



# Cooking Up a Unique Recipe for Success

Il Palato Italiano wanted to grow fast and promote authentic Italian culinary art. The entrepreneurial ideas exploited both IBM strategic consulting, to generate profitable sales through new solutions such as e-commerce, and IBM system integration capabilities including Cisco video solutions to launch an innovative Digital Telecooking Experience

“We expect sales to increase by as much as 50 percent in the next year or so. For our food and wine producers, that could mean a sales increase too.”

Federica Bertani, Vice President, Il Palato Italiano

Picture the perfect medium for international Italian food lovers, producers, and sommeliers. Video provides Il Palato Italiano with new possibilities for the discovery of Italian food and wine.

## Challenges

- Develop new business and test a concept
- Deliver close to real-life experience
- Offer innovative events and courses remotely
- Receive quick return on IT investment

The Bertani family was intent on bringing an extra dimension to the enjoyment of Italian food and wine. They started a company, Il Palato Italiano, to devise memorable and immersive experiences. With a deeply personal touch.

Nearly all the ingredients were in place. Top chefs ready to share their skills and experience. The finest products from passionate, knowledgeable producers. Stories to tell of the people, landscapes, and cultures behind the country's characteristic flavors.

## Case Study | Il Palato Italiano

Size: 26 employees

Location: Italy

Industry: Retail





But most of their target clients lived outside Italy. Il Palato Italiano needed a way of reaching people that didn't involve travel and would not dilute its core offer.

"We observed many conventional cookery lessons and tasting sessions," recalls vice president Federica Bertani. "We wanted to add something new. We decided that video was the most innovative and functional way of differentiating ourselves and becoming international."

IBM customized solutions integrating Cisco TelePresence® high-definition video systems to deliver a complete telecooking or tasting experience with intuitive communication that makes for a higher level of involvement.



**Solutions** · IBM and Cisco Digital Telecooking Experience

### New perspectives, unique format

Breaking with tradition, Il Palato Italiano used IBM and Cisco video solutions to enrich cookery teaching. The newly-patented telecooking has chefs and students working in separate rooms. But they're connected by video screens and wireless microphones.

### Improving on face-to-face learning

The set-up makes it easy for chefs to give equal attention to all students. Even when the pressure's on. Every step, every sound, every detail of what's happening in the kitchen is captured.



Investment payback expected within **2** years

Says Bertani: "It's as if teachers and students are standing side by side—but better. The synchronization and precision of TelePresence makes it a really special, one-to-one lesson."

## The taste of Italy from afar

Video solutions feature in tasting sessions too. So guests can hear food and wine producers talking about their products before trying them.

"That's the best way to get to know our products and share the passions of the growers," Bertani explains. "Here, again, technology makes it possible to overcome distance and communicate effectively without travelling."

### Results

- Revenue forecast to increase by as much as 50 percent
- Extra pull-through sales for partners
- Investment payback expected within two years
- Patented telecooking idea rolled out globally

## Fast track to growth, now and in the future

IBM system integration capabilities and Cisco technology has helped Il Palato Italiano prove its business case in record time. In just one year, the company has sped from an original concept to making money. And the latest business plan suggests this Digital Telecooking Experience solution could pay for itself in two years.

The three TelePresence rooms at the headquarters in Bolzano, northern Italy are just the beginning. Soon, they'll connect to new sites in other countries. Feedback so far is warmly enthusiastic. Clients say the technology gives them a heightened sense of involvement.

Bertani concludes: "The way these experiences can be enjoyed through TelePresence opens up a new future for 'edutainment.' We expect sales to increase by as much as 50 percent in the next year or so. For our food and wine producers, that could mean a sales increase too."

## Products & Services

### Collaboration

- Cisco TelePresence Integrator C Series
- Cisco TelePresence Codec C90
- Cisco Video Communication Server Control

### Routing and Switching

- Cisco Catalyst® 2960-S Series Switches

### IBM Business Strategy Consulting

- Business development
- Market assessment
- E-commerce
- Roadmap and financial plan

### IBM System Integration

- Site and facilities services teaming with Meeting Project and STS Engineering
- Planning, design and set up of TV studio like Telepresence rooms
- Audio-video, lighting, control room system integration

### IBM Networking Services

- Networking and IP telephony system planning and installation
- Hybrid communication systems set up and configuration

## For More Information

To learn more about Cisco TelePresence solutions, visit:  
[www.cisco.com/go/telepresence](http://www.cisco.com/go/telepresence).

To learn more about IBM, visit:

[www.ibm.com/marketplace/cloud/digital-commerce-cloud-business-solution/us/en-us](http://www.ibm.com/marketplace/cloud/digital-commerce-cloud-business-solution/us/en-us)

[www.ibm.com/analytics/us/en/](http://www.ibm.com/analytics/us/en/)

[www.ibmchefwatson.com](http://www.ibmchefwatson.com)

For more information about Il Palato Italiano, go to: [www.ilpalatoitaliano.it](http://www.ilpalatoitaliano.it)



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