



Future Internet Assembly Enterprise Session

“What does Future Internet mean for enterprise?”

FIA Stockholm (23.11.09)

FIA Valencia (15.04.10)

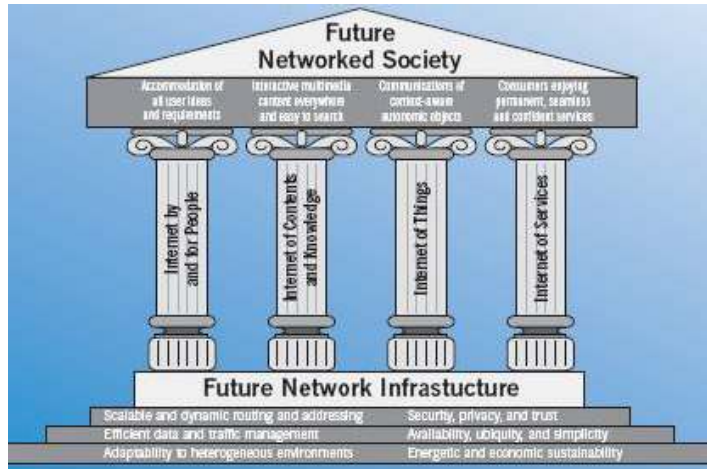
Man-Sze Li
msli@icfocus.co.uk

<http://services.future-internet.eu/index.php/Enterprises>

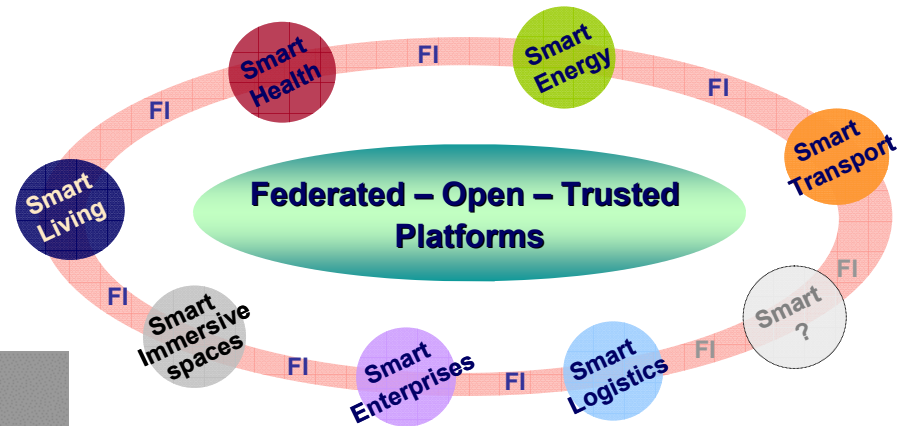


Future Internet

Visions and Driving Forces



www.future-internet.eu/fileadmin/documents/reports/Cross-ETPs_FI_Vision_Document_v1_0.pdf



www.future-internet.eu/fileadmin/documents/reports/FI-content/Report_on_the_Future_Internet_Content_v4.1.pdf



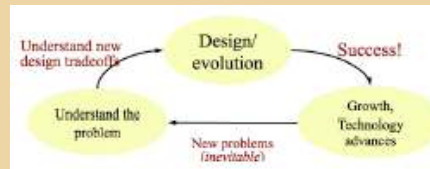
	Incremental	Visionary
Citizen-centric	Red	Green
Business-centric	Blue	Yellow

FIA working group scenarios

www.future-internet.eu

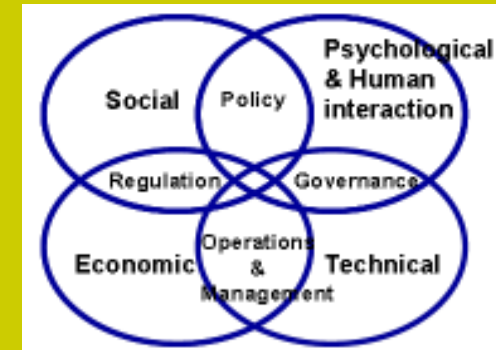
Vision 2020 Scenarios

Network 2020: Information on the Move
Pierre goes to the Gym
Like my car? I designed it myself
The Smith Family Goes Skiing
Talking to the Laundry
My Personal Blackbox

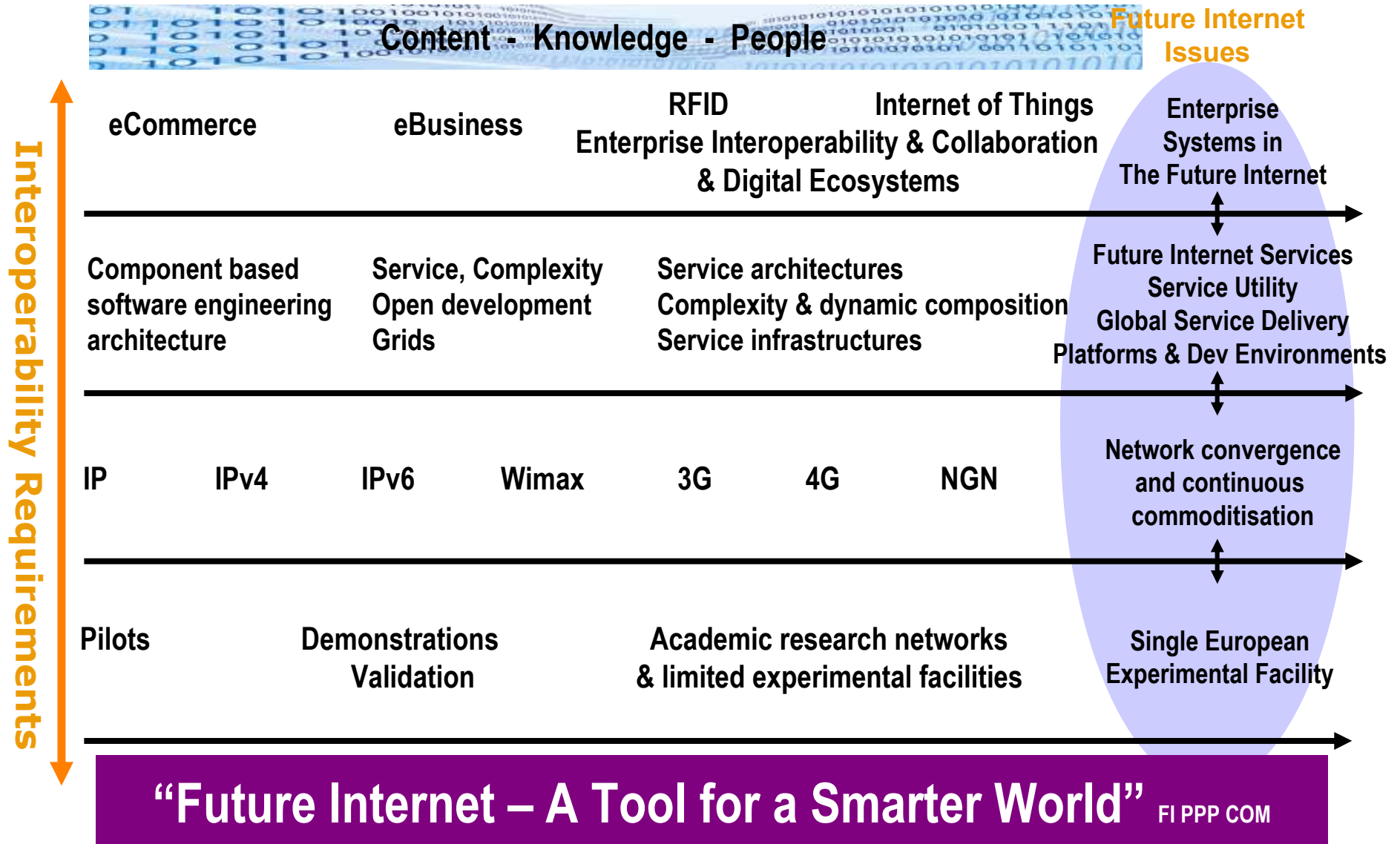


"An unfortunate fact is that there has been a big gap between reality and the research community's understanding of it ..."
 EIFFEL White Paper, 13 July 2009

Study on Interrelation between Technological, Social & Economic Trends



Towards the Future Internet from an enterprise perspective



FIA Stockholm Enterprise Session

23.11.09

<http://www.fi-stockholm.eu/web/page.aspx?pageid=58719#enterprise>

Overview

- **Problem Statement: What will the Future Internet deliver for Enterprises?**

- **Caretakers**

Man-Sze Li, IC Focus (FISO, FISE)

Sergio Gusmeroli, TXT (FISO, RWI)

Jean-Dominique Meunier, Thomson (NEM)

Michele Missikoff, CNR (FISO)

Sergios Soursos, INTRACOM (FISE)

with the support of:

Stefano De Panfilis, Engineering (FI PPP)

Paul Moore, ATOS (FCN)

Agenda

1. Welcome and Introduction

2. Position Statements

3. Knowledge Cafés **Blue Green Red**

a. Visions & Policy aspects: Enterprise Interpretation of the Future Internet

(Moderators: Man-Sze Li FISO-FISE-MANA, Jean-Dominique Meunier NEM & FCN)

b. Socio-economics aspects: The emergence and impact of new interconnection economics paradigms

(Moderators: Sergios Soursos FISE, Stefano de Panfilis FI PPP & FISO)

c. Technology aspects: Enterprise transactions, service composition, information management

(Moderators: Sergio Gusmeroli FISO-RWI, Michele Missikoff FInES Cluster)

4. Feedback and Summary

Position Statements

1. **Stefano De Panfilis, ENG** (FI Public-Private Partnership)

Note: due to illness – this presentation was not provided on the day

2. **Sergios Soursos, INTRACOM** (FISE)

3. **Jean-Dominique Meunier, THOMSON** (NEM)

4. **Paul Moore, ATOS** (FCN)

5. **Michele Missikoff, CNR** (FInES Cluster Research Roadmap)

6. **Sergio Gusmeroli, TXT** (COIN Integrating Project, FInES)



Visions & Policy aspects

1. **ICT adoption by enterprises:** Why are the figures so low? Would FI make a difference? Would “enterprises in the clouds” make a difference? Given that “SMEs can be the mainspring of Europe's economic resurgence”, should there be a greater emphasis in FI research to support SMEs? What needs to be done?
2. **The trend towards ICT commoditisation:** What are the relationships between commoditisation, innovation and a level playing field? The benefits for the enterprise are clear, but are the benefits equally clear for ICT providers? Should more attention be paid to governance of ICT beyond telecoms?
3. **People, Things, Services, Content:** These are currently four fairly self-standing research streams linked in some manner to the FI Network Infrastructure research stream. Is this the best way to encourage ground-breaking research to develop an innovative approach that enables the development, deployment and adoption of more productive and fit-for-purpose enterprise systems of the future? What are the characteristics of those systems?
4. **Europe, US and ROW:** What is the “European way to Future Internet”? How would that impact on enterprises? How would that support enterprises in reaching their business objectives?
5. **What are we waiting for?** What are enterprises waiting for? Do enterprises really care about FI? Should they? And if so, how?



Socio-economics aspects

1. **The impact of FI on enterprises:** What are the trends? What are the needs? How to determine, evaluate and measure the needs?
2. **A new notion of enterprise and enterprise network:** Internal organization of enterprises - traditional hierarchical structures will change? External organization of enterprises – new forms of enterprise collaboration and new paradigms for enterprise competition? Boundaries between what are “inside” and “outside” an enterprise – more fluid, less structured, even disappear?
3. **Business models and relationships:** Enterprises as “prosumers” of FI technologies and services? New agreements will emerge? New possibilities of and approaches to enterprise innovation?
4. **Enterprise “attractiveness”:** new business values beyond economic values? Enterprise sustainability incorporating economic sustainability, environmental sustainability and social sustainability?
5. **Telecommunications sector:** how will Telcos adapt to the FI technologies in order to expand their area of business, their customer base and the offered services?



Technology aspects

- 1. Internet by and for People, the Enterprise of Employees.**
FI will empower employees and workers by making them more prone to networked collaboration, to open innovation, to social solidarity and at the same time allowing them to become co-owners and convinced ambassadors of the Enterprise's mission and objectives
- 2. Internet of Contents and Knowledge, the Enterprise of Experience.**
FI MultiMedia and Knowledge Management technologies will allow an unprecedented user-centric production and sharing of experiences for professionals and citizens, by radically changing the notion and nature of IPR & DRM, inside and outside the Enterprises' borders
- 3. Internet of Things, the Enterprise of Intelligence.**
Trillions of Things becoming smarter and smarter will further decentralize enterprise vital and decisional processes, while proliferation of information and need for mobility will emphasise the need for ubiquitous and more personalized decision support and multi-modal, interactive semantic workspaces
- 4. Internet of Services, the Enterprise in the Cloud.**
FI highly professional Service Parks (Cloud Computing), user-generated Service Galaxies (Service Web) and open/trusted Service Federations (Utility Platforms) will represent an unprecedented opportunity for Enterprises not just to outsource their IT functions and dynamically access them from the cloud, but also to become service providers and protagonists of the Service Economy
- 5. Trusted Network Infrastructure & Experimental Facilities, the Enterprise in the FI.**
FI Universal Business Infrastructure, characterized by technology convergence, low- or zero-cost, easiness of use, availability to all, federated trust and security policies as well as encompassing end-to-end large scale test beds will allow Enterprises, and SMEs in particular, to win their reluctance to go digital and to run their most critical and vital transactions and business processes in the Future Internet Infrastructure, under guaranteed and secure agreements

Open Consultation Results

(November 2009 – February 2010)

ICT adoption by enterprises: **High priority (60%)**, Medium priority (40%), Low priority (0%)

The trend towards ICT commoditisation: High priority (10%), Medium priority (40%), **Low priority (50%)**

People, Things, Services, Content: **High priority (80%)**, Medium priority (10%), Low priority (10%)

Europe, US and ROW: **High priority (60%)**, Medium priority (25%), Low priority (15%)

What are we waiting for: High priority (30%), Medium priority (30%), **Low priority (40%)**

Impact of FI on enterprises: **High priority (75%)**, Medium priority (25%), Low priority (0%)

A new notion of enterprise and enterprise network: High priority (20%), **Medium priority (60%)**, Low priority (20%)

Business models and relationships: **High priority (100%)**, Medium priority (0%), Low priority (0%)

Enterprise “attractiveness”: **High priority (50%)**, Medium priority (25%), Low priority (25%)

Telecommunications sector: High priority (20%), Medium priority (20%), **Low priority (60%)**

Internet by and for People, the Enterprise of Employees: **High priority (44%)**, Medium priority (33%), Low priority (23%)

Internet of Contents and Knowledge, the Enterprise of Experience: High priority (22%), **Medium priority (77%)**, Low priority (0%)

Internet of Things, the Enterprise of Intelligence: **High priority (55%)**, Medium priority (33%), Low priority (12%)

Internet of Services, the Enterprise in the Cloud: **High priority (55%)**, Medium priority (44%), Low priority (0%)

Trusted Network Infrastructure & Experimental Facilities, the Enterprise in the FI: High priority (12%), **Medium priority (55%)**, Low priority (33%)

FIA Valencia Enterprise Session

15.04.10

<http://www.future-internet.eu/home/future-internet-assembly/valencia-april-2010/session-agendas/enterprises.html>

FIA Valencia Breakout Sessions

Thursday 15 April 2010

11:30 – 13:30	Architectures: FI Reference model	What can Future Internet mean for Smart Energy?	Foundations of Trust	What does Future Internet mean for enterprise?
15:00 – 17:00	Architectures: Which concrete results are already available, with evidence that it could work?	What can Future Internet mean for Smart Health?	The economics of information for citizens, communities and commerce.	Search in the FI: SME and Citizens Perspectives

Friday 16 April 2010

09:00 – 11:00	Architectures: How to move white papers and ideas to standardisation	What can Future Internet mean for Smart Cities?	Deploying on Future Internet Research & Experimentation (FIRE)
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www.fi-valencia.eu

Objective of Enterprise Session

- Stimulating additional debates on several of the priority topics
- Attracting new inputs from a broad spectrum of stakeholders of FIA
- Reaching agreement (where possible) on the direction of the Future Internet research that would motivate, enable and support enterprises, including SMEs, to achieve their business aspirations and objectives, thereby creating a positive impact on the economy and society

Description

- Context
 - New drivers for prosperity and growth
 - Additional factors for future competitiveness
 - Opportunity for European enterprises to thrive in the post-crisis landscape
- ***Smart Enterprises of future***: business model as the glue for innovation
- FI to provide enterprises with **a new set of capabilities** not possible today
- ***DNA of the Future Internet***: building blocks for potentially an unlimited array of value-added enterprise applications

Themes

- ***Vision***: Smart Enterprises of the future and Innovation as a business routine
- ***Business Models***: business models to support new value propositions and drive new business values
- ***Future Internet Systems***: next generation systems that will support enterprises to innovate and thrive in the post-crisis landscape

Emphasis: The central role of innovation in catalysing Europe's economic recovery and pursuing future growth and prosperity

Agenda

Session caretakers:

Man-Sze Li, IC Focus (FISO, FISE), Stefano De Panfilis, Engineering (EFII), Sergio Gusmeroli, TXT (FISO), John Kennedy, Intel (FISO, RWI), Jean-Dominique Meunier, Thomson (NEM, FCN), Michele Missikoff, CNR (FISO)

1. Welcome and Introduction (5 minutes)

- Man-Sze Li

2. Speakers Panel (45 minutes)

- Stefano De Panfilis, EFII
- Thomas Bohnert, SAP
- Nokia Siemens Networks representative
- Miguel Borrás, Antara

3. Open Discussion Panel (60 minutes)

Three consecutive sub-panels, covering the three themes of the session, actively engaging the audience

4. Summary and Wrap Up (10 minutes)

Organisation

- Public resources @ public wiki, including **Call for Open Contribution – Please Contribute!**

<http://services.future-internet.eu/index.php/Enterprises>

- In collaboration with
 - DG INFSO FInES Cluster
 - European Future Internet Initiative (EFII)
 - FIA working groups
 - All interested parties