# Enterprise COllaboration & INteroperability

**30 November 2011**

**COIN Winter School – Multiplier Day**

**Intro to Multipliers, Role in the Community and Future in the Alliance**

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# COIN Project

- The **COIN Project** provides a foundation for Enterprise Interoperability Services based on the principles of existing interoperability frameworks (e.g. in the e-government, e-business and enterprise architectures domains) and results from previous projects to be integrated with the new COIN Service platform.
- The COIN Project develops a pervasive, adaptive service platform to host Baseline and Innovative COIN services for Enterprise Collaboration and Enterprise Interoperability.
- The services will be available under innovative on-demand, utility-oriented SaaS-U business model for European enterprise (mainly SMEs).
- The COIN project will develop an original business model based on the SaaS-U (Software as a Service-Utility) paradigm where the open-source COIN service platform will be able to integrate both free-of-charge and chargeable, open and proprietary services depending on the case and business policies.

# “The COIN System”

The COIN System is a federation of utility platforms which allow EI/EC Services to be searched, discovered, ranked, orchestrated and executed by cross-organizational business processes embedded in Collaboration Platforms.

There are three main components of the COIN system, which could be interfaced in several different ways:

A **COIN GSDP (Generic Service Platform GSP)** which is an open source instantiation of a generic SESA (Semantically Enabled Service Architecture), specialized in the EI/EC domain, and empowered with advanced capabilities for trust & security, distribution & scalability, reasoning & negotiation.

A constellation of **COIN EI/EC Services** which are able to implement state-of-the-art and innovative technologies to support information, knowledge and business interoperability as well as Human Collaboration in a collaborative business context of Product Development, Production Planning and Project Management.

A **COIN Collaboration Platform CP** which is a generic open source web portal encompassing Social Networking interaction, Knowledge Assets accession and Business Process management in a unique integrated multi-enterprise collaboration environment customized for more or less hierarchical organizational networks.

# The COIN Community

*The COIN project aims at disseminating the project's outcomes and results not only through conventional means (i.e. events, specific dissemination material etc. etc.) but also through the development and management of a COIN Community of members, interested in being directly informed about the project progress and to take active parts in COIN dissemination activities.*

Main Objectives of the COIN Community are:

- To facilitate the involvement of external professionals in the implementation of COIN results.
- To streamline the dissemination efforts, by promulgating the COIN concepts and results to a wider scientific and industry community;
- To ease the adoption of COIN results, by expanding the COIN pilots and test cases to new application domains and sectors.

# COIN Community Composition

The COIN Community is composed by a set of external organizations, willing to commit themselves in supporting the project dissemination activities and in identifying potential exploitation opportunities.

The COIN Community is characterised by the interaction of the following key actors:

- **Community Coordinator** (ESoCE-Net),
- **VPC Moderators** (some of the COIN partners), interested in activating specific activities to support complement their own task;
- **VPC Angels**, who are individuals not belonging to COIN project's beneficiary organizations, recognised as experts at international level in the fields of Enterprise Interoperability and Enterprise Collaboration, suitable for leading and inspiring COIN VPC activities on the basis of topics jointly identified with the COIN team
- **VPC Members**, who are individuals who joined the VPC by a web registration procedure, contributing to support tasks identified by the Angels (i.e. COIN White and Positioning papers, peer reviews of deliverables, organisation of COIN related events and so on).
- **Multipliers**, which are organizations that expressed their official commitment to contribute to COIN activities in terms of contribution to impact and of adoption of COIN results.

# COIN Community and Multipliers

- Subset of composed by organisations and professionals, willing to act as multipliers; interested in contributing and in being updated on the COIN achievements and in participating in the implementation of COIN results;

- Multipliers as: elite members of the COIN Community (such as Industrial Clusters, Enterprises, Value Chains and Networks, Business Ecosystems), involved in supporting the dissemination and the exploitation activities, by identifying potential exploitation opportunities in collaboration and interoperability domain.

- The Multipliers Community can play an active role in realizing the impact through the multiplication of dissemination and demonstration activities towards the end-users included in their constituency.

# Multipliers in the COIN Community

- To be supported by the COIN team in the organisation of dissemination initiatives;
- To access COIN confidential documents, mainly relevant to implementation and operative issues
- To receive dedicated training aimed to facilitate COIN results implementation and exploitation;
- To get financial and non financial support for the launch of additional COIN pilots.

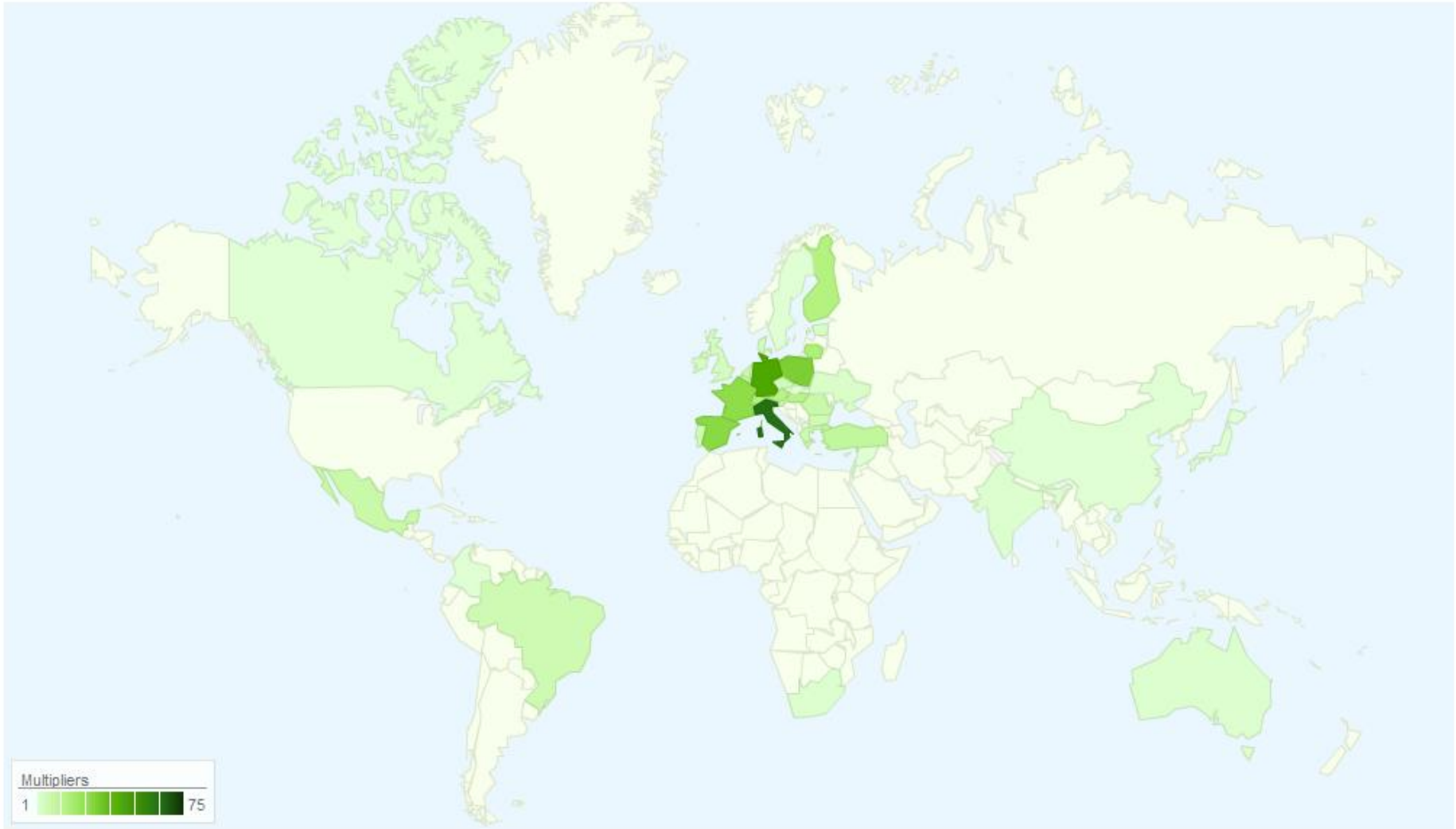
# Multipliers Activity Support

Purpose: to facilitate high impact dissemination and exploitation activities, suitable for multiplying COIN project impact.

Engagement

- Multipliers sign a Letter of Intent, committing to get involved in dissemination and exploitation activities, additional to the ones already foreseen in the current COIN plan
- Multipliers will receive specific training and project documentation material (NDA agreements will be made available depending upon the specific cases), to increase
- Multipliers will launch "COIN" implementation activities, mobilising external resources
- COIN impact creation team will invite the multipliers to describe the implementation activities, highlighting the relevance, the expected impact and the business plan
- Financial support will be delivered to facilitate the deployment of the activity, providing an additional contribution to the resources mobilised by the multipliers

# Multipliers Community (Nov. 2011)



# Coin-ip.eu: COIN Community

www.coin-ip.eu/coin-community

# COIN Community Portal - Relevant Section

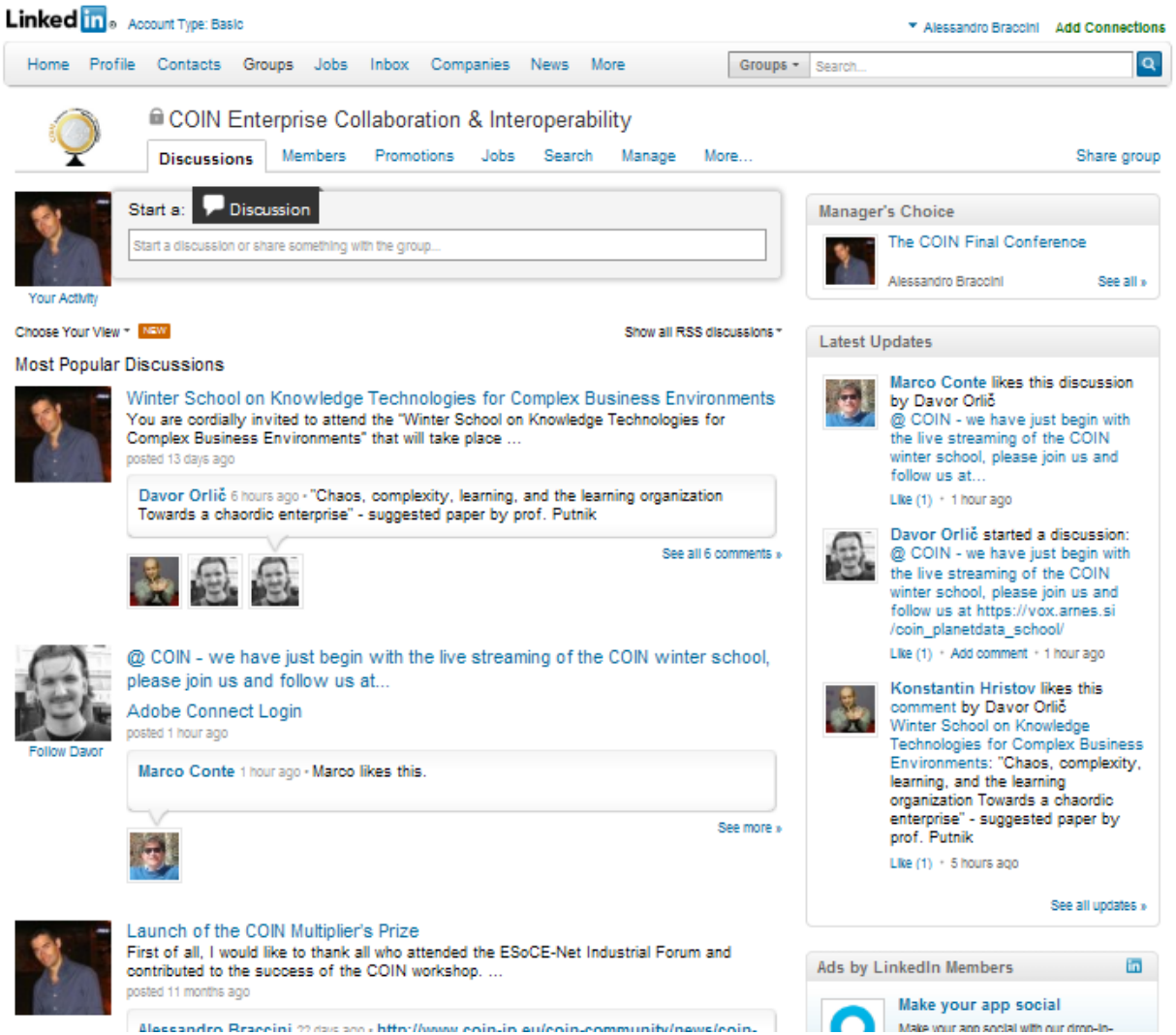
- News
- Upcoming Events

- Community Documents
  - Community Info (Leaflet, presentations Letter of Intent)
  - Public Documents (Proceedings From Workshops and Events)
  - Document from the Community (i.e. WhitePapers from COIN Angels)
  - Dissemination Material (Poster, Newsletter editions)
- Registration (http://www.coin-ip.eu/register-notifications)

- COIN Results
  - http://www.coin-ip.eu/research/coin-results/the-coin-book
  - http://www.coin-ip.eu/research/coin-results/Papers
  - http://www.coin-ip.eu/research/coin-results/saas-u-and-business-models-research

# COIN LinkedIn group

**http://www.linkedin.com/groups?gid=2016747**



# COIN Multipliers Involvement example: The COIN Multiplier Prize

**Initiative launched for stimulating the production of COIN related ideas from adopters/users/developers of Enterprise Interoperability and Collaboration COIN Future services**

**It Awarder the 3 Best Ideas for**

1.Test/Use cases, where COIN collaboration and interoperability services play a key role in existing business contexts such as Business Ecosystems, Living Labs, Virtual Organisations, Value Chains and so on. COIN collaboration and interoperability services are technological enablers for business innovation, in view of possible future implementation of COIN pilots

2.Development or integration of additional collaboration and interoperability service(s) to contribute to the COIN Service portfolio offer.

# COIN Multipliers Prize - Award

**Aachen 22 June 2011 – ICE Conference 2011 (Germany)**

# KRASME & COIN for food industry in Lithuania

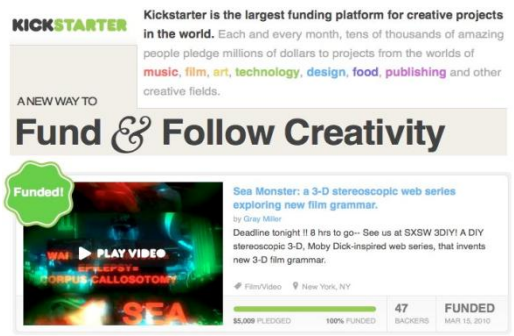
Bring small business owners together to create favorable economic, financial and cultural conditions for SMEs in Lithuania and to give them a voice in influencing policy changes that affect their lives and businesses directly by:

creating and implement web based collaboration and interoperability services system to maintain ordering-invoicing-claiming processes for food industry and trade network with COIN EI / EC Services adoption

Kauno regiono smulkių ir vidutinių VERSLININKŲ ASOCIACIJA

# COIN & Open Genius: The Power of Crowfunded Research

Open Genius make qualitative research projects available to public and facilitate the funding through a global and highly motivated Community and overcoming common research problems such as lack of economic resources, information exchange between public and research, absence of support to research and access to funding with COIN adoption.



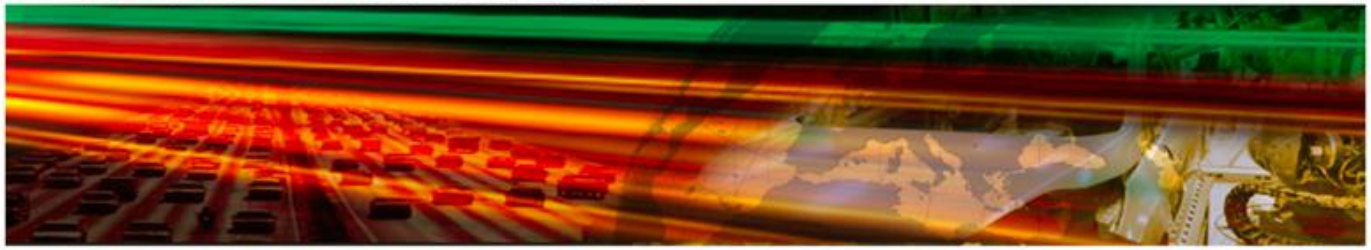
# Improving Supply Network by COIN adoption in automotive industry

COIN Integration of the CSC3 Service allowing application to communicate in a platform (and program language) independent manner and provide interface that describes the collection of operations (that can be accessed over the network) through standardized messaging in a scalable, flexible, and cost-effective capability way for Supply chains support (to most advanced and dynamics business ecosystems)

FACHHOCHSCHULE TECHNIKUM WIEN

CAPPER

iTA Automotive Service Partner



# COIN after Project Completion (2011)

Strategy on 3 specific segments:

- COIN demonstrators – pilots and follow-up
  - Economic medium-long term sustainability of the COIN solution in real life
  - Showcases for the broader take-up / marketing of COIN solutions
- COIN Services and solution consolidations
  - Collecting the different experiences from operating COIN in different industrial contexts through COIN Collaborative Platforms (capitalise lesson learnt)
  - understand how to better customise and package them to better go to the market (specialization CP at pilot / domain experimentation level)
    - Crucial for the achievement of user base - critical mass
    - Identify clear rationale COIN Service / Platform to deliver to the EC
- COIN Development strategy initiatives (overall AISBL)
  - Catch up and ensure market and business emerging trends (Cloud Computing, SaaS-U, new business models for the IT)
  - Facilitate future business and consulting services based on COIN
  - Facilitate implementation of COIN and / or integrate in industry policies

# COIN Alliance

Open Association starting from present Members of the COIN Consortium

Objective:

- facilitate the collection and sharing of the COIN knowledge between the Members
- provide the means and the work necessary to operate and maintain the COIN Platform

Vision:

working together by experimenting and integrating existing and emerging solutions into a common evolving global COIN framework

Mission:

support a wide adoption of COIN results in concrete commercial solutions for end-users as well as the IT industry

Governance and Sustainability:

- Annually Membership fees + potential coming branded projects
- Steering Committee planning marketing activities, business development, iPR generated
- Team Agreements (exploitation initiatives to be launched)

Juridical Umbrella: International Association w/o lucrative purpose - AISBL

# COIN Multipliers Role in Coming Strategy

- COIN Multipliers network as “multipliers” of activities in the COIN Alliance exploiting COIN Platform
- Potentially launcher of new exploitation pilots / experimentation leveraging COIN Platform (and participating in the Alliance)
- Providing 3 samples (best cases) Winner of Multipliers Prize as 3 first exploitation projects for 2012 (joining COIN Pilots)
- Contribute to disseminate show cases of COIN Alliance (starting from the lesson learnt will be available in the Alliance)

The will have the Possibility to Join the Alliance (accept described benefits) and accessing COIN technology and platforms (made available) to knowledge, piloting and business opportunities

# JOIN COIN Community

**www.coin-ip.eu/coin-community**

Registration at: www.coin-ip.eu/register-notifications

Remember to flag **Interested in joining as multiplier**

**Letter of Intent**

**www.coin-ip.eu/coin-community/community-documents/coin-community-info**

**http://www.linkedin.com/groups?gid=2016747**

*Thank you*