



Digital Business Ecosystem

# DBE e Comunità regionali: il caso di Aragona

Aragon Institute of Technological  
Trentino, May 30<sup>th</sup>, 2006



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# SUMMARY

- A Regional Catalyst in the DBE Project
- Agents in the region
- Work Done, Current Situation and Future Work of the different agents:
  - SW Developers: Drivers & Implementers
  - Influencers: Policy Makers
  - Users: Discoverers
- Feedback and Experiences



# A Regional Catalyst in the DBE Project

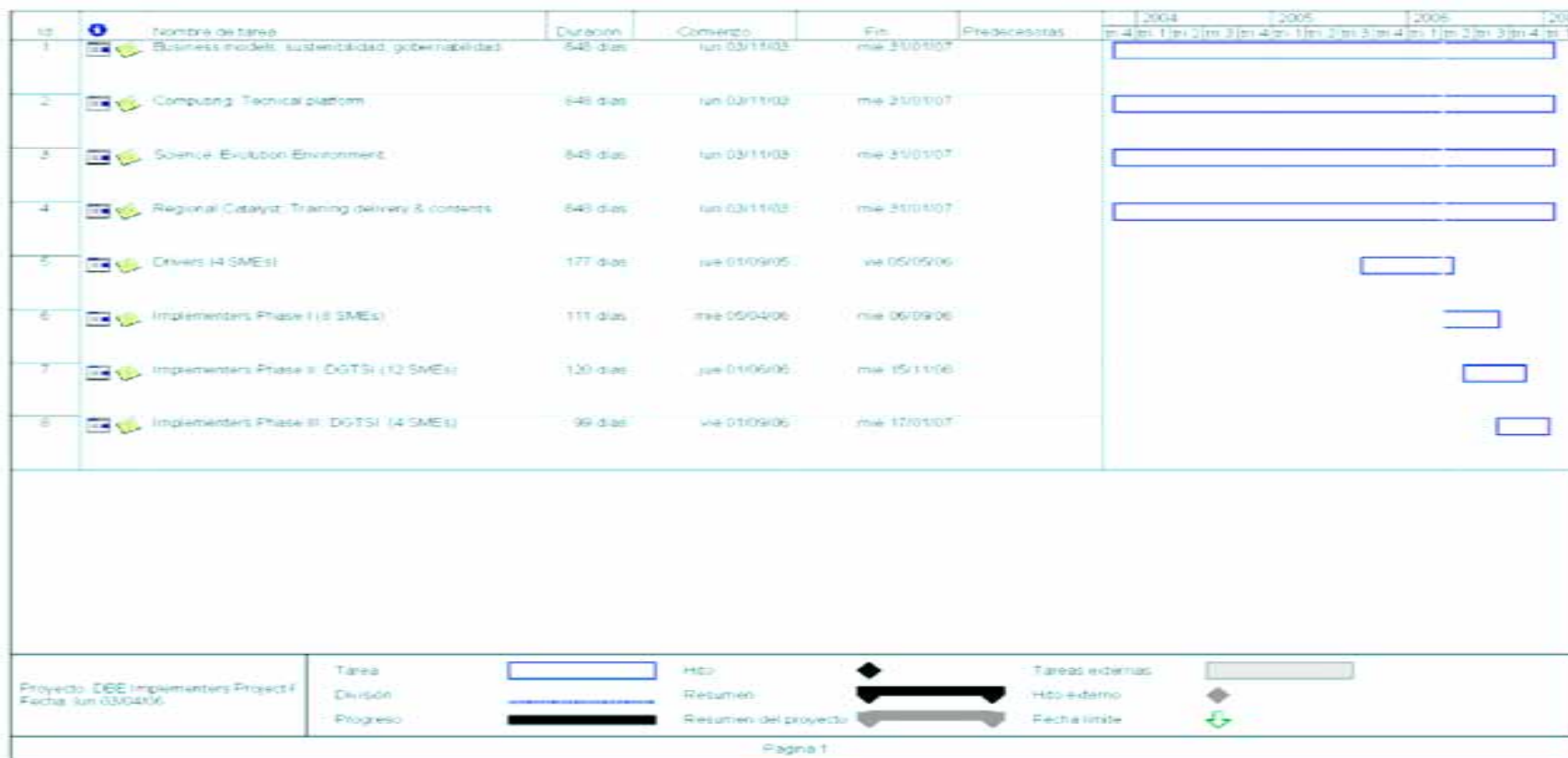
- The project is structured in 4 main activity groups:
  - Business group: business models, sustainability topics, Governance topics, legal aspects. OPALS, DE Cluster, other DBE technology based projects.
  - Technical Group: development of a ServENT middleware platform and the DBEStudio.
  - Scientific group: Introduction of intelligence into the platform. Evolution and ecosystem concepts.
  - Regional Catalysts: 3 first validation scenarios.
- ITA is one of the three Regional Catalyst together with UCE (Birmingham, UK) and TCH (Tampere, Finland)
- The objective is to deploy the DBE platform in the region, coordinating all needed recruitment and training activities.

# DBE – Agents in the region

- Regional Catalyst: UCE, Hermia, ITA.
- SW Developers
  - Drivers
  - Implementers
- Users (recruited by the SW Developers)
  - Discoverers
  - Users
- Influencers
  - Policy Makers
  - Constituencies



# Timeline



# Drivers – Selection of the tourism sector

- A consultancy study was carried out in order to select the business sector in which the first DBE integration was going to be done.
- Several variables were considered in order to guarantee the success as much as possible:
  - Critical mass, number of interaction, dependency between providers and customer, information interchange needed, communication symmetry, technological level of the sector, business opportunities, criticability, niche market.
- Sectors:
  - Manufacturing, automation, SW Industry, training and Consultancy, Tourism.
- The Tourism sector was selected.



# Drivers – Selection and work done

- 8 potential Drivers were interviewed:
  - specific company profile
  - several one-to-one meetings with each one
  - Technical coordinator attended some of the meetings
  - Analysis of then applications potential Drivers owned
- Four Drivers with applications in the tourism sector agreed to enter the project in February-June 2005.
- Several one-to-one meetings and meetings in group were held again in order to prepare a work Plan and inform about the DBE, mainly ExE.

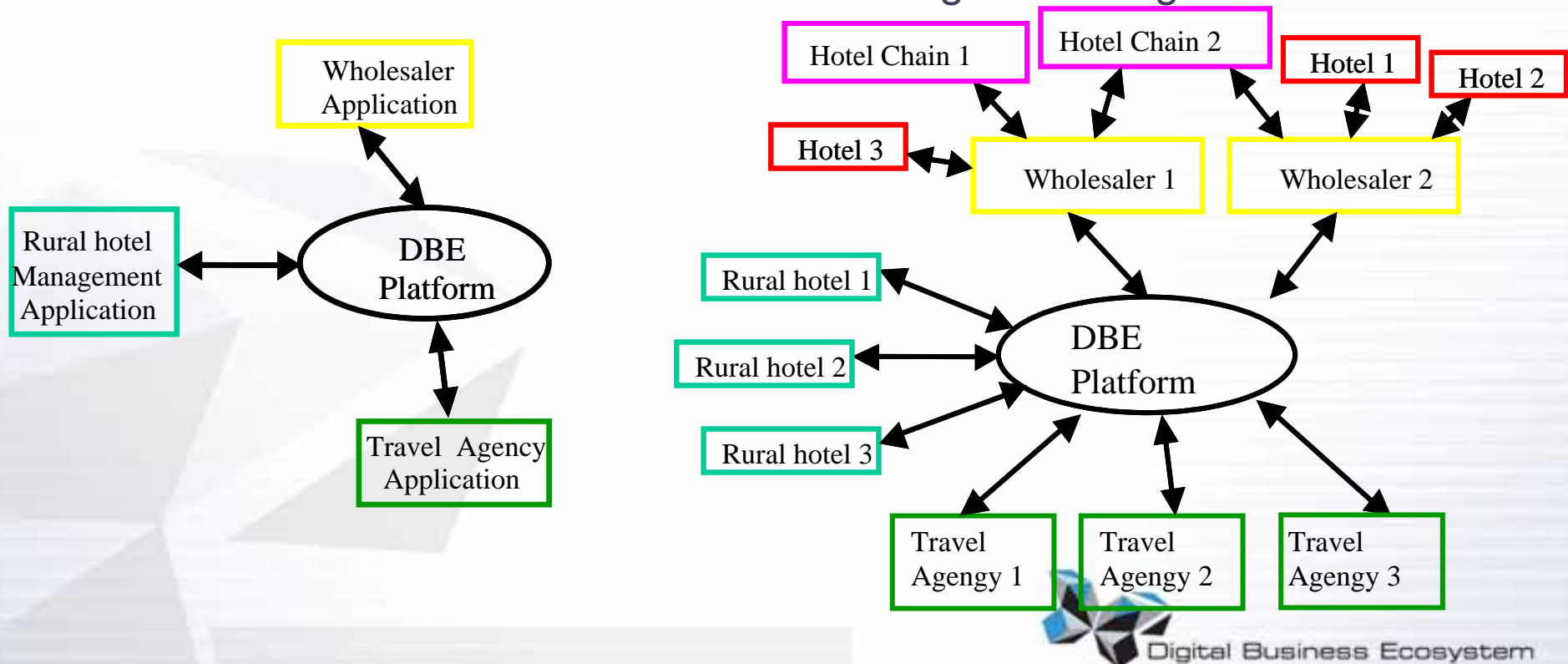


# Drivers – Selection and work done

- Work Plan elaborated and agreed in July (7 WPs). It is available in [www.ita.es/dbe](http://www.ita.es/dbe).
- Kick-off meeting in September, 1st.
- All Drivers are working together:
  - One meeting every 1-2 weeks
  - Working in network.
  - Close collaboration between the RC and Drivers
  - The DBE is being used as an integration middleware using some “state of the art” features of the ExE.
- All the scenarios to be deployed make the different applications from Driver SMEs interact among them.

# Drivers – Work Done

- Afternoon session
  - Analysis of the scenarios covered by the different applications
  - Drivers proposed different scenarios interesting from the business point of view.
  - Six Scenarios were selected to be integrated through the DBE.



# Implementers

- Call Tender for new implementers opened in two phases
  - 1st phase closed on December, 5th.
  - 2nd phase closes on April, 29th.
- Call Tender opened for applications:
  - In the tourism sector: both with the same profile as those already integrated or new ones (restaurants, ski resorts, car hiring, taxis, ...)
  - In other business sectors: ERP integration, ...
  - Applications for the e-Government.
  - In basic or horizontal services: payments, identity, SMS, ...
- Implementers must bring at least two final users. They have to follow the same Work Plan as Drivers and use the new DBE features

# Implementers – Work Done

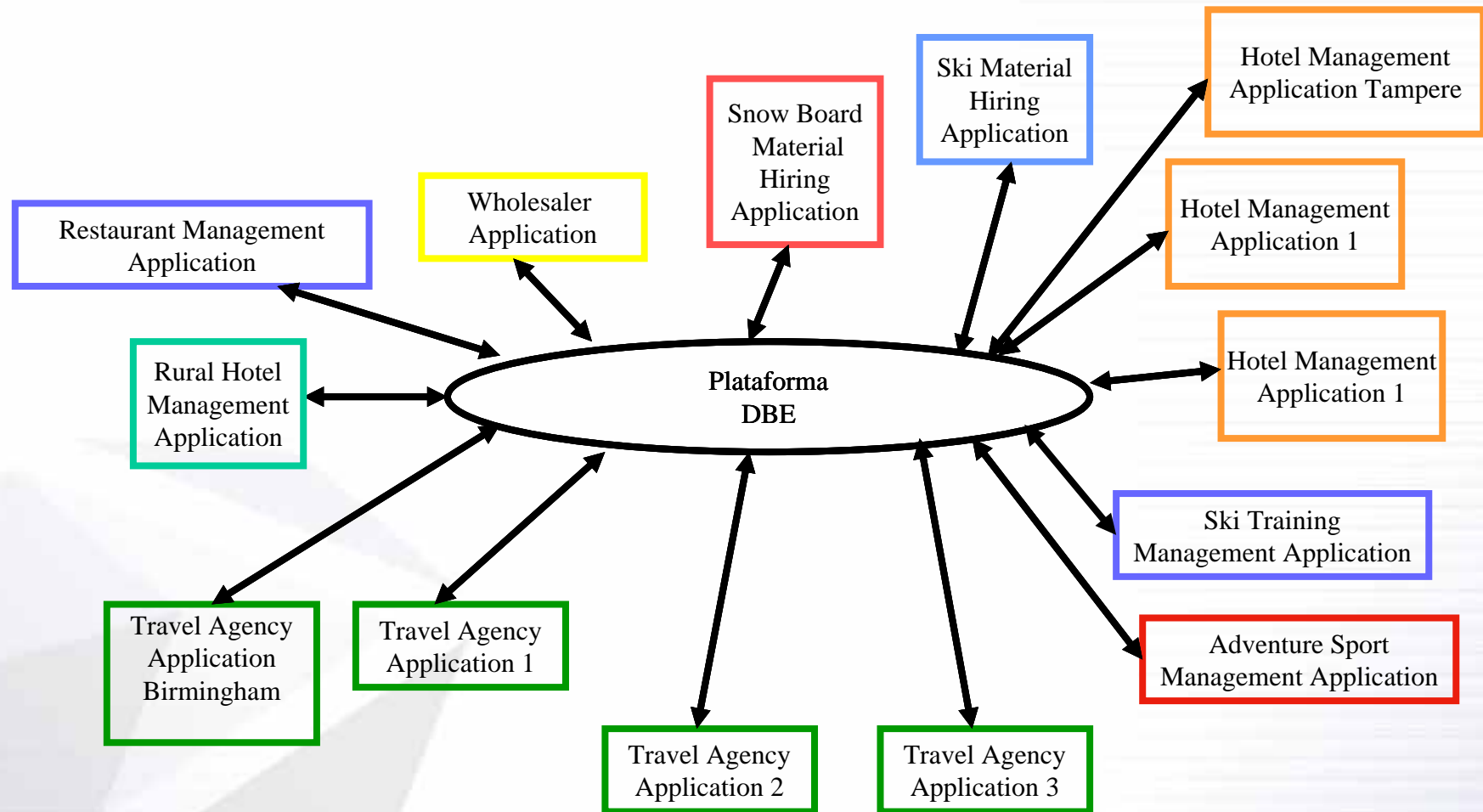
- What have we done in order to recruit the implementers?
  - Survey to 448 IST companies in the region
  - Mailing to technology SMEs.
  - Small group meetings to explain main DBE concepts and encouraging them to participate and learn more.
  - Showing a clear Work Plan working with the DBE during 3-4 months in which they will realize what the DBE is.
  - One-to-one meetings to discuss about specific proposals whether they were suitable to be integrated.
- 17 proposals have been received before December, 5<sup>th</sup> for Phase I
  - 8 proposals were accepted
- 13 proposals have been received before April, 29<sup>th</sup> for Phase II
  - 12 proposals were accepted

# Implementers – Work Plan

- Go to [www.ita.es](http://www.ita.es)



# Future Scenario



# Discoverers and Users

- Discoverer selection is closed.
  - Gabilos has already agreed the participation of 3 rural hotels.
  - DBS has already has already agreed the participation of 2 tourism wholesalers.
  - Eon has already has already agreed the participation of 7 travel agencies.
- Users come to the DBE through the Implementers in order to optimise the resources. The already know the application.
- No change on the interface → no expenses in training to employees and Users have opened a new chanel to do business.
- 70-100 users will be working with the DBE at the end of the year.



# Policy Makers & Influencers

- Policy Makers
  - We contacted the government department of Technologies for the Information Society.
  - We have integrated the DBE into their strategy.
  - They are providing extra-funding for the project. The second phase of the call tender is going to be funded by them.
  - They perceive that the DBE may be applied to e-Governance applications, in open source, fast and easy way to integrate systems of different nature.

# Policy Makers & Influencers

- Policy Makers
  - As SW Developer SMEs, they already think about the DBE without a previous stimulation from our part. Namely, when a new vertical technical action appears, they already suggest to use the DBE as the technical platform for integration.
  - We also encourage SMEs to apply for Public Competitive funding based on this Technology at regional, national and international level (TUR-INTEGRA Project).
- Constituencies
  - Other important key people in the region has been contacted and they have been talked about the project: legal and economic PHDs, business angels, ...
  - Make other DE cluster projects use the DBE platform. We have talked to members of the projects of SEAMLESS (Antara) and Envision (LABEIN) on March, 28th in ITA facilities.

# Feedback from Drivers & Implementers

- High Regional Expectatives
- The added value that the DBE can give them at this moment is the possibility to integrate their applications and make them work together.  
NETWORKING.
- At present time, they could do most (not all) of the things with other technologies but the DBE has given them this possibility to work together. And then, in the next future, they will have the possibility to exploit new features (evolution, service aggregation, filters) because they have used the DBE as the integration technology.
- They expect to improve the features of their applications and then, they can sell it easier (niche market).
- They also think about aggregated services.
- The real available step by step examples are very useful and it is the best way to show the concepts. The best way to give support to SMEs is to develop examples to learn about the platform



# Feedback from Drivers & Implementers

- A SME has downloaded our services and manuals and test the ExE without being involved in the project
- Early adoption of future technology: Learning opportunities and experience. Key concepts of the DBE are clearly the future key concepts in the SW world.
- They are worried about the continuity of the DBE Technology but they see that many actions are in progress: support from regional government, future DBE based projects, new regions interested, business plan for for guarantying going on, ,...
- Networking with other small and big players at a European level
- Participation in a IP strategic Cluster European Project
- Networking with other customers and providers for they Clients
- Code Camps work well





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