

# VALUE-IT – Adding Value to RTD: Accelerating Take-up of Semantic Technologies for the Enterprise (STE)

## Annual Report 2008



*“Establishing dynamic links between research and business environments”*

**www.value-it.eu**

VALUE-IT is aimed at promoting market driven alignment of EU RTD, fostering innovation and accelerating adoption of Semantic Technologies for the Enterprise (STE); to ensure best possible use of ICT to improve the competitive positioning of EU business.

Main Objectives of the Project are:

- a) To provide a vision of the market potential for intelligent solutions based on STE and of the requirements, means and channels for transforming research results into successful tools and services;
- b) To raise awareness among business players about STE potential contribute to their competitiveness and
- c) To promote dialogue between STE suppliers and potential users, aimed at improving the focus and usefulness of further works in research and development of innovative STE solutions.

## Summary of Activities

VALUE-IT is a 26 months Support Action started in March 2008; major achievements along 2008 have been:

- a) We have refined the scope of the project to secure the project roll-out and consolidating a shared vision and common understanding among partners on the operational details of VALUE-IT.
- b) We have analysed research and business efforts involved in the development and supply of STE, as well as the maturity of different STE technology classes and their potential business applications.
- c) We have set into motion the market analysis for STE demand and the conditions under which business will be willing to implement uptake STE.

## Important work areas

**Scope refinement.** Key activities aimed at refining the project scope integrated:

- o Development of the STE operational definition addressing both “traditional” Semantic-based methods (such as formal, top-down, semantic web and ontology based) and

*“novel”* approaches (such as social network, community based and Web 2.0), as well as collaborative working techniques that interplay for corporate use

- VALUE-IT Target Groups have been profiled with in the fields of RTD, supply and demand.
- Development of an initial collection of use-case-scenarios classified by STE applications in different target industries. They will provide a vision of potential benefits of STE to support market research activities.

**Supply Side Vision: from the Lab to the Market.** Aimed at delivering a technology based vision of innovative business solutions based upon the development and consolidation of STE. Results from analyses have allowed to set an enhanced STE Definition with main goal to put Enterprise in focus of attention in order to highlight constrains and inhibition associated to this environment. Semantic Technologies relevant for adoption and deployment in the Enterprise context have been classified creating categories/clusters according to its maturity technology, paths-to-market, and applications.

**Demand driven mapping.** Aimed at find out the demand needs and expectation in several industries and businesses areas. It comprises demand-side qualitative and quantitative fieldwork with the purpose of gathering insights, enrich information, complete investigation hypotheses and get feedback from potential STE end users. The qualitative market research process has started and extensive in-depth interviews have been performed. Main responses or attitudes when approaching the demand regarding the STE uptake and potential benefits of explored sectors provides the STE Demand vision for the Demand driven.

**Promotion and Awareness.** VALUE-IT was present in the fourth annual Semantic Technology Conference (SemTech-2008), world's largest annual gathering for targeting comprehensive, real-world business applications using semantic technologies. VALUE-IT partners gathered with some 20 exhibitors, 8 of them European companies.

VALUE-IT also has been present in the major R&D and business oriented Semantic Technologies events, such as in the European Semantic Technology Conference (ESTC-Vienna), European Semantic Web Conference (ESWC-Tenerife), 2008 Online Information Conference (London) or the Information Management solutions 2008-Conference (London).

As part of the dissemination actions VALUE-IT participates with other ongoing FP7-projects (ACTIVE, SOA4ALL, NEPOMUK) and other organisations such as STI2.

**A Networking Session performed under the frame of the ICT 2008 Event**, presented preliminary results of the project and was successful in bringing together actors involved in developing and implementing semantics; attendance exceeded the 75-person capacity of the assigned room.

## Future Work

During 2009 efforts will be focus on finalising the Supply and Demand Side Visions. Having established them, an outreach effort will be performed to integrate the Demand and Supply in a STE roadmap, which will analyse how and for what purpose STE are being, and can be, implemented to solve business problems.

## Further Information

- Project web site: <http://www.value-it.eu>
- EC Content Knowledge Projects: [http://cordis.europa.eu/fp7/ict/content-knowledge/projects\\_en.html](http://cordis.europa.eu/fp7/ict/content-knowledge/projects_en.html)