



# Imprese e Consumatori

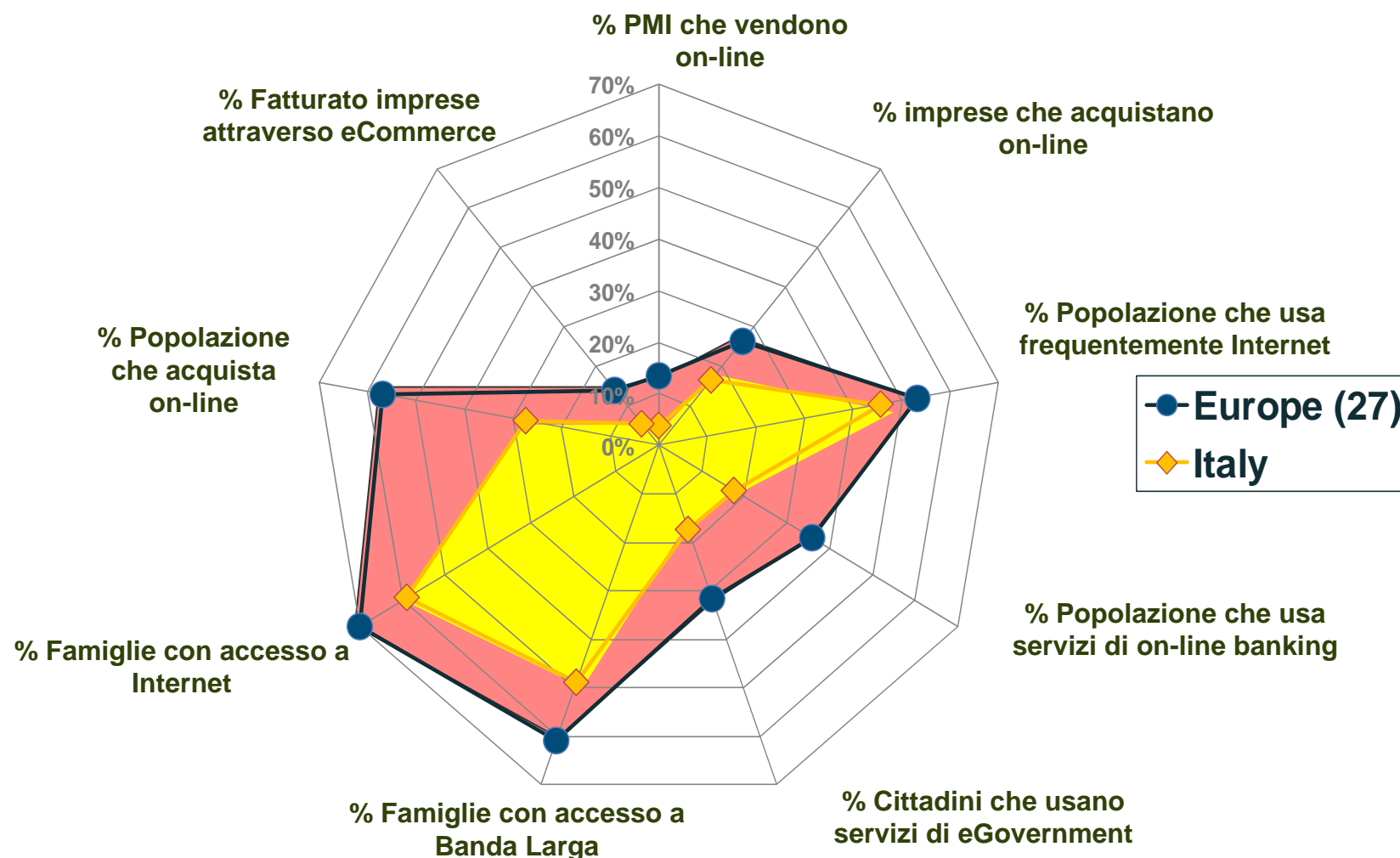
**Gianluca Attura**  
*Amministratore Delegato*  
*Avaya Italia Spa*

---

Roma, 17 maggio 2012  
Broadband Forum - Agenda Digitale e banda larga nell'Italia delle Regioni

# Italia Digitale: un confronto con l'Europa

Fonte: European Commission, Digital Agenda Scoreboard (May, 31 2011)



# Le comunicazioni in azienda: dinamiche e scenari del 2012



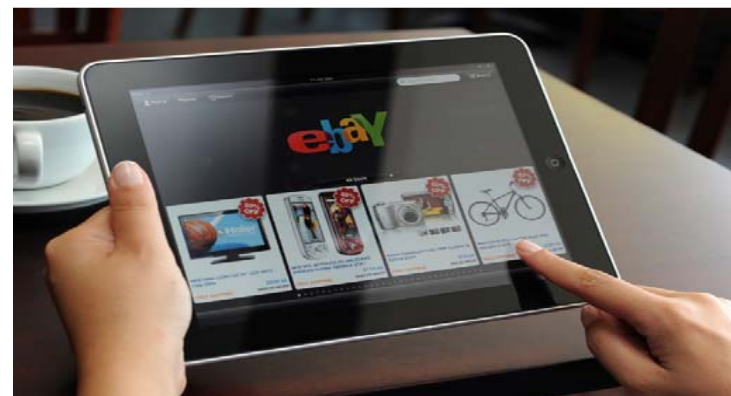
## Economia in recessione/Spinta per lo sviluppo



## Mobilità & Social Media



## Fenomeno del Cloud



## 'Consumerizzazione'

# Le soluzioni ICT innovative per le imprese e la crescita = ***necessità di banda larga***



RISCHIO

OPPORTUNITA'

**Crisi**

The image shows two large, bold Chinese characters, '危机' (Wēi Jī), which translates to 'Crisis'. The characters are rendered in a black, calligraphic style with a white outline, giving them a three-dimensional appearance. They are positioned to the right of the word 'Crisi'.

The image features the Avaya logo in white, bold, sans-serif capital letters. The logo is centered on a deep red background. There are faint, wispy, light-colored streaks and patterns scattered across the background, giving it a dynamic and modern feel. The overall composition is clean and professional.

# AVAYA

**The Power of We™**