Enterprise COllaboration & INteroperability

WP2.2

Aachen, June 2011
Daniel Field, Atos Origin
Exploitation in COIN

- Year 1 – Background research
  - Market analysis trends,
  - Business model research.

- Year 2 – Results analysis
  - Value Propositions,
  - Bundling
  - Business models
  - IPR Strategy
Exploitation in COIN

• Year 3a – Long term vision
  – Generic value chain
  – Business scenarios for delivering chain end-to-end
  – Business model for the 2020 vision

• Year 3b – Immediate exploitation interests
  – Developer’s Individual plans.
  – Pilot exploitation plans

• Year 3c – IPR Audit
  – Audit and health check
Exploitation in COIN

- **Year 4** – Pragmatic and immediate plans
  - Exploitation of use case pilots
  - Exploitation at component level
  - Exploitation at partner level
  - Overriding exploitation environment
  - New exploitation cases (multiplier prize)
  - We want our Return on Investment NOW!
Final year strategy

Use cases

Case 1

Case 2

Case 3

Components

Strategic

Tactical
The 2020 vision

Trustees

IPR

€

Generic Platform Developer

• Maintenance
• Development

Listings etc.

Virtual Service Park

€ (fee + %)

Product

Service Platform Provider (domain specific)

€ - per usage

Service

Service Platform Provider

Users

Services

€

COIN global platform developer

Service Listing

Service discovery

Service provision

Service Invoking

Commercial EI / EC SPs
Free EI / EC SPs

Infrastructure

Provider

COIN AP front end

COIN VA platform

COIN SU platform

COIN Conflict Management

COIN IPR ownership / control

...
Conclusions

• COIN has followed a structured approach to exploitation.
• COIN is a complex project and exploitation pathways are just as complex!
• Emphasis is placed on the pilots as these are close to the market.
• The COIN multipliers can serve as new exploitation pathways for new and existing partners.
Conclusions II

- COIN is following a pragmatic approach based on tactical instantiations of COIN-lite
- Linked through strategic development of components
- Governed by a COIN-alliance to manage relationships, IP and common asset provision

And

- Directed towards a long term vision