Cyber Security Competence Center
ELIS-Selta

Rome, 4 July 2017

selta.com

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80 junior talent, the heart of ELIS Innovation HUB

50

Three-year degree
Politecnico di Milano
Digital Engineering Program

+

30

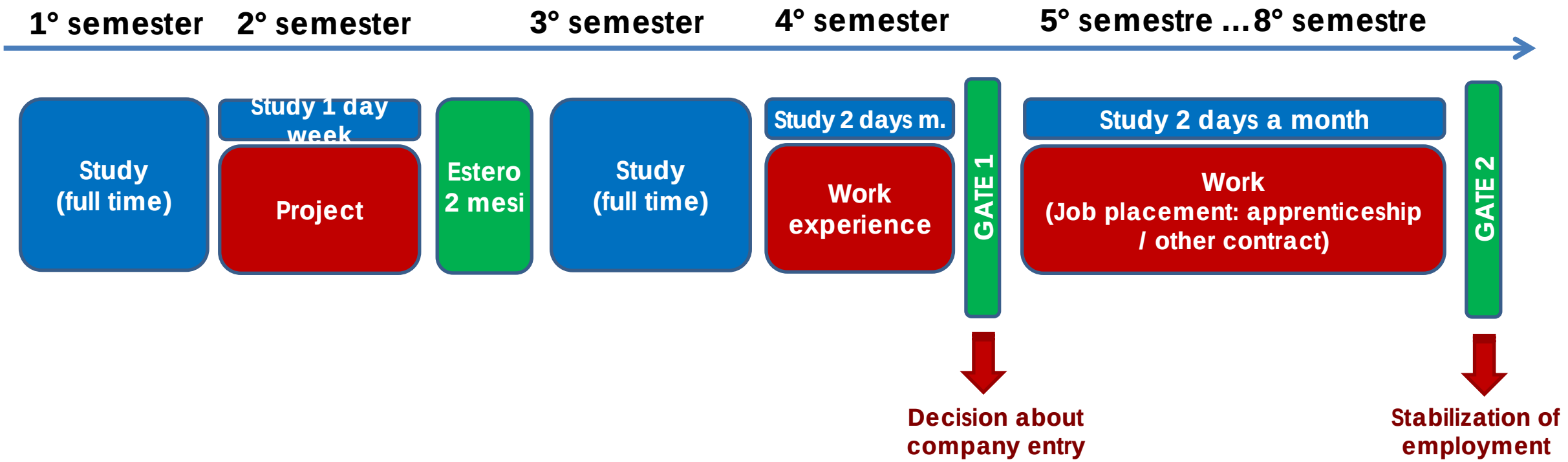
Postgraduate Master
MIDAS
Master in IoT Data Analysis & Security

80

Junior Talent
In the ELIS Innovation HUB

A three-year degree tailored to business needs through work

50% Study – 50% Work



POLITECNICO MILANO 1863

A Postgraduate Master for Industrial IoT expert

50% Study – 50% Work

October 2017 — **Jenuary 2017** — **March 2018** — **July 2018**

IoT Digital Artisan

Introduzione generale all'Internet of Things

Certifications: Cisco CCENT, Java SE, SAS

HACKATHON

IoT Data Analyst Track

Specialization Big data e Data analysis

IoT Security Track

Specialization IoT Security e Cybersecurity

PROJECT CONTEST

Industry Projects

Action Learning su progetti reali commissionati dalle imprese

INNOVATION DAY

CAREER DAY

Fase I: Foundation (2 mesi)

Fase II: Specialization (2 mesi)

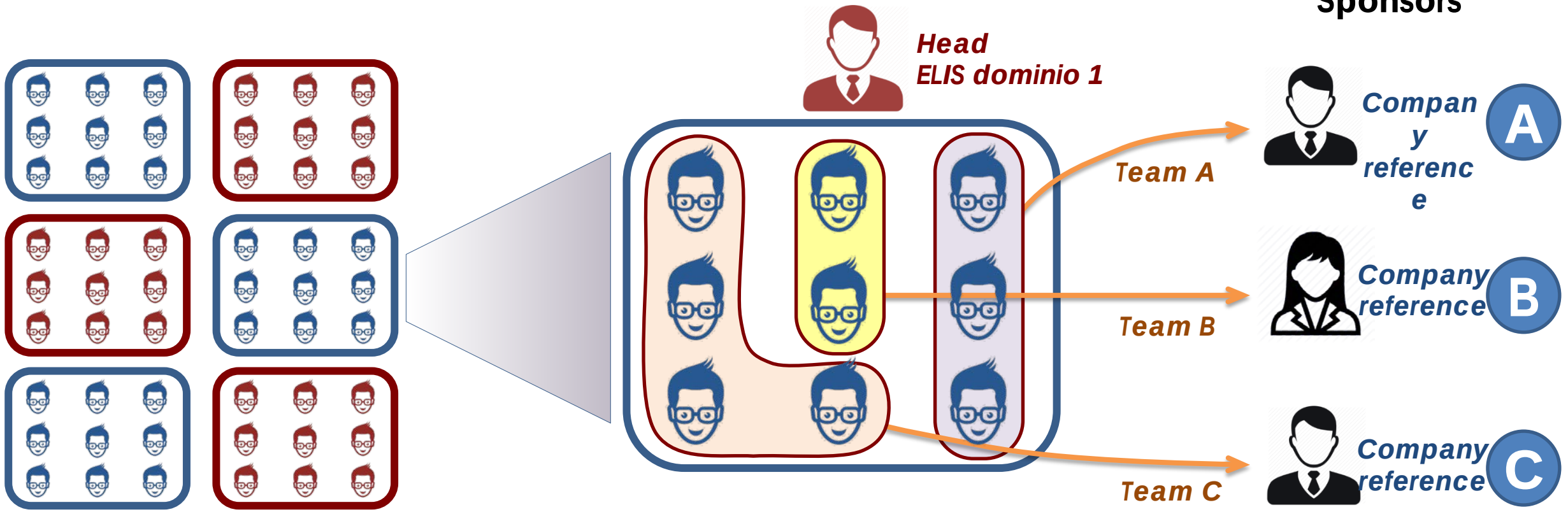
Fase III: Industry Project (4 mesi)

PERSONAL DEVELOPMENT

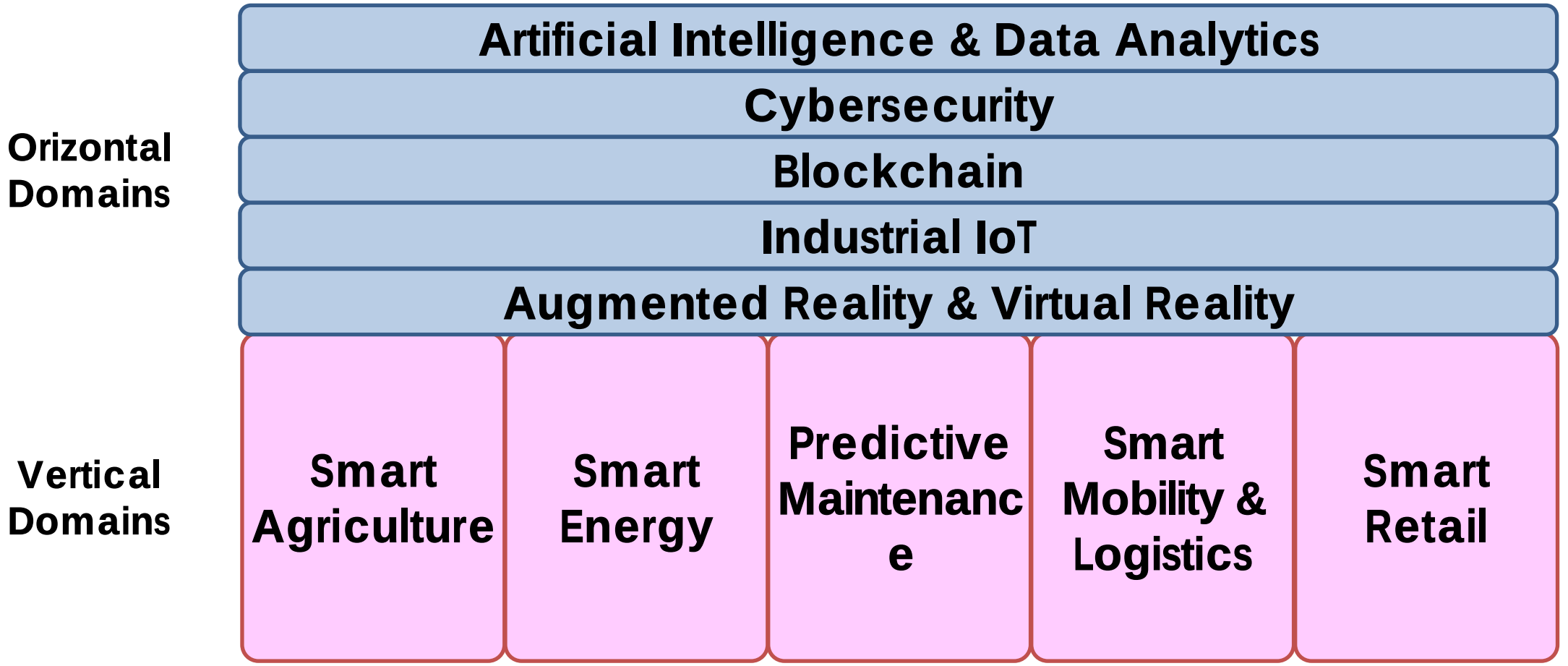
CISCO

UNIVERSITÀ CAMPUS BIO-MEDICO DI ROMA

Innovation Domains for Consortium companies



Innovation Domains for consortium companies



Cybersecurity

- Sensors, Gateway & Network Security
- Cloud & Data Security
- Application Security
- Predictive Security Intelligence
- Vulnerability Assessment & Penetration Test

Use case example:

Create a real-time system in order to process a large amounts of data and detect attacks before they occur (IT, fraud), providing, timely information to counter them effectively

Companies that have already joined orizontal domains

Orizontal Domains

Artificial Intelligence & Data Analytics

- Ferrovie dello Stato Italiane — *HR Analytics; Traffic optimization (RFI)*
- illy — *Customer Analytics*
- Olimpi Agency — *Customer Centric Assurance*

Cybersecurity

- Ferrovie dello Stato Italiane — *Cybersecurity (Group)*
- Monte dei Paschi di Siena Banca dal 1472 — *Cybersecurity for home banking*
- Selta — *Cybersecurity for defence*

Blockchain

- Almaviva — *Blockchain use case*

Industrial IoT

- Ferrovie dello Stato Italiane — *Industrial IoT (Trenitalia)*
- ST life.augmented — *Industrial IoT for Infrastuctures*
- pure bros — *Industial IoT*

Augmented Reality & Virtual Reality

- vetrya — *Augmented Reality by Hololens*

Other companies interessed on Cybersecurity domain

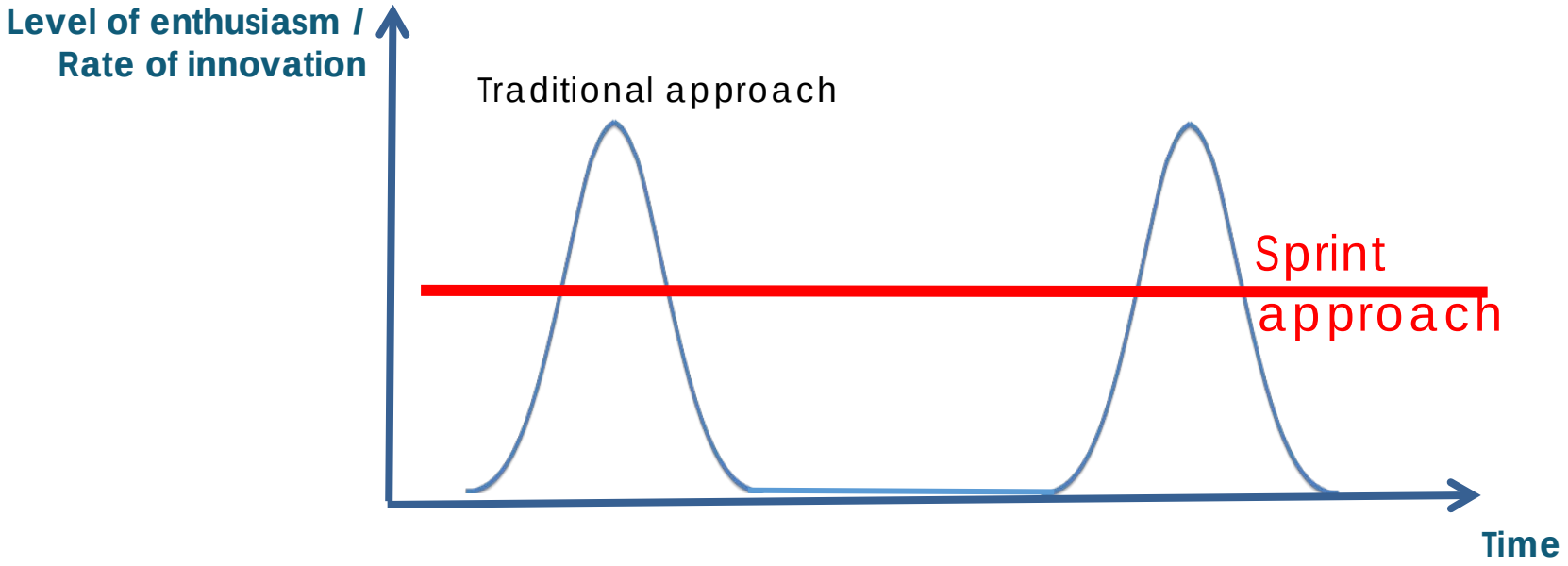
- ADS-BWAY (Industrial IoT Security)
- AXA ITALY (Cyber Insurance: new risk analysis models and associated standards)
- ENEL (Advanced optical networking: physical-level security for fiber optic networks)
- ENGINEERING-WEB RESULTS (IT Security)
- FASTWEB (Attack prevention modeling based on Big Data)
- MAGNETI MARELLI (Embedded car system security)
- TIM (Predictive Cybersecurity)

Companies that have already joined vertical domains

Vertical Domain

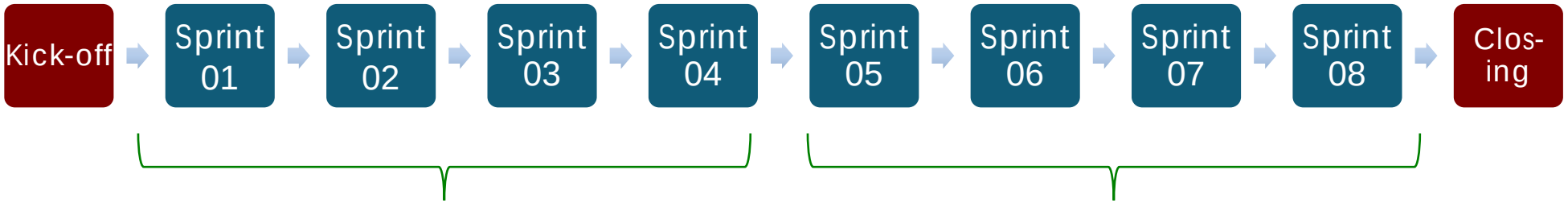
Smart Agriculture	vodafone	• *Accumuli Sustainability Project*
Smart Energy	a2a	• *Smart Energy solution*
Predictive Maintenance	SEA	• *Airport process optimization*
Smart Mobility & Logistics	anas l'Italia si fa strada	• *Smart Road Project*
Smart Retail	vetrya	• *Augmented Reality for smart retail*

Why a sprint for an innovation project



- All actors involved are active at all stages
- All actors involved are responsible for the proposed output each sprint

Sprint Acceleration



Basic

1. Choose the domain of innovation of interest and specific projects from to assign junior talent teams
2. Promote at least 2 projects per year
3. Each team has at least 2 students and the total cost for them is 30k
4. Identify a project referent for each team

Plus

1. Identify your own people to join the project team
2. Identify experts in support of multiple domains, to be named co-teachers of the Polytechnic of Milan

The Innovation Hub is led by a *Technical Advisory Board*

Who are its members

- President
- Director
- Business referents promoting student projects
- ELIS innovation domain managers

What is it for?

- Defining / reviewing innovation domains
- Define projects and evaluate their results
- Address training content
- Define how to mentor and support

When it meets

Ordinarily 3 times a year, during the months of:

- October
- February
- June

Consortium Innovation HUB

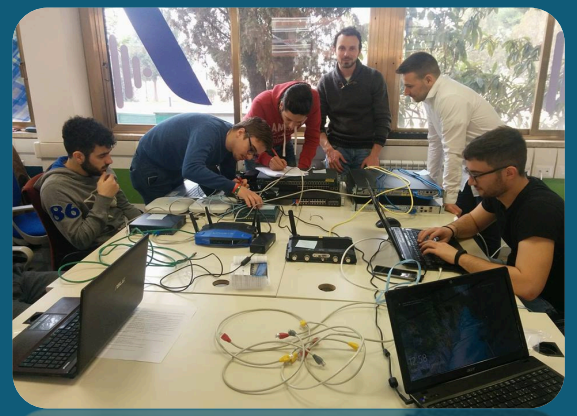
Consortium Innovation HUB

- *Physical environment for consortium companies* ***community***
  - *Emerging technologies* ***competence center***
  - ***Innovation*** *HUB for the digital transformation*
- ***Contamination*** *from junior talent, digital native, and*

Why a Consortium Innovation Hub?

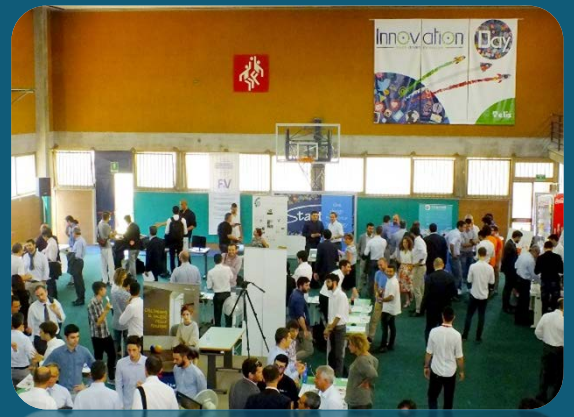
COMMUNITY

- *Companies*
- *Students*
- *Researchers*
- *Startuppers*
- *Entrepreneurs*
- *Makers, designers*
- *Technology experts*



LEARNING

- *Competence development on emerging technologies through the realization of real projects*
- *Experimenting innovative teaching methods*
- *Sharing experiences*



INNOVATION

- *Managing of emerging technologies (Sensorie IoT, Cognitive computing/ Machine learning, Cybersecurity, Blockchain, Robotics)*
- *Design thinking, Rapid Prototyping*

CONTAMINATION

- *Collaboration between students and companies in innovation projects (business modeling, prototyping, etc.)*
- *Constant exchange between consortium members and between supply and*

The other “actors” of the Innovation Hub over the junior talents

Professionals
of consortium companies and partners

Startups
Open Italy

Professionals
ELIS
And universities partner

Supply
Demand
Co-creation

+60
Companies
Community

Logical and physical reorganization of the spaces

Logical and physical reorganization of the spaces

SPACE DISTRIBUTION		BEFORE-WORKS	AFTER-WORKS
Non-operational spaces		472 m²	165 m²
Operational spaces		742 m²	1.143 m²
WORKSTATIONS		**BEFORE-WORKS**	**AFTER-WORKS**
Community	*Spaces dedicated to the exchange and discussion; meeting rooms*	30	67
Learning	*Training spaces (flexible classrooms for different types of teaching)*	82	175
Innovation	*Workstation dedicated to individual focused work (desk in coworking)*	36	48
	Spaces dedicated to		

Using the LEAD GENERATION of

Paid Attention
Attention is care

Through partnership with **Paid Attention** you will be able to reach one-to-one **business executive** with your promotional content

The recipients of the communication will be informed that **their attention will contribute to the realization of the new spaces of the ELIS Innovation Hub**

Communication will take place via **short videos (about 1 minute)** of sponsored companies on their smartphone

How to participate

Executive

CIOs / CTOs / CxOs of consortium companies can give their individual willingness to give a few minutes of attention.

Every 10 minutes of attention given **adds one square meter** to the new spaces of the ELIS Innovation Hub

Company sponsor

Companies interested in generating lead through the attention of these executives will add **one square meter** to the new spaces of the ELIS Innovation Hub **for every 1,000 euro subscription purchased**

10 minutes of attention = 1 square meter realized

Executive

Donate at least 50 minutes of your time

Company Sponsor

(only 10 will be accepted)

Buy at least 500 minutes of executive attention

Paid Attention
Attention is care

http://www.paidattention.it

10 minutes of attention = 1 square meter realized

100 Executive

They will be invited to donate at least 50 minutes of their time

Gianluigi Castelli, Paolo Martella, Carlo Bozzoli, Raimondo Zizza, Fabrizio Rocchio, Chris Woods, Daniele Rizzo, Marco Moretti, Roberto Fonso, Gianfilippo Pandolfini, Gianluca Pancaccini, Gabriele Benedetto, Giuseppe Langer, Dina Ravera, Antonella Ambriola, Gabriele Sigismondi, Roberto Saracino, Massimiliano Garri, Paolo Carrarini, Mario Mella, Giovanni Damiani, Giampalo Tagliavia, Umberto Angelucci, Giovanni Ciarlariello, Paola Formenti, Luca Marchisio, Stefano Pagani…

10 minutes of attention = 1 square meter realized