



D 1.1.5 Communication Channel with Industrial Board members & Industry (v1)

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Abstract.

EU-IST Network of Excellence (NoE) IST-2004-507482 KWEB
Deliverable D1.1.5 (WP1.1)

Establishment of efficient multiple communication channels with the Industrial Board members and Industry is very important. The Industrial board is composed of industrial organizations that can clearly benefit from semantic web technologies. The board is considered representative of the current or prospective benefactors of Semantic Web technologies. Different communication means have been put in place to ease the communication of business needs to the research community and vice versa. Most of them are illustrated in this deliverable: Industrial section on the KWeb Portal, Industrial Newsletter, Industry events, ...

Document Identifier:	KWEB/2005/D1.1.5
Class Deliverable:	KWEB EU-IST-2004-507482
Version:	1.7 Final
Date:	January 31, 2006
State:	Final
Distribution:	Public

Knowledge Web Consortium

This document is part of a research project funded by the IST Program of the Commission of the European Communities as project number IST-2004-507482.

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Changes

Version	Date	Author	Changes
1	25-11-2005	Alain LEGER	Skeleton of the document
1.1	20-12-2005	David HAMON	First draft
1.2	28-12-2005	Alain LEGER	Pre Final editing and Changes
1.3	09-01-2006	Alain LEGER	Submitted to Quality Assesment
1.4	09 / 20-01-2006	Lyndon NIXON	Quality Assesment
1.5	24-01-2006	Lyndon NIXON	English proofing
1.6 / 1.7	31-01-2006	Alain LEGER	Final version Editing

Executive Summary

This document aims at giving a status report on the different instruments put in place by the Industry Area of Knowledge Web and specifically the WP in charge of the relation with Industry (WP 1.1) to multiply the vectors of awareness and technology transference towards the industry and the business needs.

From the Industry network viewpoint, we have continuously kept in mind the need to:

1. “The objective of the WP is to determine requirements analysis from different business uses cases that will permeate the overall activities of Knowledge Web, in particular in the Research and Education areas.”
2. “The activities of the Research area should be permeated with the requirements coming from the business cases of the Industrial area to make sure that the problems tackled by researchers satisfy the business objectives.”

To that end, we have put in place the following instruments:

- **Industry consortium** from which an industry board (**IB**) is constituted and an Ontology Outreach Authority (**OOA**) – see Deliverable D1.1.1 v2 (M18) ;
- **Research and Industry** Areas regular exchanges and meetings for analyzing key technology roadblocks ;
- **Education: Academic courses for the practitioners** (see Education area: e.g. Del 3.1.5) ;
- **Industrial events** to promote the technology as witnessed by many burgeoning or deployed applications ;
- Industrial partners as **members of the Organizing and Program Committees** of Industry and Research conferences ;
- **Industry section** on the Knowledge Web portal ;
- **Monthly news letter** ;

Our promotion effort through specific events dedicated to Industry needs was considerably increased over the period 2005. The attendance for such events is always quite large (about 200 at the Industry Day at ESWC 2005 and more than 300 at Industry sessions at ISWC 2005). The contributions also increased significantly, for example consider that the first technology show at ESWC 2004 had 12 demonstrations compared to the 120 submitted proposals at ISWC 2005 (!).

The 2 Industry days organized jointly with NoE Reverse (Semantic Web days 2005) in complete isolation from classical Research conference (ESWC, ISWC, etc.) also demonstrated significant interest with about 150 industrial participants.

Our Industry Network (Alliance, IB and OOA) has been consolidated through a signed agreement (EAP) and focused on a few prioritized domains like Healthcare, Human resources management and KM in the Energy sector.

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1. Scope

1.1 Industry Area

The main objective of the theme “Outreach to Industry” is to promote greater awareness and faster adoption of Semantic Web technology in industries. It requires effective dialogue between industry and academia. Outreach to industry means the research community takes the initiative to:

- Assess whether there is a need for Semantic Web Technology. What current problems do companies have that cannot be solved without SW technologies;
- understand the needs, difficulties and problems of migrating Semantic Web technologies to current industrial systems (*Industrial application needs*);
- survey and profile the existing ontologies, tools, infrastructures and methodologies in the light of the understood industrial requirements for the adoption of the Semantic Web technologies (*Evaluation for technology selection*);
- make recommendations, guidelines and standards to help industry organize, design and implement their migration into Semantic Web technology enabled IT systems (*Technology recommendation*);
- promote awareness of the added value of the Semantic Web technologies in the increasingly competitive knowledge economy, by demonstrating convincing cases (*Promotion of ontology technology*).

These activities can be characterized as research and work driven by **industrial problems**. The evaluation for technology selection is a technology centric perspective, so is focused by **industrial needs**. Based on the input from these two activities, technologies are recommended and promoted. The activities focus on delivering information and support both to industry (in understanding the potential of adopting semantic web technologies), and to academia (in seeing which of the needs and requirements expressed by industry open research opportunities).

The early strategic phase of ontology-based system development in industry is the primary target. Recommendation and guidelines are also valuable for industries in performing requirements analysis, ontology system architecting and management of the development. The upper stream of the system development lifecycle is the crucial stage of **effective adoption of ontology technologies by industries**.

1.2 Deliverable scope

This deliverable addresses precisely **the efficient communication with the Industrial Board members and the Industry in general** (WP1.1: Task 1.1.4).

The communication and interaction among the Industrial Board are based on:

- Industry requirements and use cases (F2F meetings to collect the needs), with a short summary of each use case under development publicly available on the Industrial Portal
- Feedback from KnowledgeWeb (realizing the use cases, access to the key expertise in Europe, Education for young researchers and adapted contents to practitioners, competence centres for technology transfer sessions, best practices for deployment)
- Information on the web site (Newsletters, repository of semantic Web demonstrations, “join us” section)
- Private lounge for Industrial board: sensitive information protected by private logins.
- Invitation of the Industrial members to participate in Organizing Committee and Programme committee of Industry session, tracks, days of Industrial events.

Five main chapters compose this deliverable:

Industrial Web Portal: the first communication tool with the Industrial Board and the Industry in general relies on a web portal, with a restricted access for members.

Industrial Newsletter: A monthly newsletter has been created and is sent to industrial members. Subscription to the newsletter is also possible on the web portal.

Updated board members: The board member list has been regularly updated to keep an efficient communication.

Industry-Research Cooperation: The cooperation between Industry and Research areas of Knowledge Web has been intensified since April 2005 and is now organized, pushed and monitored by the Area managers.

Industrial events: interaction is also enabled through regular industrial events.

2. Industrial Web Portal

For efficient communication and interaction among the industrial board, a web portal dedicated to Outreach To Industry (the industrial portal: <http://knowledgeweb.semanticweb.org/o2i/>) has been developed. As shown on Figure 1, it contains a public and a restricted area for members only. The latter allows industrial members to participate and consult business cases scenarios. An interested company can also download a statement of interest sent to O2I managers, contributing to the Industry Board elaboration.

Figure 1: last version of the Industrial Portal

Non-member industries can consult business scenarios abstract as shown on Figure 2. More particularly, they have access to scenario titles with:

- KnowledgeWeb partner focusing on the scenario
- The challenge of the scenario
- The envisioned solution
- The explanation for choosing a semantic solution
- The key benefits
- And finally the business partners

realizing the semantic web
Outreach to Industry

Home Industrial Board **Application Needs** Technology Evaluation Technology recommendation Cross-Network Events Documents Links Contacts

KnowledgeWeb

Sectors scenarios

Industrial Members Area
Log in to the members only area for privilege access to the knowledgeWeb activities, exclusive research and surveys, members only documents and mailing lists

Become a Member
Membership in Industrial Board gives you the opportunity to contribute and to influence technical committee working drafts

SCENARIOS IN PHARMACEUTICALS AND HEALTH
3 studies available

Members only have access to the complete articles and documents

Integrated Access to Biological Data

Knowledge Web Partners: UPM
Challenge: To provide a unified point of access to different biological data repositories accessible through the Internet, corporate databases, results of experiments, health cards, medical literature sites and so on.
Solution: Application of semantic technologies to solve the inherent features of the biology field: huge quantity of dispersed, distributed and autonomous data with great difficulties to be integrated due to differences in terminology, syntax and semantics.
Why a semantic solution: Ontologies describe the vocabulary of the data stored at each repository. Annotations describe the data and link it with a corresponding ontology. Ontology merging and mapping techniques allow integration of repositories in a consistent and unified way.
Key Business Benefits: Aid to the researchers in the biological field, providing a unique point of access to biological data. For example, when a researcher wants to compare the results of an experiment with the genome annotation database.
Business Partners: Life science companies.

Hospital Information System

Knowledge Web Partners: VUB Star Lab
Challenge: Data in a healthcare information system is dispersed and heterogeneous in a setting where speed of access and common presentation are important

Figure 2: Business Cases Scenario for non-members

On the contrary, Industrial board members have full access to PDF files describing the business case and the research challenge, as illustrated on Figure 3.

realizing the semantic web
Outreach to Industry

Home **Industrial Board** Application Needs Technology Evaluation Technology recommendation Cross-Network Events Documents Links Contacts

KnowledgeWeb

Sectors scenarios

Welcome
Alain Leger
Logout

SCENARIOS IN PHARMACEUTICALS AND HEALTH
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Business Partners: Life science companies.

Business Case Research Challenges

Hospital Information System

Figure 3: Business Cases Scenario for industrial Board members

3. Industrial Newsletter monthly

Since December 2005, an industrial newsletter is sent monthly to industrial members. It is also possible to subscribe on line as shown on Figure 4.

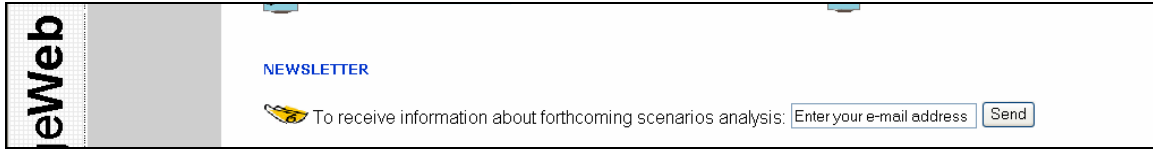


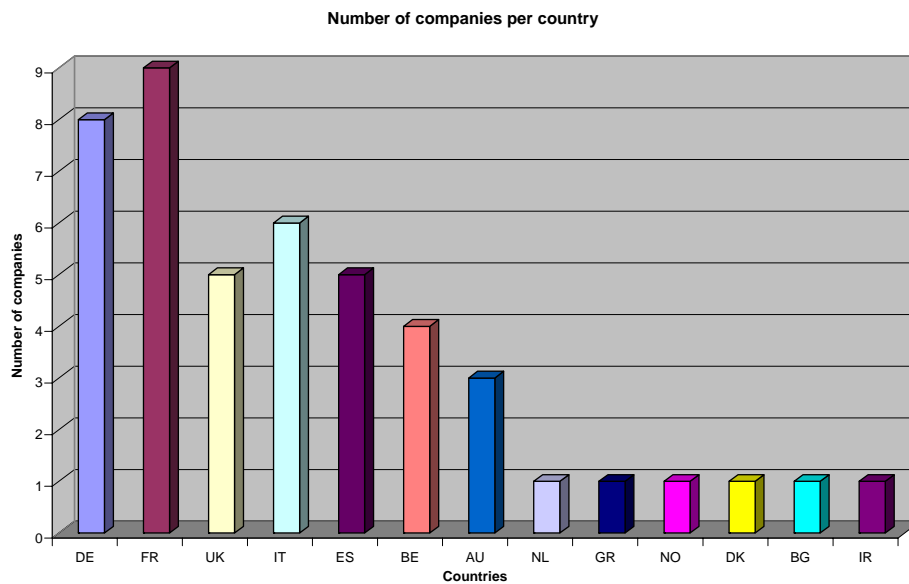
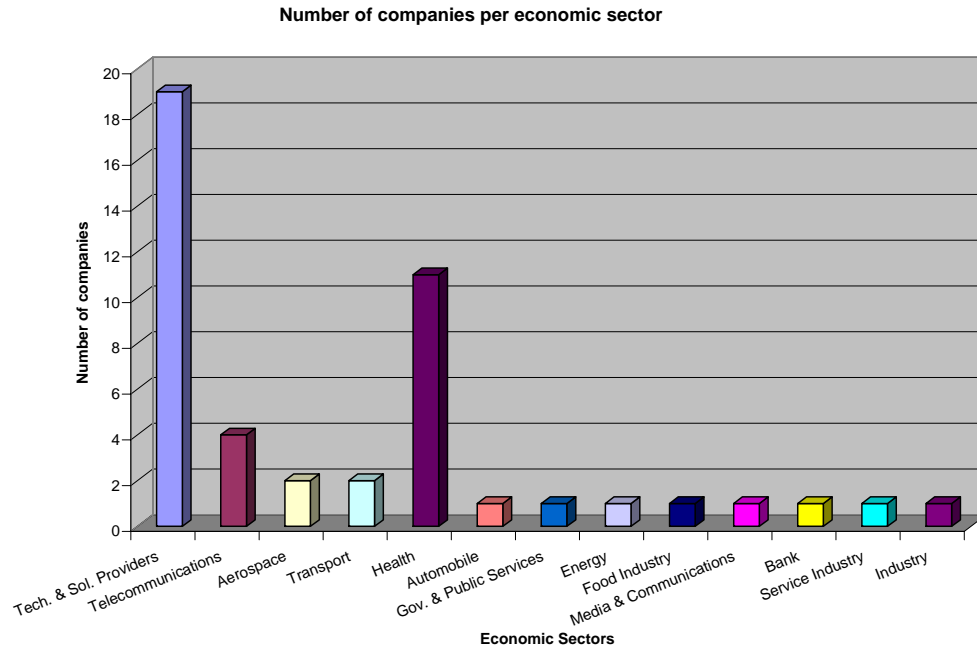
Figure 4: Newsletter subscription



Figure 5: Industrial Newsletter of December

4. Industry Board members

So far, about 46 companies have joined the Industrial board, 11 of them having signed the EAP. The following figures present respectively the composition of the board by sector and by country, before naming each member.



As shown on the graphs, 14 nationalities are represented in the board, with 13 economic sectors.

The 46 companies, having joined the board are listed hereafter, by sectors.

Sector	Company Name
Technology & Solution providers (19)	ACKLIN B.V (NL) BERLECON (DE) COMPUTAS (NO) DISTRIBUTED THINKING (IT) GREEN CACTI (DK) HR-XML (US) IKV++ Technologies AG (DE) iSOCO (ES) NEOFONIE (DE) NET DYNAMICS – QUARTO Software (AU) NIWA (AU) OFFICE LINE ENGINEERING (BE) ONTOTEXT Lab. (BG) RISARIS (IR) SEMTATION (DE) SYNERGETICS NV (BE) TXT e-solutions (IT) UMA (AU) CREATIVE Consulting SPA
Telecommunications (4)	France Télécom (FR) MOTOROLA (UK) TELEFONICA (ES) BT Labs (UK)
Aerospace (2)	EADS Airbus (FR) THALES Aerospace (FR)
Transport (2)	SNCF (FR) TSF TrenItalia (IT)
Health (11)	BIOVISTA (GR) COGNIMUM SYSTEMS (FR) ROBOTIKER (ES) L&C (BE) LIM-Hospital Rennes (FR) INSERM (Fr) BioWisdom (UK) HealthGrid (FR) Empirica(DE) AGFA Health care Buffalo University
Automobile	DAIMLERCHRYSLER AG (DE)
Gov. & Public Services	DSTL (UK)
Energy	IFP (FR)
Food Industry	IllyCaffè S.p.a (IT)
Media & Communications	MERRALL ROSS International (UK)
Bank	TIF (ES)
Service Industry	WorldWideJobs (DE)
Metal Working Industry	WTCM-CRIF (BE)

5. Industry-Research Cooperation

Since the 1st review meeting recommending the “Industry needs to permeate the research”, the Knowledge Web 3 areas (Research-Industry-Education) have continuously improved their cross-area communication and imagined new instruments to intertwine the 3 areas in the most efficient way as possible (given the constraints of bound resources).

5.1 The Industry and the Education areas following main actions

The Industry and the Education areas have been cooperating on two main areas:

- needs to adapt the academic courses to a practitioner audience
- define the requirements of a competence center on SWS

This is fully documented in the deliverables:

- D 1.5.4 **Report on joint education and training activities with cooperating network**
- D 3.2.9 **Report on Industry-Education cooperation**

5.2 The Industry and the Research areas following main course of events:

5.2.1 General Assembly, Heraklion, 3 June 2005

Joint meeting Industry – Research, 2 June 2005

Presentation of 8 use cases (D 1.1.4):

Use Case 1: Recruitment, Worldwidejobs

Use Case 2: B2C portal, FT

Use Case 3: News Aggregation, Neofonie

Use Case 4: Product Lifecycle Management, Semtation

Use Case 5: Managing Knowledge at Trenitalia

Use Case 6: Access to Biological data, Robotiker

Use Case 7: Needs in Petroleum industry, IFP

Use Case 8: Hospital information systems, L&C global

Analysis of requirements from the research perspective

- Presentations of WP leaders from WP2.1 – WP2.5
- Identification of possible contributions to address requirements
- Identification of new topics to be addressed

Further Actions

- Use cases need more details with respect to research requirements:
- Size of data: ontology, instances, documents
- Scalability: approximation, modularisation, distribution
- Matching: exact vs. fuzzy matching

- Web services: where are they needed?
- Language extensions: what aspects are missing
- E.g. data types, expressiveness of rules, context, ...

5.2.2 Delivery of the Del on Use Cases Summaries, August 18, 2005

D1.1.4 v1 (the Use Case Executive Summaries) has been finalized on July 2005 and has been uploaded on the KW portal. With 8 executive summaries of key use cases and the collected additional details (best effort) from the Industry board members, it has constituted a good basis for the research to analyze some first industry needs in order to start the virtuous process of a feedback loop between Industry and Research.

Then WP 1.1 suggested the Research Area to proceed:

- Responses expected from the Research around October 15 as agreed in Heraklion (Resolutions above)

In the meantime the industry Area and specifically WP 1.1 has continued

- (1) To get more detailed information on the concrete needs and data to process
- (2) To focus on those promising scenarios and sectors (healthcare, Human Resources, ..
- (3) Initiate the preparation of convincing results and successful transference for M24 and next review
- (4) Pursue the invitation of key IB partners for collecting Use Cases that cover better (Semantic Web Services, Multimedia, Grid...?) in view of the deliverable D1.1.4 v2 (M30) and most of all our tangible impacts in Industry!

5.2.3 Responses from the research area, November 15-25, 2005

All the Research Area WPs sent their comments to the Industry use cases

5.2.4 Industry-Research meeting at General Assembly

December 2005

Industry Analysis (WP 1.1) and global comments were made in view of the preparation of the general assembly (Trento, 16-17 January 2006).

January 16-17, 2006, Trento

3 hours Research-Industry meeting

The Research area (Rudi Studer) made an introduction to the objectives of the Industry – Research session.

WP 1.1 ("Industry-research: An industry perspective", Lyndon Nixon) and WP 2.5 ("Semantic Web Use Cases: a tool-builder's perspective", Rob Shearer) gave excellent presentations on both side visions on the progress so far and the needs from each perspective. Then, industry co-leader (Alain Léger FT) gave a synthesis of the next tasks roadmap for Industry – Research.

- Research answers to industry
 - D 1.1.4 Use Cases Evaluation follow-up
 - D 1.1.4 v2 (M30) v3 (M36)
 - First evaluation results (from D1.1.4 v1 August 2005) (M30)
 - With area focus and prioritized Use Cases (M36)
- Each Research WP
 - Hosting 1-2 Use Cases
 - Use Cases with key research challenges
 - Use Cases with "low hanging fruit"
 - As currently reflected it in Research Deliverables (eg D 2.5.4 (M24) KR extensions)
- Focusing Industry Board and Network
 - Health Care and few other sectors continuous aggregation
- Use Cases collection from the Industry network (IB and OOA)
 - Continuous on Kweb site

Main resolution:

It was decided jointly between Research and Industry that each Research WP (1/2/3/4/5). This was done at the Trento meeting and each Research WP is directly interacting with the Industry Board contact point given by the Industry Area. So now each Research WP hosts 1 or 2 Use Cases with the intention to make a deeper analysis in direct contact with the Industry Board partner.

From an OOA perspective, an interesting talk on Industry needs in the HR sector have been made:

- Human resources management
 - By Luk Vervenne (Synergetics) and Claude Ostyn (IEEE)

6. Industrial Events

Communication and interaction with industry is also a heavy but fundamental task assumed through regular Industrial events (conference, workshop, specific days).

Also to note that the Industrial partners of the Knowledge Web Alliance are invited to be partners in the Organizing or Program committees of all the Industrial events.

6.1 Industry Forum Day ESWC 2005(29 May – 1 June 2005)

The 2nd Annual European Semantic Web Conference was held in Heraklion, Crete May 29 – June 1, 2005. It presented the latest results in research and application in semantic web technologies (including knowledge markup languages, semantic web services, ontology management and more).

ESWC 2005 also featured a special industry-oriented event providing European industry with an opportunity to become even more familiar with these technologies. It offered a tutorial program, focusing on the latest in semantic web technologies.

ESWC 2005 was co-located with a meeting of the Knowledge Web network of excellence. Workshops and meetings of other European Commission 6th Framework Programme projects involved in the semantic web and semantic web technologies were able to showcase their developments. ESWC 2005 was sponsored by SDK. Proceedings on line http://www.eswc2005.org/industryforum_presentschedule.html
<http://www.eswc2005.org>

6.2 Formal Ontology Meets Industry – FOMI 2005 (14-15, June 2005)

Promotion of our work at FOMI 2005, Formal Ontology Meets Industry, accepted paper (A. Léger, Lyndon Nixon, Pavel Shvaiko)

<http://fandango.cs.unitn.it/fomi/>

6.3 International Symposium on Industrial applications of semantic web technology, IASWC 2005(23-25 August 2005)

Promotion of our work at IASW 2005 by invited Keynote talk (Alain Léger). Proceedings Springer, "Industrial Applications of Semantic Web" ISBN-10: (HB) 0-387-28568-7. Slides on line

<http://www.cs.jyu.fi/ai/OntoGroup/IASW-2005/main.html>

6.4 Semantic Web Days - Business Solutions for Tomorrow (6-7, Oct 2005)

Co-organization with NoE Reverse

Semantic Web Days 2005 which took place in Munich in October offered a forum for innovative companies and research institutions with the strong desire to accelerate the uptake of Semantic Web technologies. A major goal of the two-day conference was to present the latest Semantic Web technologies which are very promising or already in use.

The international conference with attendees from all over Europe, was organized by the EU Network of Excellence REVERSE in cooperation with the EU Network of Excellence Knowledge Web.

<http://semantic-web-days.net>

6.5 SWCASE 2005 workshop, Industry Track and poster demo session at ISWC 2005 (6-10 November 2005)

The workshop has focused on question of deploying Semantic Web technologies in real business applications. It called for work on use cases for Semantic Web and Semantic Web Services, on experience reports on commercial deployment and on best practices in doing so. The goals were to provide a forum to exchange knowledge on Semantic Web deployment, the best paths to do so, and the real world obstacles to be considered and on overall cost/benefit expectations and experiences.

Organization of SWCASE 2005 workshop at ISWC 2005 Workshop eBusiness (Robert Tolksdorf, Lyndon Nixon, Guus Schreiber, Alain Léger)

<http://nbi.inf.fu-berlin.de/conf/SWCASE05>

<http://sunsite.informatik.rwth-aachen.de/Publications/CEUR-WS/Vol-155/>

Promotion of our work at ISWC 2005 accepted paper presented by Pavel Shvaiko

<http://iswc2005.semanticweb.org/>

Posters and Demonstrations session: with 120 submissions and 90 selected, ISWC 2005 has revealed a strong success and interest in the semantic web technologies!!

<http://iswc2005.semanticweb.org>

Industry Day organized by DERI, on invitation and attended by Alain Léger

<http://iswc2005.semanticweb.org/Pindustryday.html>

6.6 ECOWS 2005, IEEE European Conference on Web Services

Nov 14-16, 2005, Växjö, Sweden

Promotion of our work In Knowledge Web at ECOWS 2005 by invited talk (Alain Léger)

<http://wscc.info/ecows2005/>

In preparation for 2006

6.7 ASWC 2006 (3-7 September, 2006)

The first Asian Semantic Web Conference (ASWC2006) has been established to foster research and development of the Semantic Web and its related technology in Asia. ASWC will be run by ASWC steering committee in harmony with the sister conferences such as International Semantic Web Conference (ISWC) and European Semantic Web Conference (ESWC)

<http://www.aswc2006.org>

6.8 WWW 2006 (24 May 2006) as part of ESSI

As part of ESSI: demonstration of the projects latest results during a lunchtime showcase
<http://www2006.org>

6.9 “Dissemination & Awareness Strategy” (15-16 February 2006)

Meeting organized by the unit E2, Knowledge and Content Technologies in Luxembourg.

6.10 ESWC 2006 (11-14, June 2006)

The 3rd Annual European Semantic Web Conference will be held in Budva, Montenegro from the 11th - 14th June, 2006. It will present the latest results in research and application in semantic web technologies (including knowledge markup languages, semantic web services, ontology management and more).

ESWC 2006 will also feature a special industry-oriented event providing European industry with an opportunity to become even more familiar with these technologies. It will offer a tutorial program, focusing on the latest in semantic web technologies.

<http://www.eswc2006.org>

6.11 Summer School 2006 Lisbon

Summer school organized by NoE Rewerse “Reasoning Web 2006”

Invited lecturer Alain Léger

The Semantic Web from an Industrial Perspective

Proceedings in Springer LNCS tutorial

<http://reasoningweb.org/2006/Objectives.html>

7. Concluding remarks

During this second half of 2005, we – the Industry Area and specifically the WP in charge of the relation with Industry (WP 1.1) - have put in place different instruments to multiply the vectors of awareness and technology transference towards the industry and the business needs.

Considering that a very active and pragmatic approach would serve the interest of the information technology industry, we have put in place the following instruments:

- An **industry consortium** from which an industry board (**IB**) is constituted and an Ontology Outreach Authority (**OOA**) ;
- **Research and Industry** Areas regular exchanges and meetings for analyzing key technology roadblocks ;
- **Education: Academic courses for the practitioners** ;
- **Industrial events** to promote the technology as witnessed by many burgeoning or deployed applications ;
- Industrial partners as **members of the Organizing and Program Committees** of Industry and Research conferences ;
- **Industry section** on the Knowledge Web portal ;
- **Monthly news letter** ;

In the period to come, we will continue the focusing on few key sectors (healthcare, Human resources, Energy,) in order to really isolate the first few use cases showing clear benefits and value for the citizens, the economy and the sustainable development. To show the value and to get closer to the industry needs, we will maintain our effort in organizing specific sessions, workshops and fora for Industry at the main conferences as listed above and may be other new targets – with the help of our Industry consortium. We will pursue our effort to build the Knowledge Web research agenda with concrete and urgent needs coming from industry.

In conclusion, closer and closer interactions with industry, focusing on key technology roadblocks and showing the value at many key occasions will be our main roadmap.