

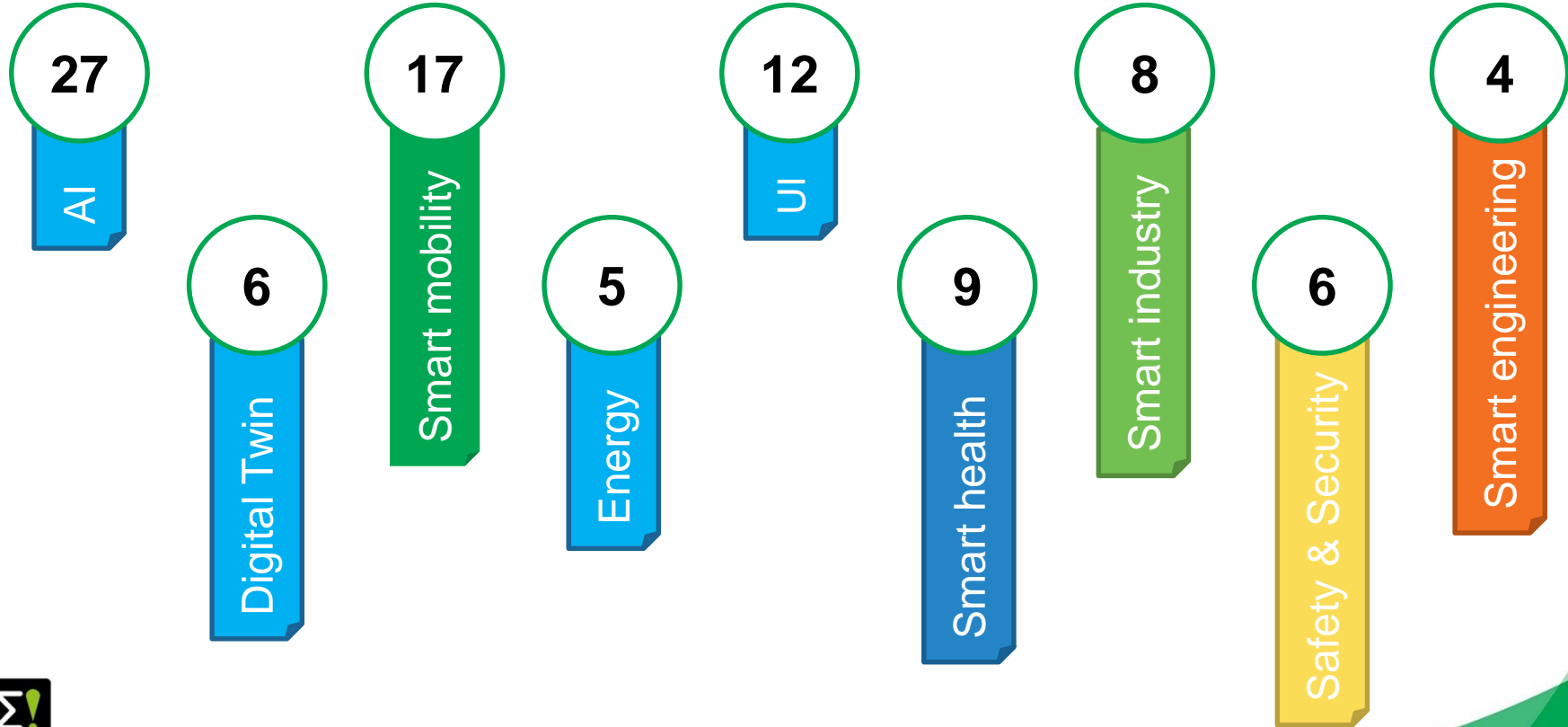
# Next steps towards Impact

Call 6 PO Preparation Days, Amsterdam, 4 September 2019

Philippe Letellier - ITEA Vice-chairman

# ITEA PO Days 2019

## Landscape analysis of 58 ideas



- ITEA is about data; not a surprise
- Full digital loop everywhere in different formats (Reflexion)
- AI everywhere
  - Algorithms but
    - Big Data access for machine learning
    - Application domains for impact
  - ITEA ambition must be to transform AI in impact on industry, not just advanced research



- Simulation is everywhere leading to digital Twin (ACOSAR, OpenCPS)
  - It is the heart of the digital transition
  - A tool for design and optimisation
  - A tool for training
  - A tool for command & control
  - A tool for what-if strategy in a more uncertain world
  - A tool for preventive maintenance
  - It is worth to invest in complex simulation tools
- Analytics at any level is everywhere
  - Due to data availability
  - Treasure hunt



- Mobility customer workshop
- Smart industry through optimisation of the process design
- True open, ecosystem trend
- UI centric
- Uncertainty of our world → flexibility, openness, interoperability, sharing



- Cloud innovation is back?
- Sharing, cooperation is everywhere under different acceptance, is there an abstract concept behind?
- Finance appears as a new innovation domain for the Fintech
- Many VR/AR usage idea, does it mean the VR/AR is actually arising?



- Target customers & users, painpoints, innovation, business,
- Take carefully into account the PO evaluation remarks
- Visit your PA as soon as possible



You have some work ahead of you





**ITEA is a trusted zone**

**ITEA and the PAs are there to help you  
to increase quality**

**towards Impact**



# Impactful research



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