

A collaborative environment for concurrent innovation management.

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INSTITUT NATIONAL
DE RECHERCHE
EN INFORMATIQUE
ET EN AUTOMATIQUE

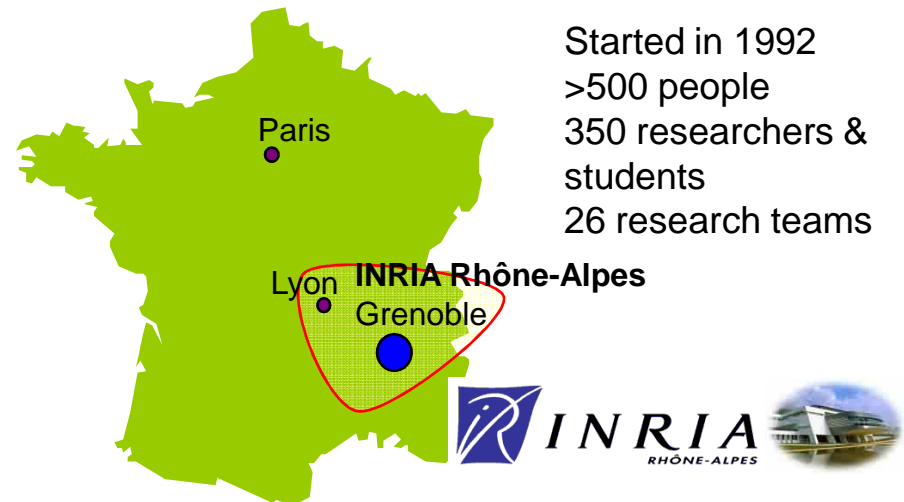


LinuxDays.ch



INRIA: Technology Excellence and Innovation

- French National Institute of Research in Computer Science and Control
 - A public scientific and technological institute under the authority of the Ministry of Research and the Ministry of Industry
- Mission
 - Fundamental and applied research in information and communication science and technology (ICST)
 - Technology transfer to industry
- Some figures
 - 2007
 - ~4000 scientists
 - State budget of 160M€
 - 152 joint research project-teams in 8 locations in France
 - 730 active research contracts
 - 83 spin offs
 - 100 actions selected in FP6



www.inria.fr

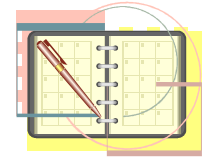
OW@INRIA Vision



A team dedicated to a new approach for innovation

based on experimentation and development of tools,
methods, technologies, skills

and grounded on **OSS**, concurrent engineering,
SOA-BPM paradigms and **discontinuous innovation**.



Agenda

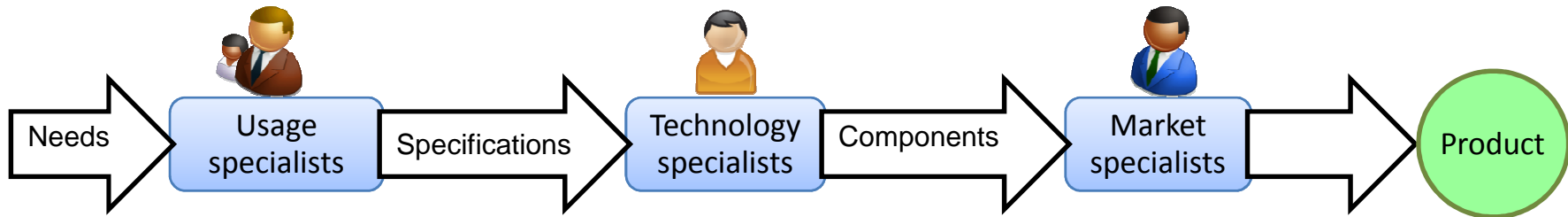
- Why concurrent innovation management?
 - Drawbacks of classical, sequential innovation process
 - How concurrent management improves innovation throughput

- Managing collaboration for concurrent innovation
 - Identification of relevant knowledge and participants
 - Collaborating
 - Managing maturation of ideas

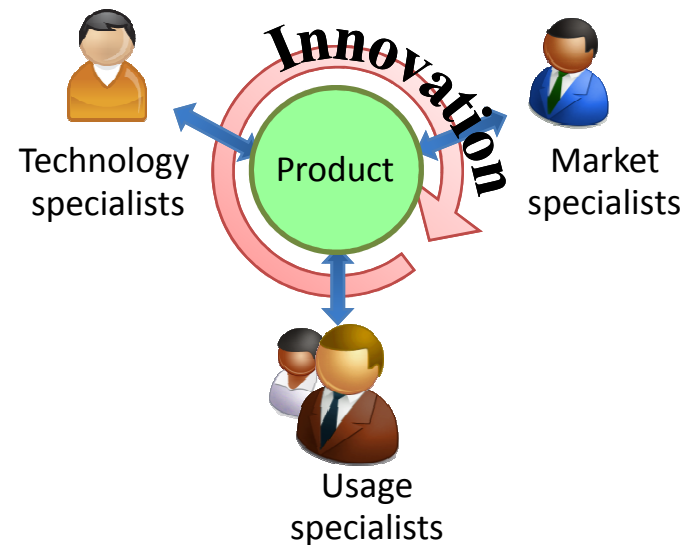
- An environment for concurrent innovation management
 - Based on existing, Open Source tools
 - With dedicated features:
 - To manage collaboration
 - To drive maturation of ideas

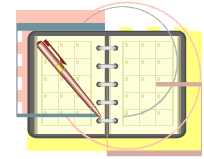
Innovation: From sequential to concurrent approach

Example of traditional approach (Market PULL)



Concurrent approach





Agenda

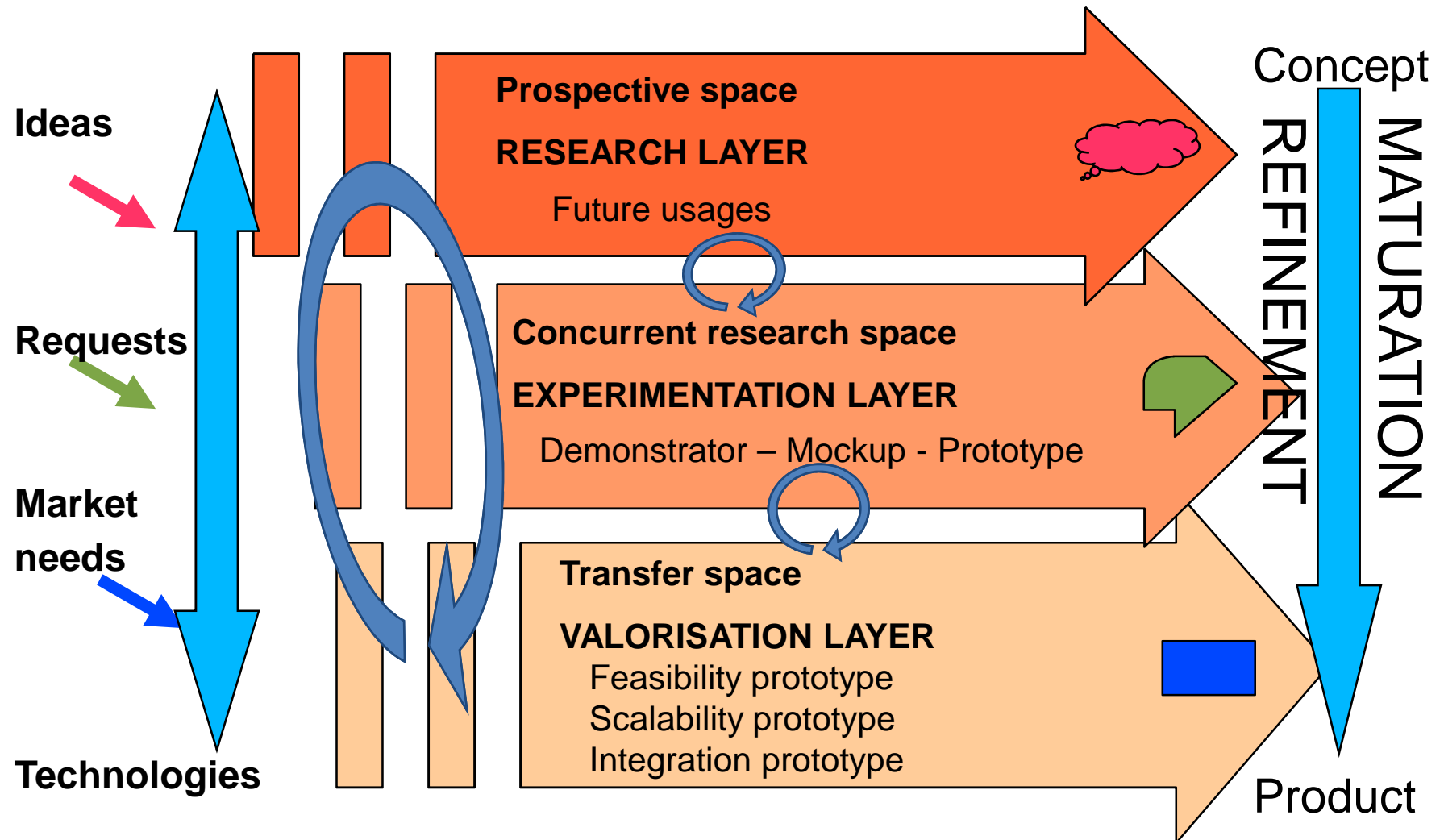
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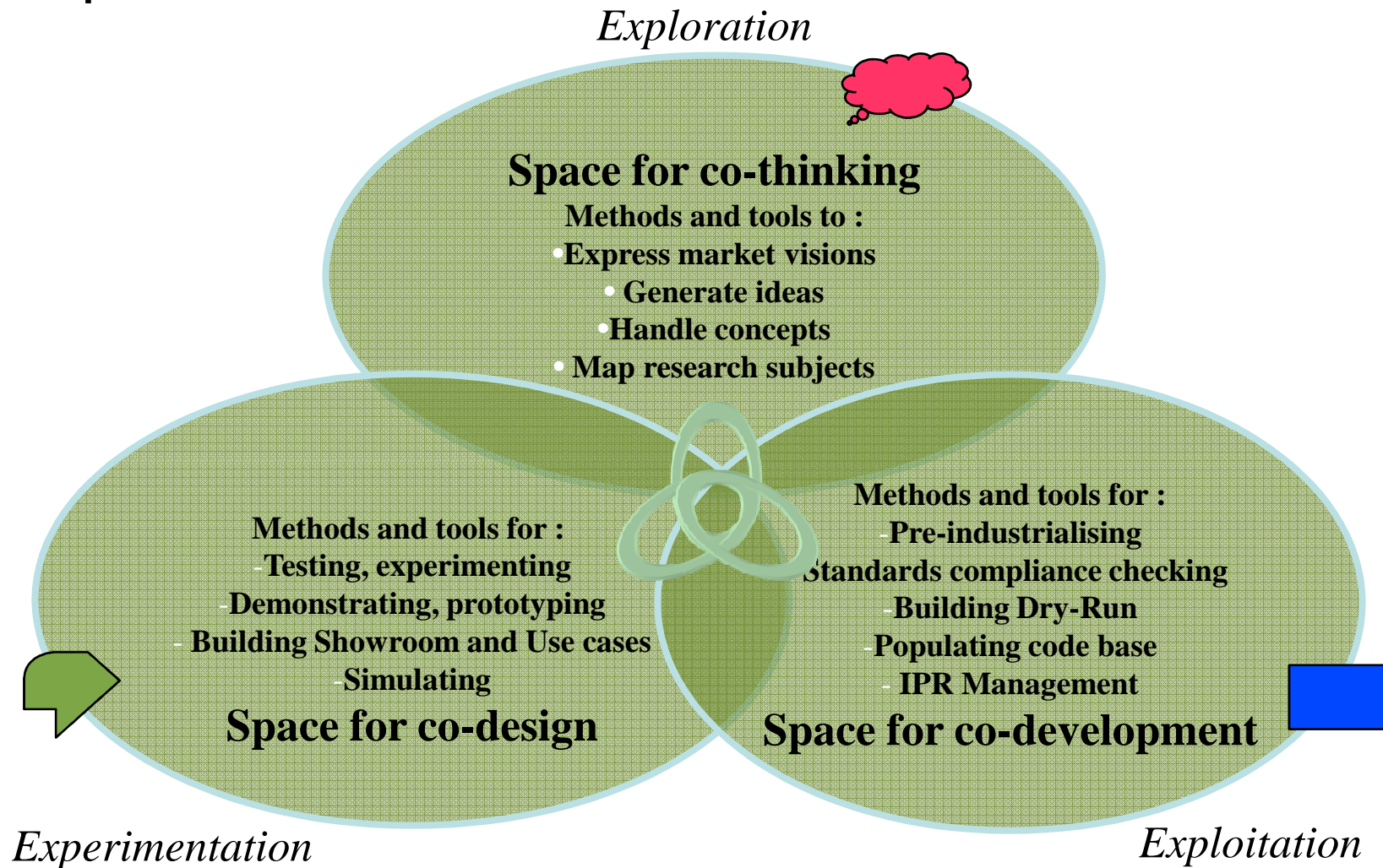
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Concurrent approach to innovation

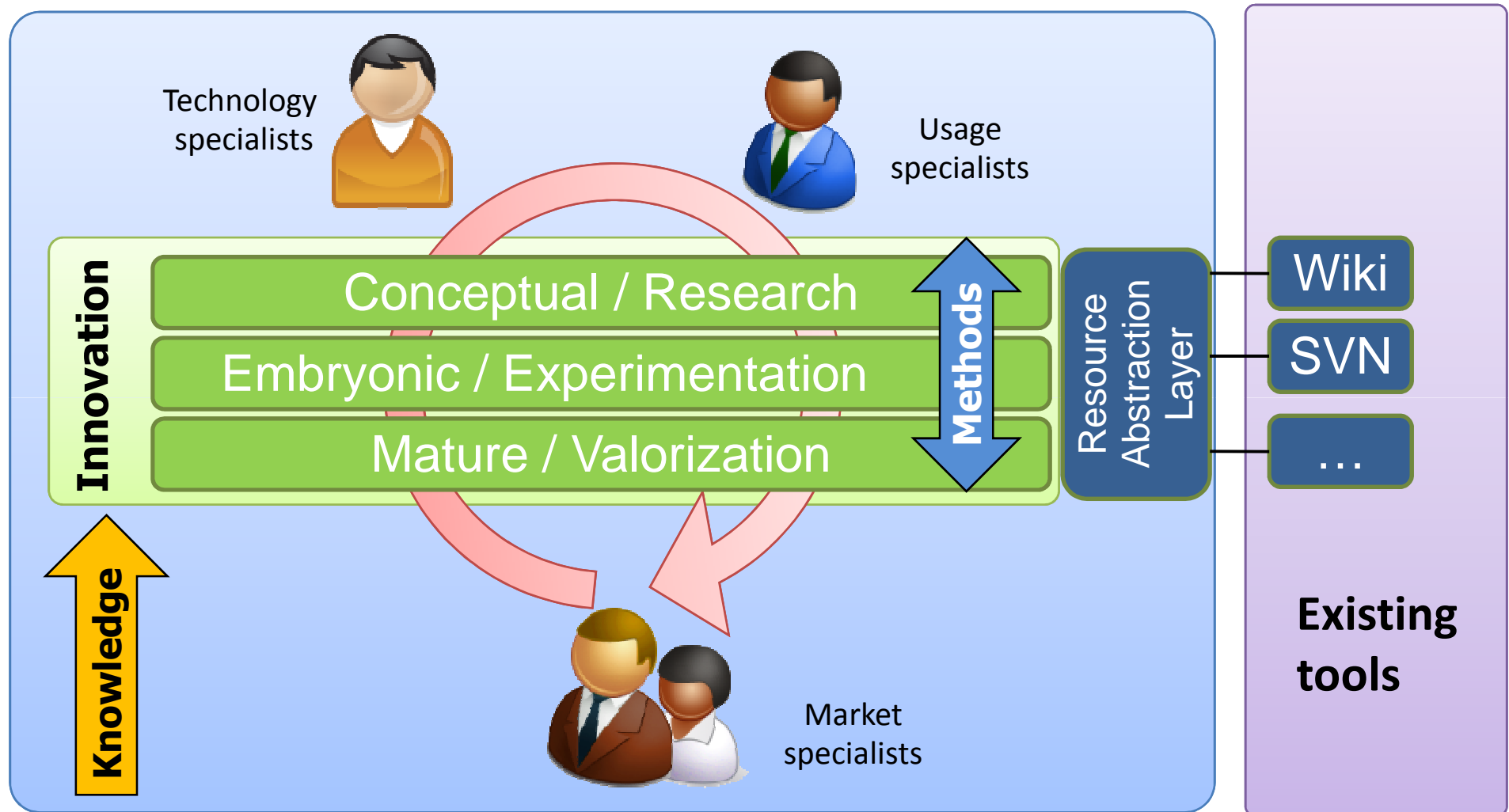
3-Layer conceptual view



Concurrent approach to innovation Implementation view



Concurrent Innovation Management Model



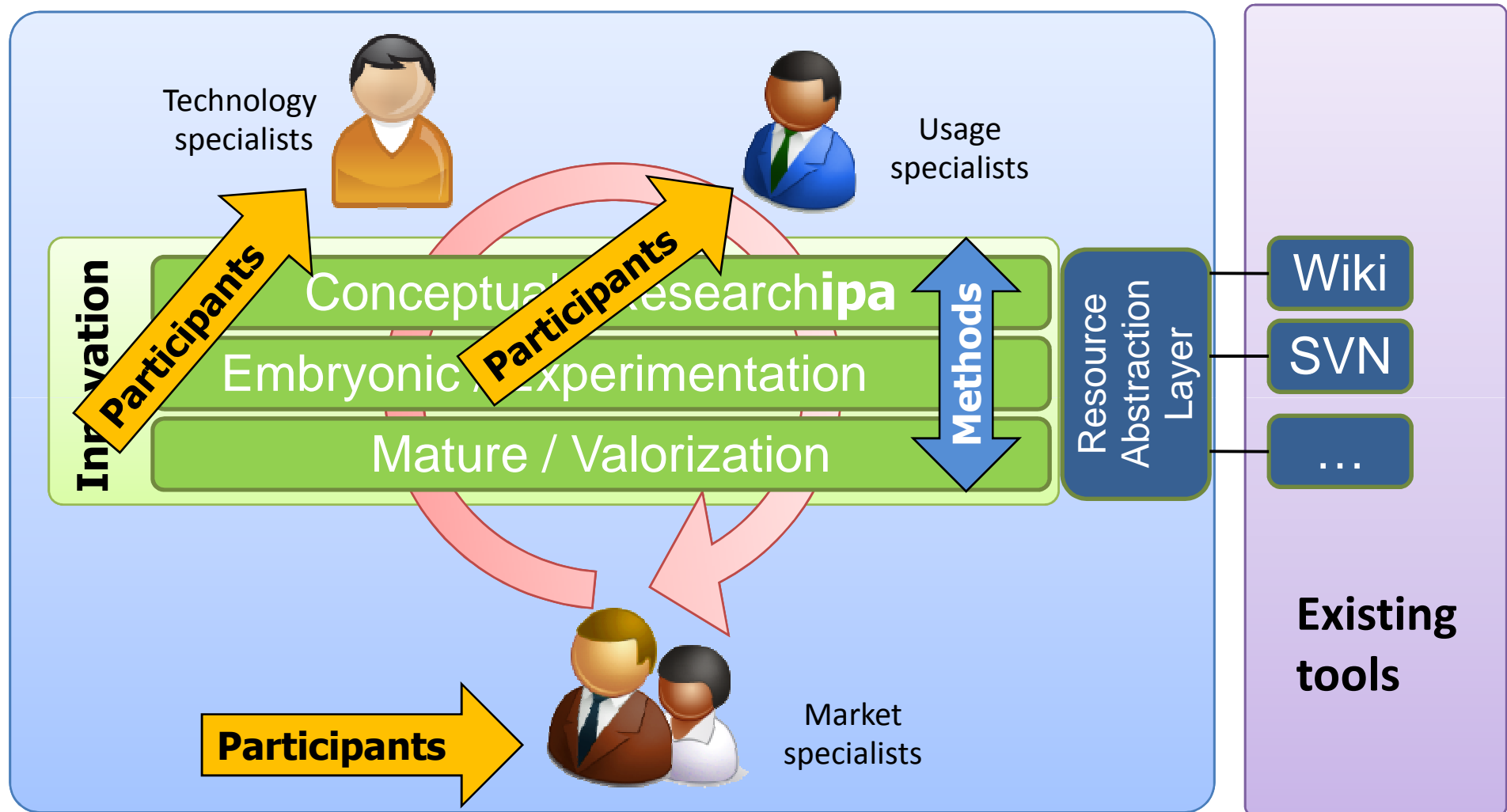
Selection of relevant knowledge

- Top-down analysis
 - Is there any existing knowledge that covers part of the need?

- History / analogy
 - Has a similar situation / need been met earlier?
 - Why has the work been stopped?
 - Could it be restarted?

- From scratch
 - Build concept /percept
 - Collaborate on it

Concurrent Innovation Management Model



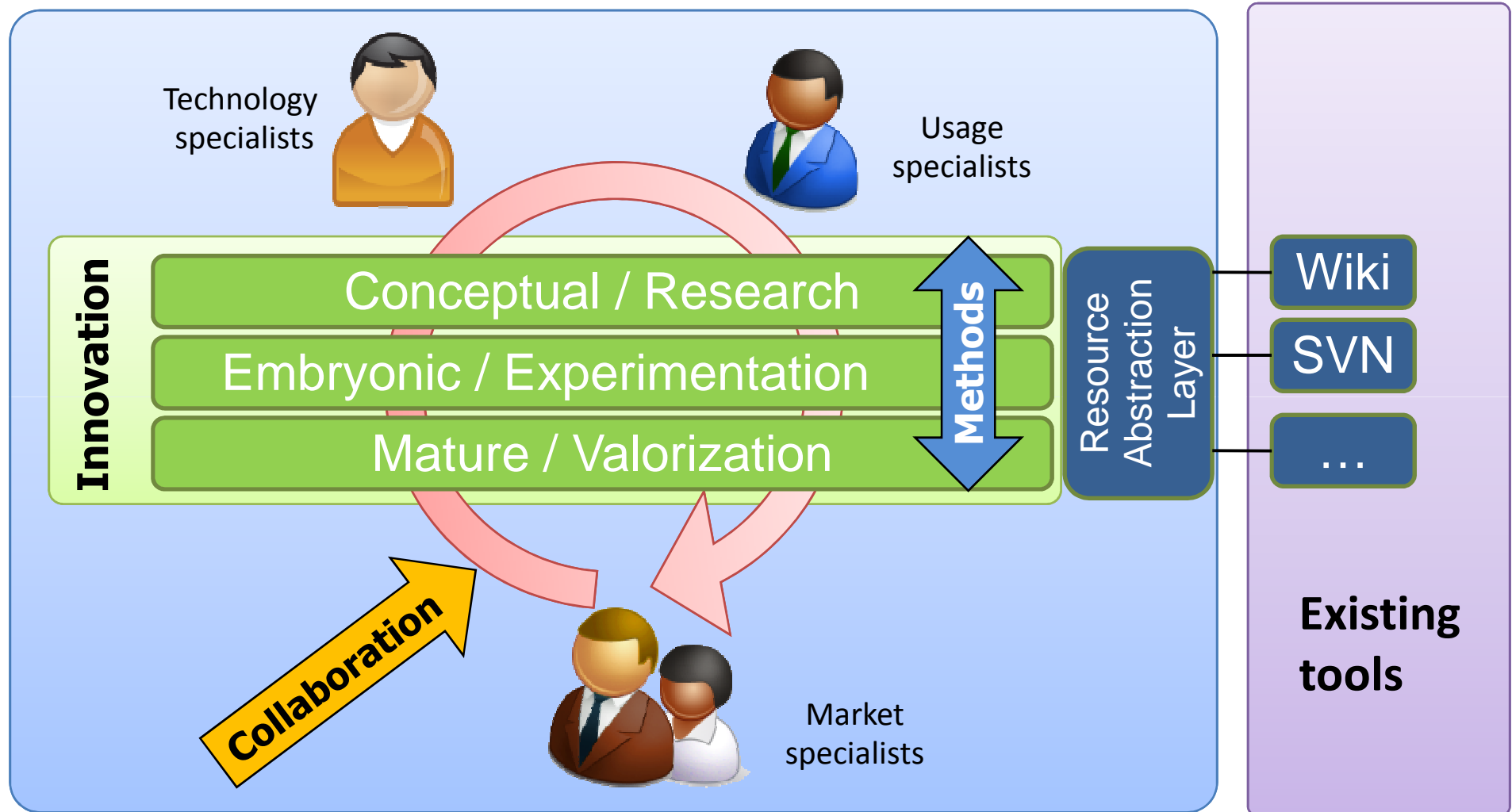
Selection of participants

- Keyword matching
 - Competence
 - Research topic / Domain of interest

- Analogy
 - Lexical analysis on ideas
 - Analysis of behavior and motivations

- Participants history
 - People used to working with each other
 - Culture of collaboration
 - Trust

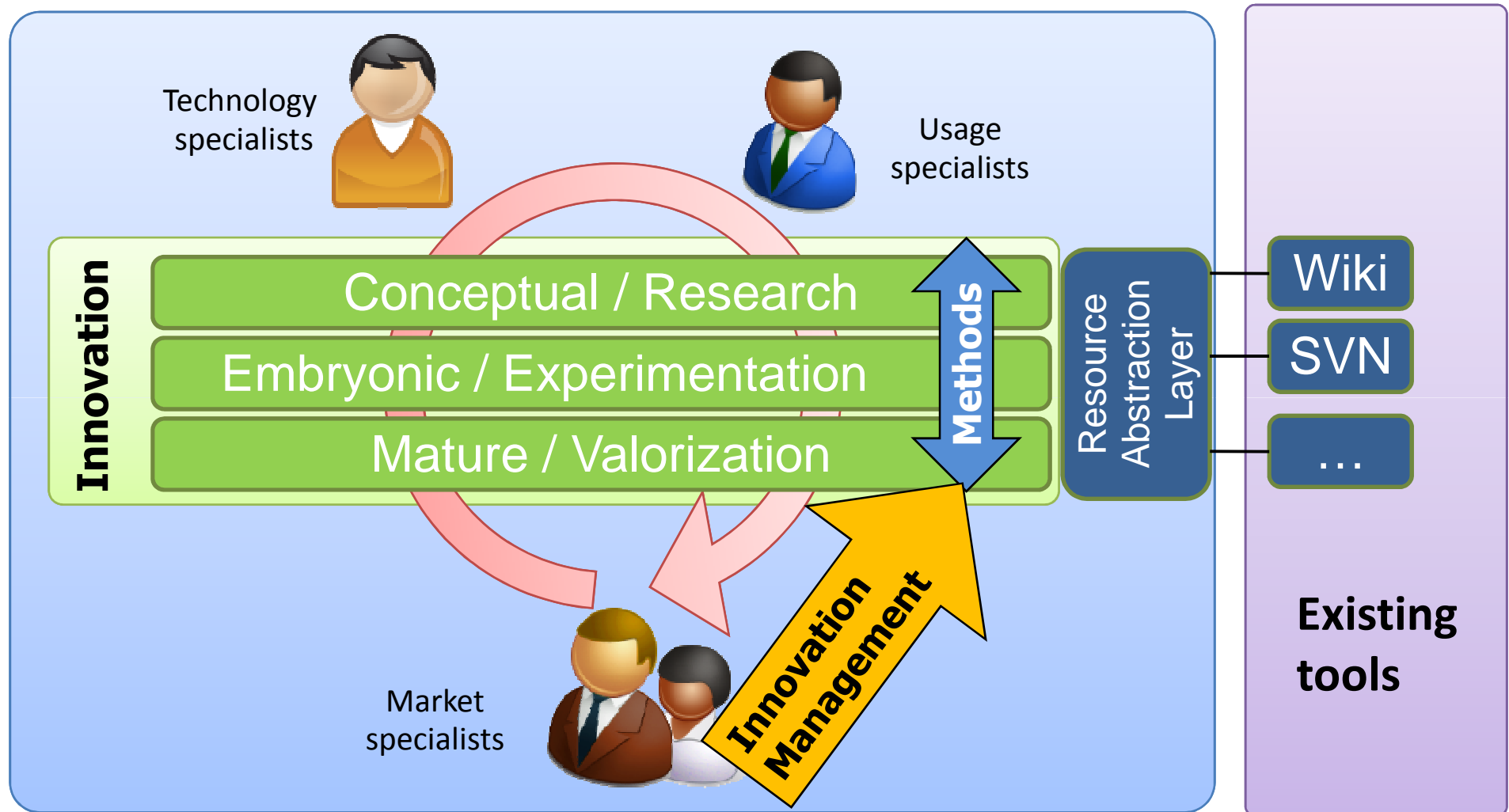
Concurrent Innovation Management Model



Collaboration management

	Input	Collaborate	Output
Meeting	Select participants Select idea / project	live meeting	Updated knowledge base: - meeting minutes - updated / new documents - updated / new participant profiles
Off-line	Select participants Expose documents Request contribution Request assessment	invite participants (messaging, email)	Updated knowledge base: - updated / new documents

Concurrent Innovation Management Model



Innovation Management Overview

- Needs are usually not expressed spontaneously. Problem and / or behavior analysis (e.g. workarounds) can be the basis for need and solution identification.
- Assessment of ideas only address published information, and the owner of the idea selects (groups of) experts involved in idea assessment / maturation, for the sake of safe IPR management.
- Assessment criteria are defined with a set of valid values and a weight, so as to enable the scoring of ideas . Example of assessment criteria can be: time to market, customer value, IPR protection, market readiness.

Innovation Management Concept (or Percept?)

■ Concept

- A concept is an abstract description: you do not know what a concept is made of, or how it is used.
- The reason for the gap between results of concept studies and actual behavior is that insufficient information leads people to building representations that can be significantly different from what the product will actually be
- **→ Concepts cannot be used reliably in this context**

■ Percept

- The idea is to enrich concept descriptions by addressing questions such as: **what does it look like, what is it made for, when, where, how and by whom it will be used.**
- The idea is now more than just a concept
- **→ Percepts allow a « better » assessment of ideas based on its attributes. The result is more reliable than those coming from concept assessment.**

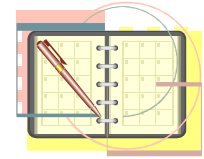
Innovation Management

Experimentation

- Develop a percept to make it easier to evaluate:
 - Mock-up
 - Prototype
 - Document
- Identify the obstacles to move the idea further towards a product
 - IPR protection (patent)
 - Technology, industrial (mass production)
 - Cost, environment / Legal
- Use collaboration to try to overcome the obstacles
- → Estimate the Time to market (now / 1 year / 3+ years)

Innovation Management Valorization

- Collect end user feedback
 - Target Price, communication
- Check impact of the innovation on all the ecosystem
 - Competition, Complementors, Distribution, etc
- → Get an idea of market, quantities, prices



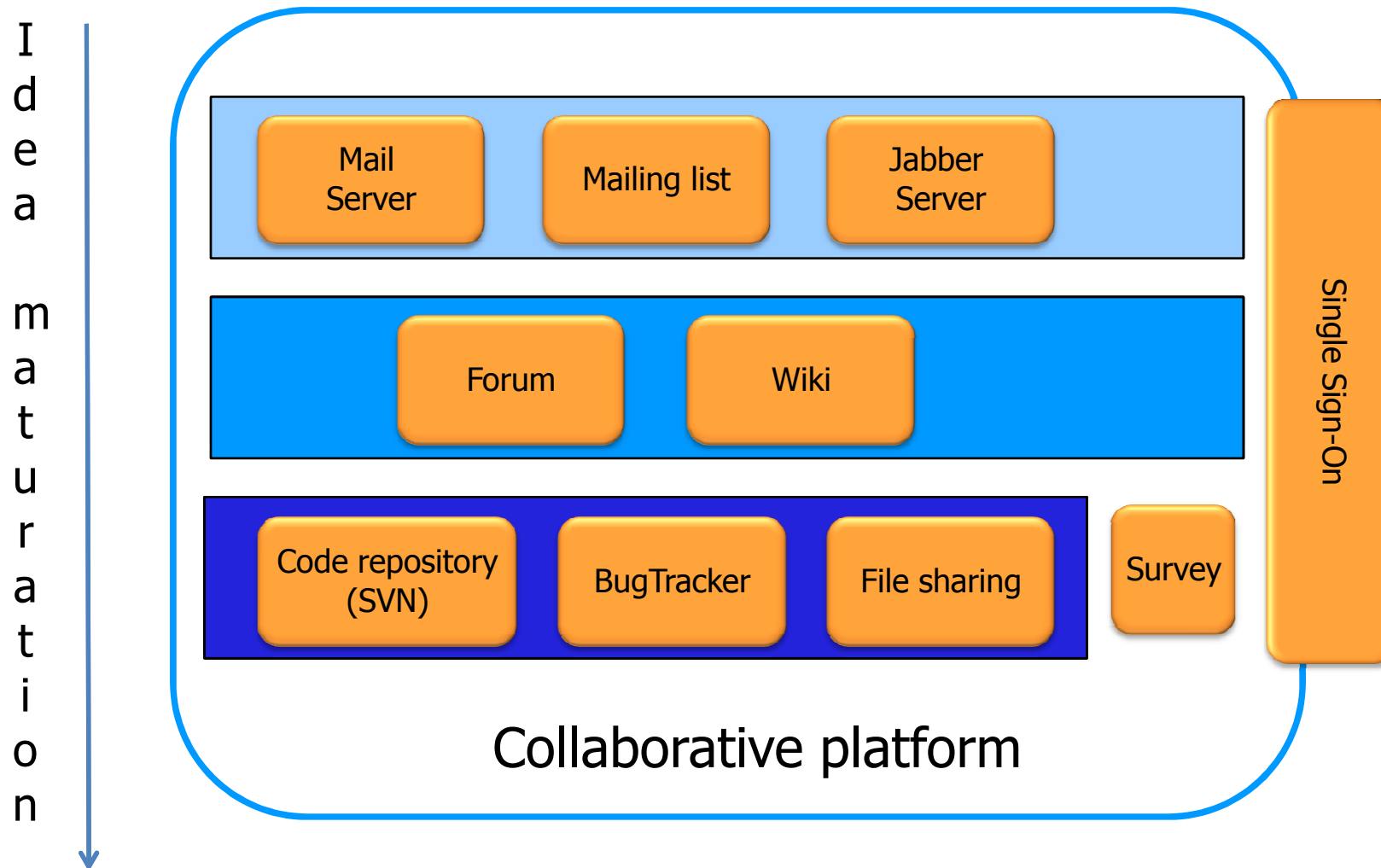
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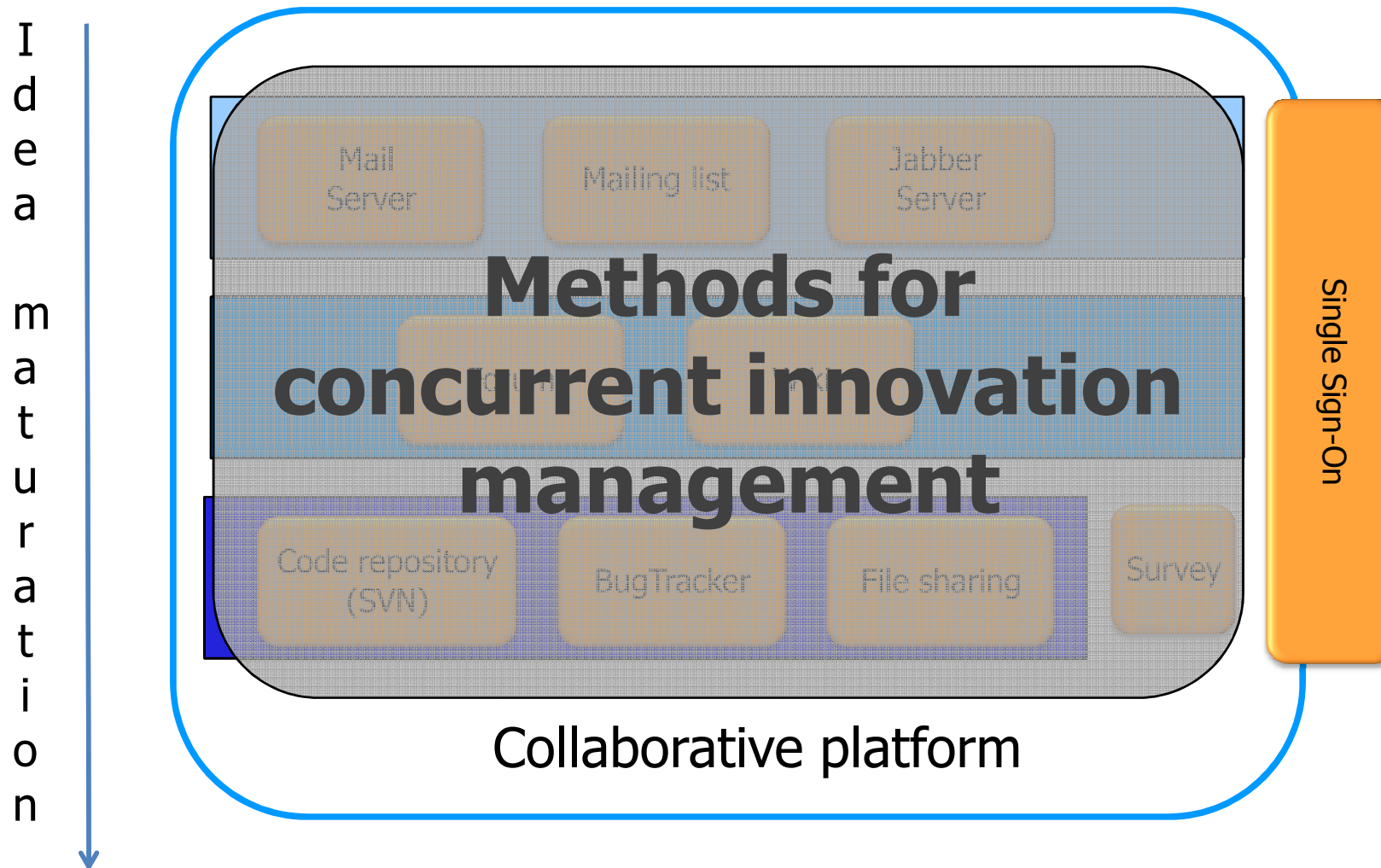
Collaborative environment for concurrent innovation: First version - quick setup



Candidate tools

Categories	Tools
All-in-one platform	GForge, LibreSource, Trac,
Document management	KnowledgeTree, Alfresco
Software development management	BugZilla, Scarab, Continuum
Project management	ProjectPier
Communication	Pidgin, WengoPhone , HiveBoard

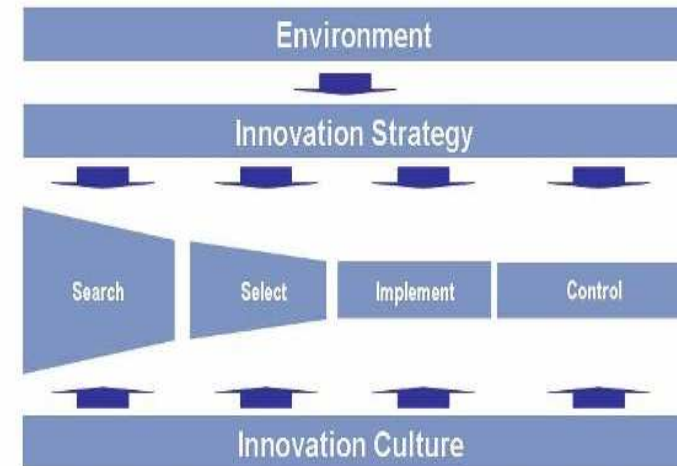
Collaborative environment for concurrent innovation: Target version



The ecosystem of the Collaborative environment for concurrent innovation

Discontinuous Innovation Lab

- Initiated in 2006 by Advanced Institute of Management Research (UK)
- International and interdisciplinary group of innovation researchers
- Collaboratively identify and explore the best practice to deal with this challenge with industries leaders
- Generate knowledge about how organizations can cope with disruptive changes by discontinuous innovation
- Strong impact on business practice by offering
 - access to latest thinking in innovation research
 - open space for cross-boundary exchange
 - restricted access to invited participants only
 - international networking, joint learning and
 - the potential to build a strong « community of practice ».



- Network



<http://www.innovation-lab.org/>

ASPIRE

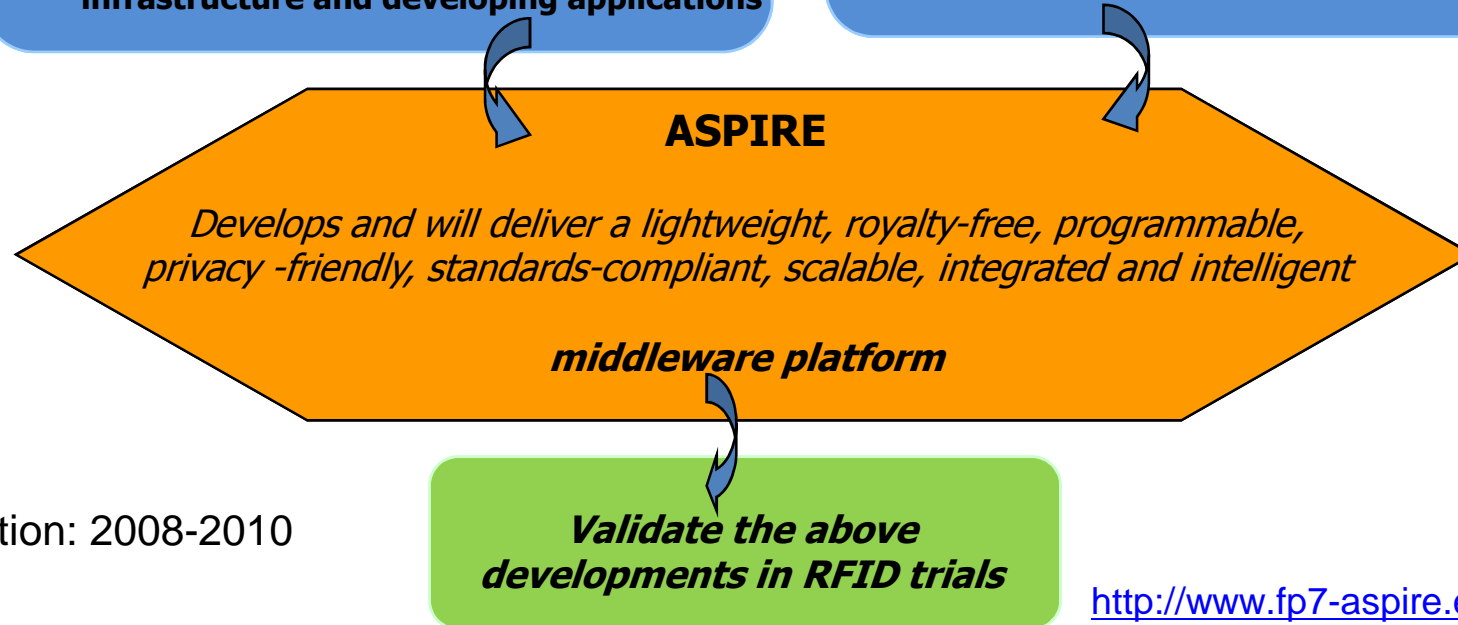


- FP7-ICT-2007-1 - ICT-2007-1.3 ICT in support of the Networked Enterprise

Significantly lower the SME entry cost barrier and Total Cost of Ownership (TCO) for RFID technology solutions:

- Free Middleware running on Low-cost hardware
- Lower effort for managing the infrastructure and developing applications

Enable RFID scenarios (based on ASPIRE middleware and added value sensors) that improve business results

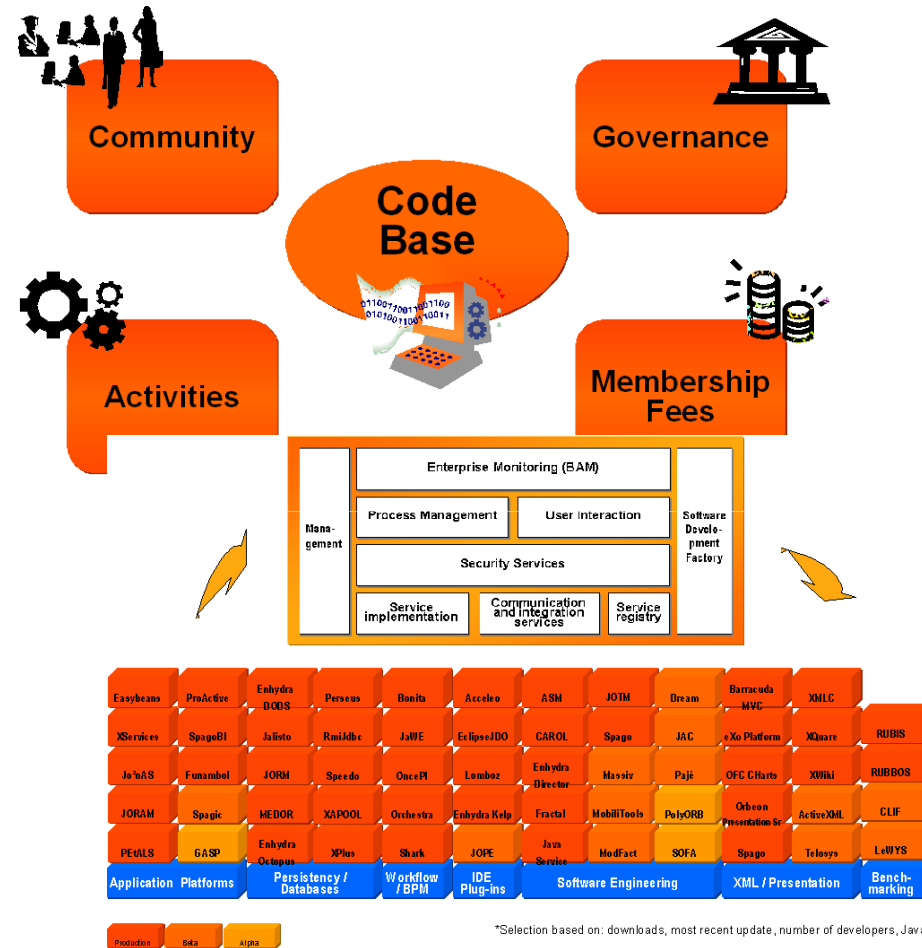


- Duration: 2008-2010

<http://www.fp7-aspire.eu/>

OW2

- Open Source Middleware
- An extensive code base
 - 100 validated projects
- A worldwide community
 - 14 strategic members
 - 41 corporate members
- Initiatives
 - Service Oriented Initiative
 - Business Intelligence Initiative
 - E-Government Initiative
 - Embedded Software Initiative
 - SOA, RFID
- 3 Local Chapters
 - China, Brazil
 - Europe (lead)



www.ow2.org

Thank you for your attention

Any question



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