



IL SISTEMA PRODUTTIVO NEL MADE IN ITALY DEL FUTURO

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POLITECNICO DI MILANO

**FONDAZIONE MADE IN ITALY
CIRCOLARE E SOSTENIBILE**

MADE COMPETENCE CENTER

Da Nativi Digitali a Nativi Sostenibili



An illustration of three children on bicycles in a dark, misty forest at night. The child on the left is a Black boy in a red jacket, the middle child is a white boy in a green jacket, and the child on the right is a white boy in a blue jacket. All three have their bicycle headlights on, illuminating the path. The scene is reflected in a dark, rippling surface below, where the reflection of the middle child's bicycle headlight is particularly bright. The overall mood is mysterious and slightly eerie.

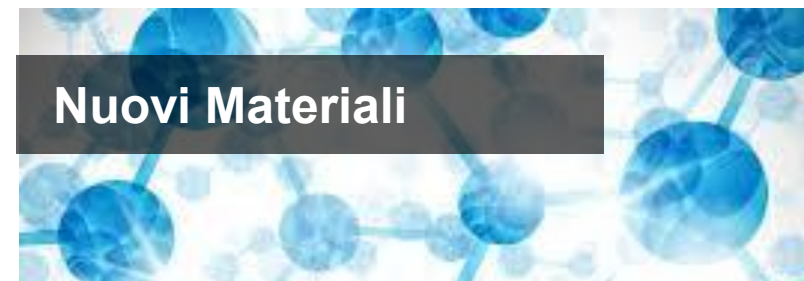
»Metaverso
del
sottosopra»

[illegible]

- 
- Connessi**

- # Verdi

- Personalizzati**

- 
- # Nuovi Materiali

- Proprietà fisiche e meccaniche
- Producibilità



Hypersonalisation



La **Sostenibilità**
come arma di
geopolitica

**The
Economist**

Venezuela erupts

How to defend Taiwan

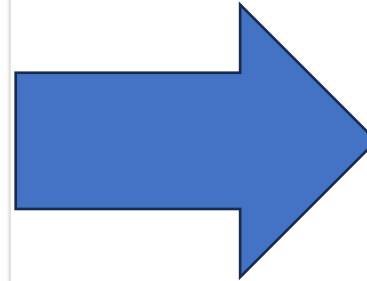
India's internet tycoon bets big

Drones: hovering with intent

JANUARY 30TH–FEBRUARY 1ST 2019

Slowbalisation

The future of global commerce



**The
Economist**

Flaws in the Fed's plan

Ukraine and the future of the tank

Greening buildings: why so slow?

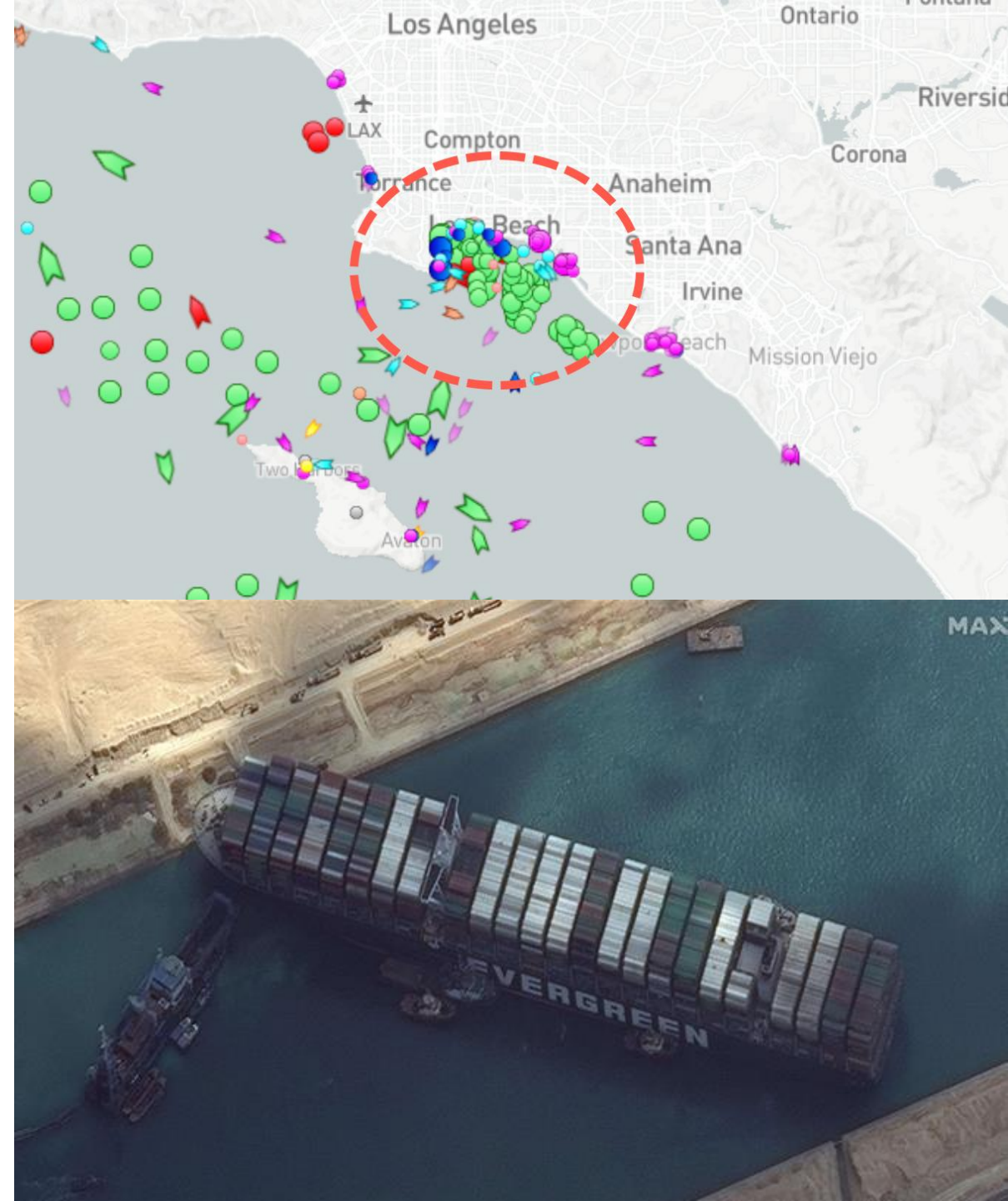
A special report on Latin America

JUNE 18TH–24TH 2022

Reinventing globalisation



Logistica come collo di bottiglia del futuro

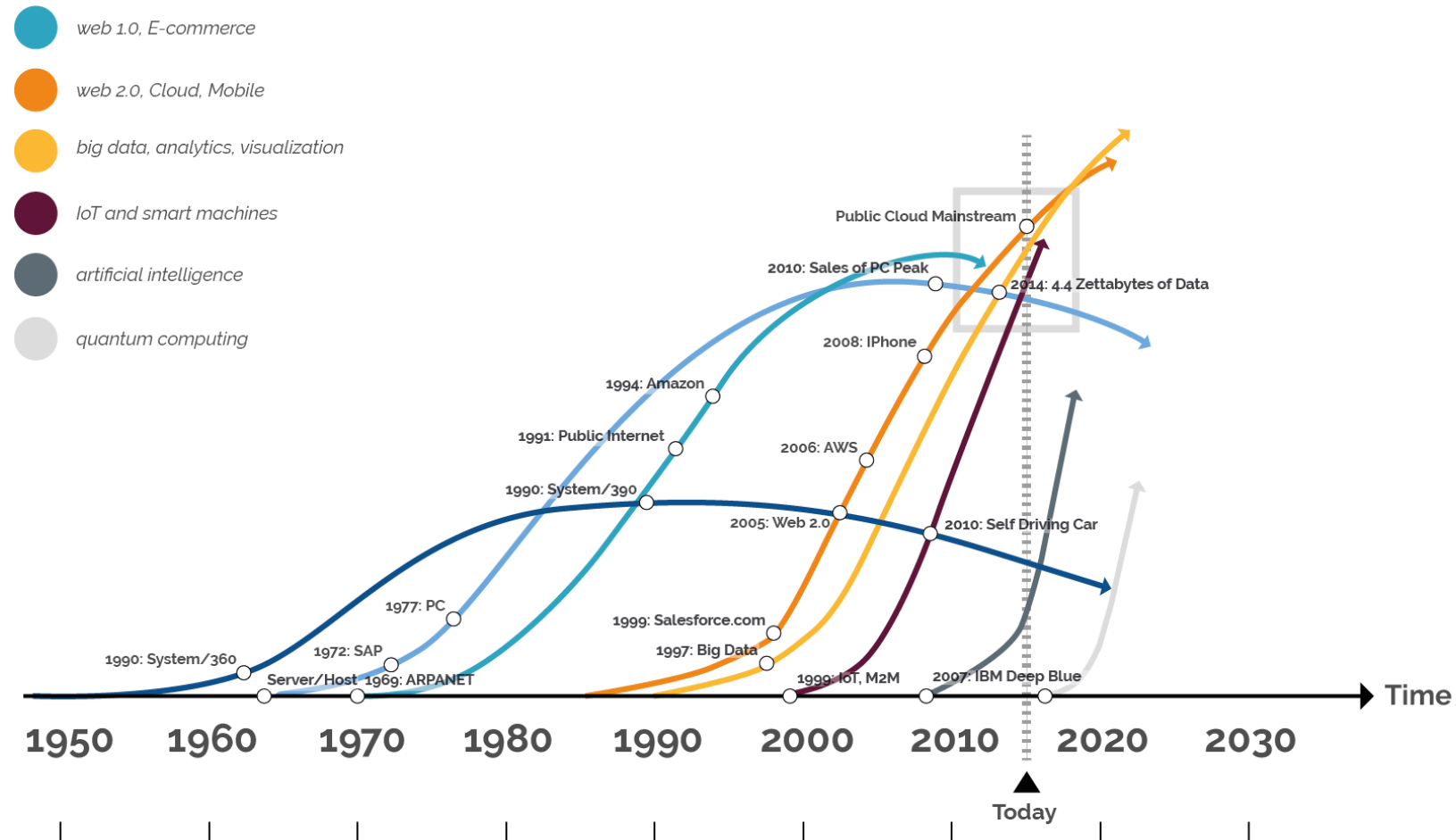


Riduzione del time to market

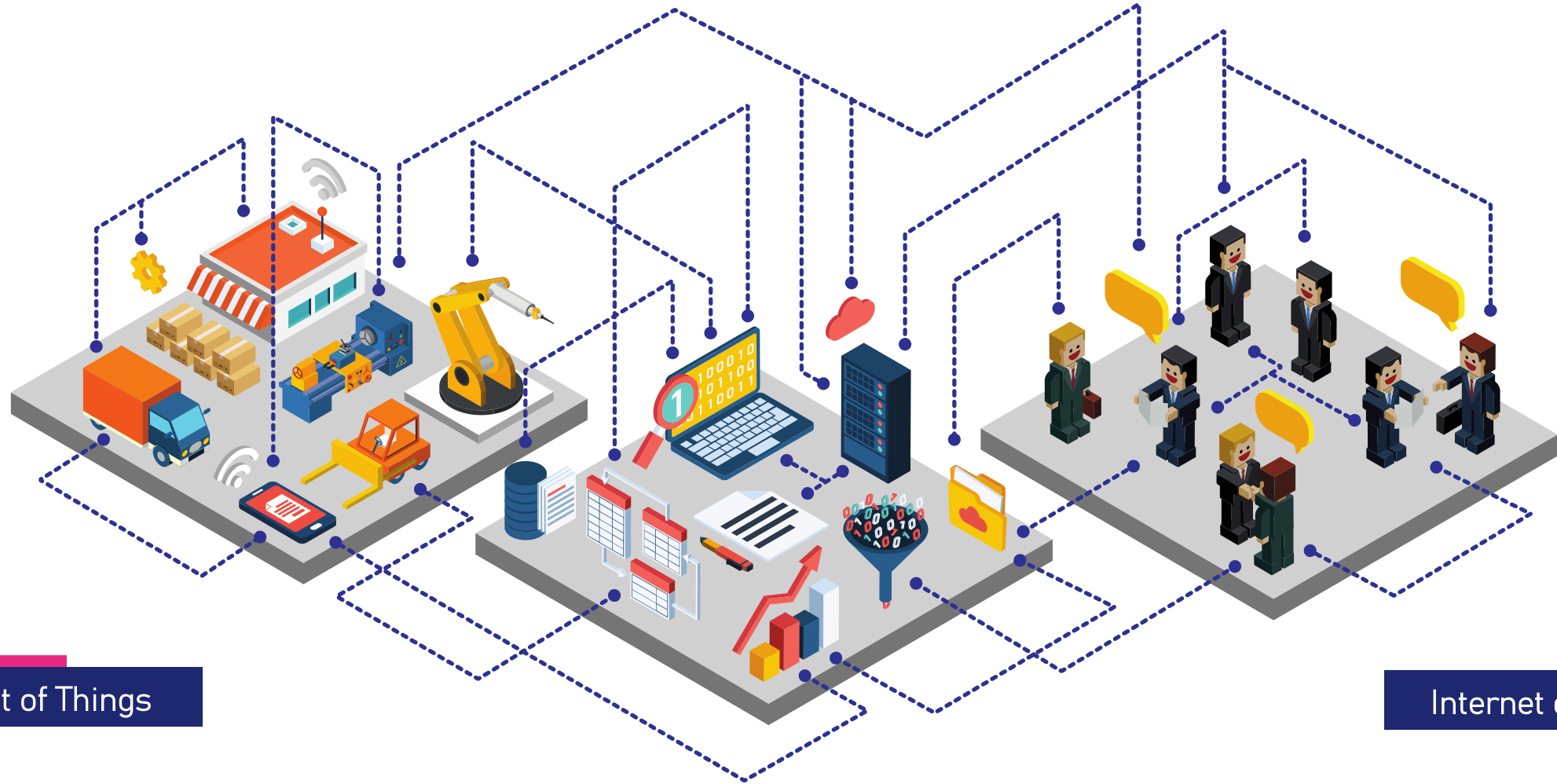


Source: [Sopheon, 2017](#)

L'effetto combinatoriale delle tecnologie digitali



Internet of X

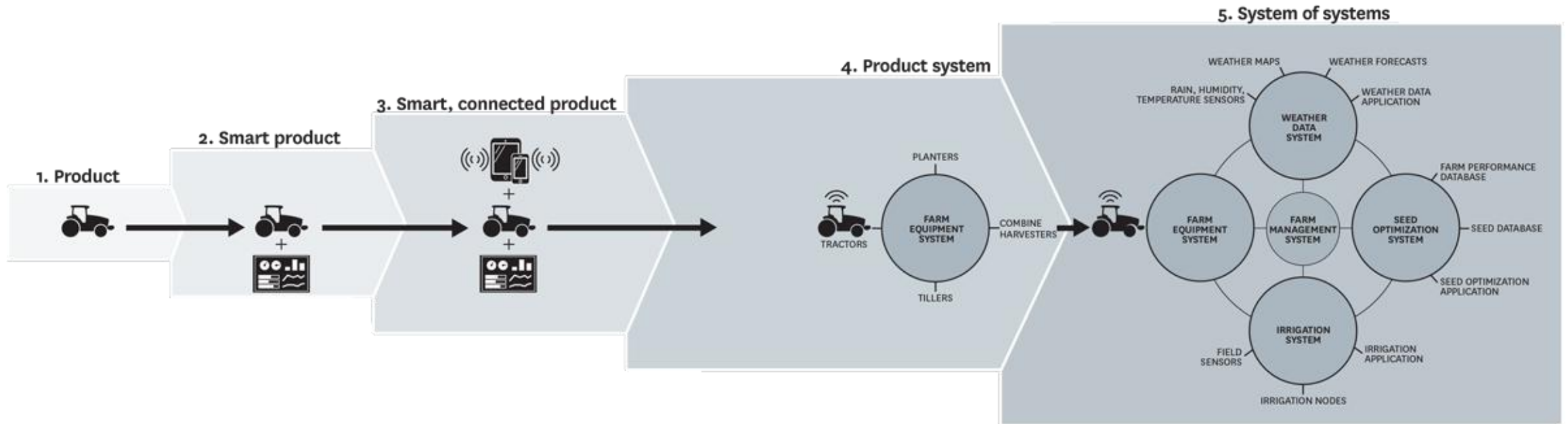


Internet of Things

Internet of Brains

Internet of Business
processes / Services

Ecosistema di modelli di business



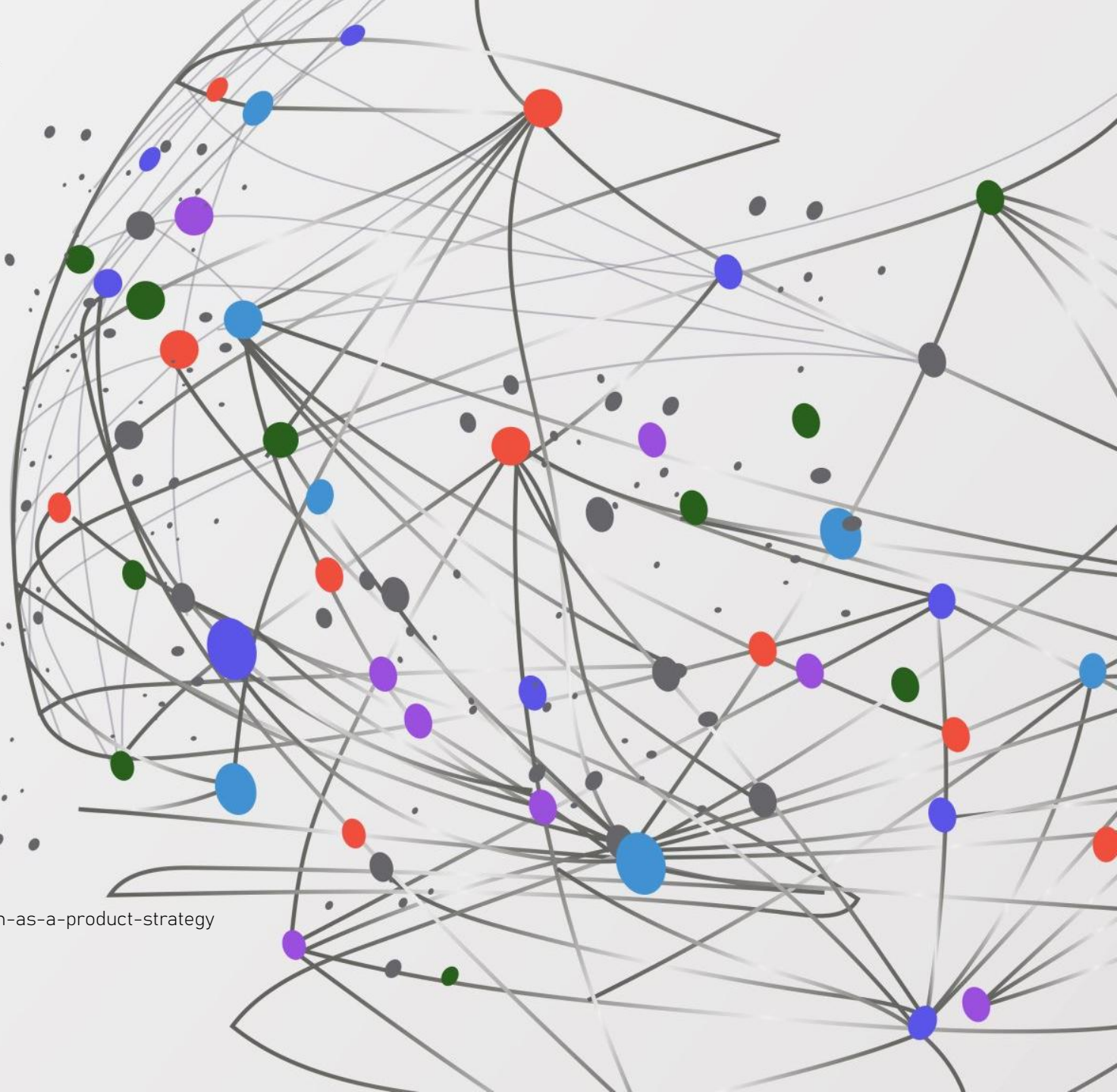
Fonte: [Harvard Business Review, 2014](#)

Servitizzazione

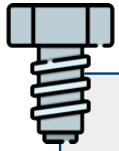
- 70% delle aziende settore manifatturiero ha avviato iniziative di servitizzazione.¹
- L'adozione di strategie di servitizzazione può portare alla crescita annuale del service income del 15-20%.²

¹ Da (Schroeder et al., 2022)

² Da <https://www.accenture.com/us-en/blogs/industry-digitization/servitization-as-a-product-strategy>



Strategie di **servitizzazione**



Servizi di base

Fornitura di prodotti e di pezzi di ricambio



Servizi intermedi

Riparazione del prodotto, monitoraggio delle condizioni, assistenza sul campo e assistenza clienti

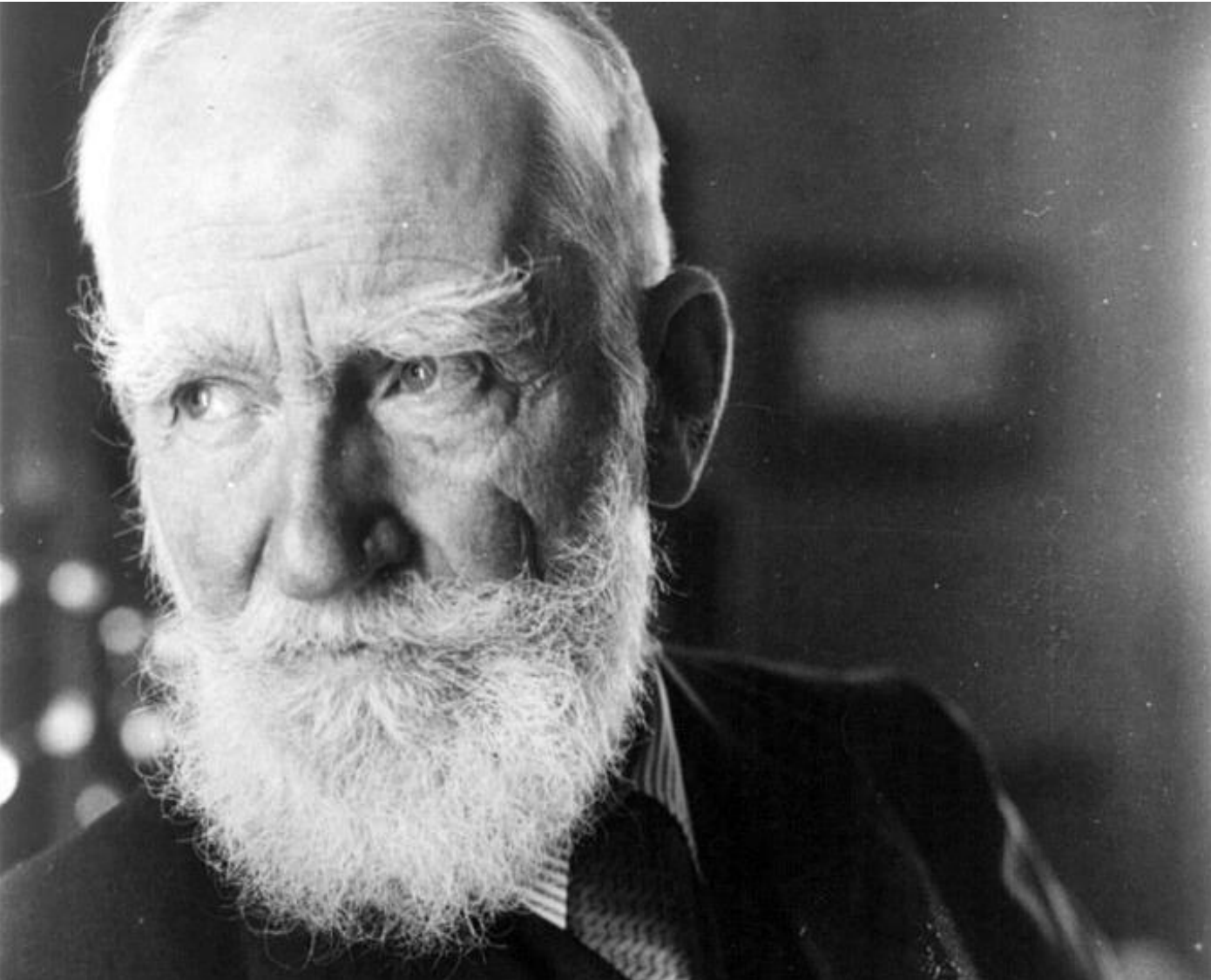


Servizi avanzati

Pay Per Use, Fleet Management, Contratto di Disponibilità e Soluzione Integrata



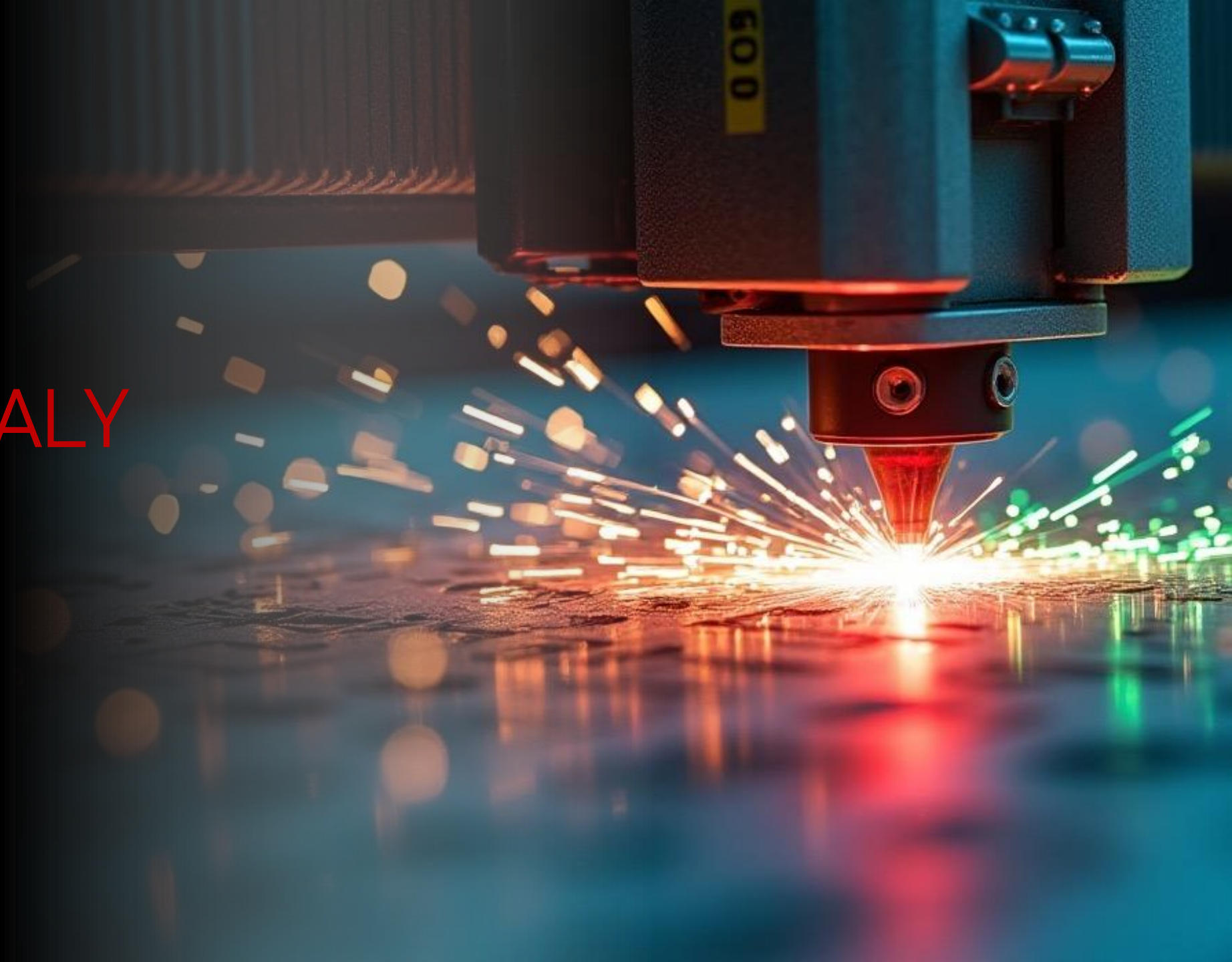
E quindi?



"You see things; and you
say, 'Why?'
But I dream things that
never were; and I say,
"Why not?"

(Charles Bernard Shaw)

MADE IN ITALY
del prodotto
SMART



MADE IN ITALY
dei servizi



MADE IN ITALY
fuori dai confini



A person in a dark suit is holding a tablet that displays a technical drawing of a mechanical assembly. The background is a blurred industrial factory floor with various machines and equipment. A pink horizontal line is positioned above the text.

Da Industria X.0 a MADE in Italy X.0