



***Cloud e governance ICT***

***Management Academy for ICT Executives***

# Barilla Community Platform: *What is it ?*

- An innovative integrated platform to support a new way to collaborate and communicate of the Barilla people
- Aligned to the Barilla Business Strategic Plan
- Base for Knowledge Management
- Well beyond web2.0
- Capability for external use too.

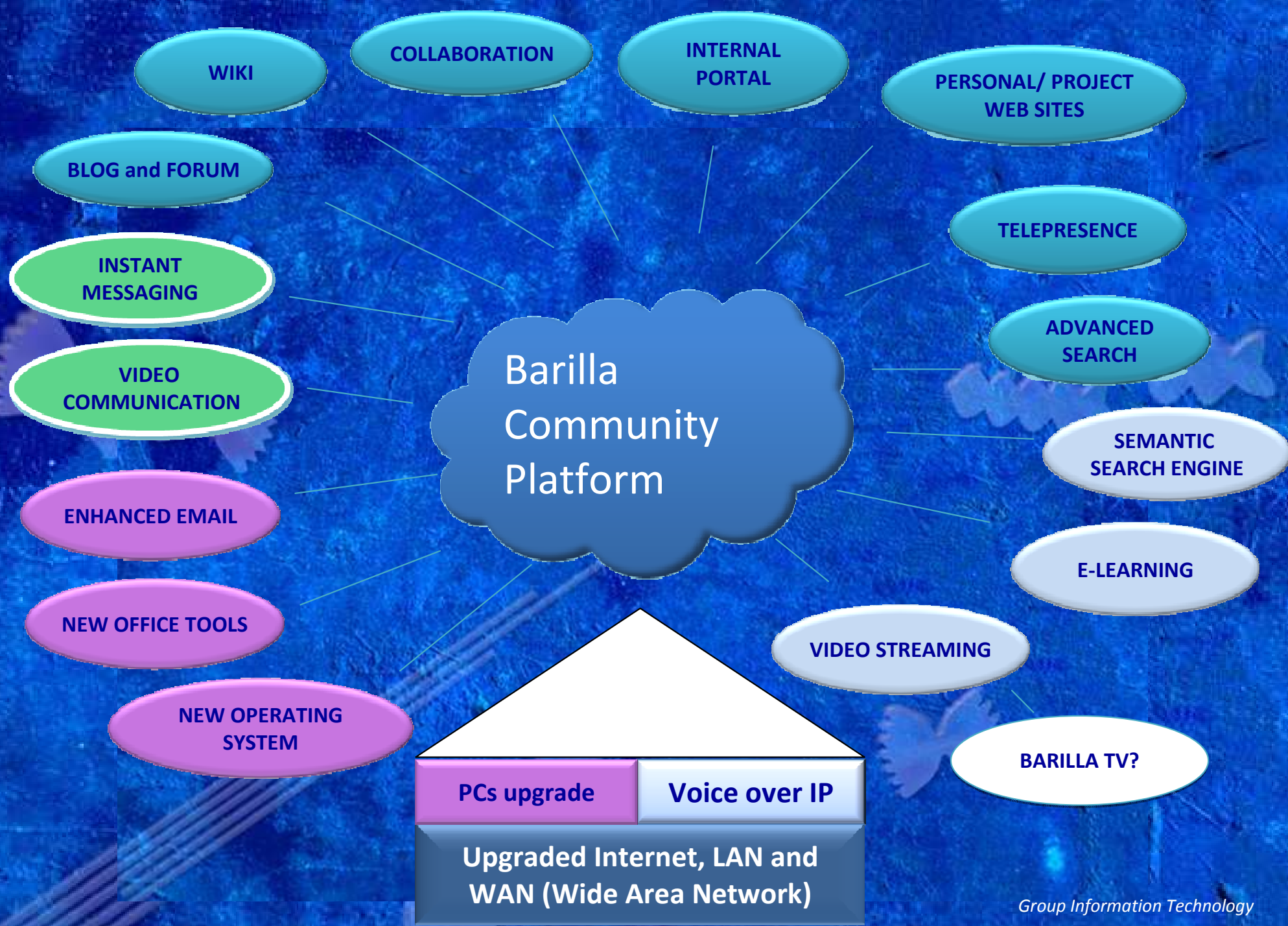
# Barilla Community Platform: Why?

- Obsolete Intranet infrastructure
- Not more adequate communication tools
- Need to upgrade PC operating system and office tools group wide
- Cost reduction Projects (in IT ,but not only)
- Exploit available innovative information technologies

# ***Barilla Community Platform***

## ***Enabler of the following Strategic goals***

- New Internal Communication
- Go beyond organizational silos and create cross fertilization
- Develop new competencies
- People internationalization (support a more distributed and global organization)
- Explore technology breakthrough
- Right size Cost structure
- Support Barilla Lab activity
- Reduce travel cost
- Support new ways to interact with customers and vendors
- Refresh IT infrastructure



Group Information Technology

- Pilot for some users (2010) - then phase 1
- 2011 phase 1
- 2011 phase 2
- 2011 phase 3
- To be defined

# *Barilla Community Platform*

## *Timeline*

- Vision developed in late 2009
- Platform evaluation done in 1<sup>st</sup>Q 2010 (Open source, Google, Microsoft)
- Project presented to the Management Team and approved in 10 minutes.
- Project setup and laboratory in 2010
- WAN and LAN upgraded in second half 2010
- Project implementation phase 1 in 2011
- Additional functionalities and completion in 2012

# Logo & Communication Plan



# Barilla Community Platform

- The platform has been released for all Barilla “White collar” worldwide (4200 people)
- 1200 power users trained as trainers of the remaining colleagues
- Microsoft Early Production Onboarding Agreement for Microsoft Online Services [Standard Contract]
- Project managed in collaboration with IT, HC , Communication, Legal
- Winner , voted by users and the leadership Team, of the award for the most Innovative initiative in Barilla worldwide for 2011