

ITEA 3 Project Outline Preparation Days 2015



Welcome to the ITEA Project Outline Preparation Days 2015



@ITEA_3 - #POdays2015



ITEA POs – even more market oriented

Call 2 PO Preparation Days, Brussels, 22 September 2015

Philippe Letellier - ITEA Vice-chairman

PO and FPP Stage

2-Stage process

PO Stage

- Create a convincing story: you propose a unique idea with potential for high impact

FPP Stage

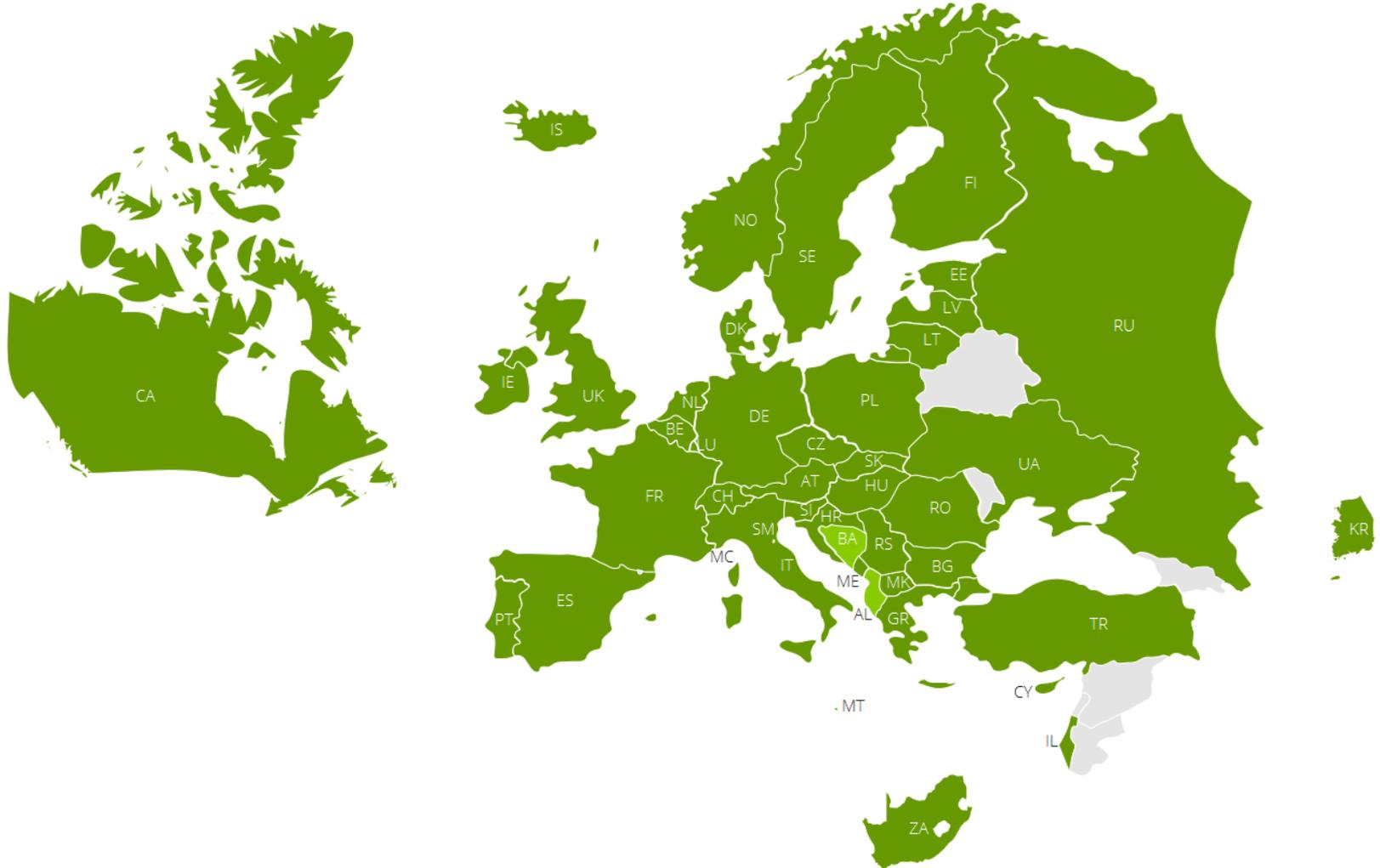
- Refine the PO idea by taking into account the evaluation feedback
- Create a convincing story: you propose a good project in terms of consortium, WBS and management, to realise and push the PO idea on the market

The ITEA ambition: nothing less than the world



Involvement in ITEA

Europe and beyond



ITEA is global

- ITEA is a European initiative open to the world
- Our era is an innovation era with no limits
- We are not sharing a cake but baking new ones
- Innovation is not struggle but creativity
- Most innovations result from a combination of several ideas
- Good ideas are coming from all over the world and it is vital to be connected to these innovators

ITEA is global

- Innovation is deployment
- The speedy deployment of an innovation should ensure the prevention of a new innovation and the redundancy of the old idea
- Many emerging countries are willing to directly adopt the new innovations rather than use older technologies already deployed
- It is vital for ITEA to be connected to these countries to understand the actual needs and push for up-to-date innovations

Digital Transition

Digital transition impacts every business

- This generalised digital transition is actually an ITEA target
- No business is protected from this drastic evolution
- Digital transition is a continuous wave; no acquired position is stable
- ITEA is there to support our industrials to see it as an opportunity and not only as a threat

Digital transition is data

- Digital transition is “back to user needs”
- The heart of digital transition is understanding the user needs and behaviour to propose the most adequate product / service at the right moment
- The digital transition is big data analysis of the digital traces
- To earn money you must help your customer to earn money
- It concerns all traditional business; they will remain but margins will be spread among different actors in the value chain
- The digital transition battle is to keep the direct connection with the users
- Digital transition is also a tool to optimise traditional processes like maintenance



Digital transition is services

- We observe a trend:
 - Fewer and fewer products are being sold without associated services
 - But more and more products are linked to services
 - Sometimes the product itself is not sold anymore but is included in a service offer
- The service orientation is a good point to compete with low-cost actors as it stresses customer proximity

ITEA adaptability for the market

Adaptability = Change Request

- ITEA is business-oriented
- Projects are not static; the Change Request is a tool to manage flexibility
- By using Change Requests, projects can remain close to the market
- As soon as the consortium observes a drastic change in the environment, the project can adapt the target to keep the impact ambition
- No “business” Change Request during the project life means the consortium lost sight of its business impact target



Adaptability = Change Request

Freedom wears out when not used

Smart City International customer and end-user workshop

- The ITEA board decided to create the international customer & end-user workshops to stick even more to the market
- These thematic workshops by invitation gather a small number of worldwide customers and a set of industrials
- The output of these workshops is a shared analysis of actual needs that have not yet been solved by present technologies
- The target of these workshops is to create new ITEA proposals with a clear market focus,
 - taking into account actual needs
 - involving when possible some customers
 - including a worldwide perspective



- **First chosen theme is Smart City**
 - A key topic for ITEA and for society
 - It doesn't mean we intend to label only Smart City proposals this year; all the other themes remain eligible for 2015
 - Next year another theme will be explored

- **Target**
 - Clarify the international customers and user needs
 - Communicate results to steer ITEA proposals on Smart City theme from an end-user's viewpoint
 - Any ITEA community members can lead or participate in a project based on these results

A preparation workshop by invitation

▪ Participants

- **Cities** : Amsterdam, Istanbul, Vancouver + contributions from Bandung, Nairobi, Rennes + follow-up by Lyon, Nice, Paris, Santiago de Chile, Seoul
- **Industrials** : Alliander, EnerjiSA, Ericsson, Gemalto, Indra, Philips, Siemens, Thales, Turkcell
- **SMEs**: Arvento, Asay, Deveryware, Elektronet, ESRI, ISBAK, Libelium, Mobilera, Ortem, Sade
- **PA** : Netherlands, Sweden, Turkey

Cities' own statements of their needs

Cities' user needs

- **E Democracy:** People are and should be at the heart of any new innovation. A smart city is smart citizens
- **Networked society**
- **Disaster/Crisis Management**
- **Green City & Renewable energy**
- **Housing and Homelessness**
- **Visualisation, simulation, social networks tools for citizen empowerment**
- **Solutions to solve the Silo effect of cities' organisation**
- **Privacy & Security**
- **Tsunami of Data**
- **Business models & Life Cycle Cost Analysis**



Non-exhaustive list

- **Visualisation, Simulation, Communication platform**
 - City 3D modelling
 - Big data against silo effect
 - Virtual reality
 - Social networking
 - Tools to create citizen empowerment on the city projects
- **Green multimodality mobility infrastructure**
 - E-Charging
 - New services based on mobility data (big data)
 - New business model
- **Energy consumption optimisation**
 - At home, in the office
- **Smart lighting**
 - Energy consumption reduction, quality of life



Non-exhaustive list

▪ **Multi-functionalities interoperability platform**

- System of system
- Overcome the silo effect (use of semantic layer)
- Modelisation
- Efficient data analytics
- Ownership of data
- Legacy
- Security
- Crowd sourcing
- Scalability
- Standardisation
- New business model
- Target is multiservice digital platform and crisis management



Your creativity builds the ITEA PO Days



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