

LET IoT BE

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“Livinglab Enterprise Teams for Internet of Things Business Experiments”

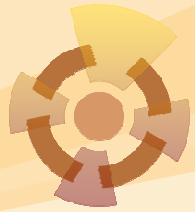
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(ATOS ORIGIN)

Internet of Things and Enterprise Environments

Brussels, 18 February 2009





LET IoT BE Rationale: what and why?

- **Call 5 – Objective ICT-2009.1.3: Internet of Things and Enterprise environments**
 - **Target a) Architectures & Technologies for IoT => IP**

- **What:**

- **Adoption** and **take-up** of several cross-domain, bottom-up, user (people & business) centred, experience-based **Enterprise Industrial Living Labs**
- For a **collective identification, definition** and **development** of the needs, requirements, architecture, technologies, tools and services of the **Future Internet Of Things**

- **Why:**

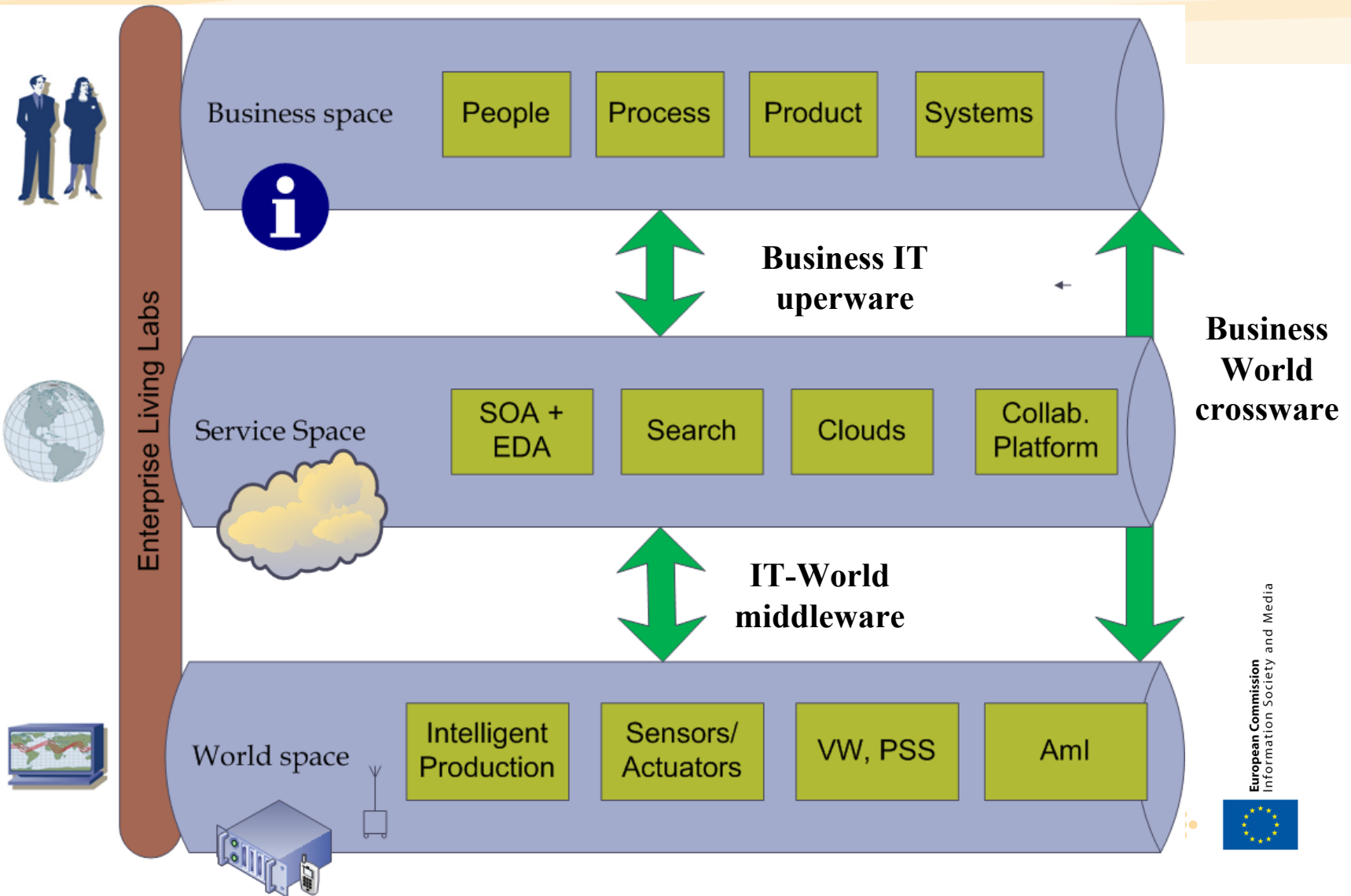
- IoT is a very promising futuristic vision (FIA) for EU Enterprises
- Currently there is some evidence of IoT seeds & embryos in the RTD landscape (Active RFID, Smart Systems, Sensor Networks, Intelligent Devices, Ambient Intelligence, ...) with an important **lack of a well defined architecture framework**
- No IoT well-founded science base, no systemic end-to-end approaches, scarce real life test-beds and experimental facilities
- Existing top-down initiatives (support actions, experts forum, thematic networks, conferences, ETPs) to be complemented by bottom-up collective wisdom and intelligence
 - trying to infer the IOT Technical & Business characteristics from concrete user experiences, monitored and acquired thanks to the Living Lab methodology

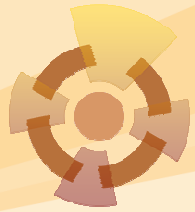




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the architecture in a nutshell



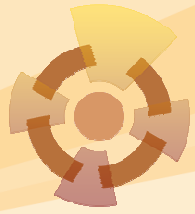


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Expected impact: for whom?

- **Enterprises (for all sectors)**
 - Automated processes (i.e. Optimized worldwide Distribution and Logistics, Agile - Real-Time Manufacturing, Intelligent transportation)
 - New applications (i.e. Consumer-oriented Smart Point of Sales)
 - Innovative business models for high added value products or services (i.e. Open innovation in new product/service design, Participative product/service development)
- **Social**
 - Change the living standards tomorrow (i.e. Ambient Assisted Living applications)
 - Adapt population habits towards the environment (i.e. Sustainable product dismissal & recycling, electromagnetic pollution)
 - New interfaces (i.e. Real & Virtual worlds interaction)
 - Object networks (social + sensor networks)
- **Regulations & Foundations**
 - Standardization of generic and open architectures (OS general approach)
 - IPR and other Legal issues (i.e. Citizens and Consumers Privacy Protection)
 - Trust, Security and access control policies





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Activity breakdown structure

- Project Coordination & Management
- Impact Creation

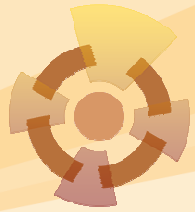
- Enterprise Living Labs (socio-economic issues, privacy and legal issues, LL infrastructure)

- Real/Virtual World Internet
- Service/Information Internet
- Business/Enterprise Internet

- Architecture, Middlewares

- LivingLab-oriented Business Experiments





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Consortium: with/by whom?

- **4 Initiators**

- ATOS Origin (Spain, Coordinator, IT Service Provider, System Integrator)
- TXT e-Solutions (Italy, Collaboration Platform, LL IT Infrastructure)
- UIBK/STI2 (Austria, Semantic Service Platform)
- ESOCE.NET (Italy, LivingLab methodology, EnoLL Presidency)

- **+12 Partners under discussion (TBC):**

- **Technology Providers**

- SAP (CH, Sensor Networks, Enterprise Applications, Smart Objects)
- TELEFONICA (Spain, Service Front Ends, Ambient Intelligence)
- IBM (Zurich IoT research lab)

- **Academia & Research**

- ETSI (France, Standardization)
- AIT (Greece, RFID open source middleware, World-IT, Aspire IP)
- FhG FIT (Germany, Human Collaboration, workflow-group)
- FZI (Germany, ad-hoc workflows, event-driven architecture)
- AIDC / AIM (UK, Int'l Dissemination, CASAGRAS)
- NTUA (Greece, architectures & tec)

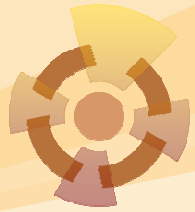
- **Business Experiments (end users)**

- PHILIPS (Eindhoven, NL, Consumer Lifestyle, Home Intelligence)
- FIAT Research Centre (Turin, Italy, Green Manufacturing, Smart Cars)
- METRO Group (Düsseldorf, Germany, Future Store, Logistics)

- **Additional Partners sought:**

- Complement existing capabilities
- End users (details in next slide)





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Consortium: with/by whom?

Year 1 Q1 1 Q2 1 Q3 1 Q4 2 Q1 2 Q2 2 Q3 2 Q4 3 Q1 3Q2 3Q3 3Q4

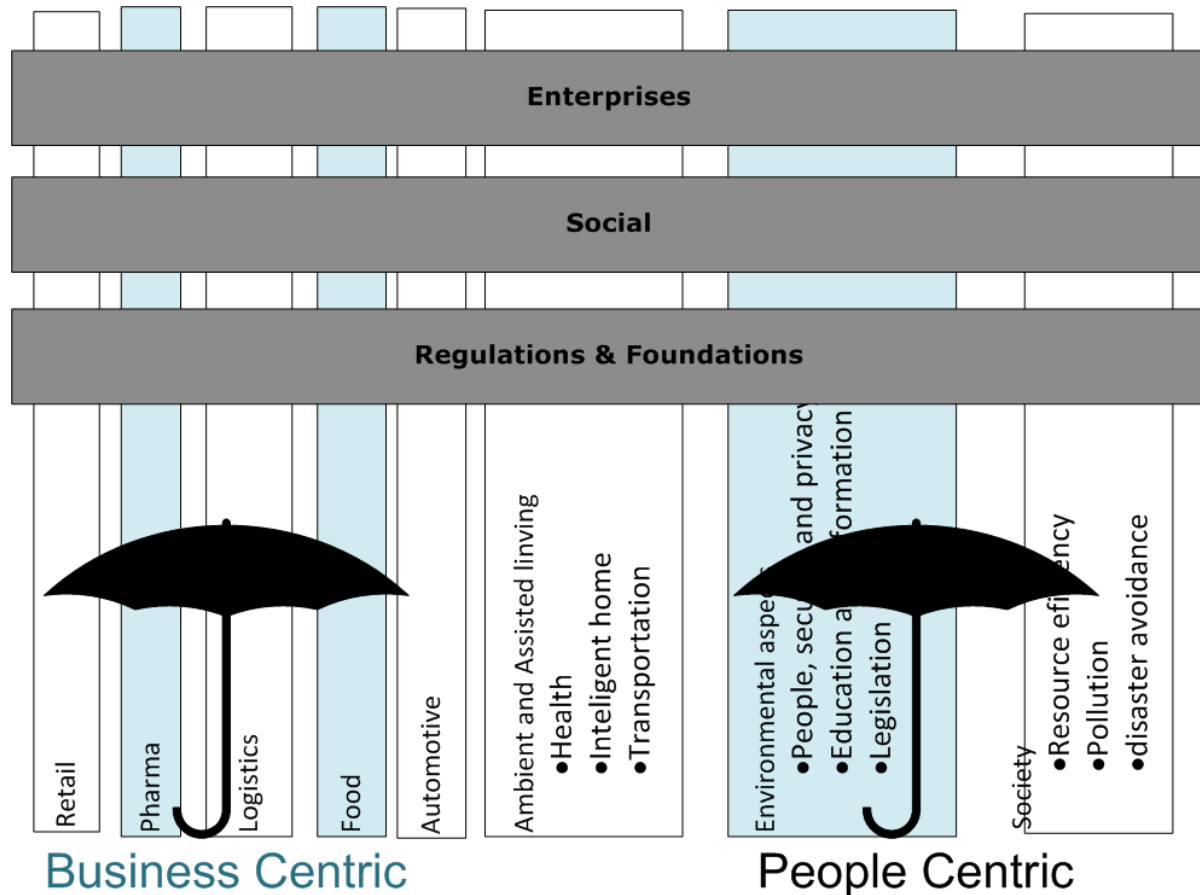
LivingLab-oriented Business Experiments

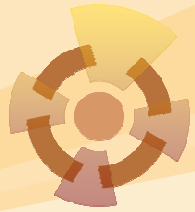
First wave BE

Second wave BE

- **Open Call for Business Experiments:**

- For additional, Business Experiments to be called during the project life-time





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Thank you

Living Lab Enterprise Teams for IoT BEs

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- ◆ **Why:**
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