"Establishing dynamic links between research and business environments"

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

Annual Public Report 2009

Closer alignment and interaction between research and industry worlds is essential to boost EU socio-economic growth and international competitiveness, especially in innovative fields such as ICT.

With in this context, Value-IT is a 26 months Support Action started in March 2008, aimed at promoting market driven alignment of EU RTD, fostering innovation and accelerating adoption of Semantic Technologies for the Enterprise (STE).

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 competitive products and services;

b) To raise awareness among business players about STE potential to contribute to their competitiveness and

c) To promote dialogue between STE suppliers and potential users, aimed at improving the focus and economic relevance of further RTD efforts.

To achieve stated objectives, Value-IT is performing STE market assessment, identifying industries and processes as well as the conditions under which organisations would use semantically enabled IT products and services; in order to delineate the market and provide a user driven roadmap for future research and deployment activities.

Summary of Activities

VALUE-IT major achievements during its second year are summarized in the following public documents (available at http://www.value-it.eu/ in the publications/deliverables section):

*   STE TechnoVision Report which provides a technology based vision on the supply side of innovative business IT solutions based upon the development and consolidation of Semantic Technologies.

- Interim Demand Driven Mapping Report which offers the insights gathered during the qualitative market assessment on enterprises needs and challenges in several industries and businesses areas.

- A Use Case Scenarios Collection presenting representative business cases

Important work areas

Supply Side Vision: from the Lab to the Market. The analyses over the supply look up of innovative business solutions, based upon the development and consolidation of STE have been completed. Results from analyses have allowed setting an enhanced STE Definition and the configuration of the STE supply offering in categories/clusters according to its maturity level, paths-to-market, and applications.

Demand Driven Mapping. It aims at finding out the demand needs and expectation in several industries and businesses areas. During this period the demand-side qualitative fieldwork has been completed. Insights and analyses of responses from in-depth interviews performed to IT decision-makers in a range of industries and countries have been synthesised in the Interim Demand Driven Mapping Report, our "preliminary demand mapping."

Results from qualitative phase have been used as bases to launch the quantitative market analysis for the demand of STE enabled products; to validate the conditions under which business will be willing to implement STE and set up methodological activities for the Value-IT Roadmap.

STE Roadmap. Aimed at integrating prospective visions of potential development of STE from both, the business demand and the innovation supply sides, for guiding the future alignment of RTD to business needs. Work performed was mainly focus on classifying and prioritising the STE opportunities and gaps identified on short/mid term, as well as in establishing a common methodology roadmapping and matchmaking process. Also, a selected Use Case Scenarios Collection, which couples with detected demand needs, has been published.

Dissemination and Awareness Raising Activities. Activities aimed at disseminating and raising awareness of the project outputs, as well as promoting matchmaking have also being performed during this second period.

During this year VALUE-IT has started the matchmaking process by setting up workshops oriented towards the dissemination of the demand side status and needs, as well as arranged presentations to deliver the project's outputs in the major R&D and business oriented Semantic Technologies events, such as the 2009 European Semantic Technology Conference (Vienna) and the Online Information Conference (Dec. 2009 in London).

Future Work

Final phase of the project will be focused around:

- Publishing the Value-IT Final Report. It will summarize key project's outputs and will be mainly targeted to business decision makers. Its editorial line foresees explaining -in lay language- the potential benefits associated to the adoption of STE based solutions and those derived from participating in future STE RTD and innovation projects.

- Summarizing and "stabilizing" Project outputs for securing a proper dissemination of VALUE-IT findings.

Further Information

- Project web site: http://www.value-it.eu