

# office automation

Tecnologie e modelli per il business digitale

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**Office Automation** has been – for 37 years now – the reference ICT specialized monthly magazine, promoting conferences and workshops and discussing new technologies and applications while addressing **CIOs** and **IT managers** and all the protagonists of the **value chain**. Among other sections the 2017 publishing plan features:

**Special insert on Technologies and Services: News** on technologies and services supporting digital business.

**Value Point: The role played by the value chain** in digital transformation projects.

**Industry 4.0:** When digital becomes a business opportunity for **production**.

**Inside Digital Marketing:** How to make digital marketing a new solid **business lever**.

**Energy Management:** ICT technologies for **energetic efficiency, energy saving and environment**.

**Legal:** A legal opinion on current topics regarding **security, privacy and intellectual property protection**.

**Taxes & Innovation incentives:** A section dedicated to **fiscal updates** for ICT companies.

**Comufficio Horizons:** The official body of the Association of **ICT products and services Manufacturers, Importers and Distributors**.

**Focus:** Corporate **customers' and vendors'** point of view over topics user companies have come to address since the introduction of new technologies.

## 2017 PUBLISHING PLAN

### JANUARY/FEBRUARY

**Special insert on Technologies and Services:** Big Data: how to generate value from data today

**Value Point:** IT infrastructural changes

**Industry 4.0:** Smart Manufacturing, how production changes

**Inside Digital Marketing:** Marketing in the Digital Business world

**Energy Management:** Energy saving in data centers

**Legal:** Internet of Things and data safety

**Taxes & Innovation incentives:** Research and Development Expenditure certification

**Comufficio Horizons:** 2017 challenges for ICT companies

### MARCH

**Special insert on Technologies and Services:** How to protect data in the Digital age

**Value Point:** The value of Unified Communication & Collaboration projects today

**Industry 4.0:** Enabling technologies: cyber physical systems, IoT, robots and additive manufacturing

**Inside Digital Marketing:** The Digital Marketing Team

**Energy Management:** Energy Intelligence: energetic efficiency measuring and benchmarking

**Legal:** The new Parliament and European Council NIS Directive

**Taxes & Innovation incentives:** Fiscal incentives in the Industry 4.0 Plan

**Focus:** Open Source in enterprise environments

### APRIL

**Special insert on Technologies and Services:** Printing and document management in a company with no boundaries

**Value Point:** Changes in IT retail

**Industry 4.0:** Changes in the connection between production and design

**Inside Digital Marketing:** Digital Advertising beyond Targeting

**Energy Management:** Internet of Things applied to energetic efficiency

**Legal:** Privacy Impact Analysis in the light of the New European Regulation for Personal Data Protection

**Taxes & Innovation incentives:** B2B electronic billing and its benefits

**Comufficio Horizons:** Legal metrology

### MAY

**Special insert on Technologies and Services:** Solutions for an advanced Data Center

**Value Point:** Information systems security: is risk awareness growing?

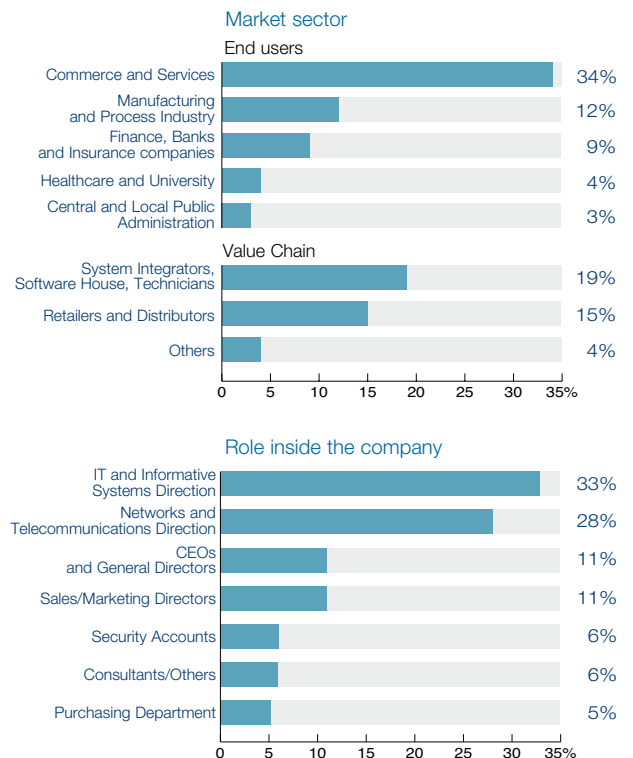
**Industry 4.0:** The fourth industrial age in Italy and the major beneficiaries of the government plan

**Inside Digital Marketing:** Real Time Marketing: how to be effective on social media

**Energy Management:** Green Computing and Green Office: ICT for the Environment

**Legal:** Ethical hacking and unintentional excess limits in a justification lawsuit

## READER'S MODEL



continued --->

**Taxes & Innovation incentives:** Funding for capital equipment purchase  
**Focus:** New Video surveillance

## JUNE

**Special insert on Technologies and Services:** Smart Working

**Value Point:** IoT and Industry 4.0: effects on the value chain

**Industry 4.0:** Industry 4.0 software, from PLC to Big Data

**Inside Digital Marketing:** Digital Marketing ROI

**Energy Management:** Energetic efficiency: what a company needs to check

**Legal:** Digital Forensics: tools and techniques for probative acquisition

**Taxes & Innovation incentives:** Detaxation 2017, performance incentives

**Comufficio Horizons:** IT Solutions for corporate procedures

## JULY/ AUGUST

**Special insert on Technologies and Services:** Video Intelligence

**Value Point:** Building Automation characterized by protection and control

**Industry 4.0:** An overview of the first six months of the Industry 4.0 Plan

**Inside Digital Marketing:** Digital Marketing and augmented reality

**Energy Management:** Energy saving technologies in buildings

**Legal:** Healthcare Electronic Dossier

**Taxes & Innovation incentives:** Incentives for employees' training

**Focus:** Smart working management

## SEPTEMBER

**Special insert on Technologies and Services:** B2B electronic billing, an overview

**Value Point:** Paperless office: an overview of the situation

**Industry 4.0:** The new organization in manufacturing companies

**Inside Digital Marketing:** Mobile marketing and progressive web apps. The client is everywhere

**Energy Management:** Information and light: new frontiers of lighting

**Legal:** How to do a Data Breach Notification (New European Regulation for Personal Data Protection)

**Taxes & Innovation incentives:** Industry 4.0 VAT refunds

**Comufficio Horizons:** The digital store

## OCTOBER

**Special insert on Technologies and Services:** IoT

**Value Point:** Projects, technologies and services for the world of Finance

**Industry 4.0:** Logistic changes in the Industry 4.0

**Inside Digital Marketing:** The digital allies of corporate brand awareness

**Energy Management:** ICT and technologies for self-produced energy

**Legal:** Intellectual property: chains of value protection tools

**Taxes & Innovation incentives:** Tax credit for capital equipment purchase

**Focus:** Cloud and Software-Defined IT

## NOVEMBER

**Special insert on Technologies and Services:** Enterprise applications

**Value Point:** Digital marketing new frontiers

**Industry 4.0:** Examples of Factories 4.0

**Inside Digital Marketing:** E-Commerce and Social Commerce. Competitors or Allies?

**Energy Management:** Energy saving systems in Large-Scale Distribution

**Legal:** The role of a Digital Forensics Witness

**Taxes & Innovation incentives:** Easy-term financing for ICT

**Comufficio Horizons:** Digital Transformation and employment world

## DECEMBER

**Special insert on Technologies and Services:** Communication & Collaboration Technologies

**Value Point:** Open source technologies in Italian companies

**Industry 4.0:** What to expect from 2018?

**Inside Digital Marketing:** New year's trends

**Energy Management:** Smart City and energy saving

**Legal:** Dematerialization of PA: digital protocol and document flow management in B2C relationships

**Taxes & Innovation incentives:** Digital social books

**Focus:** Smart Office solutions and services

## FORMAT

**office  
automation**

**Full page**

**Trimmed**

210 x 220 mm

**Bleed**

216 x 226 mm

**Full page**

**Trimmed**

210 x 297 mm

**Bleed**

216 x 303 mm

**Half page  
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**Bleed**

111 x 303 mm

**Half page  
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216 x 154 mm

**Footer**

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## TECHNICAL FEATURES

### Format

210 x 297 mm

### Packaging

Stitched  
paperback binding

### Printing material

PDF file in high resolution

## DISTRIBUTION

- Periodicity: monthly - 10 issues per year (January/February and July/August as single number)
- Release date: beginning of the reference month
- Distribution: 16.000 copies

## SUBSCRIPTION

Annual subscription:

Italy € 68,00 - Foreign countries € 140,00

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