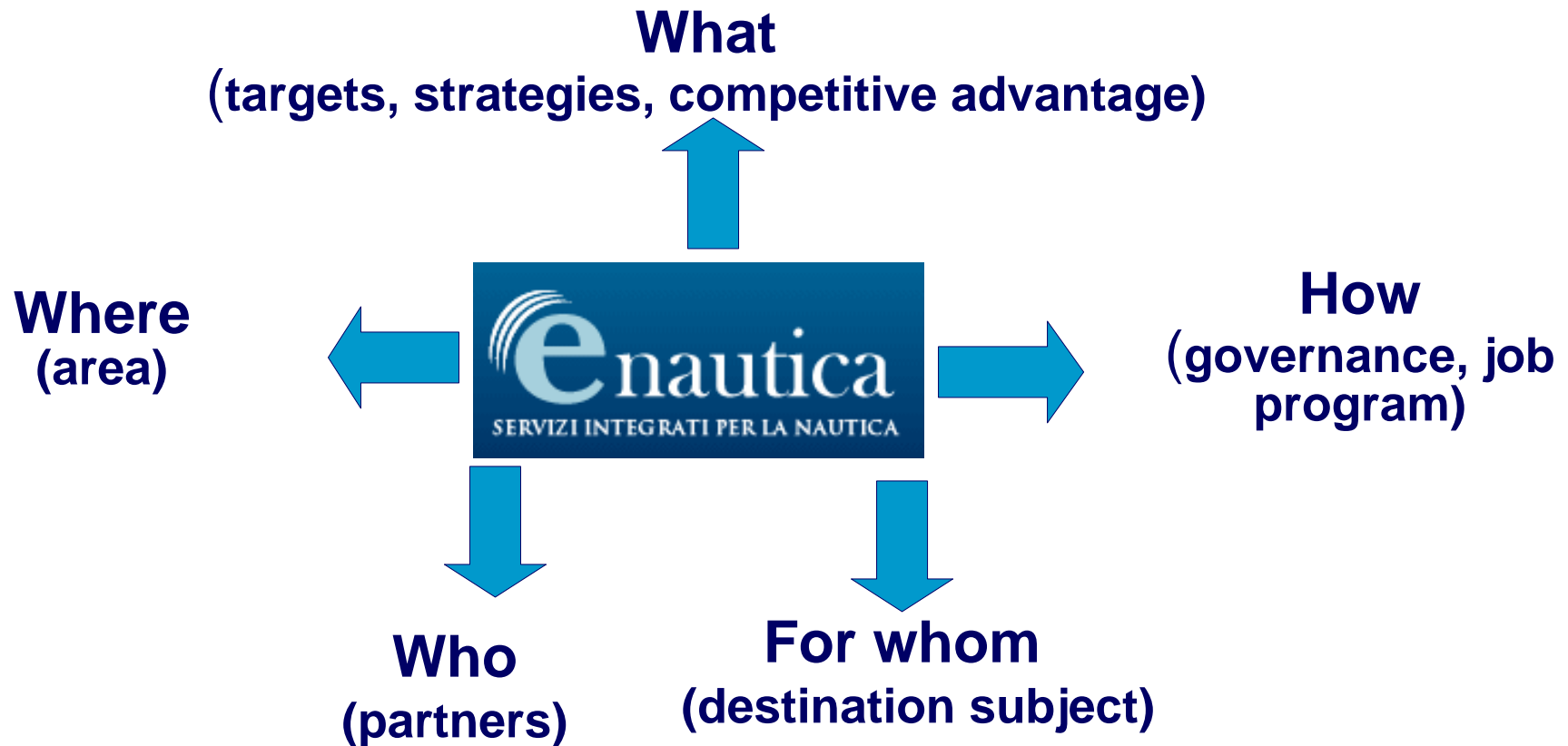




# eNAUTICA Project

**Dott. Darya Majidi**  
**DAXO President**  
**Project Leader**

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## **THE VISION:**

**Marinas and ship yards are growing in number and quality in Tuscany creating a well worldwide known yachting district.**

**This creates a great opportunity for ICT (Information and Communication Technologies) innovating companies.**

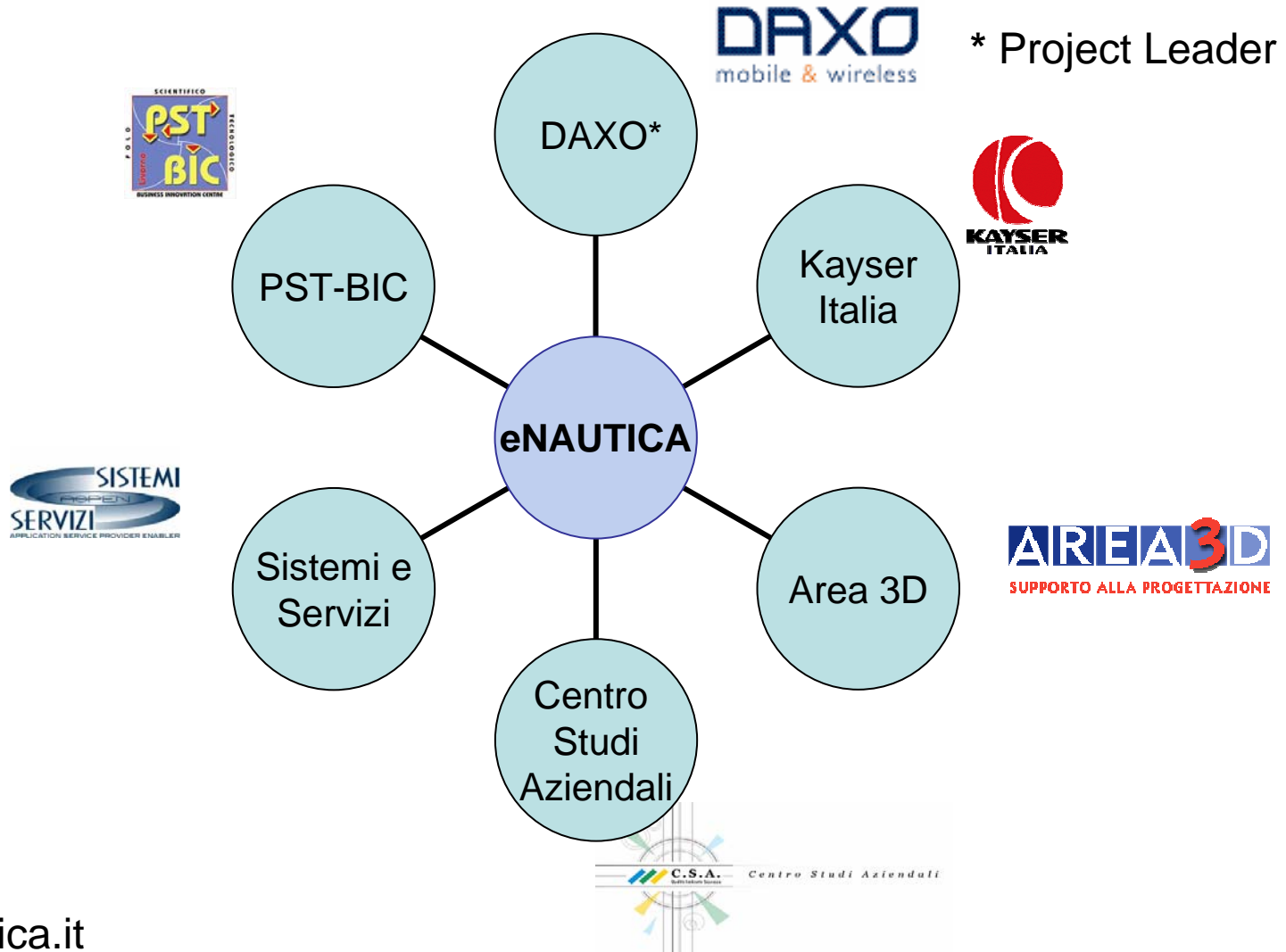
**Creation of network where each partner has to share best peculiarity to obtain excellence, technologies and quality.**

## **THE MISSION:**

**eNAUTICA project (Electronic Nautica) was born as a Virtual Enterprise offering innovative solutions based on ICT to the nautical sector**

eNAUTICA aims to provide concrete technological answers to the nautical sector, exploiting the peculiarities of each project partner to launch a virtual enterprise that can handle issues such as:

- Supplying and logistics
  - Design and construction
  - Maintenance and post sale services
  - Security
  - Training
  - Services

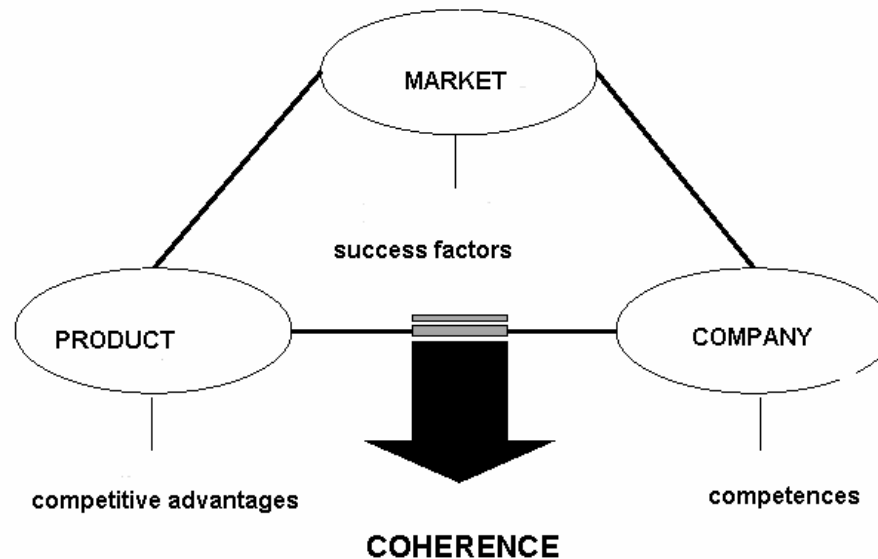


## Partners description

- **DAXO**, project team leader, is an ICT company with strong *know how* in the field of mobile and pervasive technologies. The solutions offered by DAXO for companies belonging to the nautical sector are aimed at optimizing functional areas.
- **Kayser Italia** carries out project and construction of tools for measuring electrical and electronic systems and subsystems for industrial research and advanced application space.
- **Area 3D** is a firm supporting architectural and industrial design and dealing with 3D, lighting three-dimensional relief digital 3D modelling and animation. The solutions offered are able to support a company working in the nautical sector in the various stages of design, production and communication.
- **Centro Studi Aziendali** develops training and research European project. It is also able to offer voluntary certification and normative adjustments
- **Sistemi e Servizi** is a company operating in the services of business integration at national level, with large customers, offering solutions and technological tools.
- **Pst-Bic Livorno** promotes a culture of innovation, training and technology transfer, enterprise culture, by enhancing the already existing tools and fostering possible synergies between the different actors of local development.
- **Ambiscom** is a company specialized in fixed and mobile telecommunications.

Work package	Task	Partner responsible
WP0	Project management	DAXO
WP1	Defining governance model Definition and market analysis, expertise, strategic areas of business Organization and model VE	C.S.A.
WP2	Defining and implementing ICT VE platform Defining and implementing prototype solutions for ICT strategic areas of business	Kayser Italia
WP3	Start up pilot (Azimut Benetti e Marina Cala de Medici) Validations solutions Further model	DAXO
WP4	Dissemination and Marketing	Pst-Bic Livorno

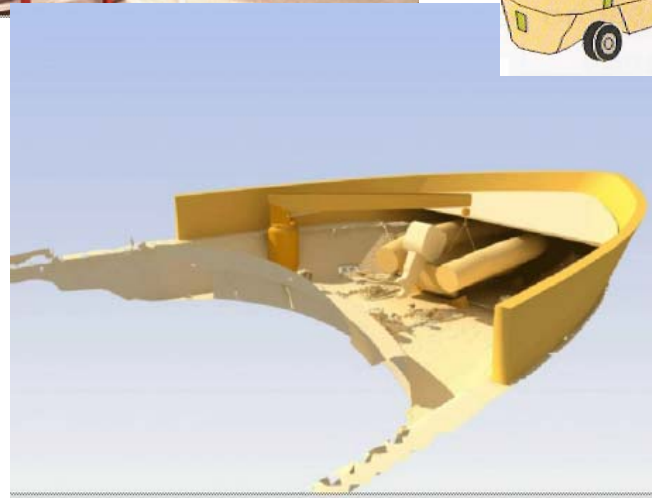
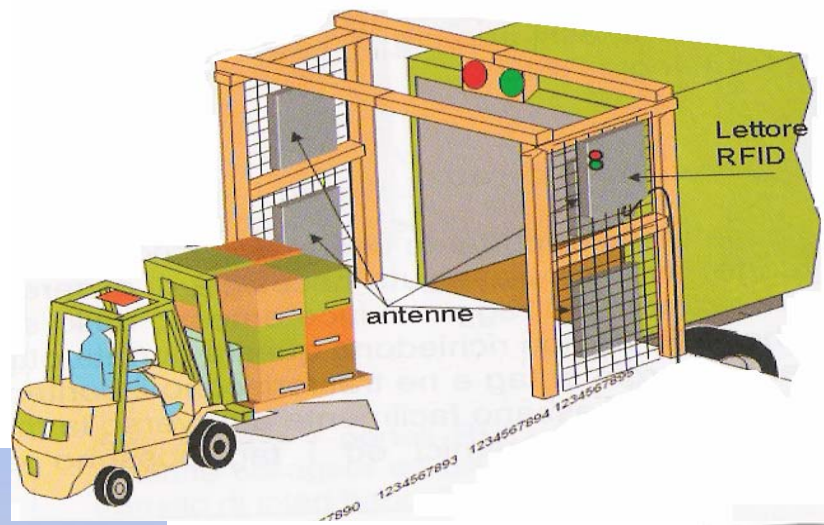
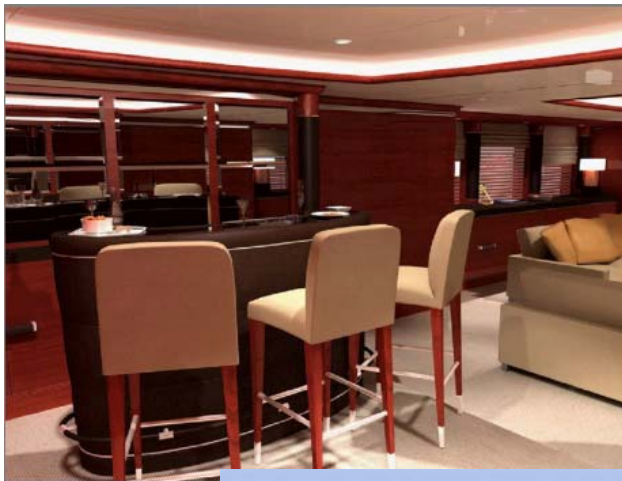
- The competencies of the company eNAUTICA
- The competitive advantage of the company compared to other competitors
- The critical success factors for the achievement of business success.





- **Strategy (Porter)**
  - **Distinctive Competences**
    - Internal Competences Matrix
  - **Competitive advantage**
    - Questionnaire and Interview
  - **Critical Success Factors**
    - Sector Company List
    - Market requests

Partner	Competence
DAXO (Project Leader)	Mobile & wireless, ICT, project management, governance
Kayser Italia	ICT, info-mobility, electronics, signals
Area 3D	3D, reverse engineering, laser scan
Centro Studi Aziendali	Voluntary certification, training, research
Ambiscom	TLC fix and mobile
Sistemi e Servizi	ICT, predictive maintenance, elearning
PST-BIC	Technology transfer, dissemination, training





The subjects interviewed were divided as follows:

### Large shipyards

Azimut Benetti

Perini Navi

### Medium shipyards

Cantiere Navale dell'Argentario

Intermare

Mare Blue

Viareggio Superyachts

### Tourist harbours

Marina di Salivoli (Li)

Marina di Punta Ala (Gr)

Marina di San Rocco (Gr)

Porto di Viareggio approdo turistico "La Madonnina" (Lu)

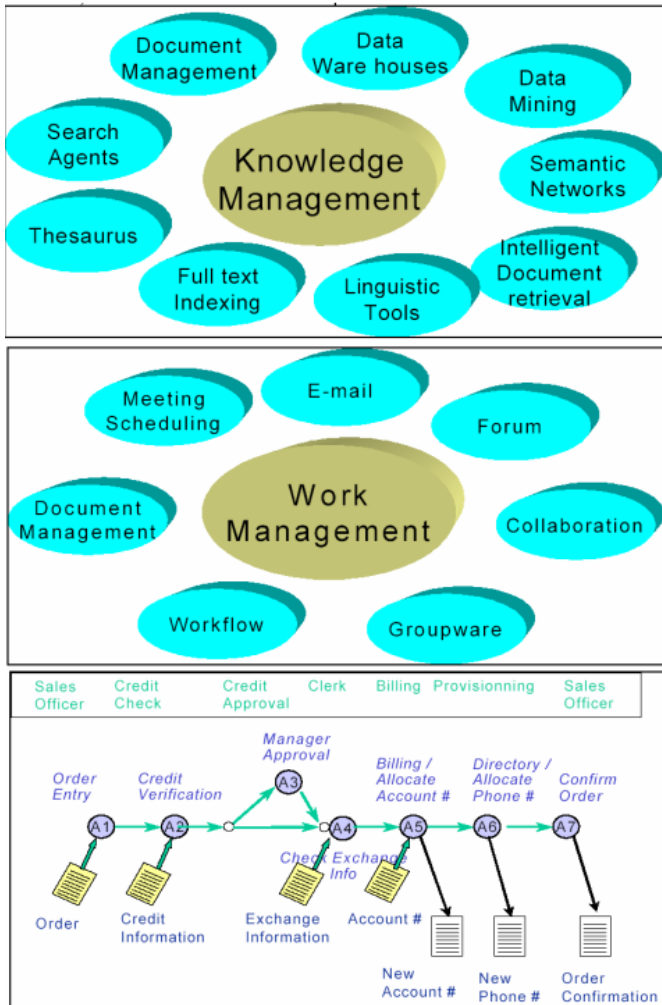
Marina Cala de' Medici (Li)

Porto di Capraia (Li)

<b>FUNCTIONAL</b>	<b>AREAS,</b>	<b>FUNCTIONAL AREAS, ports</b>
Logistics	shipyards	Boat places management
Delivery		Rent
Chain Management		Docks management
Support to projects		Transit management
Support to building		Supply
Assistance and maintenance		Assistance and maintenance
Safety and Security		Repair
Training and e-learning		Certifications
Certifications		Safety and Security
Networking TLC		Training and e-learning
Services of accuracy		Networking TLC

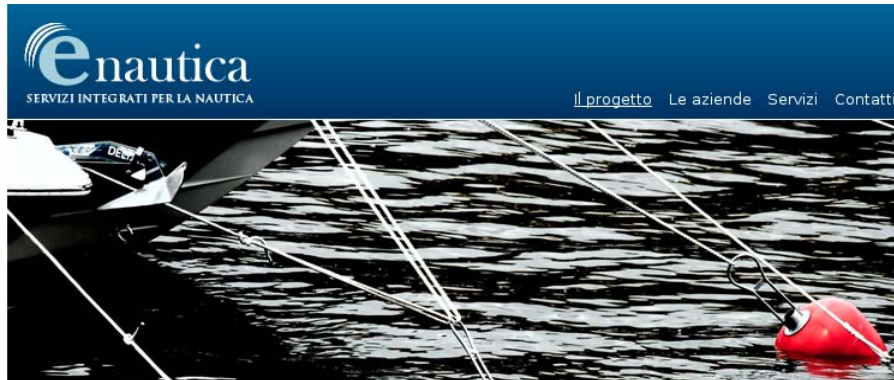
- 1. **Steering Committee**, to identify, guide and monitor the procedures of the Virtual Enterprise;
- 2. **Technical Committee**, with the task of drawing up, supervising and monitoring the respect of the technical and technology procedures of the Virtual Enterprise for this specific area of expertise;
- 3. **Administrative Committee**, with the task of drawing up, supervising and monitoring the administrative procedures;
- 4. **Marketing Committee**, with the task of drafting supervising and monitoring the procedures for marketing & sales.





- Internal platform's functional diagram in Development phase is:
  - **Knowledge Management:** document shared management platform, knowledge, information indexing.
  - **Work Management:** mailing platform, videoconference, meeting, workflow, projects management.
  - **Enterprise Resource Planning (ERP):** managerial workflow coordination: contact, estimate, offer, order, invoice, work status, analytic and industrial accounting





### Cerca un utente

Cognome:

Azienda:

Nome	Cognome	Username	Azienda	Stato	
Francesco	Rossi	admin	Sistemi&Servizi	administrator	<a href="#">modifica</a> <a href="#">cancella</a>
Darya	Majidi	darya	DAXO	administrator	<a href="#">modifica</a> <a href="#">cancella</a>
Luca	Guidi	guidi	DAXO	administrator	<a href="#">modifica</a> <a href="#">cancella</a>
lorenzo	sollima	lo	lorenx.com	interno	<a href="#">modifica</a> <a href="#">cancella</a>
David	Zolesi	zolesi	Kayser Italia	interno	<a href="#">modifica</a> <a href="#">cancella</a>
Enrico	Mannari	mannari	PST-BIC	interno	<a href="#">modifica</a> <a href="#">cancella</a>

Ciao  
Darya Majidi  
Administrator  
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#### GESTIONE DOCUMENTI

- Inserisci un documento
- Cerca un documento

#### GESTIONE UTENTI

- Inserisci un utente
- Cerca un utente

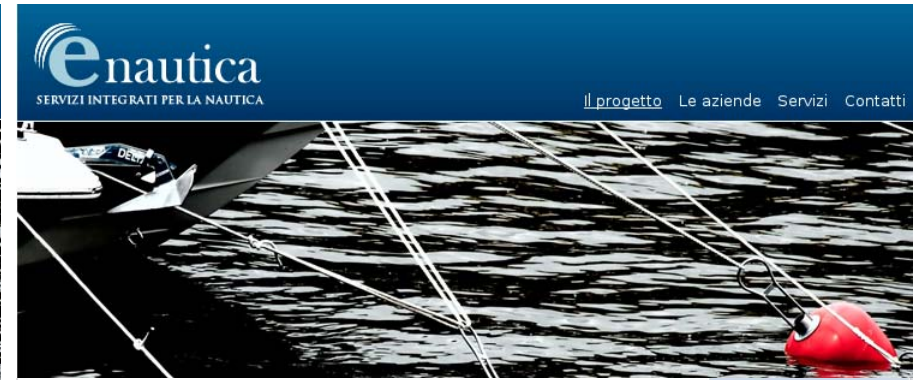
#### GESTIONE PORTFOLIO

- Inserisci una scheda
- Cerca una scheda

#### GESTIONE TESTI

#### GESTIONE NEWS

- Inserisci una news
- Cerca una news



### Cerca un documento

Categoria:

Sottocategoria:

Titolo (e filename):

Parole chiave (e descrizione):

Nome	Data	Categoria	Sottocategoria	
<a href="#">manuali.doc</a>	Tue, 17 Jul 2007 14:36:51	area tecnica	manuali tecnici	<a href="#">modifica</a> <a href="#">cancella</a>

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#### GESTIONE NEWS

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- Benetti Shipyard



- Cala de' Medici Marina





# eNautica Results

- New way of networking among SMEs through the VE
- Alliance between companies with competencies in ICT for the nautical
- Knowledge and targeting new market for nautical sector
- Creation of link with possible prospect and costumers
- Creation of ICT platform public and private
- Business opportunity
- Starting first projects for big costumers (for example Benetti and Cala de' Medici)
- Sinergy with Confindustria Toscana
- Local government involvement

- The eNAUTICA partnership decided to follow up the its activities even after the phase of public financing.
- The partnership decided to enlarge the consortium to meet the needs of the sector not yet covered by eNAUTICA.
- NautiLab a new project that involves new partners with new competences is now ongoing
- Regarding sustainability, the fact that companies have had business opportunities during the life of the project, is a sign of sustainability of the initiative.
- There have been developing marketing activities to find new costumers and new opportunities for the project partners.

- eNautica VE:
  - Organization innovation
  - Process innovation
  - Product innovation
  - Realistic business idea with great market