



Smau Business Roadshow 2013

Smau Business Roadshow is a touring circuit designed to help main national and local suppliers of ICT solutions meet entrepreneurs, corporate and public administration decision makers during two-day meetings to be held in high potential geographical areas. During these meetings the cutting-edge technological novelties and benefits for businesses deriving from adoption of digital technologies will be presented.

SMAU dimensions today

- **Smau Business:** dedicated to corporate/public administration managers and decision makers
- **Smau Trade:** dedicated to ICT channel operators (vendors, ISV, VAR, system integrators, software houses...)

► THE FORMAT

► THE NEW Smau format

The new format has been designed by **ICT ecosystem** operators (vendor, channel, universities and business schools, trade press) together with Industry and Trade Associations (local offices of Confindustria and Ascom) to allow Information & Communication Technology enterprises:

- To create new opportunities of doing business with local enterprises and public administration
- To develop and/or enhance brand awareness within the territory, taking advantage of an authoritative and independent platform
- To meet local ICT partners and new trade operators, develop a direct/indirect network and increase market share.

► Demand orientation

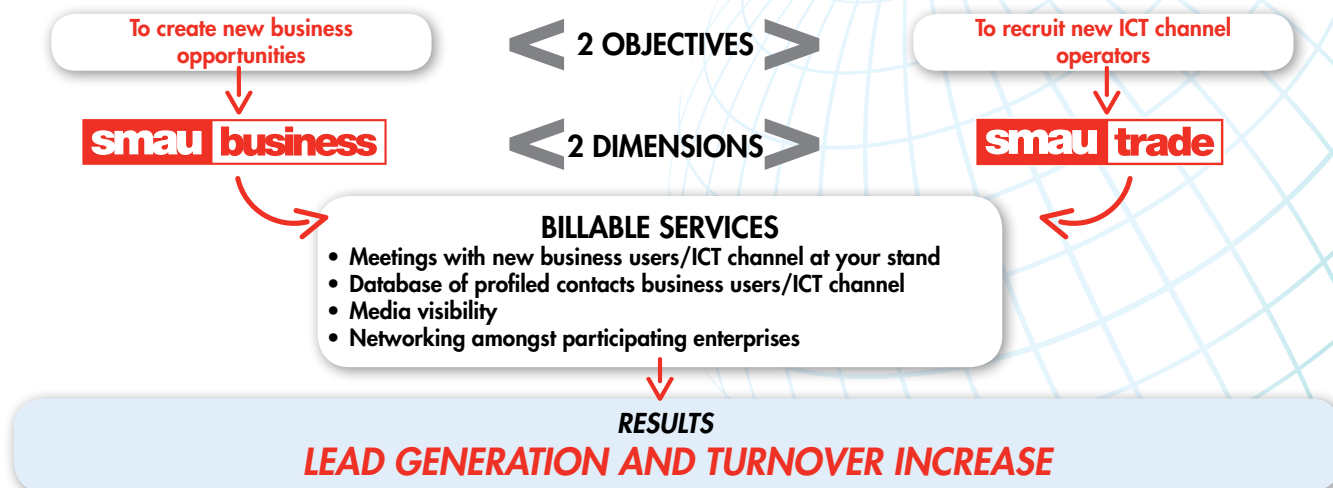
Each visitor will set a personal agenda according to his/her business needs by means of the online profiling system in order to identify:

- the **educational and information meetings** of interest amongst more than 30 50-minutes workshops by the most authoritative lecturers and independent analysts
- **success cases** of Italian enterprises in the involved areas (ICT Innovation Prize)
- the **best technology suppliers** gathered together in a single event to help visitors in their ICT investments

► Billable services for exhibitors

- **Database:** a list of profiled participants who expressed interest in the same thematic area sponsored by your enterprise
- **Lead generation:** all visitors registered at smau.it website interested in your thematic area will be invited to visit your stand; unlimited number of complimentary invitations sent to your customers; prospects, tailored electronic mailings to users in line with your target; dedicated call centre
- **Brand Awareness:** your case history or promotional message published in the Innovation Agenda (handed out to visitors) and on smau.it website; your solutions highlighted in the online Gallery of products; media relation with editorial offices in Economy of main local newspapers
- **9 sq m turn** key fully equipped booths (including personalized graphics arts).

► WHY TO PARTICIPATE



► PROMOTION AND PR

► Communication Plan

- More than **50 advertising pages** on main trade magazines and websites during one month before the event
- More than **20 advertising pages** on main local newspapers during two weeks before the event
- More than **120 commercials** on major local radio stations and focus on Radio 24 during two weeks before the event
- More than **30,000 targeted paper advertising mailed** in collaboration with trade associations, authoritative Universities and Business Schools, exhibitors
- More than **150,000 e-mails sent to a targeted database** in collaboration with sector publishers, authoritative Universities and Business Schools, exhibitors
- More than **30,000 calls by a dedicated call centre** to invite PMI managers and ICT channel operators

► PR actions

- **Media relation** with trade journals and websites, as well as local media (press, TV, radio, web, agencies)
- More than **40 journalists attending ICT Innovation Prize**, opening event of each edition held in the presence of local authorities
- About **10 commercials** on leader local broadcasters before and during each event
- More than **80 editorials, specials and focuses** on innovation and technology published on main trade/economics journals, general information and trade websites

► Web

- **A dedicated website** with more than 8,000 users per day per event and 21,000 visited pages (700,000 visit/year, 1,3 million visited pages on www.smau.it)
- **Continuous presence on main social networks** (facebook, twitter, youtube..) before and during the event

► DICONO DI NOI...



“Palati più che raffinati. Così sono i 50.000 professionisti e manager in visita di questa edizione di Smau per cogliere tutte le opportunità offerte dal settore delle tecnologie digitali.”



“Un vento di innovazione ha soffiato sulle oltre 600 novità tecnologiche presentate alla fiera Smau.”



“The appointment is at Smau Milano, the largest laboratory of technology and innovation.”



“Entrare a Smau significa tuffarsi in un mondo che troveremo anche fuori di qui, a patto però di attendere qualche tempo.”



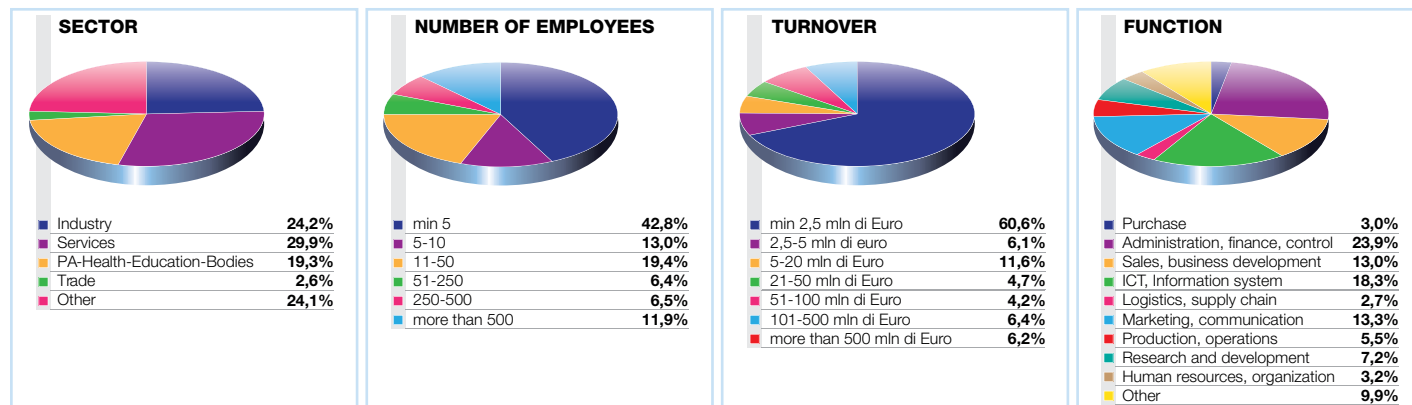
“Il dopo Smau dà fiato al settore. Per tre giorni la tecnologia è tornata argomento quotidiano.”



“Smau, una nuvola si accende nel cielo di Milano. Si apre oggi la rassegna italiana dedicata alle tecnologie. La stella sarà il cloud.”

2012 BARI SMAU BUSINESS RESULTS

► **END USERS DATABASE: 2,264 (entrepreneurs and managers)**
divided per enterprise sector, number of employees, turnover and function/position



BARI 2012

► **PROFILED PRE-REGISTRATIONS: 3,974**
(2,284 END USER and 1,710 ICT CHANNEL)
► **PARTICIPANTS: 3,136**

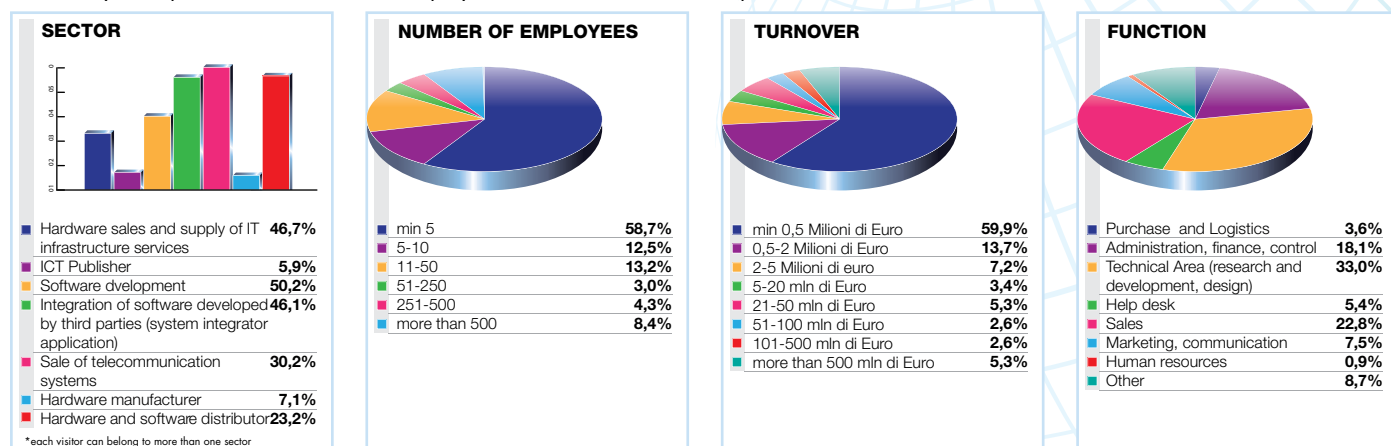
► **END USERS DATABASE (entrepreneurs and managers)**
divided per area of interest and short-term investment plan of visitors

Thematic areas

| Thematic areas | Bari 2012 |
|--|-----------|
| How Enterprise Resource Planning can help manage information and processes in an efficient way | 1,051* |
| How business intelligence applications can support decisions | 744* |
| CRM applications as a tool to effectively manage relations with client | 677* |
| The opportunities offered by e-invoicing and document dematerialization | 751* |
| Supporting the collaboration and the filing through Document Management Collaboration solutions | 733* |
| Innovating processes through Mobile & Wireless and RFID solutions | 712* |
| Cloud Computing and Software as a Service to improve the efficiency and flexibility | 574* |
| How innovative solutions can improve the efficiency and flexibility of an IT architecture/IT infrastructure | 666* |
| Innovating corporate communication infrastructures (VoIP, Unified Communication) | 519* |
| How to avoid costs and damages generated by poor IT security systems | 631* |
| How to reach new customers through online marketing services and Web B2C applications | 840* |
| The benefits of CAD and PLM solutions | 434* |
| The benefits of digital printing solutions | 497* |
| Tablet e Smartphone for business | 707* |
| The innovation based on ICT solutions for the Retail and GDO companies | 430* |
| Innovating processes for the public through ICT in the Public Sector | 297* |

*exclusive profiled contacts. Each visitor can declare interest in one or more thematic area

► **ICT CHANNEL OPERATORS DATABASE: 1,710 (dealers, ISV, VAR, system integrators)**
divided by enterprise sector, number of employees, turnover and function/position



*each visitor can belong to more than one sector

► PROFESSIONAL ASSOCIATIONS (source: Smau Bari 2012)



► PARTNER COMMENTS (from the closing press release of Smau Bari 2012)

“Our participation to Smau Business Intel demonstrates Intel commitment with the world of local business, the lifeblood of growth that can spread throughout the country. During these two days we had the opportunity to meet companies with a strong focus on innovation and new technologies, confirming the fact that entrepreneurs of the South of Italy have a clear idea of where companies need to invest to grow in the market.”

Luca Romani, Regional Channel Manager **Intel Italia & Svizzera**

“We believe that Smau is the perfect moment to present to the local enterprises the potential of our technology solutions and to understand the evolution of their needs. The event also highlights an area for which technological innovation has always been a flagship: in fact, the presence of a pole as innovative as Technopolis - University of Bari has created the conditions for an economic growth based on IT innovation and good results were evident during this edition of the show.”

Stefano Matera, Marketing Director **Gruppo TeamSystem**

► LOCAL MEDIA ABOUT SMAU BUSINESS BARI (source: Smau Bari 2012)



“We can say it loudly: the challenge of Innovation these days is called Smau and it takes place in Bari.”

TeleNorba

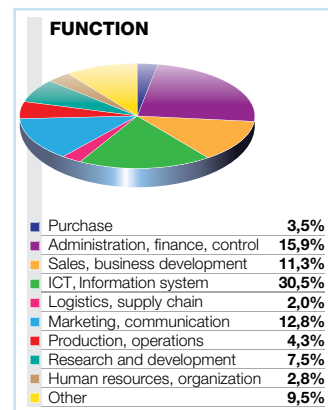
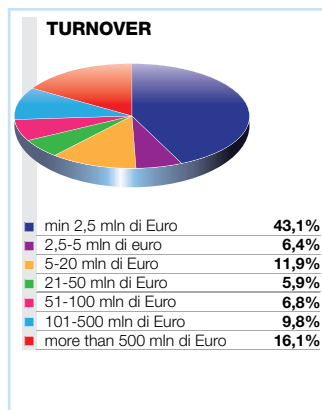
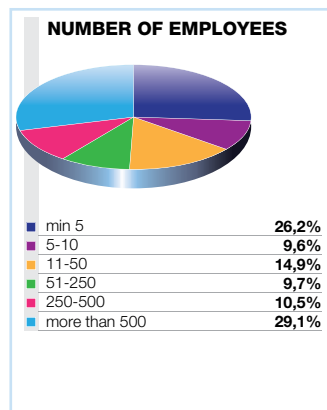
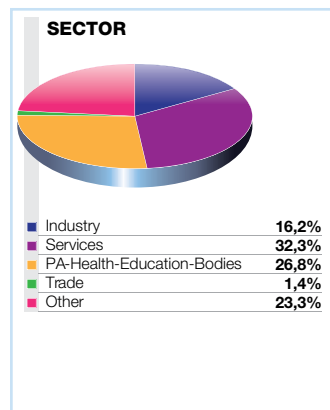


“A fair of technology and business, here's how the South grows above all in Puglia Region with many excellence in the field.”

La Gazzetta dell'Economia

2012 ROMA SMAU BUSINESS RESULTS

► **END USERS DATABASE: 4,605 (entrepreneurs and managers)**
divided per enterprise sector, number of employees, turnover and function/position



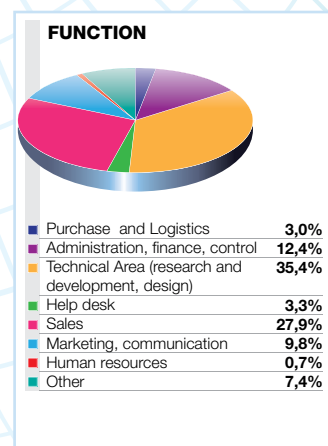
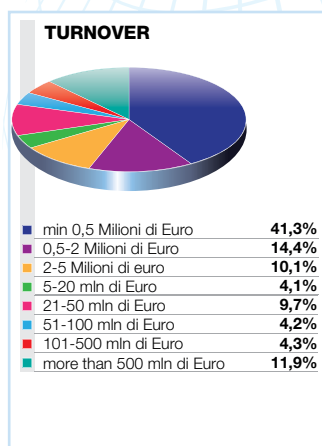
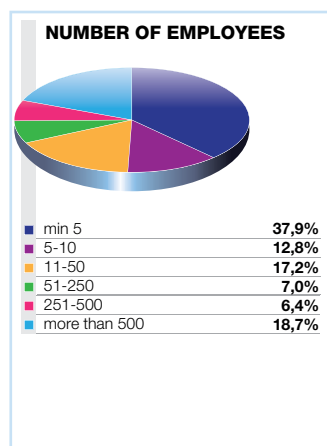
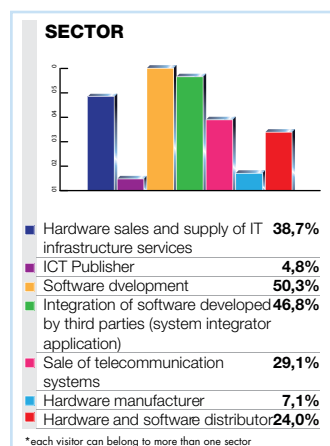
► **END USERS DATABASE (entrepreneurs and managers)**
divided per area of interest and short term investment plan of visitors

Thematic areas

| Thematic areas | Rome 2012 |
|--|-----------|
| How Enterprise Resource Planning can help manage information and processes in an efficient way | 1,581* |
| How business intelligence applications can support decisions | 1,156* |
| CRM applications as a tool to effectively manage relations with client | 1,045* |
| The opportunities offered by e-invoicing and document dematerialization | 1,090* |
| Supporting the collaboration and the filing through Document Management Collaboration solutions | 1,157* |
| Innovating processes through Mobile & Wireless and RFID solutions | 1,267* |
| Cloud Computing and Software as a Service to improve the efficiency and flexibility | 1,237* |
| How innovative solutions can improve the efficiency and flexibility of an IT architecture/IT infrastructure | 1,299* |
| Innovating corporate communication infrastructures (VoIP, Unified Communication) | 869* |
| How to avoid costs and damages generated by poor IT security systems | 1,046* |
| How to reach new customers through online marketing services and Web B2C applications | 1,131* |
| The benefits of CAD and PLM solutions | 419* |
| The benefits of digital printing solutions | 678* |
| Tablet e Smartphone for business | 1,224* |
| The innovation based on ICT solutions for the Retail and GDO companies | 832* |
| Innovating processes for the public through ICT in the Public Sector | 358* |

*exclusive profiled contacts. Each visitor can declare interest in one or more thematic area

► **ICT CHANNEL OPERATORS DATABASE: 3,923 (dealers, ISV, VAR, system integrators...)**
divided per enterprise sector, number of employees, turnover and function/position



PROFESSIONAL ASSOCIATIONS (source: Smau Roma 2012)



► PARTNER COMMENTS (from the closing press release of Smau Roma 2012)

“ We are particularly enthusiastic about this edition of SMAU Rome and proud to have contributed to the recognition of a case history as that of Italdevice, winner of the prestigious Lazio Innovation ICT Award in the category Resource Planning and Business Intelligence. The project undertaken by the company, with the implementation of the management system SAP Business One for the reorganization of business processes, is the direct evidence of how our path of innovation is bringing concrete results and stimulus to continue in this direction. ”

Massimiliano Ortalli, Ecosystem & Channel Director **Sap Italia**

“ Smau Business Roma was for Fujitsu the opportunity to strengthen the cooperation with our local partners, that we continue to support to improve the best Fujitsu solutions, ever more efficient and able to meet the needs of customers: from large to small and medium Italian companies. IT is today more than ever, a strategic tool for business. ”

Massimo Federici, Channel Sales Development Manager **Fujitsu Technology Solutions**

► LOCAL MEDIA ABOUT SMAU BUSINESS ROMA (source: Smau Roma 2012)

la Repubblica

“ The capital gets ready for Smau. Participation and great commitment for this appointment. ”

La Repubblica Roma

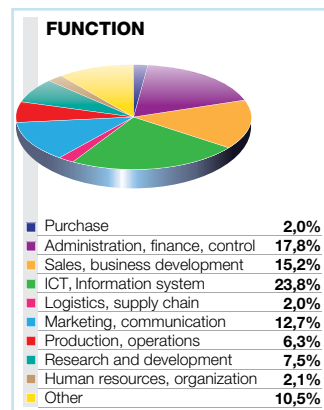
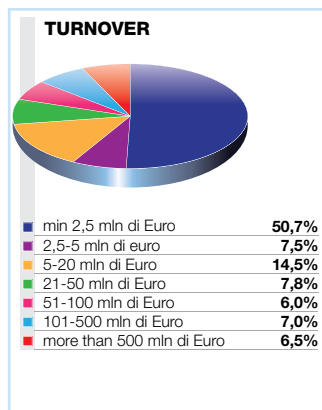
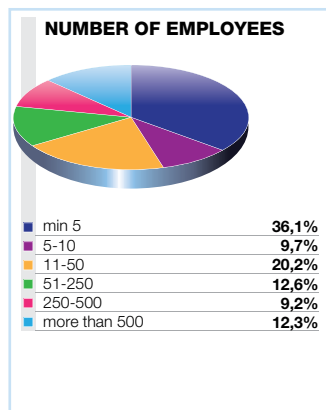
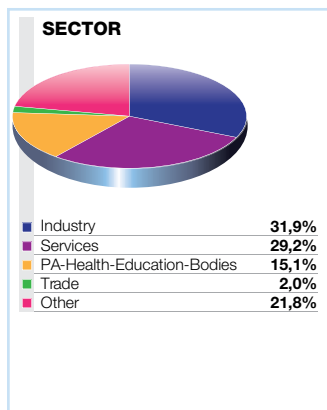
Il Messaggero

“ Smau, the world at mouse. Innovation helps business. ”

Il Messaggero

PADOVA 2012 SMAU BUSINESS RESULTS

► **END USERS DATABASE: 3,221 (entrepreneurs and managers)**
divided per enterprise sector, number of employees, turnover and function/position



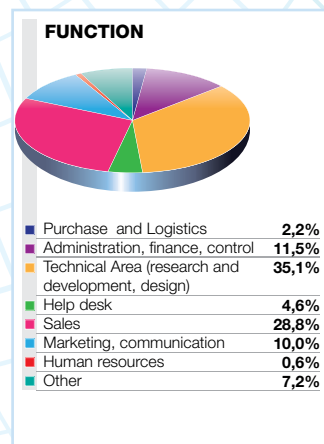
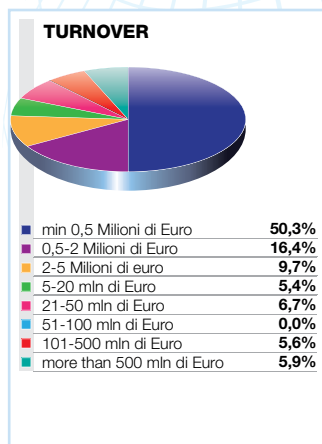
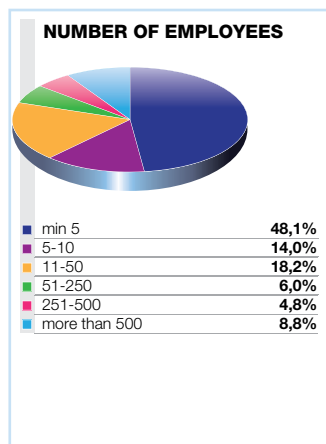
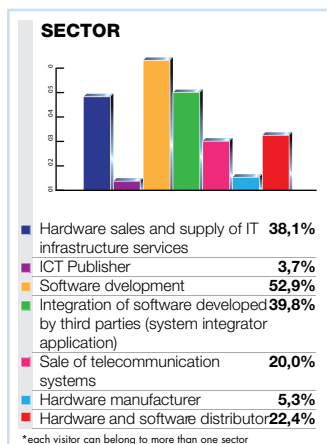
► **END USERS DATABASE (entrepreneurs and managers)**
divided per area of interest and short term investment plan of visitors

Thematic areas

| Thematic areas | Padova 2012 |
|--|-------------|
| How Enterprise Resource Planning can help manage information and processes in an efficient way | 1,146* |
| How business intelligence applications can support decisions | 891* |
| CRM applications as a tool to effectively manage relations with client | 818* |
| The opportunities offered by e-invoicing and document dematerialization | 854* |
| Supporting the collaboration and the filing through Document Management Collaboration solutions | 831* |
| Innovating processes through Mobile & Wireless and RFID solutions | 876* |
| Cloud Computing and Software as a Service to improve the efficiency and flexibility | 838* |
| How innovative solutions can improve the efficiency and flexibility of an IT architecture/IT infrastructure | 784* |
| Innovating corporate communication infrastructures (VoIP, Unified Communication) | 590* |
| How to avoid costs and damages generated by poor IT security systems | 740* |
| How to reach new customers through online marketing services and Web B2C applications | 954* |
| The benefits of CAD and PLM solutions | 360* |
| The benefits of digital printing solutions | 517* |
| Tablet e Smartphone for business | 980* |
| The innovation based on ICT solutions for the Retail and GDO companies | 334* |
| Innovating processes for the public through ICT in the Public Sector | 255* |

*exclusive profiled contacts. Each visitor can declare interest in one or more thematic area

► **ICT CHANNEL OPERATORS DATABASE: 2,391 (dealers, ISV, VAR, system integrators...)**
Divided per enterprise sector, number of employees, turnover and function/position



*each visitor can belong to more than one sector

► PROFESSIONAL ASSOCIATIONS (source: Smau Padova 2012)



► PARTNER COMMENTS (from the closing press release of Smau Padova 2012)

“ SMAU Business Padua 2012, was a very important meeting in the area, where we had the opportunity to present our Next Generation applications. We are aware that innovation and technology play an essential role in supporting the growth of companies and in this context we are very proud to have contributed to the recognition of the case history of Stevanato Group, winner of the Innovation Award ICT North East, categories Management Systems and CRM. ”

Anna Maria Dell'Acqua, Marketing Program Manager, ERP, **Southern Europe Infor**

“ Smau Padua was an important opportunity to emphasize how innovation is essential. More than four million companies worldwide use our cloud solutions, and a growing number of new companies are moving towards the services that Google Enterprise division offers: Google Apps, all on the cloud, low costs, unified communication and collaboration. In particular, in Italy the adoption of these services is improving, not only by the small and medium enterprises but also by big companies and Public Administration. ”

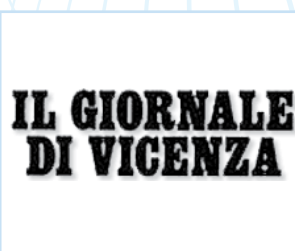
Luca Giuratrabocchetta, Country Manager **Google Enterprise Italia**

► LOCAL MEDIA ABOUT SMAU BUSINESS PADOVA (source: Smau Padova 2012)



“ The brand new technology to improve business. The decisive support that the virtual world can give to overcome the crisis. The meeting at the Fair in Padua between producers and entrepreneurs: this is Smau Business. ”

Il Mattino di Padova

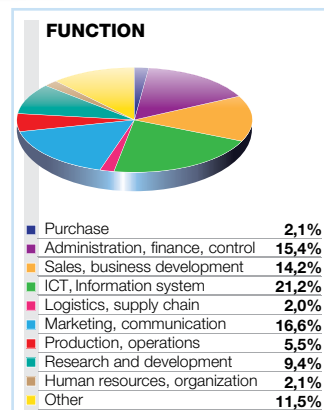
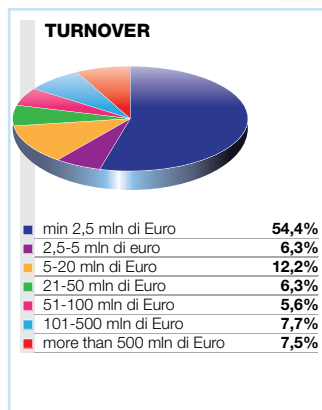
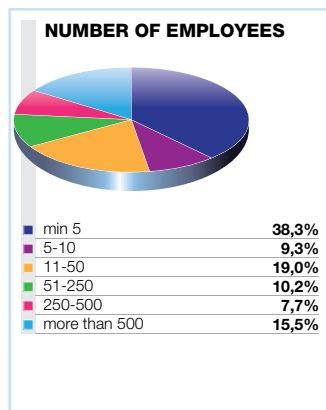
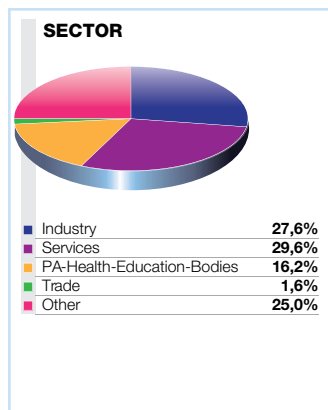


“ Smau Northeast, ready to show the innovation. On stage all the brand new technological innovations ”

Il Giornale di Vicenza

BOLOGNA 2012 SMAU BUSINESS RESULTS

▶ **END USERS DATABASE: 3,356 (entrepreneurs and managers)**
divided per enterprise sector, number of employees, turnover and function/position



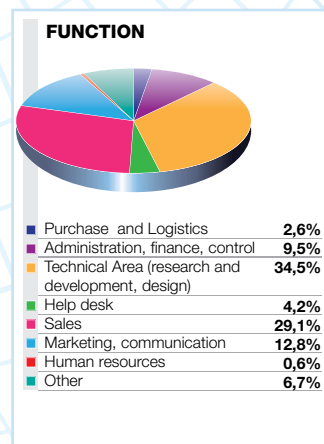
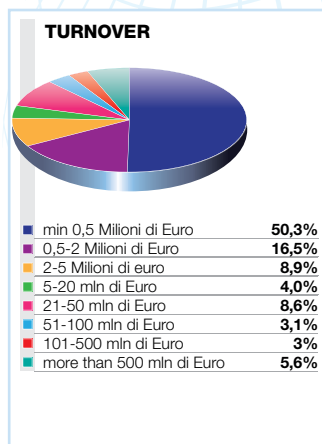
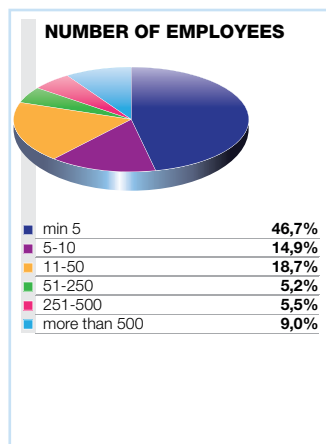
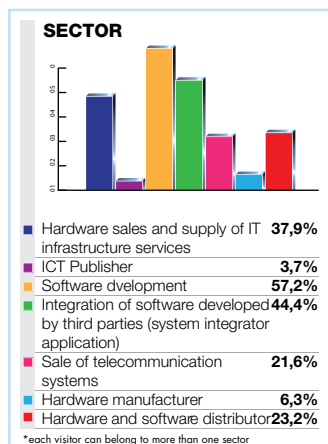
▶ **END USERS DATABASE (entrepreneurs and managers)**
divided per area of interest and short term investment plan of visitors

Thematic areas

| Thematic areas | Bologna 2012 |
|--|--------------|
| How Enterprise Resource Planning can help manage information and processes in an efficient way | 1,045* |
| How business intelligence applications can support decisions | 822* |
| CRM applications as a tool to effectively manage relations with client | 801* |
| The opportunities offered by e-invoicing and document dematerialization | 741* |
| Supporting the collaboration and the filing through Document Management Collaboration solutions | 783* |
| Innovating processes through Mobile & Wireless and RFID solutions | 887* |
| Cloud Computing and Software as a Service to improve the efficiency and flexibility | 828* |
| How innovative solutions can improve the efficiency and flexibility of an IT architecture/IT infrastructure | 787* |
| Innovating corporate communication infrastructures (VoIP, Unified Communication) | 631* |
| How to avoid costs and damages generated by poor IT security systems | 659* |
| How to reach new customers through online marketing services and Web B2C applications | 1,043* |
| The benefits of CAD and PLM solutions | 348* |
| The benefits of digital printing solutions | 509* |
| Tablet e Smartphone for business | 959* |
| The innovation based on ICT solutions for the Retail and GDO companies | 287* |
| Innovating processes for the public through ICT in the Public Sector | 250* |

*exclusive profiled contacts. Each visitor can declare interest in one or more thematic area

▶ **ICT CHANNEL OPERATORS DATABASE: 2,746 (dealers, ISV, VAR, system integrators...)**
divided per enterprise sector, number of employees, turnover and function/position



*each visitor can belong to more than one sector

► PROFESSIONAL ASSOCIATIONS (source: Smau Bologna 2012)



► PARTNER COMMENTS (from the closing press release of Smau Bologna 2012)

“ Once again we confirm the success of the edition of Smau Business Bologna. In these two days we had the opportunity to meet several companies that want to improve their technologies, because innovation is the way to create new opportunities for business. Cisco strongly believes in this point and remains committed to support small business giving them the technological tools to be more productive and more competitive. ”

Andrea Feliziani, Commercial & Partner Led Manager Italy **Cisco**

“ SMAU Business Roadshow ends and also in Bologna we have found many players interested in our Cloud Computing services. The feedback is positive, and we are satisfied. SMAU is always a very important moment of meeting with customers and with the IT partners that offer solutions to complement our Cloud infrastructure in their business. ”

Mirco Marsili, Marketing **Aruba**

► LOCAL MEDIA ABOUT SMAU BUSINESS BOLOGNA (source: Smau Bologna)



“ Bologna calls brains. Research meets the industry. The opening of the two days Fair Research to Business and Smau ”

Il Resto del Carlino



“ Research and business at the Fair. Laboratories and companies for Research to Business and Smau ”

Corriere di Bologna