



## "Business Cases for Enterprise Interoperability"

"Spreading awareness about Enterprise Interoperability Applications potential  
in Industry and Society"

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Organised by: COIN Integrated Project, FP7 216256, [www.coin-ip.eu](http://www.coin-ip.eu)  
INTEROP-VLab, the International Virtual Laboratory for Enterprise Interoperability  
[www.interop-vlab.eu](http://www.interop-vlab.eu)

in collaboration with: FInES DG INFSO D4 Future Internet Enterprises Systems Cluster

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### Abstract & Motivation

*"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."*

The Enterprise Interoperability (EI) concepts and paradigms are being widely accepted as a mean to improve European Industry competitiveness with respect of the globalized world and market, specifically for bridging the competitiveness gaps with emerging Countries due to lower production and labour costs. The research activity in this domain, especially the one supported by the European Commission, has led to significant results and the main technological gaps have been removed or at least addressed, as it may be assumed by the analysis of the projects ATHENA, INTEROP, ABILITIES, SATINE and TRUSTCOM, which were gathered within the former DG INFSO D4 Enterprise Interoperability Cluster.

In this context and with the aim to support the above 2020 vision, the COIN FP7 integrated project (Collaboration and Interoperability for networked enterprises, [www.coin-ip.eu](http://www.coin-ip.eu)) is developing an advanced integrated solution, made of a secure Generic Service Platform providing the European Industry (and mostly SMEs) with EI and EC (Enterprise Interoperability and Collaboration) services, under innovative business models inspired by the SaaS-U paradigm (Software as a Service-Utility).

The key motivation for this workshop is that, while it is generally agreed and felt that in the EI/EC research context some outstanding technical work and good business practices are available and demonstrable, however there is still an insufficient level of awareness within the **European Manufacturing Industry** about the real, concrete short- and long- term business benefits that a wide adoption and take up of EI/EC IT and



business solutions could provide them. This jeopardises not just the exploitation intentions and plans of the EI/EC research projects, but really undermines the meaning and the public/private effort spent in these recent years to develop such initiatives.

In this context, **INTEROP-VLab** is able to constitute a living memory of all the research results and successful business cases in EI, in order to maintain at a high level the use of Enterprise Interoperability solutions.

The mission of INTEROP-VLab is to provide:

- an access route to the top specialists in the EI domain
- education and training materials in e-Learning
- standardization activities
- dissemination and research activities in EI

To better focus this challenge, the COIN IP has recently identified some issues (named **COIN Capital Sins**), against which some professional virtual communities, led by eminent experts of the domain external to the COIN consortium (named **COIN Angels**), will be created with the aim to discuss and find together a convincing answer to the posed challenges (e.g. writing a position or scientific paper, organizing a workshop or session, developing a recommendation document or a roadmap - research agenda, ...).

Two COIN Capital Sins are relevant for this EI Business Cases workshop:

- **EI value proposition is unclear.** EI projects are often long-lasting, expensive and multi-disciplinary initiatives, involving almost all the organizational structures of the relevant Enterprises and requiring huge investments by all of them. The business benefits of EI are often medium-to-long term and also involve intangibles, human and knowledge aspects as well as the introduction of revolutionary innovation models, going often beyond the usual short-term and easy-to-measure Time-Cost-Quality indicators triad. The VPEI (Value Proposition for Enterprise Interoperability) informal study group of the FInES Cluster (EI Cluster at that time) produced in 2008 a first but very significant set of results to demonstrate the business benefits of EI, what next?
- **EI solutions are too complex and specific.** EI IT solutions are very complex and sometimes cumbersome, requiring deep technical competencies from the users and steep entry barriers to overcome. For instance Model Driven Interoperability and Semantic Interoperability are fantastic, powerful technologies, but their industrial use is still in infancy and sometimes just proposed by pioneers. On the other hand, EI business consultancy solutions seem one-case projects, with almost no possibility of re-use and capitalization of the past experience gained. The COIN project is attempting to bundle EI IT and consultancy services into SET-based (Simple, Efficient, Trusty) packaged value propositions for several industrial domains, what else?

Now, in the presence of a global economic and financial crisis for industry, it is even more urgent to address and discuss the above two issues. The **objective** of this workshop, jointly organised by the COIN Project, the Interop-VLab and the FInES EC Cluster, is to start collecting and analysing different business cases relevant to EI/EC, with the following three short-term aims:

- Collecting a set of comprehensive EI business cases, possibly having a sector characterisation, with the aim of identifying commonalities and differences which will drive a more effective value proposition for EI business & IT solutions (COIN aim);



- Providing potential adopters with concrete information and knowledge about current EI methodologies and frameworks, scientific bases and practical solutions, suitable for supporting them to build the case for EI implementation in different contexts and to convince their internal and external stakeholders (INTEROP-VLab aim);
- Evaluating the possibility of creating an “EI Implementation Guidelines Manual”, as a complement of the VPEI report and with a view of helping potential adopters in considering new EI solutions soon available in the FP7 projects currently running in Europe (FInES aim).

and with the final medium-term aim to structure the proper scientific and business base for identifying the COIN Angels and organizing the proper professional virtual communities which will try to overcome the above two sins.

### CALL for EI Business Case

You are invited to submit a case which must contribute to the three previous objectives.

The length of the abstract is one page and half.

Please use the form “WS ICE EIBC\_form” and send it back filled to: [info@interop-vlab.eu](mailto:info@interop-vlab.eu)

The criterion selection will be based on the originality of the case and the exemplarity.

The dead line to receive the proposal is **April 24<sup>th</sup>**.

The acceptance will be sent on **May 1<sup>st</sup>**.

### Targeted audience

The workshop is targeting the following categories:

- **European Manufacturing Industry**, and SMEs in particular, willing to know more about innovative EI research outcome, business models and value proposition and describing their experience in adoption and take-up EI business and IT solutions;
- **European IT industry**, willing to improve their current solutions by integrating new EI solutions under innovative SaaS and Utility business models;
- **Regional Development Agencies**, who, in the current economic and financial crisis situation, are playing an even more important role for the implementation of EI business cases in their “functional regions” and Business Ecosystems.
- **COIN Multipliers and Community Members**, willing to exchange ideas on how to effectively implement the COIN service platform and to launch community activities to facilitate the multiplication of business cases relevant to EI.
- **INTEROP-VLab partners**, willing to share their recent experiences in concrete application of EI methodologies and tools.



## Workshop structure

- Workshop presentation and objectives by TXT e-solutions (20 min);
- FInES Cluster activities, objectives and achievements (20 min);
- Interop-VLab activities and achievements (20 min);
- COIN / Interop VLAB EI business cases: needs and benefits (120 min);
- Lunch Break
- Other EI business cases, experiences and success stories (120 min);
- How to eliminate the two Capital Sins related to EI? (open discussion 120 min)

## Background of the organizers

TXT e-Solutions is a private, mid-sized software vendor and system integration company, with its headquarters in Milan and growing branch offices in Genoa, Turin, Bari, Rome, Vicenza, Paris and Lyon (F), Barcelona (E), Chemnitz and Halle (D), London (UK) and New York (US). Thanks to a highly qualified and motivated staff of about 600 people, 90% of which are graduated, the 2008 turnover exceeds 58 million Euro. TXT is a *technology intensive* Company, offering to its customers complete *solutions*, based upon *kernel products*, high-level competence on *enabling, innovative IT* and specific know-how in a number of *application domains*. It acts on the market through four business divisions: Industry & Retail Division, Media & Telco Division, Aerospace & Defense Division, Banking & Finance Division. The CRS TXT Division (Corporate Research and Innovation), led by Sergio Gusmeroli, is in charge of medium-to-long term research activities and is / has recently been active in several collaboration projects at Regional, National and European level concerning six strategic research pillars: Enterprise Interoperability, Enterprise Collaboration, SOA and GRID Computing, Software and Service Engineering, Extended Products Identification and Tracking, Multimedia and Mobile Applications. TXT is the coordinator of the FP7 COIN IP.

INTEROP-VLab (<http://interop-vlab.eu>) is a non-profit international association (AISBL) whose members are organisations grouped under the concept of “Pole”, bringing together leading academics, research centres, industrial stakeholders and SMEs, established through Europe and China. A Pole is a set of partners located in a geographical territory (Region, country, set of countries or connected parts of countries). The Pole activities are synergized at the European scale by a coordination structure. Today INTEROP-VLab groups 72 partners and 270 researchers.

INTEROP-VLab maintains and develops the defragmentation of the ERA in the EI domain, in cooperation with various regions of the world to:

- develop networked research with critical mass in the EI domain
- aggregate research laboratories in close connection with industry
- achieve number of goals that each single participant organization could not reach

Future Internet Enterprise Systems (FInES) Cluster. The FInES Cluster ([http://cordis.europa.eu/fp7/ict/enet/ei\\_en.html](http://cordis.europa.eu/fp7/ict/enet/ei_en.html)) is unifying the previous Enterprise Interoperability (EI) and Digital Ecosystems (DE) clusters in order to encompass the past and current research experts and organisations focusing on benefiting all of us by



offering an increased opportunity for synergy and enhanced collaboration among research projects in this unit.

The community of the former Enterprise Interoperability Cluster represents the Enterprise Interoperability and Collaboration Research Domain in Europe, and is composed of FP6 and FP7 funded projects, as well as experts and stakeholders from all over Europe, working in the areas of Enterprise Software, Enterprise Interoperability and Collaboration applicable to enterprises. In 2009, additional projects were added from the former Digital Ecosystems Cluster in order to foster endogenous local development, local capacity building and knowledge sharing processes providing tailored and personalized ICT services to citizens and business networks.

ESoCE-Net (European Society of Concurrent Engineering Network) is a non-profit making organisation operating in the domains of Concurrent Enterprising (Concurrent Engineering and Virtual Enterprise) and on-line communities, with the mission of promoting research, and performing a catalyst role for CE adoption in Industry through focused initiatives to disseminate the knowledge and complete the methodological framework for CE industrial deployment. With such mission, ESoCE-Net is adopting a strategy that is based on the involvement of Industry and Research entities within on-line Professional Communities for the promotion and focusing of CE research and development activities on selected areas, the development of on-line community services such as eProfessionals, community based collaborative workspaces & Collaborative Instant Learning, the establishment of relations with outstanding RTD projects, the distillation of ongoing RTD results and bridging to the rest of the Industry. Within the COIN project, ESoCE-Net role is exploitation and dissemination manager, in charge of maximising project impacts on Society and industry, particularly on SMEs.