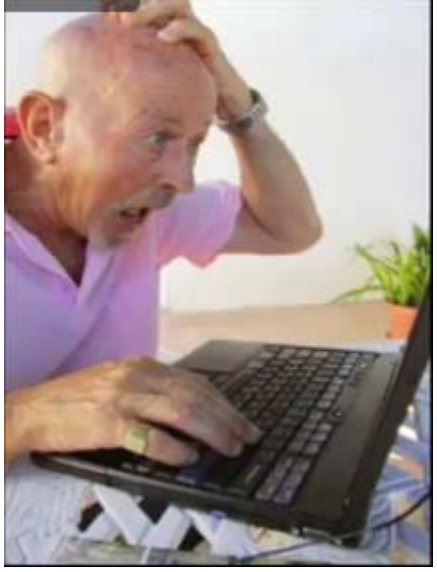
User skills



- Unfortunately, skills are still an issue
- Lack of (self-)confidence still prevents most consumers from using e-commerce
- Researches by AICA and SDA Bocconi on the “cost of IT ignorance”:
  >7% working time wasted due to lacking skills
  >2500€/year wasted per avg. Employee
  10% reduction of waste thru std ECDL training
- However, lack of confidence and time waste depend on bad system performance, too

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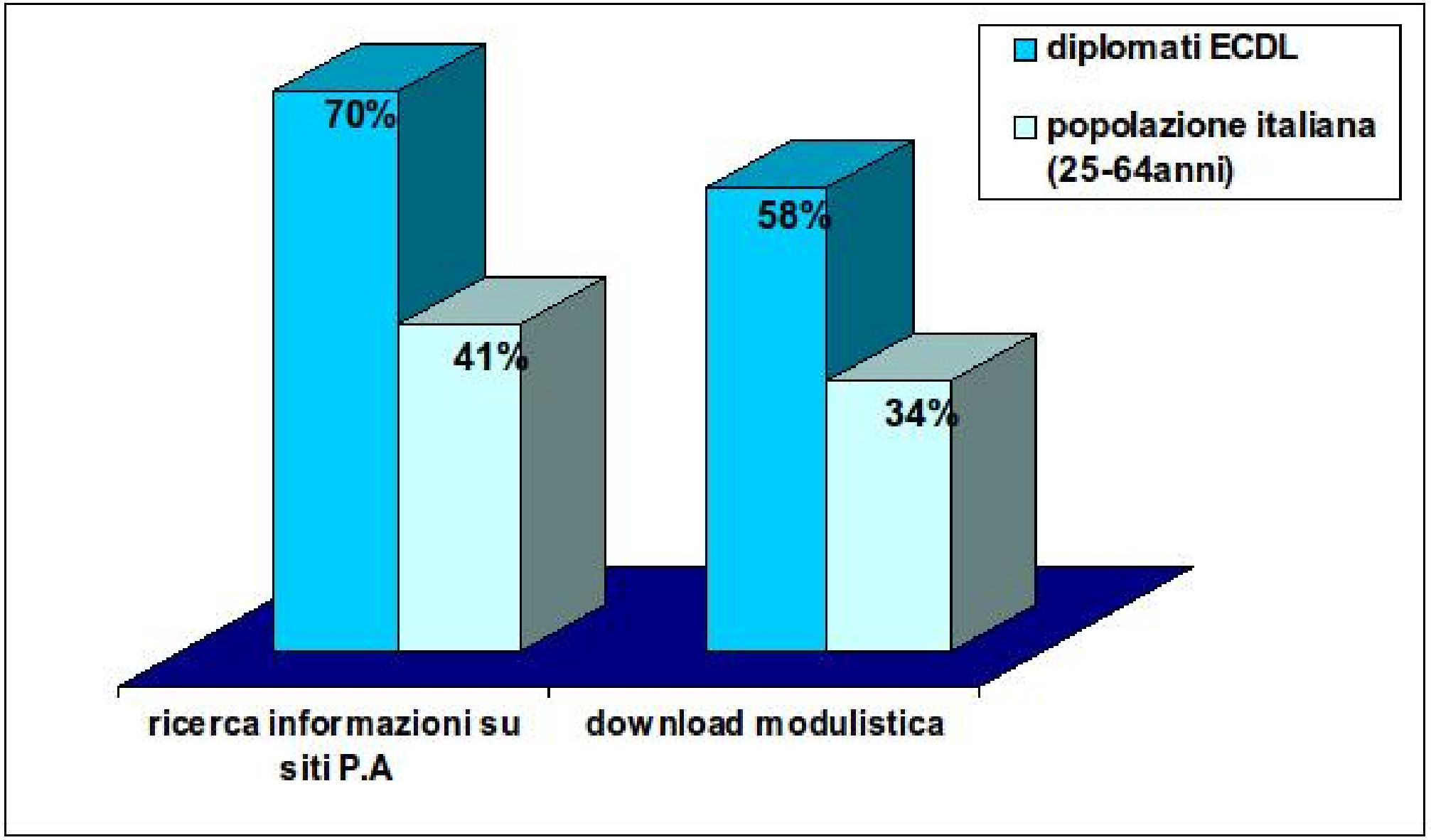
ECDL improves use of e-gov.



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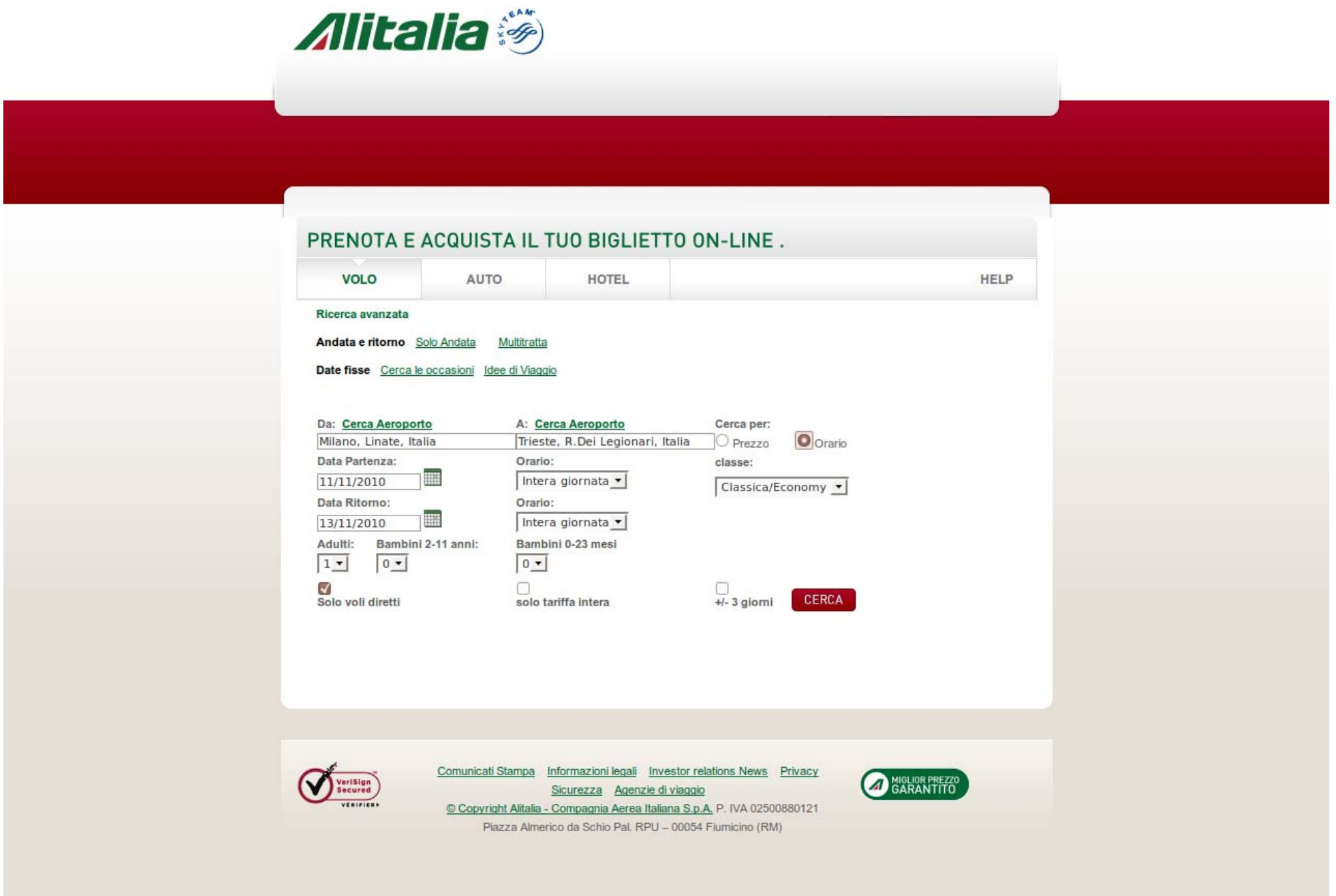
Quality (1)



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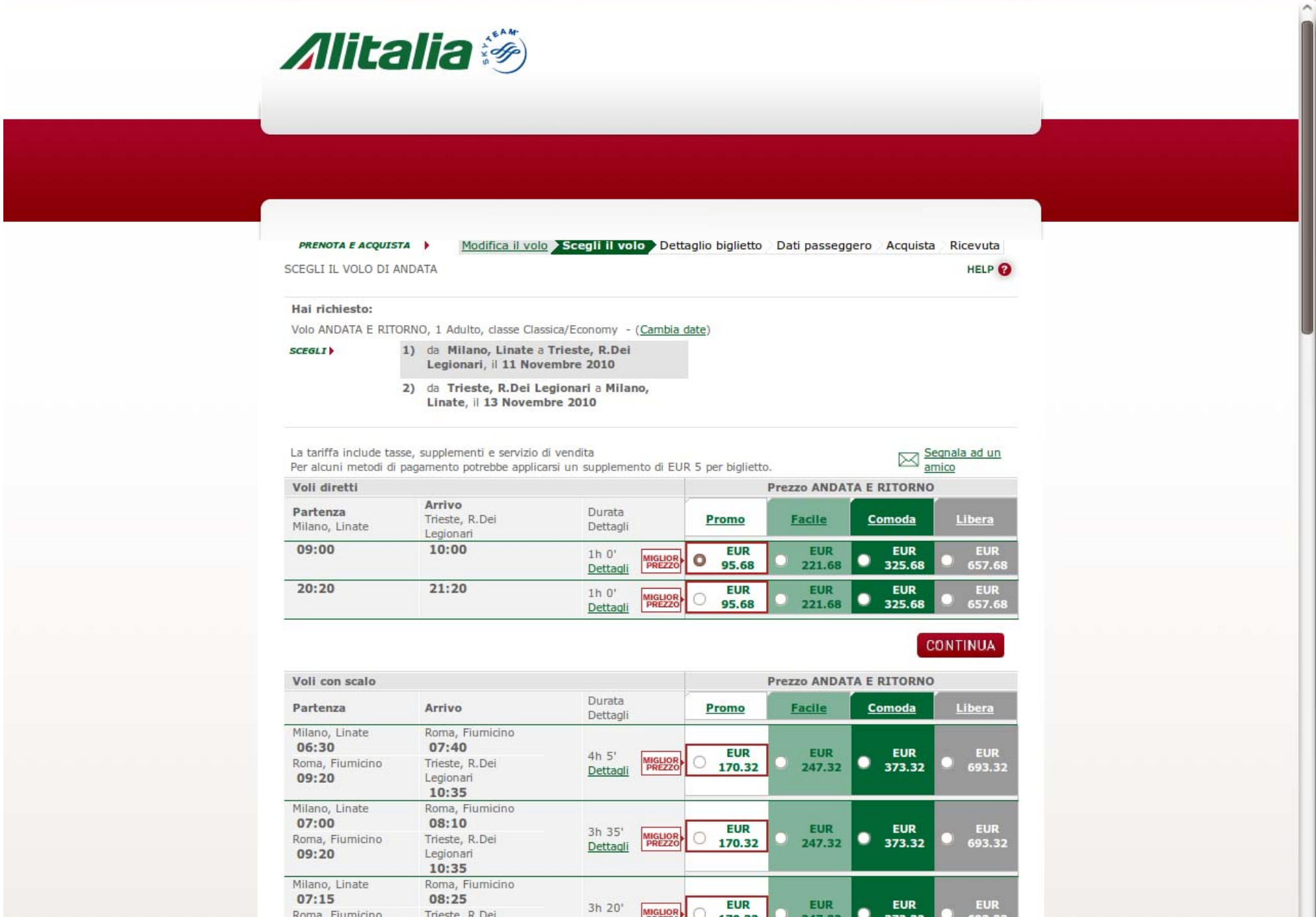
Quality (2)



Alitalia

PRENOTA E ACQUISTA ▸ Modifica il volo ▸ Scegli il volo Dettaglio biglietto Dati passeggero Acquista Ricevuta

SCEGLI IL VOLO DI ANDATA HELP

Hai richiesto:

Volo ANDATA E RITORNO, 1 Adulto, classe Classica/Economy - (Cambia date)

SCEGLI ▸

1) da **Milano, Linate** a **Trieste, R.Dei Legionari**, il **11 Novembre 2010**

2) da **Trieste, R.Dei Legionari** a **Milano, Linate**, il **13 Novembre 2010**

La tariffa include tasse, supplementi e servizio di vendita
Per alcuni metodi di pagamento potrebbe applicarsi un supplemento di EUR 5 per biglietto.

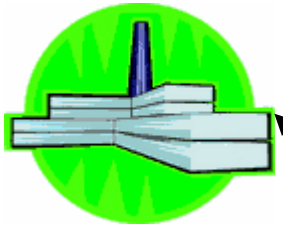
Segnala ad un amico

Voli diretti			Prezzo ANDATA E RITORNO			
Partenza Milano, Linate	Arrivo Trieste, R.Dei Legionari	Durata Dettagli	Promo	Facile	Comoda	Libera
09:00	10:00	1h 0' Dettagli MIGLIOR PREZZO	EUR 95.68	EUR 221.68	EUR 325.68	EUR 657.68
20:20	21:20	1h 0' Dettagli MIGLIOR PREZZO	EUR 95.68	EUR 221.68	EUR 325.68	EUR 657.68

CONTINUA

Voli con scalo			Prezzo ANDATA E RITORNO			
Partenza	Arrivo	Durata Dettagli	Promo	Facile	Comoda	Libera
Milano, Linate 06:30 Roma, Fiumicino 09:20	Roma, Fiumicino 07:40 Trieste, R.Dei Legionari 10:35	4h 5' Dettagli MIGLIOR PREZZO	EUR 170.32	EUR 247.32	EUR 373.32	EUR 693.32
Milano, Linate 07:00 Roma, Fiumicino 09:20	Roma, Fiumicino 08:10 Trieste, R.Dei Legionari 10:35	3h 35' Dettagli MIGLIOR PREZZO	EUR 170.32	EUR 247.32	EUR 373.32	EUR 693.32
Milano, Linate 07:15 Roma, Fiumicino	Roma, Fiumicino 08:25 Trieste, R.Dei	3h 20' MIGLIOR	EUR	EUR	EUR	EUR

A “blind” supply chain



MANUFACTURER

CUSTOMER

PROJECT
ENGINEER

DEALER / V.A.R.

SERVICE
ENGINEER

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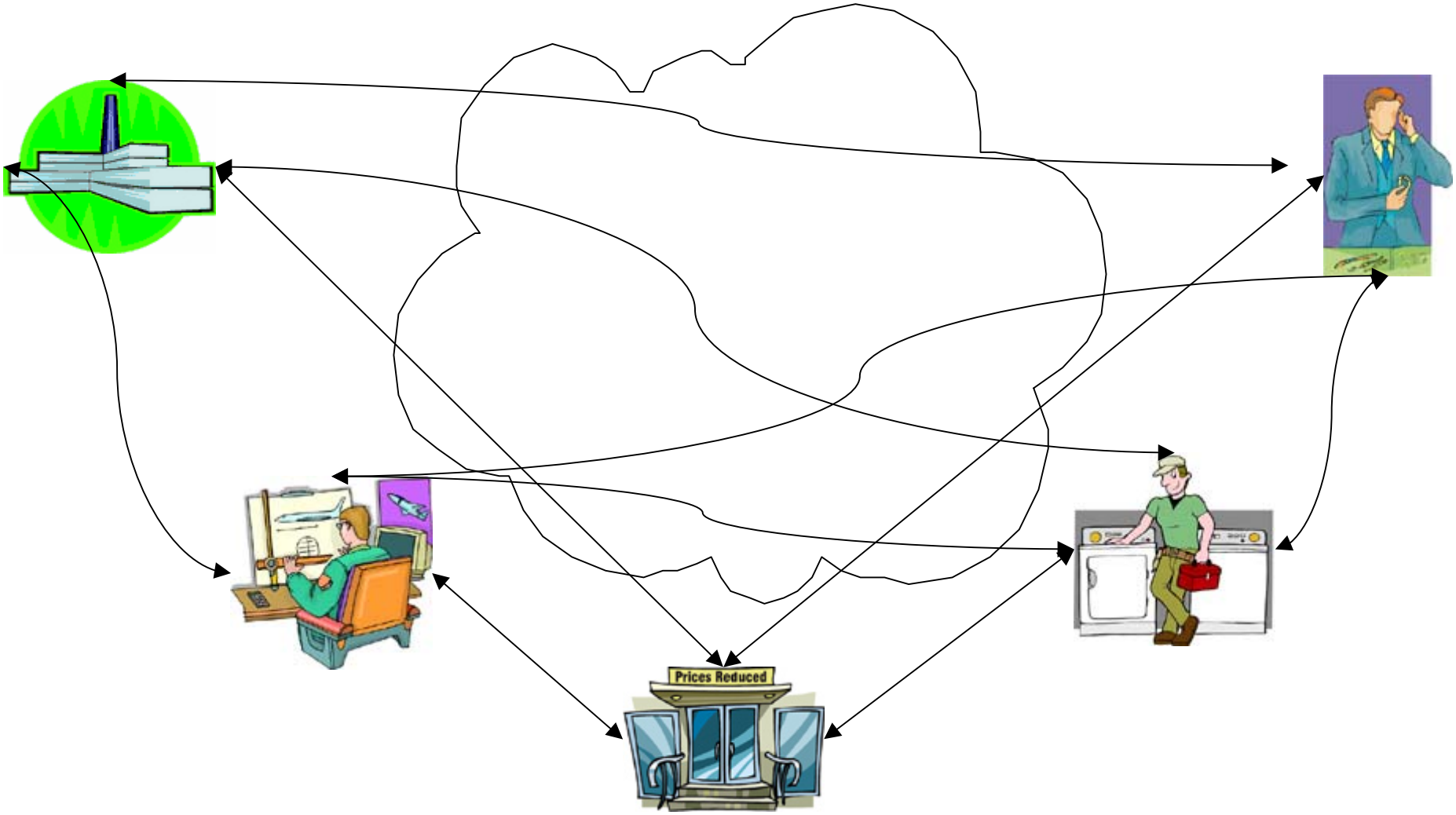
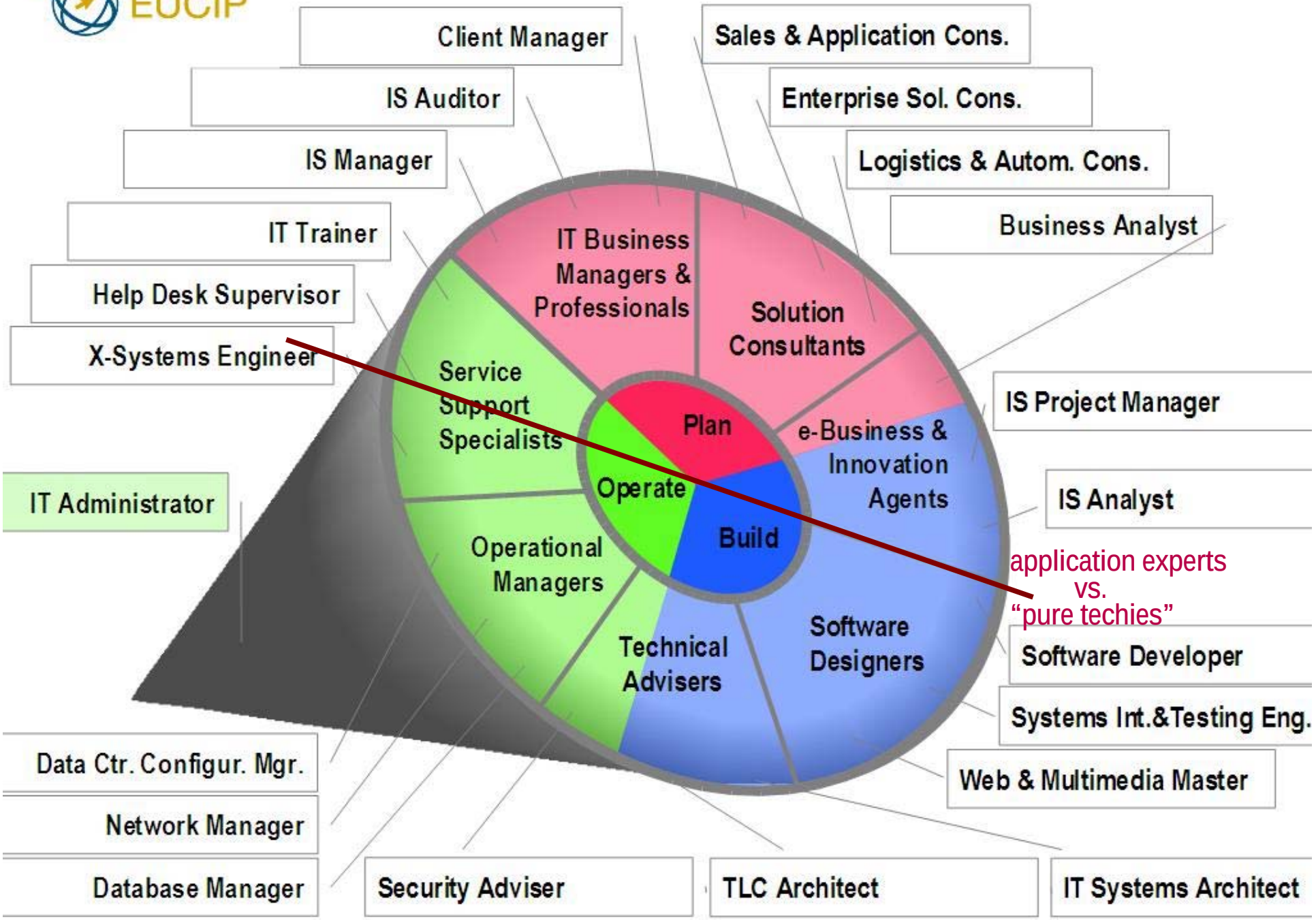
The “supply mesh”



The cost of ICT incompetence

- There's a larger visibility on the whole supply chain (e.g. you can know a car better than the dealer even before seeing it)
- Customers need to know what to ask for free (information) and what to pay for (real service)
- **Companies need to have in-house technical competences even when they outsource**
- AICA and Bocconi are studying the cost of lacking competences along the ICT supply

Technical + e-business skills