



Unleashing Open Innovation potential in Living Labs by Enterprise Interoperability and Collaboration Services: the COIN project

Noordwijk, June 24th 2009

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Agenda

1. The COIN and Open Innovation

- Enterprise Collaboration Services for OI
- The SaaS-U (ISU) Model for OI

2. The COIN and Business Ecosystems

- The Professional Business Ecosystem
- The Social Business Ecosystem

3. Some Collaboration Ideas

- COIN for LL to support existing OI scenarios
- LL for COIN to create new opportunities for OI



The COIN Vision & Motto



COIN VISION: *“By 2020 enterprise collaboration and interoperability services will become an invisible, pervasive and self-adaptive knowledge and business utility at disposal of the European networked enterprises from any industrial sector and domain in order to rapidly set-up, efficiently manage and effectively operate different forms of business collaborations, from the most traditional supply chains to the most advanced and dynamic business ecosystems.”*

COIN MOTTO: *“Enterprise Interoperability and Enterprise Collaboration are the two sides of the same COIN”*



The COIN Integrated Project

Project No:	216256
Project Full Name:	Collaboration & Interoperability for Networked Enterprises
Duration:	48 months
Start date:	January 1 st 2008
Partnership:	21 partners, 9 countries
Strategic Objective:	FP7 ICT-2007.1.3 ICT in support of the networked enterprise
Total Eligible Cost:	14.383.834 EURO
EC Contribution:	9.996.480 EURO



The COIN Consortium & Funnel Model

Industrial Partners



Academic & Research Partners



User Partners





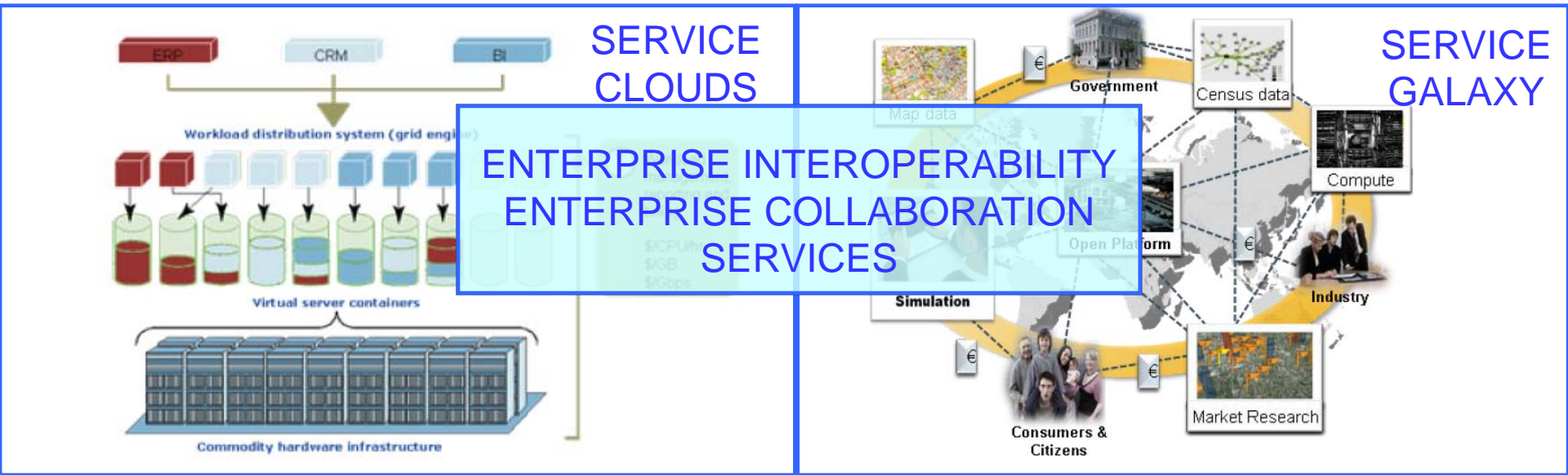
The COIN Metaphore

COIN MOTTO: *“Enterprise Interoperability and Enterprise Collaboration are the two sides of the same COIN”*

- **The SIDE A of the COIN:** *Enterprise Interoperability*
- **The SIDE B of the COIN:** *Enterprise Collaboration*
- **The Substrate of the COIN:** *Service Platform*
- **The Value of the COIN:** *Software as a Service-Utility SaaS-U*
- **The Market of the COIN:** *Enterprise Networks (mainly SMEs)*

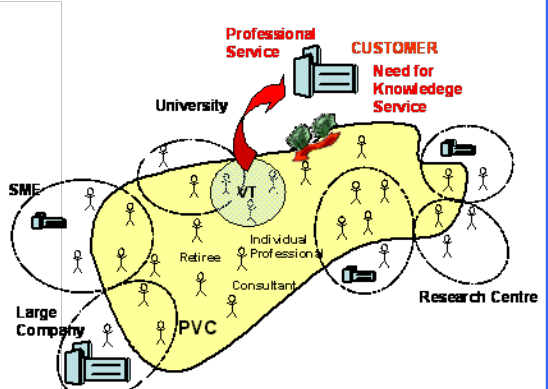
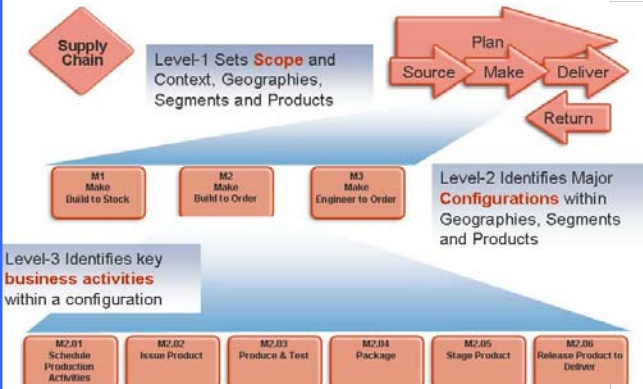


COIN Architecture



GENERIC SERVICE PLATFORM

ENTERPRISE COLLABORATIVE PLATFORMS



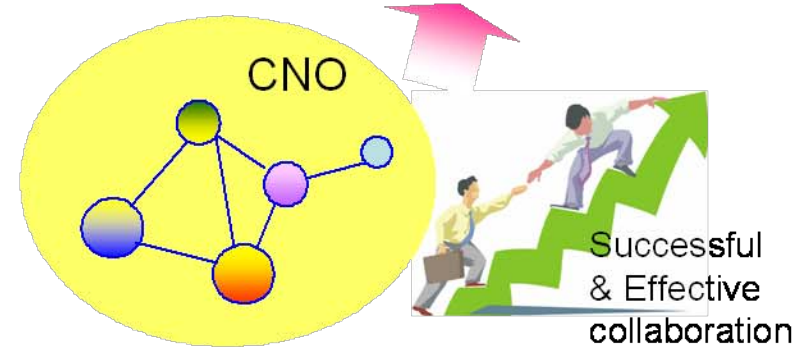


COIN EC: state-of-the-art



Short window of opportunity

Fast configuration of a temporary consortium well suited to the needs



Preparedness

Breeding Environments { VBE PVC

Management / Governance

CNO creation

Metamorphosis



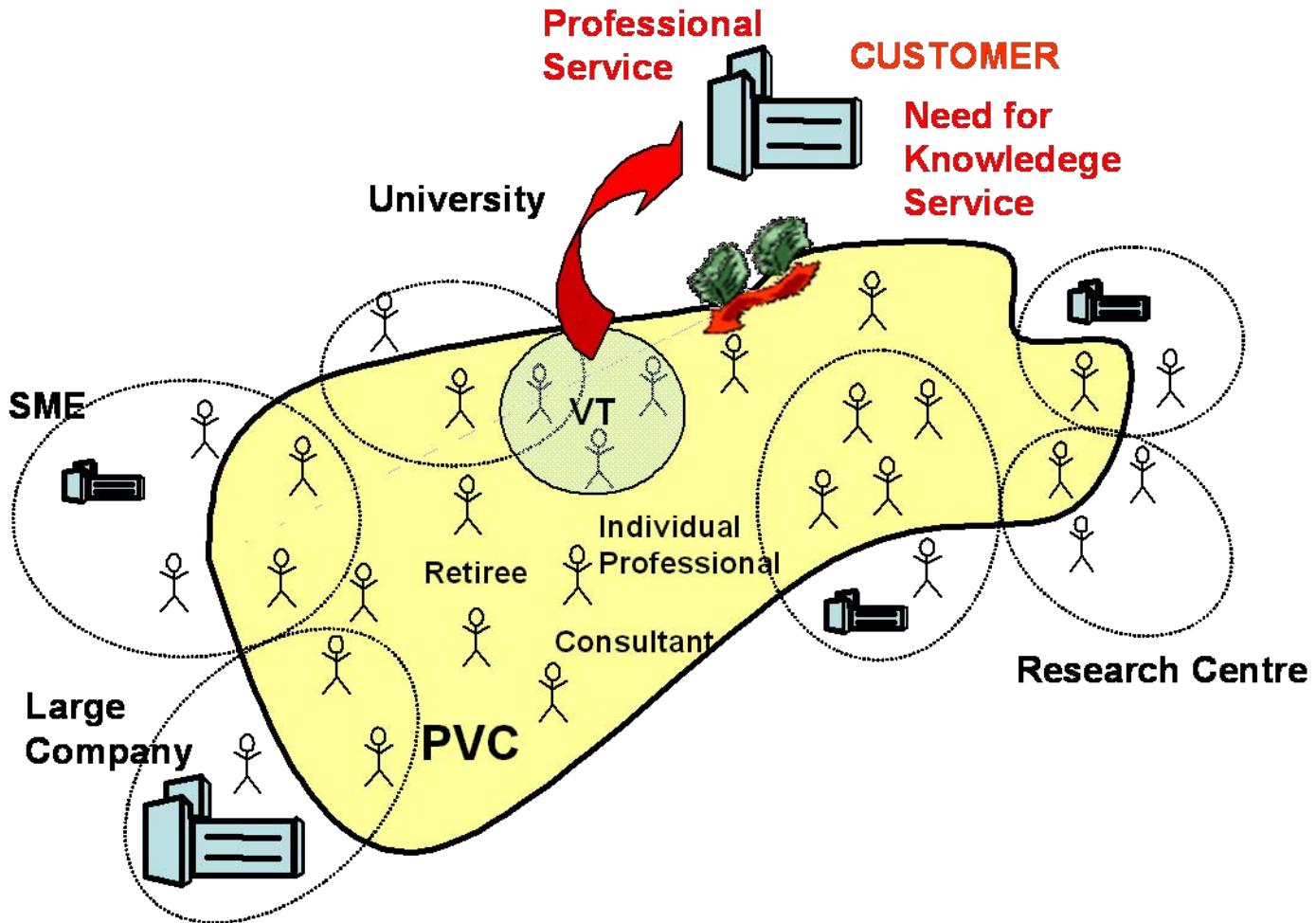
COIN EC for Open Innovation

• The COIN Collaboration Space

- To allow **Endogenous** generation of Business Opportunities (LivingLabs & Open Innovation)
- To support **Product Design, Production Planning, Project Mgmt**
- To enable **Co-operativity** of Enterprise Applications (groups as users)
- To support **Web 2.0** and participative services (Enterprise 2.0)
- To involve also the Customers in the whole life-cycle of **Virtual Organizations** (VOs):
 - ✓ **VO preparation** (get the enterprises prepared to form VOs)
 - ✓ **VO creation** (select partners and competencies)
 - ✓ **VO operations & mgmt** (performance indicators definition-governance)
 - ✓ **VO dissolution** (inheritance and knowledge transfer)

COIN EC: the IKE model

- The Innovation Knowledge Ecosystem





COIN Value: state-of-the-art

Software as a Service is the delivery of application functionality via a subscription model. The customer does not take ownership of the software but rather ‘rents’ a total solution that is delivered remotely. (IBM)

Application Hosting Model	Software as a Service Model
Customer pays on delivery of <u>software</u>	Customer pays for delivery of <u>functional services</u>
Customer responsible for software performance	Provider responsible for software performance
Customer responsible to <u>customize</u> software to business requirements	Customer responsible to <u>configure</u> software to business requirements
Customer pays maintenance to fix software	Provider fixes software or pays penalty for failure to meet service levels
Customer buys upgrades to keep current	Provider ensures currency of solution



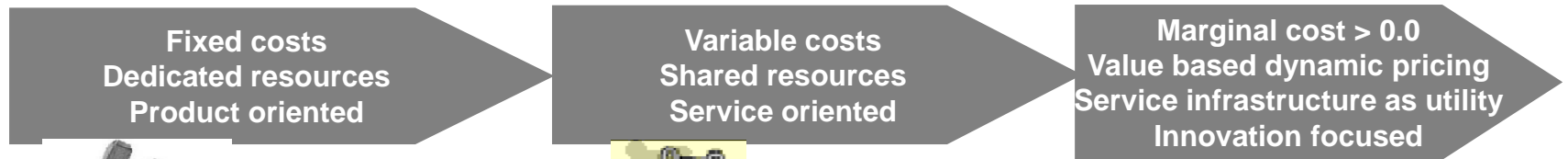
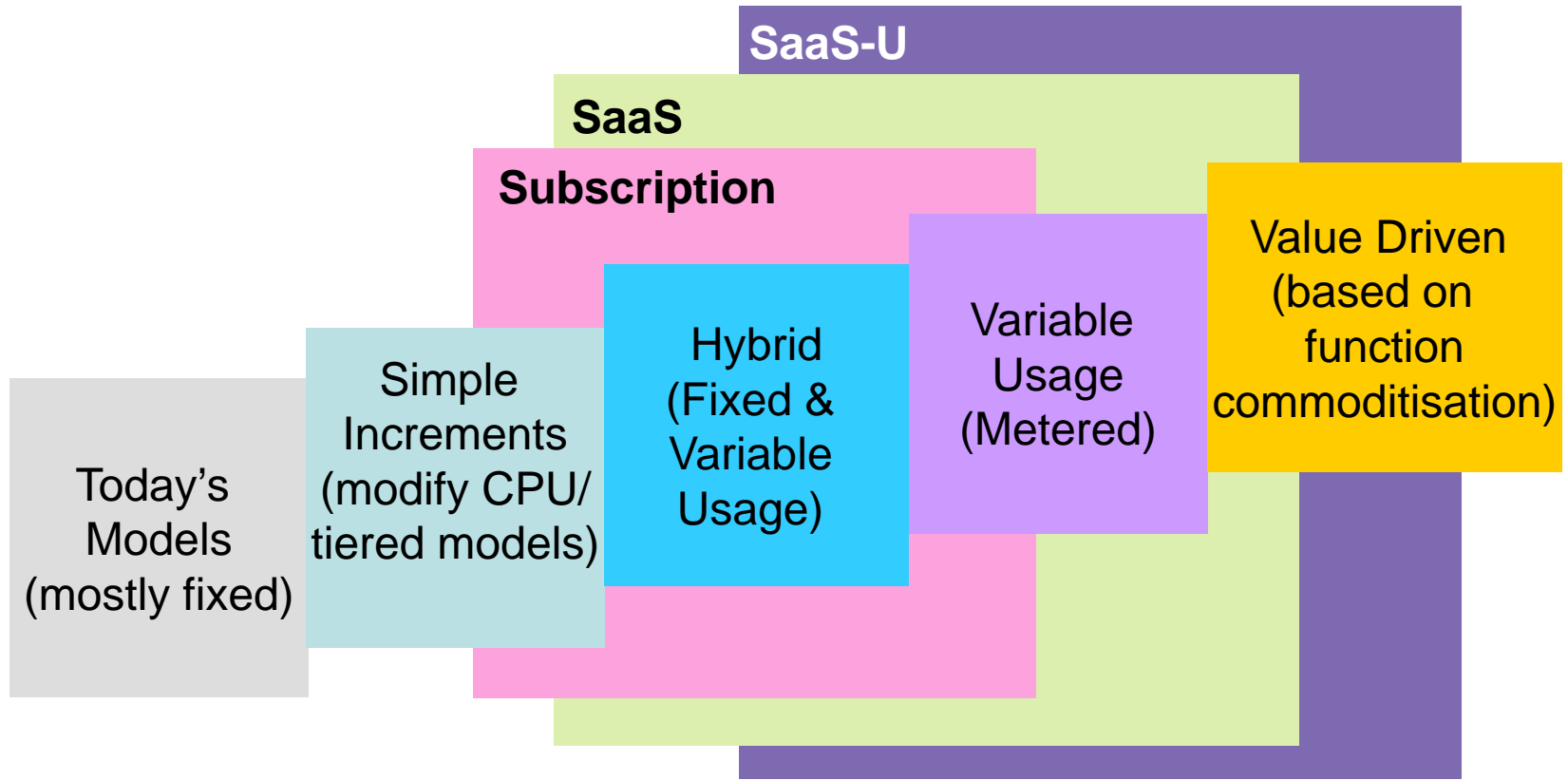
COIN Value for Open Innovation

- **The COIN SaaS-Utility model**

- An **evolution** of SaaS towards commoditized ICT services
- Study and Design new **Business Models** for SaaS-U
- Identify and develop a **Value Proposition** for SaaS-U
- Support the identification of criteria and **Design Principles** for EI/EC services to be provided as utilities
- An implementation of the **ISU Grand Challenge** (interoperability service utility)
 - ✓ Available at (very) low cost
 - ✓ Accessible in principle by all enterprises (universal access)
 - ✓ “Guaranteed” to a certain extent & at a certain (set of common rules)
 - ✓ Not controlled or owned by any single private entity



COIN Value: the TAP model



IT Plug









IT Switch



IT Tap



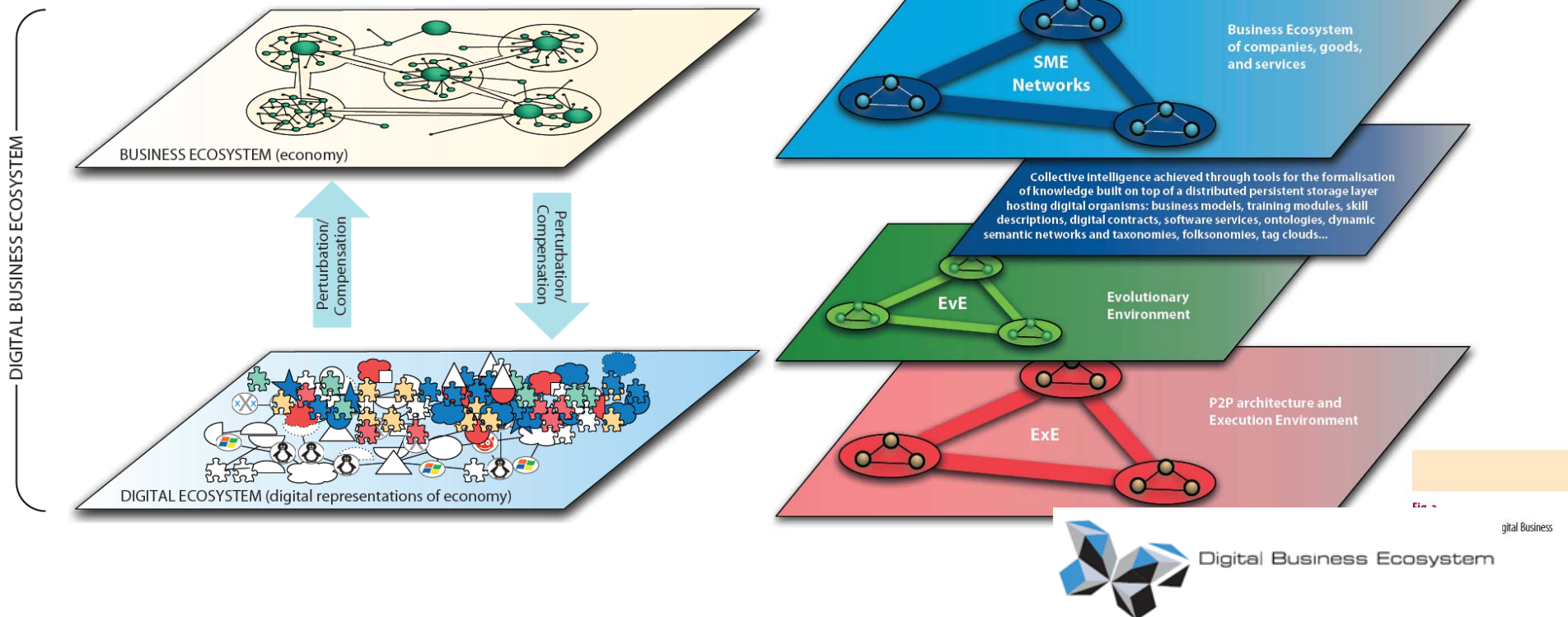
COIN Market: starting point

	SC	CN	BE
Social Business	Automotive Cluster (Slovenia) 	ISOIN Aeronautical Cluster (Spain) 	Healthcare Ecosystem (UK) 
Social Knowledge	Aerospace Supply Chain (Italy)  Filas finanziaria laziale di sviluppo	ICT Collaborative Network (Hungary) 	Pulp & Paper Business Ecosystem (Finland) 



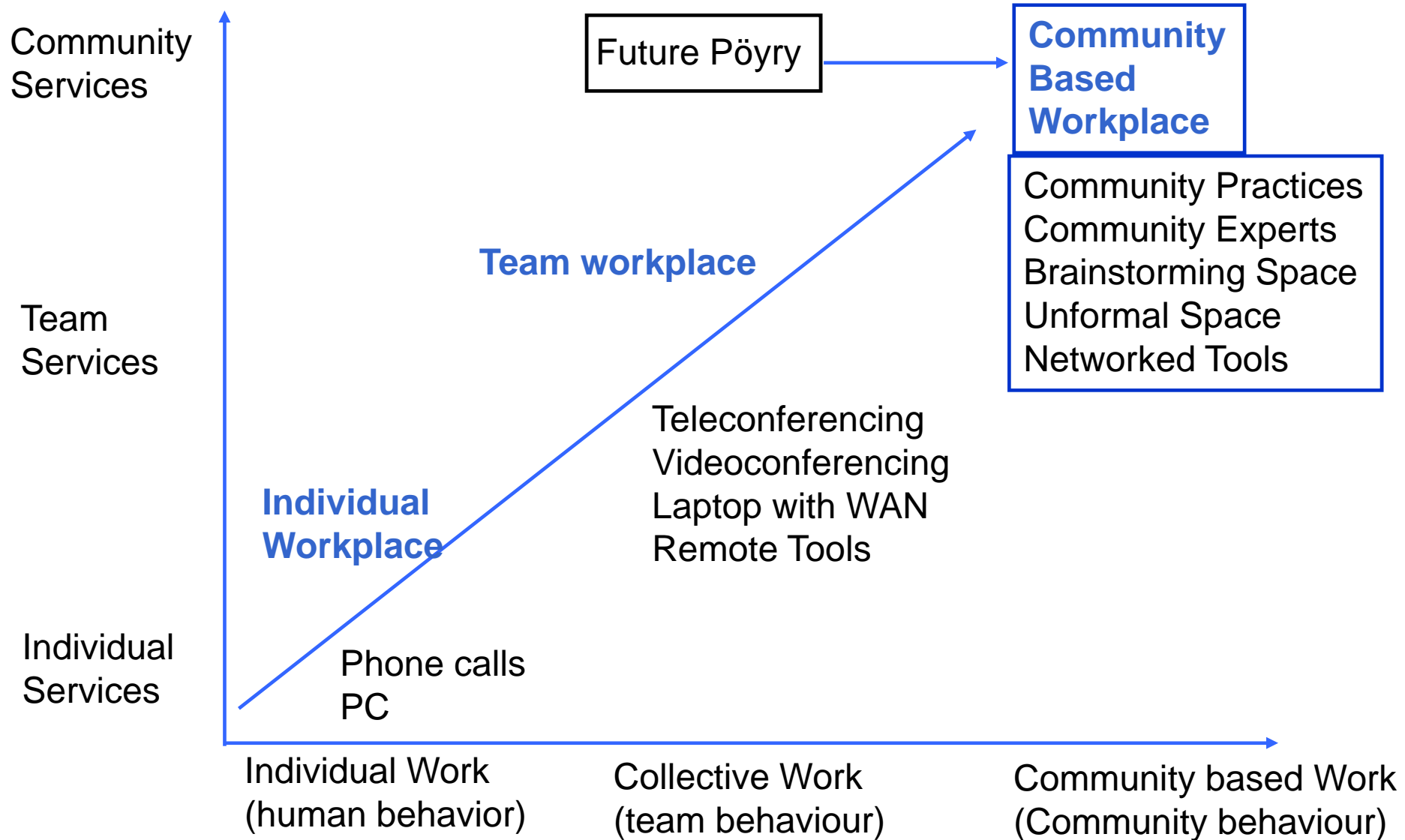
Digital Business Ecosystems

An economic community supported by a foundation of interacting organizations and individuals, the ‘organisms of the business world’. This economic community produces goods and services of value to customers, who themselves are members of the ecosystem” (Moore, 1996)



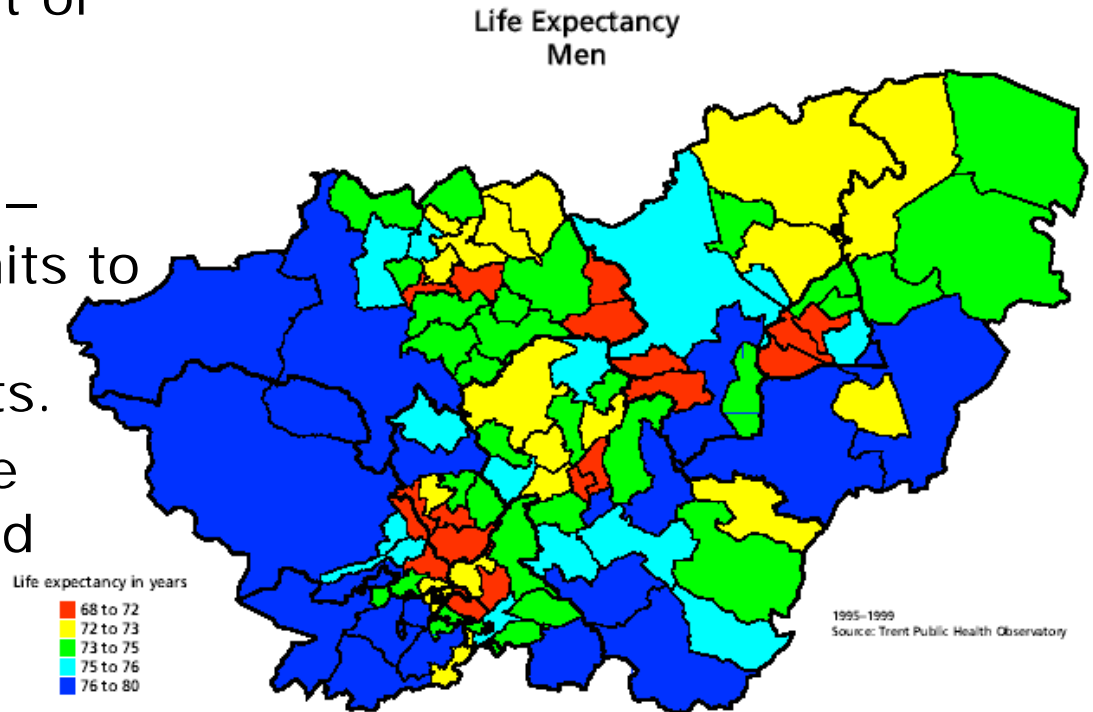


Professional Services



- Healthcare – Financial Social & Political Context
- Sustainability – a point of view
 - Pressure on the Healthcare system – esp. operational units to cut costs and meet performance targets.
 - Increasing pressure from unhealthy and impoverished population

Geography of Disadvantage



Red zones are urban cities and towns, blue zones rural areas



COIN Market: future outlook



**Seed and multiply
the COIN!**

<http://www.coin-ip.eu/>

The **COIN Community** mechanism aims to extend and multiply dissemination and exploitation of COIN concepts and outcomes to the external scientific, technical and industrial world.

COIN Community is structured as a **Professional Virtual Community (PVC)** at three increasing levels of commitment: **Member, Testimonial, Angel.**

COIN Members need to register to the community by filling a simple Registration Form. They will receive periodical COIN Newsletters and participate at the Social life of COIN

COIN Testimonials are members with recognized expertise & competence in COIN topics of interest. They will participate in COIN workshops and increase the Knowledge dimension

COIN Angels are members who are committed to animate the COIN Community and stimulate the adoption of COIN scientific and applicative results in industry. They will involve additional test cases as COIN Multipliers and contribute to the development of the Business dimension of COIN



COIN 4 Living Labs

1. COIN is a ICT Challenge 1 Project

- Bringing Future Internet technologies to Enterprises
- An ICT Infrastructure for EI/EC Services (Portal + GSP)
- Advanced Enterprise Interoperability Services
- Advanced Human-Enterprise Collaboration Services

2. A possible COIN collaboration offering

- First integrated release at M24 (Dec 2009)
- Second integrated release at M36 (Dec 2010)

3. Mechanisms for collaboration

- Calls for COIN Multipliers (start 2010)
- Some calls will be devoted to the LL community



Living Labs 4 COIN

1. Bringing LL spirit for OI into COIN

- COIN technical solutions (usability co-operativity)
- COIN business models (participative, web 2.0)
- COIN pilots and testcases (mostly the ecosystem ones)

2. A possible LL collaboration offering

- Influencing end-users involvement mechanisms (SGs)
- Reviewing and evaluating COIN outcomes
- Participating/organizing joint workshops studies events

3. Mechanisms for collaboration

- Calls for COIN Angels (start 2010)
- Some calls will be devoted to the LL experts