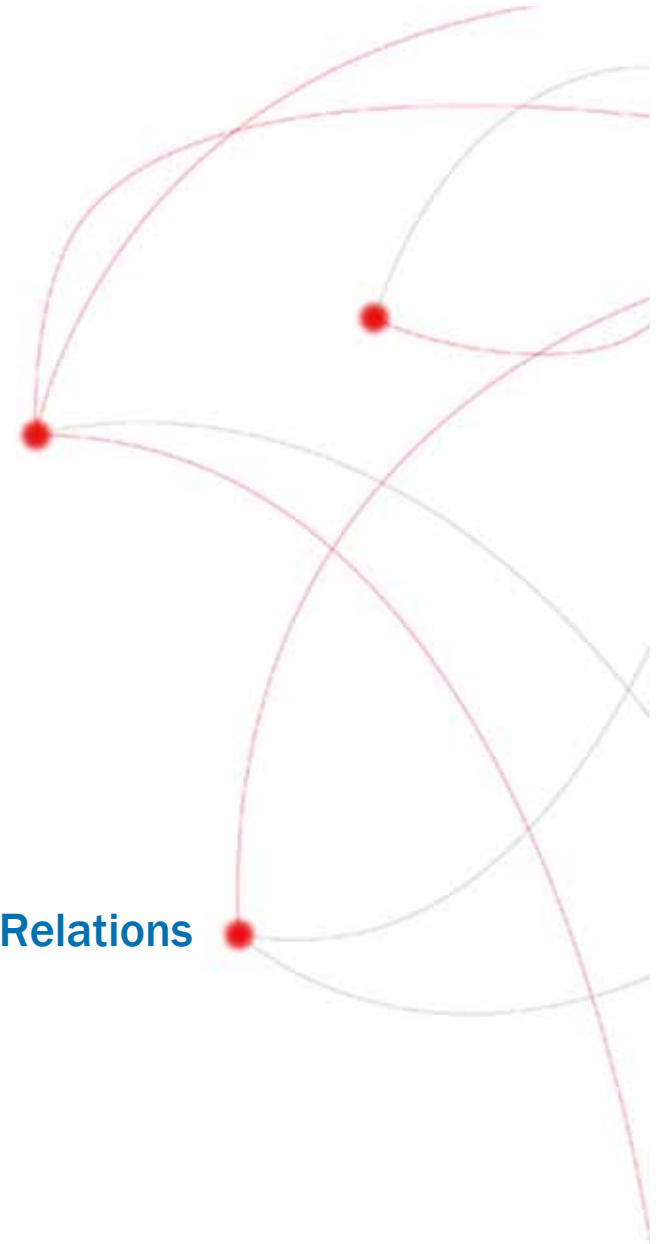




# energy@ home

Una storia di Open Innovation

Gabriele ELIA – Telecom Italia – Innovation & Industry Relations





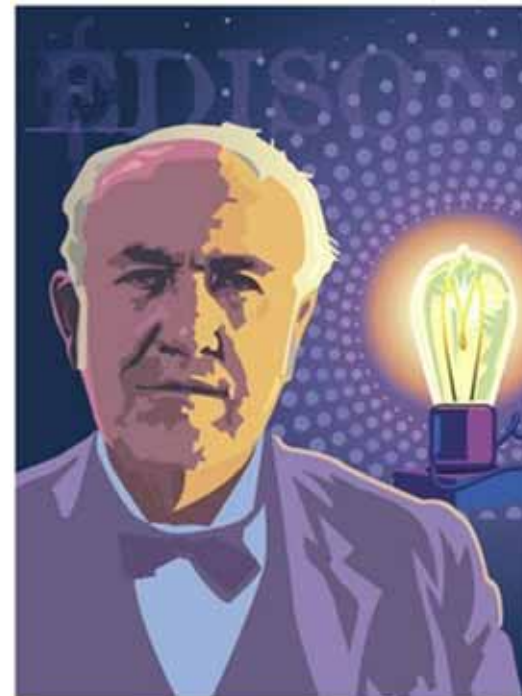
**3** pensieri

**2** spunti

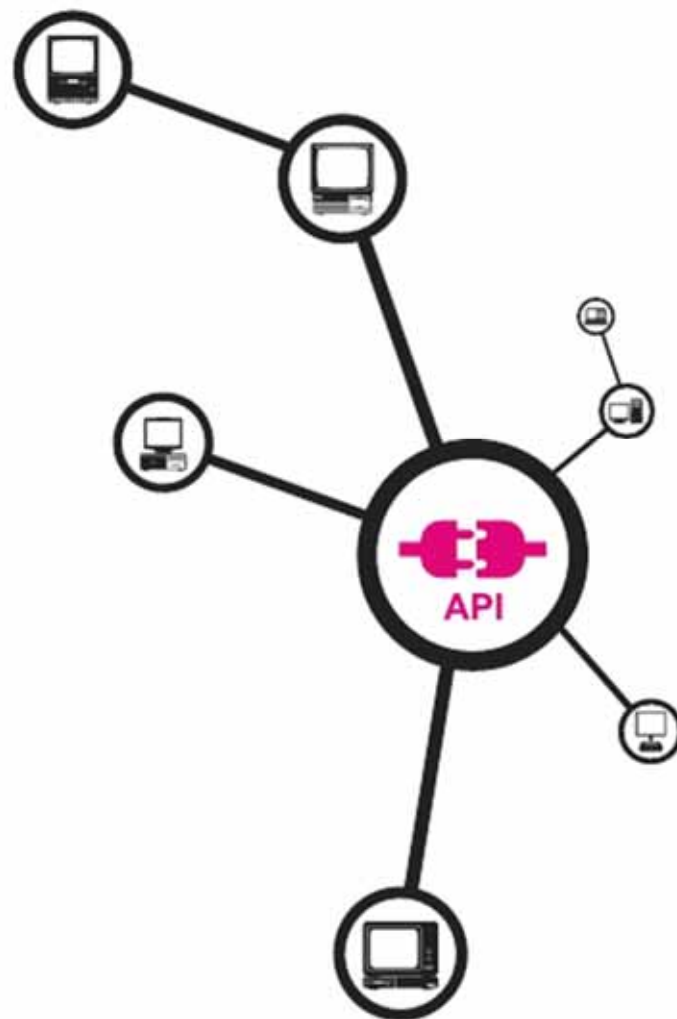
**1** ringraziamento

# ONE per cent Inspiration, NINETYNINE per cent PERSPIRATION

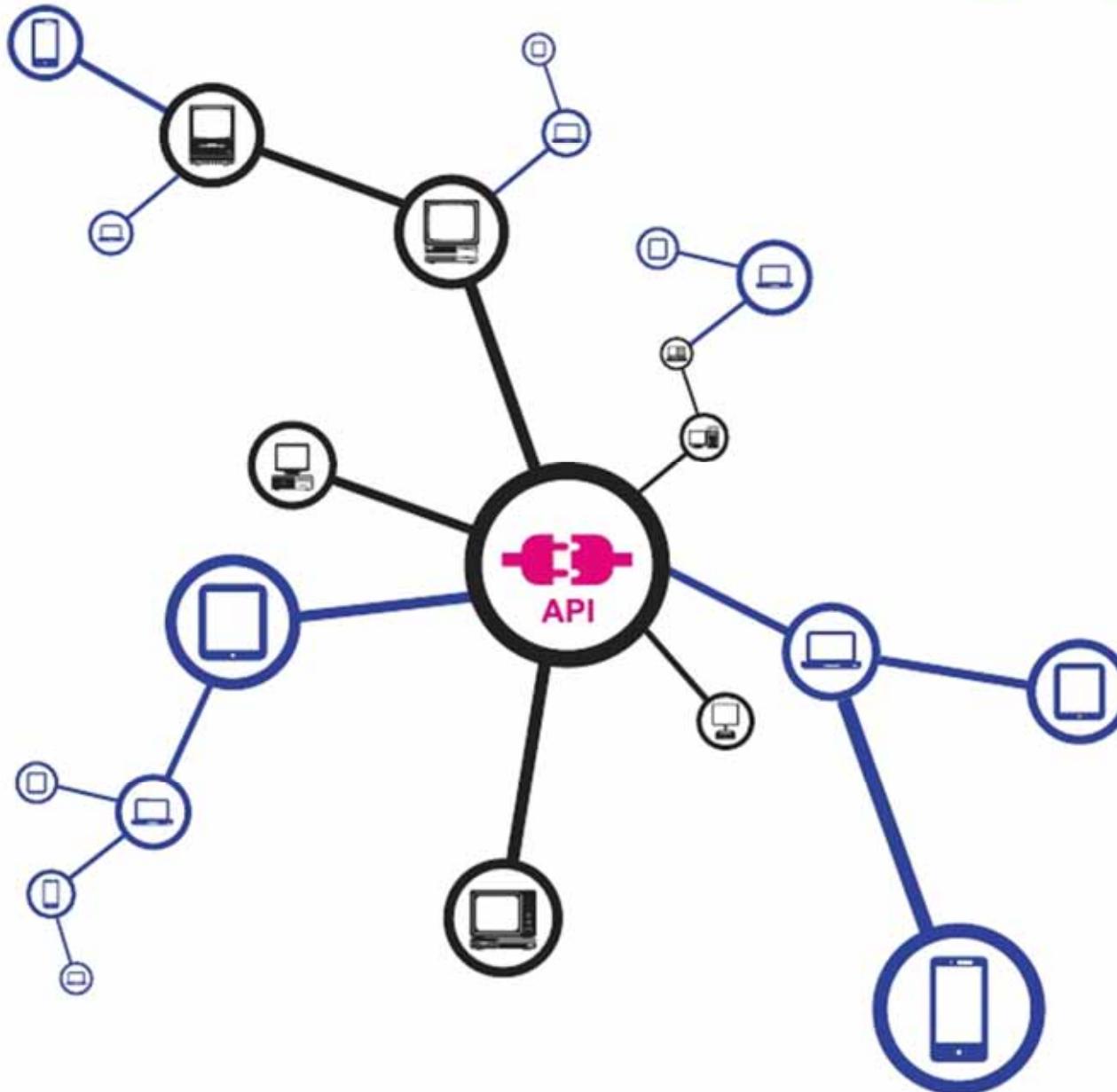
*Un omaggio alla determinazione*



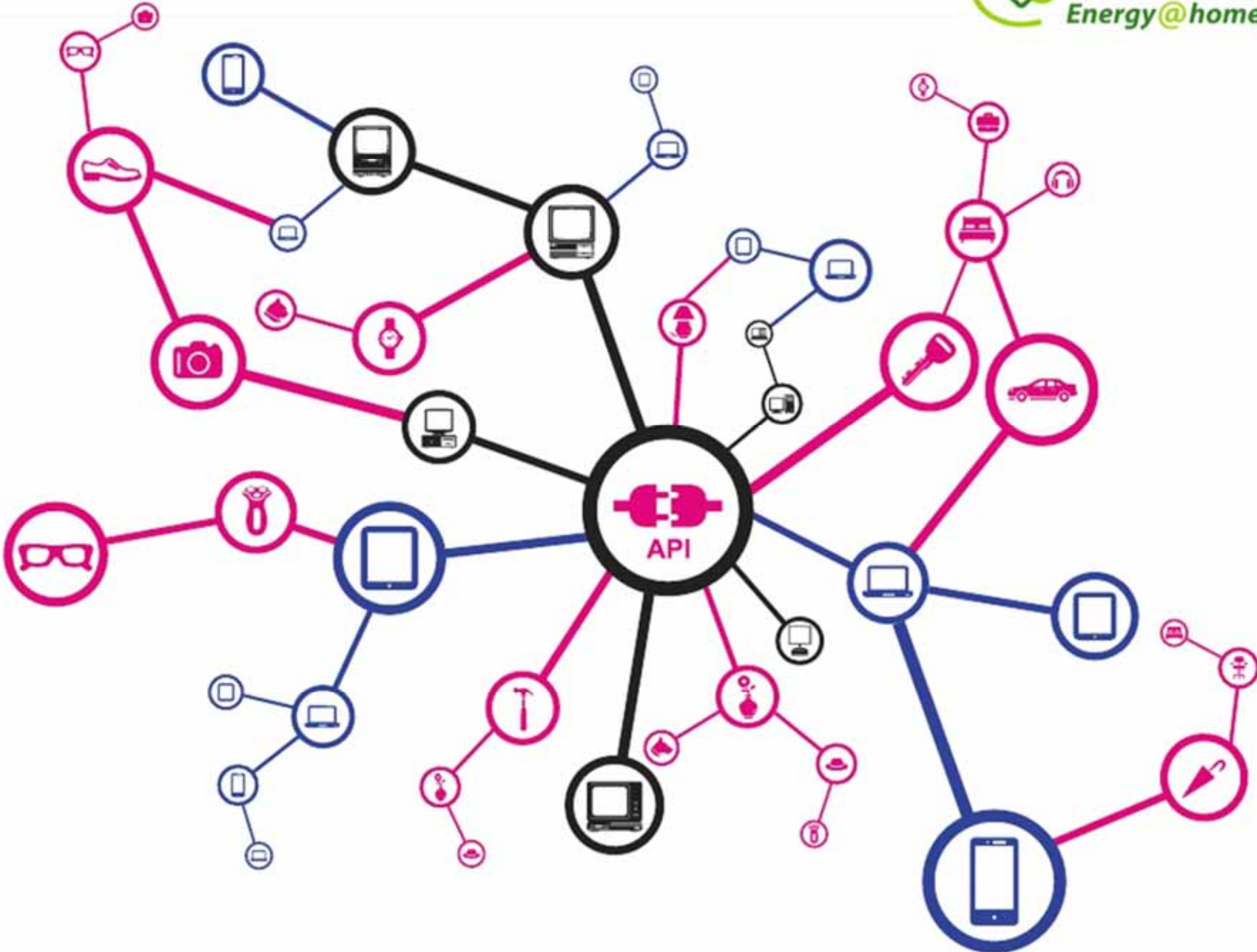
# Noi siamo l'Internet of Things ....



# Many Device for each person ...



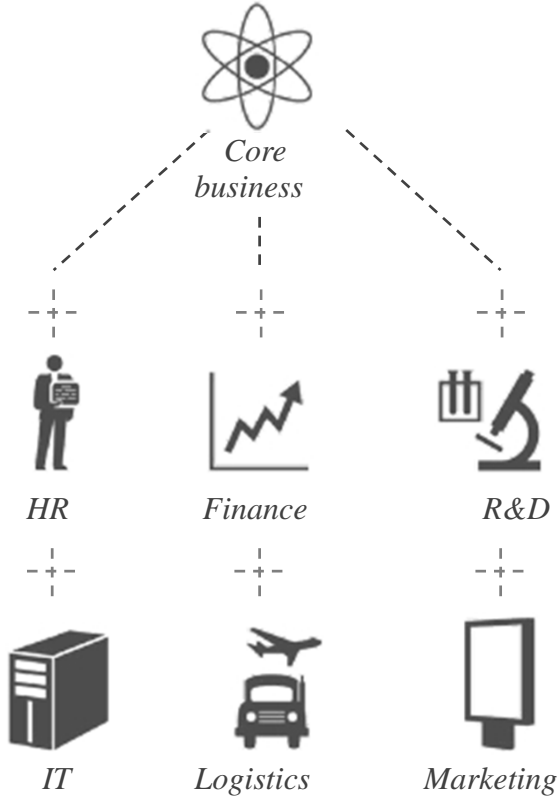
# People, "Phones" and Things



# Open Innovation

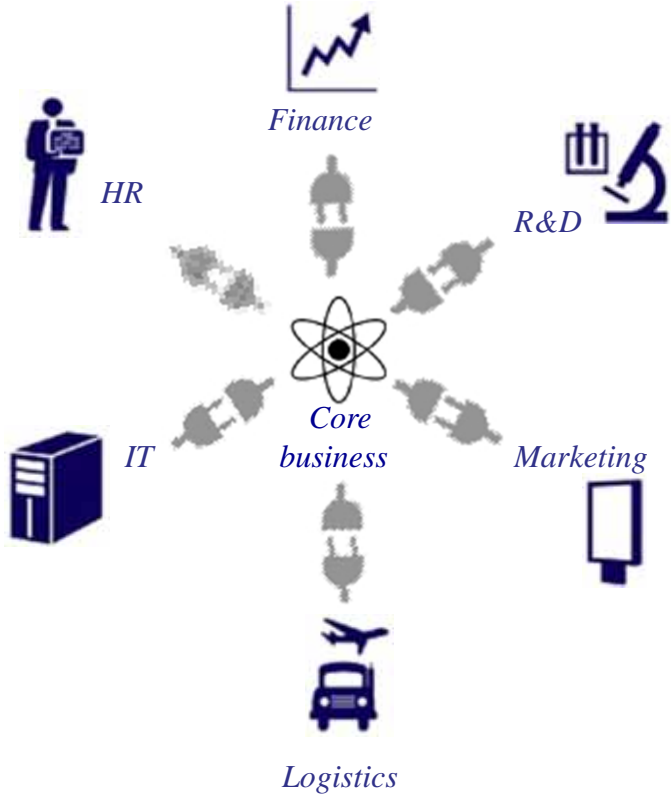


TRADITIONAL COMPANY



VS.

OPEN



# Open Innovation



- ▶ Aziende diverse anche dello stesso settore
- ▶ E ciascuna ha portato una costellazione di competenze differenti, relazioni...



# Primo Spunto: “apertura” delle interfacce

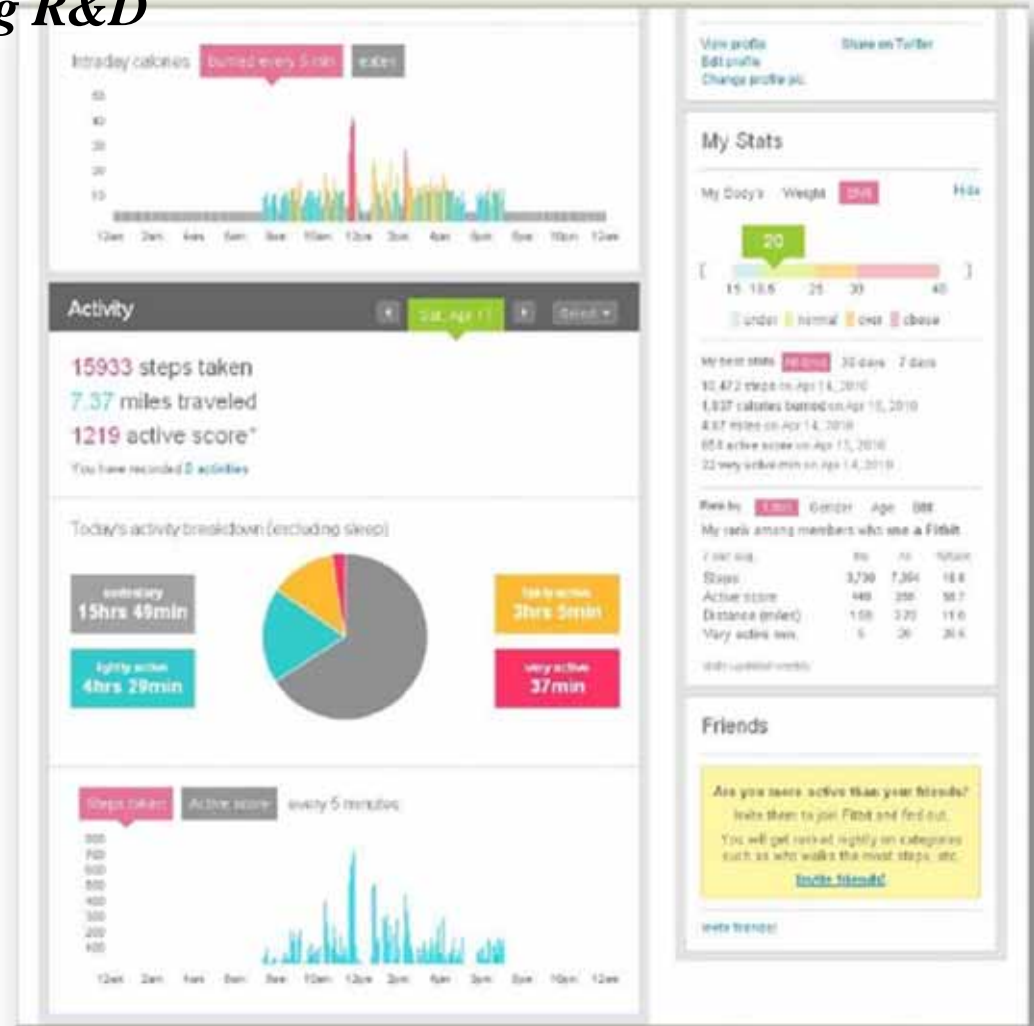
## Case Study 5. FitbitAPI, externalizing R&D

Fitbit is a fitness tracker that records health and fitness data.

Originally, there was *only one application* using the data developed by Fitbit.



In 2011, Fitbit created an API to allow *third party developers to create fitness apps* using Fitbit health data such as daily steps, calories burned, food eaten and weight.



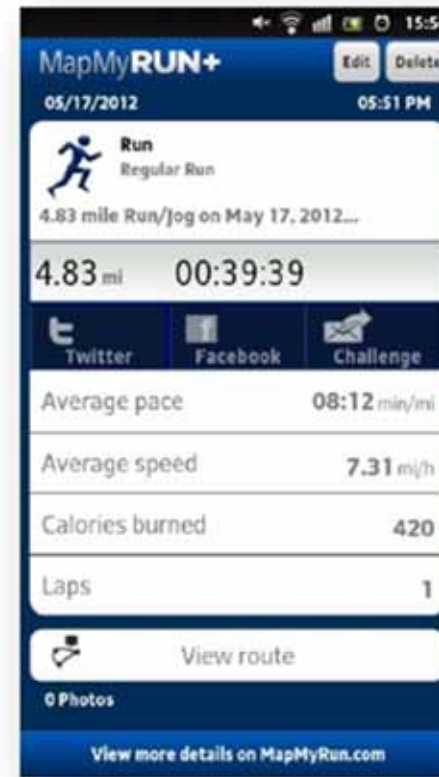
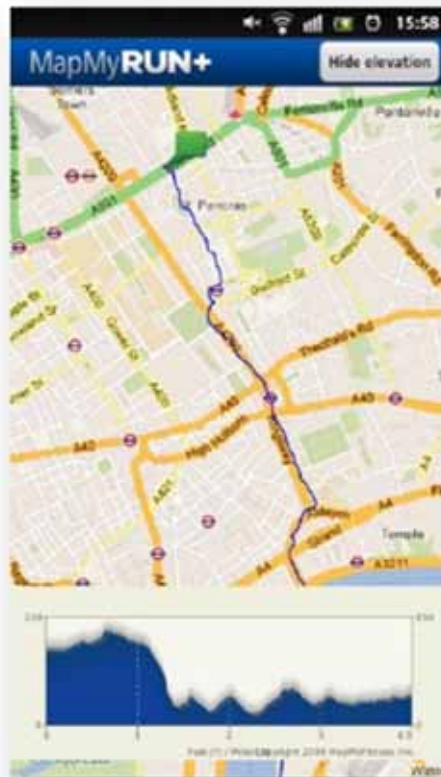
# Case Study 5. Thriving innovation based on the FitbitAPI



*20 apps were built on the Fitbit API creating innovative uses of fitness and health data*



## Example: MapMyRun



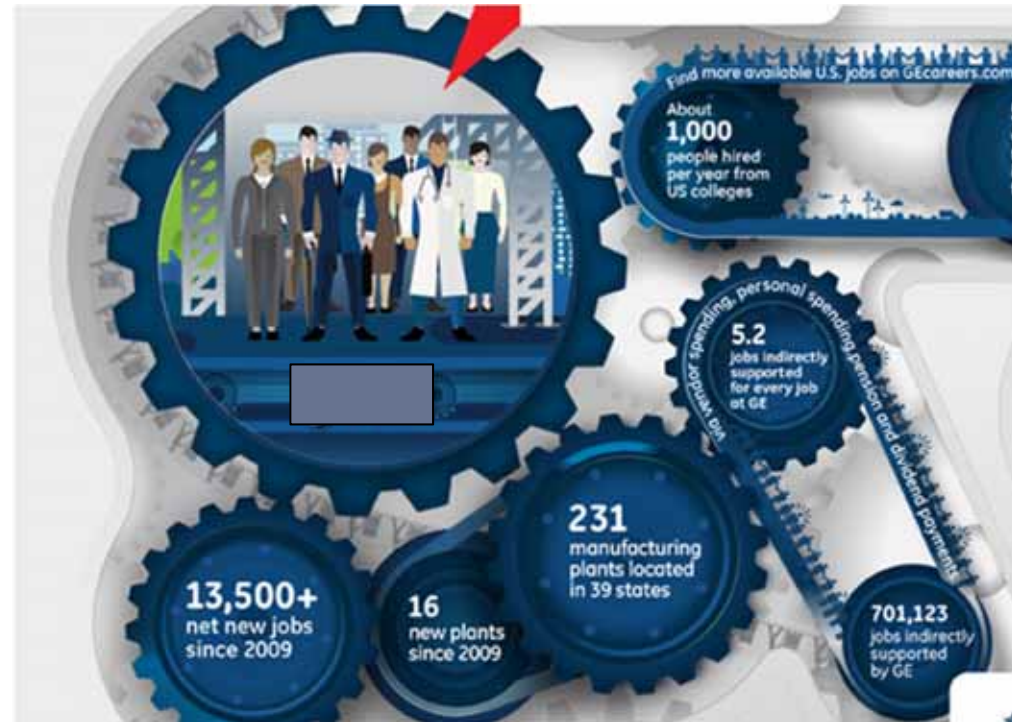
*MapMyRun uses FitBit health data to provide joggers with statistics such as calories burned, heartbeat, speed, altitude*



## Secondo Spunto: come diffondere?



Come possiamo innovare non solo la tecnologia ma anche il “go to market” ?



## Un ringraziamento: un grande Team

- ▶ Un omaggio a quanti hanno lavorato insieme mettendo in comune forze e competenze e supportandosi reciprocamente







There is nothing  
more powerful  
than an idea whose  
time has come.

Victor Hugo



**Grazie!**