



Enterprise **CO**llaboration & **IN**teroperability



**COIN Workshop: *COIN EI / EC Services for Collaborative networks:
From lesson learnt to future implementation ideas***

“What after COIN? Ideas and perspectives”

Aachen, June 22nd 2010

Sergio Gusmeroli

TXT e-solutions SPA, COIN Technical Coordinator



After COIN Strategic Assets (I)

- 1. EI/EC services commoditization** to be extracted & separated from state-of-the-art Enterprise Applications in order to constitute a Service Utility (ISU) available to all the Enterprises
- 2. Interoperability Service Utility** as an essential component of the European Future Internet service infrastructure currently under development in the RTD Framework Programme 7
- 3. FInES Arch**, a new reference architecture for next generation Enterprise Applications, integrating Public and Private Clouds & specific methods & tools for Business Innovation Management
- 4. Open-Trusted Platform Federation**, as the implementation paradigm for evolutionary and scalable distributed architectures of Global Service Delivery Platforms



After COIN Strategic Assets (II)

- 1. SaaS-U Business Models** as the original and innovative blending of Utility models with Software as a Service models, prototyped in energy, healthcare and ICT enterprise systems
- 2. Original Public-Private-Partnership Models** for an earlier and pragmatic provision and diffusion of Public Utility services in the industrial ecosystem by local/central Public Authorities
- 3. New Business Values** promoted and disseminated in the business arena beyond the mere economical ones: e.g. Social Solidarity, Eco-Sustainable Manufacturing, e-Participation
- 4. Service Innovation**, as one of the most promising strategic asset not just for tertiary sector but mostly for Agriculture and Manufacturing Industry. Service Science, Everything as a Service and Value co-Creation with customers founding it



MSEE Manufacturing Service Ecosystem

Project No:
 Project Full Name:
 Duration:
 Start date:
 Partnership:
 Strategic Objective:
 Total Eligible Cost:
 EC Contribution:

284860

Manufacturing Service Ecosystem

36 months

October 1st 2011 (tbc)

19 partners, 9 countries

FP7 FoF-ICT-2011.7.3

Virtual Factories and Enterprises

15. 200.000 EURO (tbc)

9.870.000 EURO



The International Virtual Laboratory for Enterprise Interoperability

THE BEST-RUN BUSINESSES RUN SAP



IAO



STI · INNSBRUCK





The Manufacturing Service Ecosystem

Merging concrete needs and short-term requirements from European Manufacturing industry (Manufuture, EFFRA, FoF Strategic Roadmap) with a long-term vision of Future Internet Enterprises / Enterprise Systems (FInES Cluster, FI Assembly & Enterprise, PPP core platform)

SERVICE ORIENTATION



BUSINESS COLLABORATION





MSEE Vision

By 2015, novel service-oriented management methodologies and the Future Internet universal business infrastructure will enable European virtual factories and enterprises to self-organize in distributed, autonomous, interoperable, non-hierarchical **innovation ecosystems** of tangible and intangible manufacturing assets, to be virtually described, on-the-fly composed and dynamically delivered **as a Service**, end-to-end along the globalised value chain.



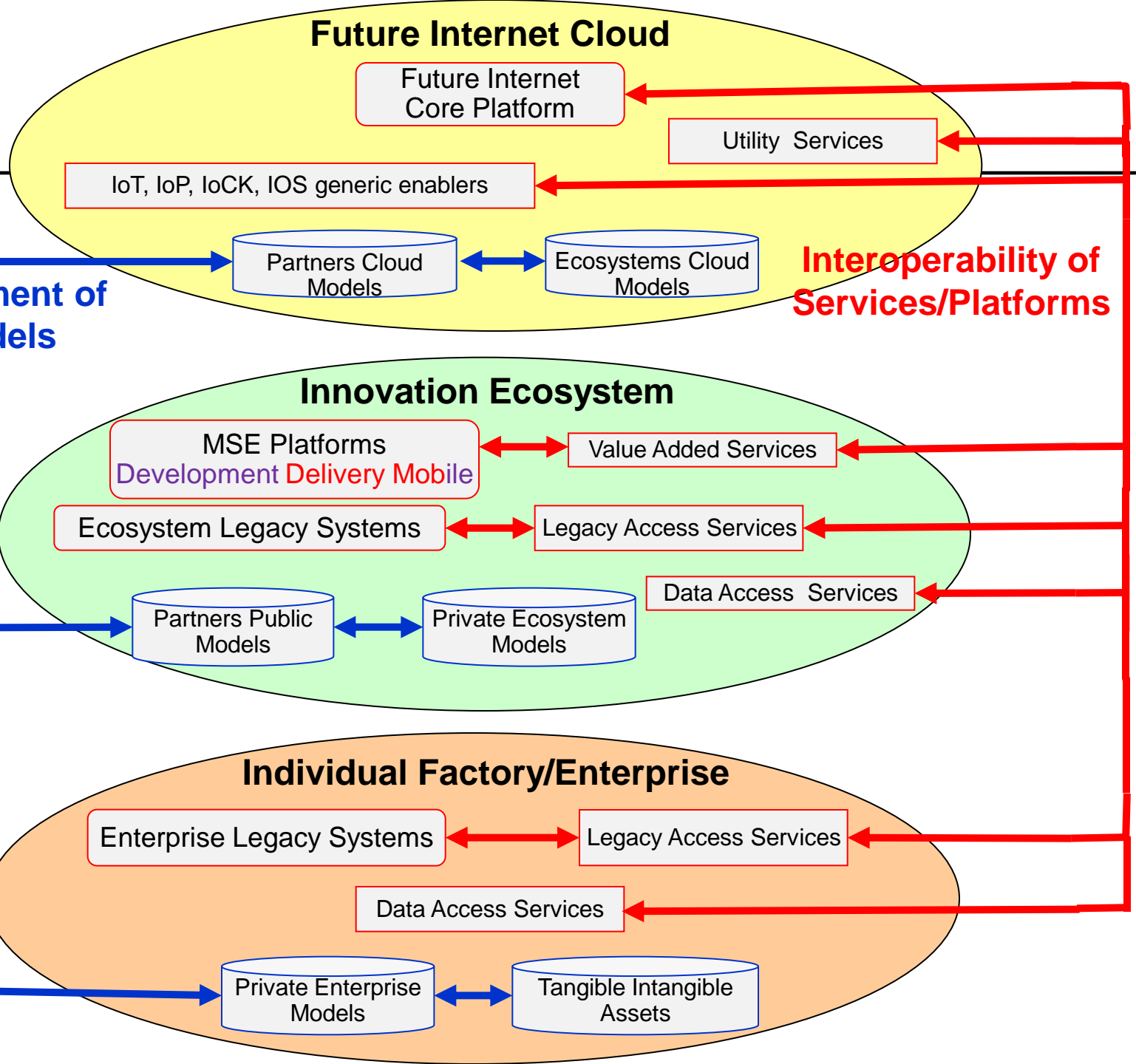
MSEE Service Orientation

- **Grand Challenge 1:** to make SSME (Service Science Management and Engineering) evolve towards **Manufacturing Systems and Factories of the Future**.
- New concepts and **Business Models** for Manufacturing Industry:
 - Selling services rather than products (flying hours vs. airplane engines, transport services vs. buses, towards extreme scenarios “dressing seasonal services vs. suits)
 - Physical goods owned (and maintained) by Manufacturers
 - New Pricing models quite independent of production costs and mark-ups
- **Research Challenges**
 - Alignment of Product and Service lifecycles (processes and resources).
 - Is *product as sold* the same as *product as rented*? Impact on design, manufacturing, assembling, dismantling...)



MSEE Innovation Ecosystem

- **Grand Challenge 2:** to transform current manufacturing hierarchical supply chains into manufacturing open ecosystems **to support collaborative innovation**.
- For the manufacturing industry **innovation** is key:
 - MSEE advocates collaborative innovation (vs. open and closed): open innovation confined by appropriate regulation and policy instruments for the IPR management.
- **Research Challenges**
 - What best partners to search, select and choose?
 - Do SMEs have the resources to embrace the challenge?
 - How to monitor and control highly distributed processes and SLAs?





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