



COIN Newsletter

2/10

December 2010

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COIN Vision

"By 2020 enterprise collaboration and interoperability services will become an invisible, pervasive and self-adaptive knowledge and business utility at disposal of the European networked enterprises from any industrial sector and domain in order to rapidly set-up, efficiently manage and effectively operate different forms of business collaborations, from the most traditionally supply chains to the most advanced and dynamic business ecosystems."

The mission of the COIN IP is to study, design, develop and prototype an open, self-adaptive, generic ICT integrated solution to support the above 2020 vision, starting from notable existing research results in the field of Enterprise Interoperability and Enterprise Collaboration.

COIN has been awarded financial support by the European Commission through the contract No. 216256 in the EU FP7 area of "ICT in support of the networked enterprise"; work programme "ICT-2007-1.3 Enterprise Interoperability"

More about COIN at www.coin-ip.eu

Word from the editor

You are viewing the sixth issue of the biannual COIN newsletter. This biannual newsletter provides news on the COIN project and its members and information about project related events progress and results.

In this newsletter we will provide further news on COIN project progression in terms of presenting the COIN-EEU subproject and launching the COIN Multiplier Prize. We will also continue our series of presenting our end-users by introducing the sixth and last one, the FILAS-DTA cluster from Italy. In addition to this, we have collected information about COIN related events at the end of the newsletter.

Yours sincerely,
Editor-in-chief

COIN for Enlarged European Union (COIN-EEU)

The *COIN EEU* subproject has been launched in July 2010 to reinforce the cooperation between research teams across the 27 Member States, strengthening the integration of the European Research Area in ICT and supporting the EEU organizations for successfully participating in EC funded projects.

The overall objective of COIN SP7 is to facilitate the access to the European research and relevant instruments and tools in the ICT for the research community in the Enlarged European Union, starting from the available COIN service platform.

The idea is therefore to observe what happens at pilot level (6 *EEU based pilots* have been identified to run COIN services) and to derive common lessons learnt to facilitate the access of EEU research organisation in COIN related research domains. The six new partner organizations and related domains are:

- Universitatea POLITEHNICA Bucuresti (Romania) – Civil Engineering
- Favit Network Ltd (Bulgaria) – Media & Digital technologies
- Wirelessinfo (Czech Republic) – Agri-food
- LODER (Turkey) – Logistics
- Kaunas University of Technology (Lithuania) – Production and Manufacturing
- University of Cyprus (UCY) – Marine Shipping

The 6 COIN-EEU business cases selected respond to the following criteria:

- They are relevant with respect to EEU economic and industrial context;
- They are complementary with respect to the ones included in the current COIN project, especially in terms of industrial sector coverage and in terms of collaborative business forms involved.

Objectives and measurable achievements from the project are:

- The set-up of six EEU different pilots in Enlarged Europe in the field of Enterprise Interoperability and Enterprise Collaboration as a composition of COIN and COIN EEU EI/EC services;
- The deliver one *Virtual Professional Community* (advanced on-line community), self-sustaining after project completion, aimed at providing support to EEU organisations for successfully participating to EC funded projects in the domain of Enterprise Collaboration and Enterprise Interoperability and in adjacent ones;

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- To take part in at least 20 international conference and workshops in the EEU;
- To publish at least 12 papers in major IT scientific journals - Organise 1 project dedicated conference characterised by the participation of at least 100 delegates, relevant to the COIN-EEU focus;
- To organise 4 project workshops, with the objectives of increasing the awareness of the EEU research community in issues related to Enterprise Collaboration and Enterprise Interoperability;
- To issue a Joint Action Plan, to be uptaken by EEU member state policy makers, validated by within the EEU community to facilitate the participation of EEU organisations in the overall European research arena in ICT domains.

The COIN for the EEU Community is also active on *LinkedIn* at the [COIN for EEU subgroup](#).

COIN Multipliers Prize Launch

ESoCE Industry Forum 2010

Rome, Italy. 6-7 December 2010

More than 80 participants attended this year the ESoCE Industry Forum 2010. Mostly SMEs and Living Lab have met in the nice background of the "Leonardo da Vinci Hotel" discussing and establishing plans to make the Living Labs of ENoLL a central mechanism for supporting SMEs' business idea development.

The topic of the conference on "User Driven Open Innovation for SMEs in Advanced Service-product development" went much beyond every expected result and was pushed to its most refined synthesis: "*a new Policy for Innovation*".

A new wave was launched then with the proclamation of the "*You can learn to Innovate*" *Manifesto*: foundation as collaborative strategy for a new Innovative Europe based on Living Labs.

Living Labs, as pilots for the European future development, are recognized as one of the strongest emerging opportunities for SMEs in the European panorama. A new flourish era will emerge from this groundwork, able to drive Europe much beyond the exit of the crisis: an era where

- Everyone (not only engineering) can contribute to the Innovation cycle;
- The delivery innovation is as important as the creation of innovation
- The use of IT infrastructure is important in order to make actors not only "user of technology" but "innovator with the new technology"
- The innovation is a culture allowing education and innovative systems to finally complete talk each other.

The Industry Forum saw the *COIN Project* as one of the main actors within the Open Innovation Platform framework and the COIN Platform as one of the Innovative IT Service Platform models for SMEs. The Event regis-


tered also the official launch of the *COIN Multipliers Prize* the new initiative ideated to award the best ideas for collaborative and interoperability pilot cases or services development with COIN Platform adoption. The Prize was part of that Innovation process and that strong spirit the Industry Forum Manifesto has contributed to start and foster for the coming years.

The afternoon COIN Workshop followed then the successful trend of the overall event in term of attendance and interest. An initial presentation session was held to develop the IT Open Innovation Platform theme within the context of providing SMEs with de-facto standards and development guidelines, necessary to hit the market in a significant ways, and then in contributing to COIN as catalyst for innovative IT service applicable in such scenario.

Andrew Faughy - (VEN Process) presented the Competitive advantages for the SaaS-U model to examine the "practicability of exploiting purchasing power of UK Healthcare system for greater benefit of local communities and business". The Utility model deployed in the COIN Project has been applied as business model for a community based SME Services in the Healthcare domain. The study was really useful as a case for Enterprise Collaboration and Human Interaction and ICT complex infrastructure (addressed by a federation of 'local' intermediary service provider) demonstrating tangible benefits (i.e. tax payers, patients, SMEs and the local community).

Marc Pallot (Centre for Concurrent Enterprise - Nottingham University Business School) presented the ELLIOT experiential platform ideated to involve citizens and SMEs in the development of IOT based products and services. The platform originates from the achieved results and technologies within the Collaborative and Interoperability innovation panorama to experiment (in Living Lab) new ideas and concepts and technological artefacts related to IOT applications and services. The process is based on the concept of co-creation, able to exploit user experience and individual capacity thanks to a collaborative platform, with low risk for involved organizations and recursive value-increasing potentiality.

The Initial session was introduced and underlined by a vision on the "European ICT research perspective" proposed by Sergio Gusmeroli (TXT e-solutions). The presentation illustrated the role of the IT Open Innovation Platforms within the Europe 2020 Strategy and the Digital Agenda for Europe frameworks. The development of Future Internet Federated, Open and Trusted Platforms (in a word "FOT" Platforms) should be the focus development to position the Europe with a leader role in the Future Internet landscape. Such approach will be able to deliver a new era of innovation where not only the big players have the chance to drive the market, impose their standard and ride the wave of future technology challenges. The intervention was also able to demonstrate how such Open Innovative Platforms (such as COIN) will be able to provide the European SMEs with the opportunity to compete and play together with the bigger market giants (i.e. SAP, Oracle, Microsoft, IBM). The description of the COIN Platform, [\[>>\]](#)



designed to deliver Enterprise Interoperability and Collaboration through a Service Platform based solution but with the Service as Utility (SMEs oriented) approach, was one of the proposed sample solution to achieve such vision.

The second part of the Workshop was dedicated to the *Multipliers Prize* presentation. Scope of the prize is to test and collect ideas in COIN (as Open Innovation Platform for SMEs) to measure its potentialities through future adopters and service developers, and assess the benefits from these new cases and from these new collaborative and interoperability service contributions to the Platform.

Objective of the Prize is to seek the best COIN-related ideas for EI/EC services development and implementation, i.e.:

- For Test/Use cases where COIN collaboration and interoperability services can play a key role.
- For development of additional collaboration and interoperability services to integrate COIN's Generic Platform Services portfolio offer.

With target domains of the ideas freely related to different sectors (such as any industrial sector, to public administration, healthcare, utilities, education).

The pilot case ideas this initiative is expecting to collect shall furthermore demonstrate:

- An high impact in terms of expected benefits from the final end-users
- A new innovation nature to deliver EC/EI services to end-user (starting from the example of the 12 ongoing pilots in the COIN project)
- A high exploitation and dissemination potential with respect to the targeted domains and markets, also in terms of proposed collaboration models with COIN.

The idea for additional services, to integrate COIN Generic Platform Services portfolio offer with, shall instead prove:

- A high rate of complementarities with existing COIN EI/EC services
- An innovative ways to jointly exploit the developed EC/EI services
- A high exploitation and dissemination potentials with respect to the targeted domains and markets.

The Prize is open to all the organizations having a COIN Multipliers profile (i.e. Industrial Clusters, Enterprises, Value Chains and Networks, Business Ecosystems) but also SMEs, Living Labs and other organizations (but also individuals) willing to participate in the COIN Interoperability and Collaboration services development and roll-out. Deadline for idea submission is set to 31 March 2011.

The three winning organizations will have the opportunity and the responsibility also to advertise the value proposition related to the exploitation of COIN proposals

by elaborating a business plan regarding the specific test case idea (clearly identifying the contribution and the role of the COIN assets) or by implementing a demo of the EI/EC additional service development (identifying the benefits to and from the COIN Platform adoption). Finally, to all the winning organizations, will be requested also to organize a specific dissemination workshop in one of the international events COIN is taking part to demonstrate and promote the winning ideas.

The presentation of the Prize has registered a good success from the audience and has opened a small debate from the participants on the possible interests in presenting one or more idea proposals. Four initial suggestions of possible participant rose at the end of the discussion, indication of very good impact of the proposed initiative.

The session was completed also by the demonstration of three possible interoperability and collaboration cases with COIN adoption, as model for the prize participation submissions.

Josef Withalm (from Siemens) presented the case proposition of the ITA Consulting Companies group and the Collaborative Demanding Capacity Planning Model developed with the COIN Platform adoption for the German Automotive Industry. The ITA group is already supporting a collaborative portal that is expected to contribute to COIN in collecting EC/EI requirements of suppliers (within the automotive industry) and in providing the Generic Service Platform with this bulk of already available EI/EC services.

Christian Wenninger (from CAPPER Innovation) illustrated the proposition case of the Elastic Collaboration Supply Network model as potential COIN adoption for the German Automotive Supply Chain management. The case is strongly based on a trustable system for the management of the supplier data and the process of the information for supply chain actors. The COIN benefit should be granted by the delivery of a bulk of EI/EC services able to handle the collaborative process for supply chain data handling.

Konstantin Hristov (from FAVIT network) finally described the ongoing Enlarged European Union test case COIN is developing in Bulgaria (digital Industry case). The test case is exploiting COIN collaborative and interoperability framework to revolution the way the internet content news are produced and distributed. The Collaborative and Interoperability Services will grant the coordination of a strong network of freelance reporters able to facilitate the flow of information to quicker and cheaper reach the final audience. The system is based on a specific solution developed by FAVIT whose adaptation will contribute to improve the COIN Platform Service portfolio offer.

The COIN Workshop perfectly matched and followed the success and the innovative trend launched by the Industry Forum 2010. The good feedback and interest registered by the COIN concepts within the Open Innovation Platform theme and the Multipliers Prize initiative were strong signal of the event success in terms of [\[>>\]](#)

proposed contents, emerged ideas, resulted networking and dissemination outcomes.

For more information visit: <http://www.esoce.net/p3.asp?file=YC2010/Wks%202.htm>

Introduction of the COIN end-users, Part IV: FILAS

The COIN project involves six end-user partners coming from a variety of industrial branches and geographical distribution. The industrial partners will demonstrate, experiment, trial and assess the project results into realistic Industrial Scenarios with test cases in following sectors: *Aeronautics* (Spain), *Automotive* (Slovenia), *Aerospace* (Italy), *Pulp & Paper plants design and management* (Finland), *Healthcare* (U.K.), and *ICT* (Hungary). The scenarios represent a wide spectrum of collaboration contexts varying from supply chains, to collaborative networks, and to the most dynamic forms of enterprise business ecosystems.

In this sixth and final part of the series we present our Italian partner FILAS, a financial investment agency representing the technological aerospace district of the Lazio Region.



Finanziaria laziale
di sviluppo

FILAS-DTA cluster

The Technological Aerospace District (DTA) located in the Lazio Region of Italy sees a major concentration of large, medium and small enterprises involved in the aerospace supply chain. This position has been strengthened during the last two decades by specific government commitment at national, regional and local levels. The large industrial companies and smaller enterprises operating in the Region are characterised by strong technical capabilities, high quality productivity and broad diversification in national and international projects. Filas, the financial investment agency of the Lazio Region, which coordinates and promotes the ac-

tivities of the technological aerospace district, focuses on the management of tools related to innovation, acting as the regional instrument to support the socio-economic development and full employment of Lazio. Filas assists small and medium enterprises (SMEs) in promoting new technologies and innovation in general through the management of financial tools and the supply of services. The technological aerospace district shows a five Billion Euro turnover with 30,000 employees, 250 prominent sized companies concentrated in different areas of industrial expertise, 10 Research Centres, 5 Technological Parks, 5 Universities, 4 Engineering Faculties, 3.000 professors, researchers and specialists involved in aerospace R&D activities, incubators and support services for technology transfer and start-up creation.

Scattered throughout Lazio's regional territory are aerospace, sub-supply, electronics, information technology, avionics, and communications companies, as well as firms providing aeronautical, maintenance and airport services. Many plants in Lazio Region design and assemble satellites, solid-fuel rocket engines, components of the Ariane and Vega expendable launch systems and of air-to-air and air-to-ground missile launchers, aircraft and helicopter components, subsets and equipment systems, as well as aeronautical structures.

The participation in COIN is considered a key step to achieve some major Filas-DTA objectives:

- Reduce the time and cost of knowledge interoperability set-up when forming virtual enterprise networks;
- Provide the DTA enterprises with a powerful service platform to promote collaboration and enterprise interoperability;
- Allow customisation of knowledge interoperability for the aerospace supply-chain;
- Reduce semantic gaps among enterprises and overcome the problems related to enterprises legacy systems;
- Improve user friendliness thus minimising the effort required to train enterprises' personnel.

Upcoming events

DIGIBIZ 2011, 2nd International ICST Conference on Digital Business

London, United Kingdom, 23-25 February 2011.

The event will discuss the future of digital business in a holistic manner. It will consider the evolution of business models, the impact of open information, the user experience of new services, the regulatory environment and the impact of emerging technology and new infrastructure. For more information, visit: <http://digibiz.org/>.

IWEI 2011 - The International IFIP Working Conference on Enterprise Interoperability

Stockholm, Sweden, 23-24 March 2011.

This working conference aims at identifying and discussing challenges and solutions with respect to enterprise interoperability, both at the business and the technical level, with a special focus on the use and realization of the Future Internet vision. The conference promotes the development of a scientific foundation for specifying, analysing and validating interoperability solutions; an architectural framework for addressing interoperability challenges from different viewpoints and at different levels of abstraction; a maturity model to evaluate and rank interoperability solutions with respect – [>>]



Upcoming events (continued)

to distinguished quality criteria; and a working set of practical solutions and tools that can be applied to interoperability problems to date. For more information, visit: <http://www.ics.kth.se/iwei/IWEI/>.

Extended Semantic Web Conference (ESWC) 2011

Heraklion, Greece, 29 May - 2 June 2011.

The mission of the Extended Semantic Web Conference is to bring together researchers and practitioners dealing with different aspects of semantic technologies. Following a successful re-launch in 2010 as a multi-track conference, ESWC 2011 builds on the success of the former European Semantic Web Conference series, and seeks to extend its focus by collaborating with other communities and research areas, in which Web semantics play an important role, within and outside ICT, and in a truly international, not just 'European' context.

17th International Conference on Concurrent Enterprising (ICE 2011)

Aachen, Germany, 20-22 June 2011.

Innovating products and services for collaborative networks. For more information, visit: <http://www.ice-conference.org/>.

The 23rd International Conference on Advanced Information Systems Engineering (CAiSE'11)

London, United Kingdom, 20-24 June 2011.

CAiSE'11 aims to bring together researchers and practitioners in the field of information systems engineering. For more information, visit: <http://www.caise2011.com/>.

ICMT2011 - International Conference on Model Transformation

Zurich, Switzerland, 27-28 June 2011.

ICMT is the premier forum for the presentation of contributions that advance the state-of-the-art in the field of model transformation and aims to bring together researchers from all areas of model transformation. For more information, visit: <http://www.model-transformation.org/>.

IFAC 18th World Congress 2011 invited session on Next Generation Networked Enterprises Models and Toolkits

Milano, Italy, 28 August - 2 September, 2011.

The IFAC World Congress is the forum of excellence for the exploration of the frontiers in control science and technology, attended by a worldwide audience of scientists and engineers from academia and industry. It offers the most up-to-date and complete view of control techniques, with the widest coverage of application fields. For more information, visit: <http://www.ifac2011.org>.

eChallenges 2011

Florence, Italy, 26-28 October 2011.

The twenty-first in a series of Annual Conferences supported by the European Commission, which regularly attracts delegates from leading commercial, government and research organisations around the world to share knowledge and experience, lessons learnt and good practice in the areas of eInfrastructures, ICT for Networked Enterprise & RFID, eGovernment & eDemocracy, eHealth, Collaborative Working Environments, Living Labs, Digital Libraries and Cultural Heritage, Technology Enhanced Learning, Intelligent Content & Semantics, High Performance Computing Applications, Security and Identity Management and Mobility.

The goal of e-2011 is to stimulate rapid take-up of Research and Technology Development (RTD) results by industry and in particular SMEs, and help open up the European Research Area (ERA) to the rest of the world. For more information, visit: <http://www.echallenges.org/e2011/>.

COIN Newsletter No. 6, December 2010, edited by Mikko Uoti, and contributed by Kim Jansson, Vittorio Cannas, Alessandro Braccini, and Marco Conte. Whilst every care has been taken, the publisher does not accept any liability for errors that may have occurred. You can subscribe for this newsletter and find the archive of past editions online at <http://www.coin-ip.eu/>.

