

SoMedAll - Social Media for All Elderly People

D6.1 Dissemination and Exploitation Plan

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Summary

This document presents the dissemination and exploitation opportunities and activities of the SoMedAll project. The Dissemination and Exploitation plan is a working document and have been updated during the project as planned in the project DOW.

Document includes plan of activities disseminating project results in journals, conferences, networks and other dissemination media. It also includes findings related to exploitation opportunities and plans for exploitation activities during and after the project.

This plan doesn't include all possible activities which are carried out during and after the project because partners might still have some activities during the past weeks of project and all activities are not planned beforehand.

This plan should be compared to the deliverable **6.4 Dissemination and Exploitation report** that includes the results achieved and also ideas how those results will be used in future development work. Also other activities are reported and highlighted there.

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Terminology

Concept	Meaning
Journals	National and multinational journals and papers: e-papers or/and traditional
Conferences	Wider meetings of professionals from the domain of home care, rehabilitation or other support to elderly people or/and fares of the project end users: e-conferences or/and traditional
Seminars	Lectures for the all levels of end users: e-seminars or/and traditional
Web-sites	Social media sites for all target groups Professional sites
Radio and television broadcasting channels	Inform all stakeholder working on the area and elderly people themselves

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Introduction

This document specifies the plans for potential ways to disseminate the information about the project and its results: services for elderly people that will be developed in SoMedAll project. This release of the plans, delivered at the end of the project, is the final version and represents the update of the initial and mid-term version.

The document starts with lists of Journals and Conferences in 2012 which are will be or has been the potential media for spreading information and material produced in SoMedAll project

The later section of this paper describes the opportunities and plans of activities for exploitation the results of this project. The objective for the task is to design an Exploitation plan for the technology transfer between partners and ROI calculations for the selected business solution and the Cost Effectiveness study by the model of Tuula Petäkoski-Hult VTT.

This plan has been written in co-operation of:

- ✦ CNIT National Inter-University Consortium for Telecommunications, Mgrs. Marina Da Bormida, Mr Stefano Cuomo
- ✦ Conga Group Oy, Mikko Järvinen (Exploitation and Dissemination Manager)
- ✦ ALDIA COOPERATIVA SOCIALE A R. L, Mrs Federica Bosco
- ✦ VTT Technical Research Centre of Finland, Hannu Kuukkanen and Tuula Petäkoski-Hult

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1 Dissemination

The journals, conferences, networks and other dissemination media believed to provide high visibility for SoMedAll project within the scientific community are listed below.

VTT released a bulletin during April 2011 concerning SoMedAll project. As a result of release project was mentioned almost in 20 different kind of newspapers or leaflet. Also one article was written in the member leaflet by Finnish-Slovenia twinning Association.

1.1 Journals

Target groups, number of potential readers and publication dates of relevant journals

Table1. Journals

Journal	Target group	Nr. of readers	Published
Journal of Community Informatics	scientific community	5000	June 2011, November 2011, January 2012
International Journal of Services Sciences	scientific community	NA	4 issues for year
Journal of Communication	scientific community	NA	6 issues for year
Gerontechnology	scientific community	4000	3 issues for year
The Gerontologist	scientific community	2500	6 issues for year
Ageing International	scientific community	NA	3 issues for year
"Aldia com'è" (Aldia official magazine)	scientific community	1000	6 issues for year
"Impresa Sociale" (published by the National Consortium of Social Cooperation and Solidarity)	health care professionals, organisations	2500	January 2011- June 2011 (2 issues for year)
"La rivista delle politiche sociali" The journal has set its sights on becoming an authoritative reference point for debate, perspectives and analyses on welfare issues	health care professionals, organisations	4000	3 issues for year
"Assistenza Anziani" the Journal is completely dedicated to domiciliary and residential health care	health care professionals	7800	6 issues for year
Local Journal on the area of Lempäälä and Vesilahti Municipalities	For all inhabitants and other people interested in ordering the local Lempäälä-Vesilahti newspaper	6000	Autumn 2010 in relation to Hyvä Ikä (Good Age) 2010 - Expo.
Other possible journals	Public audience		2011 – 2012

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ENTERPRISE EUROPE NETWORK	European community funding programmes – article describing AAL and projects won in Slovenia	NA	01/06/2011

1.2 Conferences

Target groups, numbers of visitors and dates of relevant conferences attended/addressed by the partnership.

Table 2.

Conference	Target group	Nr. of visitors	Date
Hyvä Ikä 2010 –Expo Tampere Finland	Health Care and Social Welfare specialists from public, private and third sector and elderly people	>10.000	30.9.-1.10.2010
13th International Conference on Human-Computer Interaction with Mobile Devices and Services	ICT professionals and their customers	> 1.000	30.8.2011 – 2.9.2011
14th ICIS - International Conference on Interaction Sciences	ICT professionals Research institutes and their customers	> 1.000	16.08.2011 – 18.08.2011
Interact 2011 13rd IFIP TC13 Conference on Human-Computer Interaction	ICT professionals Research institutes and their customers	< 1.000	5.9.2011 – 9.9.2011
5th International Conference on Communities & Technologies – C&T 2011	ICT professionals Research institutes and their customers, local governments	> 500	29.06.2011 – 02.07.2011
3rd IEEE International Conference on Social Computing (SocialCom2011)	ICT professionals Research institutes and their customers	> 500	9.10.2011 – 11.10.2011
4th ASE International Conference on Social Computing	ICT professionals Research institutes and their customers	> 500	03.09.2012 – 05.09.2012
eChallenges e-2011 Conference in Florence	Delegates from leading commercial, government and research organisations around the world	> 2.000	26.10.2011 – 28.10.2011

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eChallenges e-2012 Conference in Lisbon	Delegates from leading commercial, government and research organisations around the world	> 5.000	17.10.2012 – 19.10. 2012
epart2011	Researchers of distinct disciplines	< 1000	29.08.2011 – 01.09.2011
Epart2012	Researchers of distinct disciplines	< 1000	03.09.2012 – 05.09.2012
ImPaCT, Improving Person Centred Technology (Helsinki)	Stakeholder Fora.	Appr. 60	4.3.2011 VTT
11th Congress of European Federation for Research in Rehabilitation (Riva del Garda, Italy)	Specialists from the rehabilitation point of view and other stakeholders	Appr. 400	26-28.5.2011 VTT, MSS
Exposanità, Bologna Thanks to the subdivision in pavilion, Exposanità is a perfect showcase, highly and specialized qualified, where we can publicized the project through other products and innovative technologies in sanitary sectors, it will be possible to present SomedAll Project during conferences and workshops.	Delegates from leading commercial, government and research organisations around the world	> 5000	16.05.2012 – 19.05.2012
<u>9th PTE Expo, Fiera e Congresso delle Tecnologie, Prodotti e Servizi per la Terza Età (PTE EXPO 2011, Verona)</u> The event represents a national exposition for elderly people's proposal and at the same time, is a place dedicated to innovation and it's perfect for create contacts.	Delegates from leading commercial, government and research organisations	Appr. 10.000	24.05.2011 – 26.05.2011
Ambient Assisted Living Forum (Odense, Denmark) The AAL Forum is yearly organized by AAL program Office. The objective of the AAL Joint Programme is to enhance the quality of life of older people and strengthen the industrial base in Europe through the use of Information and Communication Technologies (ICT).	Participants represent stakeholders that are interested on the services and technologies in relation to the elderly people. The aim is to offer a forum for participate, change and deliver knowledge among stakeholders.	Over 400	25 – 28.8.2010 VTT
Ambient Assisted Living Forum (Lecce, Italy) Poster prepared by VTT and MSS.	Participants represent stakeholders that are interested on the services and technologies in relation to the elderly people.	Over 600	26 – 28.9.2011 VTT, MSS

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	The aim is to offer a forum for participate, change and inform stakeholders.		
Ambient Assisted Living Forum (Eindhoven, Netherlands) VTT, ALDIA, CNIT, MSS, MEDS	Presentations for interest groups and seniors Forum	Over 400	24 – 27.9.2012
Convegno "Sostenibilità dell'assistenza a domicilio: ruolo del caregiver familiare"	practitioners, experts and other stakeholders active in the services and technologies in relation to the elderly	< 300	7.11.2011
MindTrek conference The main conference for information society development in Finland	Information society experts and decision makers		
8th World Congress on Active Ageing	Scientists and practitioners, experts and enthusiasts from a range of professional interests and disciplines involved in the promotion of Active Ageing	> 1.000	13.08.2012 – 17.08.2012
Slush Conference The number one annual conference for start-ups, angel investors and VC's in Finland	Start-up community, angel investors and VC's	< 1000	21.11.2012 – 22.22.2012
FORUM PA 2012 The most important annual conference for Italian community sector decision makers	Local governments and other PA	> 10.000	28.05.2012 – 30.05.2012
Kuntamarkkinat The most important annual fair for Finnish community sector decision makers	Decision makers in the community sector	> 1000	12.09.2012

More information on possible conferences is available on:

<http://listserv.aoir.org/pipermail/air-l-aoir.org/2011-February/023036.html>

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1.3 Other Dissemination Media

Internet

The aim is to disseminate the SoMedAll project through the following Internet Portals:

- ✦ www.caregiverfamiliare.it, dedicated to caregiver
- ✦ www.infermierionline.it, for nurse
- ✦ websites completely dedicated to elderly people: www.anziani.it, www.intrage.it,
- ✦ www.anep.it,
- ✦ www.operatorisociosanitari.net,
- ✦ www.pianetaoss.it

In addition, both CNIT and ALDIA respectively institutional web sites dedicated a section to the SoMedAll project (objective, description of work and innovations will be described).

In addition, on the Italian side of the project, ALDIA institutional web site dedicated a section to the SoMedAll project (objective, description of work and innovations will be described).

http://www.aldia.it/uk/aldia_che_progetti_sociali_assistenza.asp

VTT has established a public web site for the SoMedAll project:

- ✦ <http://somedall.vtt.fi>

MediaMill as the sub-contractor has established the SoMedAll forum in Finnish:

- ✦ www.seniorinetti.fi

Television

Finnish television published on 5th October 2011 a couple minutes news and interviewed project manager Tuula Petäkoski-Hult there. News was sent through two television channels.

Aldia is planning to participate to a TV interview to disseminate SoMedAll results:

- ✦ Tele Pavia
- ✦ Tele Pavia Web

Radio

Interview recorded by local, public Tampere-radio channel was published on 18th April 2011. Participant was VTT's representative.

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2 Networking

Other European, national and local initiatives that SoMedAll project would potentially benefit of are listed below.

- ⤴ Link-UP Project: <http://www.links-up.eu/>
- ⤴ Memoro Project: <http://www.memoro.org/it/>
- ⤴ Connection with the TRIO project (<http://www.progettotrio.it/trio/>), the web learning system of the Tuscan Region
- ⤴ Connection with the “University of the Free Age” (Università dell’età libera), located in Prato; the University offers courses (also) to the elderly people
- ⤴ Finnish national projects: KuntaIT (Sitra), SADe (Ministry of Finance), Hoivasuomi.fi (Ministry of Employment and Economy), Käkäte (The Central Union for the Welfare of the Age), Turvallinen Koti (Laurea)
- ⤴ Express to Connect AAL-project (Copenhagen Living Lab)
- ⤴ Age Platform Europe, <http://www.age-platform.eu>: European network of around 167 organisations of and for people aged 50+ which aims to voice and promote the interests of the 150 million senior citizens in the European Union and to raise awareness on the issues that concern those most.
- ⤴ Italian national projects and initiatives, like:
 - Project “Età Libera – Invecchiamento attivo”, with a network of 125 organizations (public institutions, public administrations, local governments, Voluntary Associations, Labour Unions for retired people;
 - Association National Anziani e Pensionati (ANAP);
 - Ageing Society - Osservatorio Terza Età (www.ageingsociety.com): initiative, derived from the International Anti-ageing Research Group, aiming at promoting research, surveys and activities for contributing to the development of the scientific resources, to the optimization of economic resources and of local strategies and policies necessary in order to address the demographic change and the increased number of elderly people;
 - Federsanità - ANCI (www.federsanità.it): Federsanità-ANCI (National Association of Italian Municipalities) is the institution that organizes local health and hospital organisations and the Conferences of Mayors and acts as an instrument in terms of representation for municipalities to ensure the integration paths in relation to social care and social welfare. Founded as a federation of local health units of hospitals and municipalities (October 1995), with the aim to contribute actively to the process of corporatization and integration of services triggered from the beginning of the 90s, in October 2006, during the first National Congress Federsanità-ANCI, it turns into a confederation of regional federations. The federal government is currently composed of 17 regional federations and counts among its members 166 local health/hospital organizations and related Conference of Mayors.

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- Association Diritti Anziani (ADA)
- Association National Centri Sociali, Comitati Anziani e Orti (ANCESCAO)
- ⤴ European Innovation Partnership on Active and Healthy Ageing, promoted by the European Commission with the functions of pursuing a triple win for Europe: enabling EU citizens to lead healthy, active and independent lives while ageing; improving the sustainability and efficiency of social and health care systems; boosting and improving the competitiveness of the markets for innovative products and services, responding to the ageing challenge at both EU and global level, thus creating new opportunities for businesses.

http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing

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3 Exploitation

The aim of the exploitation activities in SoMedAll is to lay foundations for sustainable business based on the results of the project. As the project consortium doesn't include an industrial-scale partner with existing business in the field of elderly social media, the exploitation is open to a wide variety of commercialization paths.

The exploitation section of this document focuses on opportunities and activities regarding the exploitation. It is based on the highlights of the previous releases of this deliverable, especially the chapters pertaining to the preliminary market study and to the identification of additional exploitation opportunities.

3.1 Market Framework

The project exploitation manager (CONGA), assisted by the other partners, conducted a market study to explore possibilities for exploitation of the SoMedAll platform, tools and services aimed at offering social media services for elderly people with a variety of easy-to-use user interfaces.

The study, started in early stage of the project, was implemented through:

- interviews (about 30) made with decision makers and experts representing potential stakeholders for elderly social media and covering the following market sectors: Cities and municipalities, Marketers and marketing services, Elderly care services, Employers, Medias targeted to elderly people, financial services. Additional interesting market sectors were identified in: Telecommunication operators, Mobile device manufacturers, Consumer electronics retailers, Property and real estate development, Healthcare services, Healthcare device manufacturers / integrators, Patient and pensioner organizations, Adult education organisation;
- an online survey sent by email through which interviews' findings were validated.

The market study was directed to:

- ⤴ identify buyer personas for services and products developed in SoMedAll
- ⤴ gather knowledge on problems, needs and attitudes of the buyer personas
- ⤴ gather knowledge on stakeholder's awareness of competing solutions
- ⤴ pave way for positioning, differentiation, and go-to-market of services & products
- ⤴ network SoMedAll-project with relevant stakeholders

The interviews have also revealed a strong interest towards the project, both from public and private organizations and, consequently, the project partners provided opportunities for sharing information and networking with stakeholders within the SoMedAll-project, also in view of exploiting this relationship for the commercialization of the foreground.

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Final findings by market sector:

Sector	Impacts of ageing	Chosen strategies	Problems & needs	Available solutions
Cities and municipalities	One third of workforce in municipal sector retiring in 2010-2020, peak in need for elderly care in 2020-2030, new responsibilities through national legislation	Focus on prevention and home care, cost-advantage through larger healthcare units, outsourcing production of elderly services to private and third sector, development projects and investments in new technology and new operational modes, crossing administrative boundaries in age-related issues	Funding of elderly care services (share of self-paid services will grow), technology solutions (with track record) for home-care and full-time care that can make old services obsolete and/or prove to improve well fare of elderly, cost-efficiency of current solutions, operational models for prevention still open	Caring TV, elderly care service vouchers, a number of development projects expected to address the problems, emerging social media strategies empowering citizens in political decision making
Marketers and marketing services	Segment of retiring "baby boomers" grows interest because of their free time and wealth, Boomers are expected to spend more than previously retired generations, interests and consumption is not dictated by their age, new opportunities for products and services are emerging	Renewing creative and media strategies to reach the active senior citizens, offering new premium products and services (also other than aids) to address the growing segment, not reacting now but waiting to see how market will change	Marketers & creators don't know the segment or how to address it (30 year old marketer vs. 60 year old consumer), marketers are not interested because of old prejudices (elderly have low income, no needs, their decisions cannot be affected)	Current major medias targeted to the segment: ET-lehti (magazine, Sanoma), Studio55 (TV & Web, MTV3 / Bonnier), Facebook (web), Viva (magazine, Otavamedia); Media and ad agencies focusing on retiring "baby boomers" are missing from the Finnish market
Elderly care services	The demand and expectations for elderly care services will grow, residents of nursing homes will be older and have more cognitive (than physical) disabilities, funding and operating models of elderly care are	Differentiation to address more specific needs of the elderly, investments to answer the growing demand of elderly care services, developing new home-care and assisted living services	How to use technology to improve the quality of full-time care? What kind of new home-care service concepts can the new technology enable? How to improve cost effectiveness?	Caring TV, a number of initiatives conceptualised in Finland but not yet thoroughly implemented

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Employers	<p>expected to change</p> <p>More people exiting than entering labour market, demand for young employees will grow, turnover (up to 50% of people exiting payroll are retiring) is expected to grow, availability of skilled workforce is an issue</p>	<p>Taking care of availability of personnel by both recruiting and keeping employees in the workforce, transfer of tacit knowledge (through training, mentoring, cases & documentation), emerging part-time opportunities for elderly employees</p>	<p>Not being able to use the expertise and networks of retired top-professionals, work related issues (low impact, commitment to work) in part-time employing, IT-systems related issues (security & integration) in adopting new technologies</p>	<p>Part-time work for retired former employees available in small scale (i.e. Turku), Online training tools (i.e. Frontier) and material, third sector seen as a useful service provider for public sector</p>
Medias targeted to elderly people	<p>"Baby boomers" are more active than previously retired generations, the 55+ age group is believed to use (and keep using) internet and social media services, the way they are using media is believed to change in the future – but how?</p>	<p>"Generalist approach" to build an 65+ reader base big enough to be profitable in a small (Finnish) market, online services focusing on improving customer experience instead of providing income, following carefully changes in media technology and use</p>	<p>How to capitalize the established reader base with new digital content and services? How to provide the required support for elderly people to use the services? Would it be possible to integrate the meaningful services into a media for easy access to the elderly?</p>	<p>Some online services of current major medias in Finland: http://www.nettiet.fi/, http://www.studio55.fi/, http://www.seniorinetti.fi/</p>
Financial services	<p>People are spending up to 1/3 of their lives as pensioners, wealth and need for managing wealth is accumulating to elderly people, elderly are more critical (in adopting new financial services) and more interested in safety and well-being of family and closest than younger people</p>	<p>Differentiation through consultative role instead of just pushing one's own services, offering services in a variety of channels (web, phone, ATM, office) so that customer can choose the most suitable for him/her</p>	<p>How to address the highly critical target group in a cost-efficient way? How to use social media in engaging and building customer relations? Reaching the target group (through medias) is not seen as a problem</p>	<p>Banks own channels, Facebook pages (with in house moderator), customer clubs and real-live events</p>

Recommendations

The final findings of the preliminary study, deriving from both the interviews and the on-line survey validating the former's outcomes, shows market opportunities in following sectors:

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- ⌘ Offering B2C marketers more engaging ways to communicate with elderly customers already online, especially retiring or retired "Baby boomers" (Targeting GoGo users)
- ⌘ Offering elderly care service providers new solutions to differentiate, to improve quality of full-time care, to provide new home-care services, and to be cost-effective (Targeting SlowGo and NoGo users)
- ⌘ Offering organizations or communities means to benefit from the skills, networks, and free time of the retired elderly people still willing to contribute for the society (Targeting GoGo users)

3.2 Exploitation Strategy

The purpose of this chapter is to provide hints upon the strategic Exploitation Roadmap for the results of SoMedAll project after its end, functional to the promotion of a broader adoption of them, also by making use of project's case studies and manufactured pilot system and software prototypes.

More detailed information about the exploitation methodology, business models and revenue streams are contained in D6.2 "Business Plan".

The benefits deriving from the exploitation of SoMedAll solution will have an impact either in the Consortium as a whole, or in each single participant that will get advantages in the entire value chain of the project.

The approach and the conceived steps are based on the market analysis, as described in the previous section, taking into considerations the findings deriving from the benchmarking among the most important actors and stakeholders operating in project field, in order to reach the proper visibility able to prime the whole exploitation strategy. This strategy for commercial and scientific exploitation of SoMedAll assets considers Consortium objectives and partners' interests, the Market and possible scenarios of exploitation.

The overall strategy is in line with a two-phases process, set up by the consortium and motivated by the need to define and implement the different aspects of collaboration in developing exploitation tasks within the short time, so that to provide to the partners sufficient time to better organize themselves in view of the more complex exploitation routes and plans pertaining to the second phase.

During the first phase, referring to the short-term period after project-end, partners' relationships will be mainly governed by IPR arrangements set for in D6.5 "IPR Contract", that comprises technological and commercial collaboration – ownership – between partners, protecting of the technology developed, and potentially licensing of the technology to companies outside the consortium after an initial period of confidentiality.

The second exploitation step will lead to the establishment and operating of the core of the business rules. Such rules, designed with reference to project results and in a perspective of middle and long term period, will govern the long-term relationship between the partners and will be thoroughly deepened in D6.2 "Business Plan". In this phase, partners are expected to further disseminate project results, to promote them, to engage strategic partnerships with key public stakeholders and to set up, establish and manage a Special Purpose Vehicle (SPV) Spin-off for exploiting SoMedAll foreground. This legal entity has been identified by the partners as the most suitable organizational architecture supporting the post-project collaboration among SoMedAll Consortium's members in the long-term perspective.

A preliminary remark is necessary, as a key assumption that any exploitation strategy of SoMedAll results has to take into consideration.

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People, including senior citizens, are used to enjoy the advantages of free services of communication, content sharing, meeting new people, making friends, and retaining relationship with parents or friends through the social media services. People's expectation, confirmed by current business models for social networks, is that such services have to be cost-free. The majority of social media websites, like YouTube, Twitter, Facebook, My space, LinkedIn, Orkut, etc., are free of charge to registration. Most of social media services may be accessed and used without charge: the free service attracts users to come and join the network. SoMedAll exploitation roadmap has to start from this customers' conviction and build on it, in order to identify and implement relevant revenue channels in an efficacious manner.

Partners, moving from this given fact, after the analysis of several alternatives in a comparative perspective, opted for the adoption of the OS paradigm based on service-oriented models as key business approach and decided to pay great attention and to aim marketing efforts especially at the (public) service providers, besides to care givers' organizations.

4.3 Open Source Business Models and their advantages in relation to the exploitation of SoMedAll foreground

It has to be considered as a challenging exploitation strategy for SoMedAll architecture and components to adopt an open source business models, since there are several creative and highly competitive marketing and service solutions alternative to traditional one, that may lead to the establishment of a standard beginning from an open source initiative, like the one that could be originated from SoMedAll project, or, more in general, that may provide powerful instruments for getting a business on a fast revenue trajectory and for favoring the successful entering into the market of new products or services, like those developed in SoMedAll.

As regards SoMedAll results' exploitation, partners are favorable to adopt one or more OS-based business models. SoMedAll system and SoMedAll-related services may be profitably exploited by Open Source Software (OSS) Business Models, that may offer interesting commercial opportunities for them, potentially able to gain each of the partners' national markets and international market: in fact, OSS marketing and distribution channels are often able to greatly increase the likelihood that a product/service reaches the broadest market possible. OS Business Models may also represent a valuable way of generating revenue from such system and services, whilst reducing their further development costs, for instance by using open source testing and debugging methodologies.

OS Business model will not only allow to the partners to obtain significant revenue, but also, in respect of SoMedAll system in its whole and in its single components, to move towards and achieve service evolution, increase of the quality and resilience of the OS service, creation and maintenance of the customer base and of skilled collaborators, ease to create and promote common standards, as well as related market around them.

These remarks are on the basis of the shift of IT industry perception of OS solutions: from initial rejection it moved to the renewed perspective of considering it as a challenge to be faced in view of the access to additional market segments. This fact is very important, because it is a pre-requirement for the wide adoption of the project solutions after project end: thanks to this change of perspective, the choice of an OS model for exploiting SoMedAll results is not likely to prevent the wide uptake of them, but, on the contrary, could provide a competitive advantage. The choice to adopt an OS Business Model for

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exploiting project results is coherent with the new market trends, more and more based on a service-oriented approach.

Current software marketplace's trends, and in general Information Technology evolution directions, are moving towards a service-oriented model. Value chain of software development is converting from the software production to the offer of services.

The business dynamic is more and more oriented towards all inclusive software packages, especially in the US, where the users are allowed to use all software functionalities, in outsourcing or by renting the necessary HW, throughout paying a monthly subscription, but without any purchase of software nor, in general, the payment of any traditional license. Often the offer includes the support and the system's configuration. Profit margin, without the development costs, is related to the income from the services, usually provided during a multi-year time-frame.

The majority of the software companies, including traditional ones, are seriously reflecting (and adapting their structure and offer) on this trends: after all, the concept of the software as a service (SaaS) is gaining ground itself, as well as the Service-Oriented Architecture (SOA).

In fact, the gradual diffusion of the service-oriented approach is confirmed both by the wide adoption of Service-Oriented Architecture (SOA), based on the integration of repeatable services to support business processes rapidly and flexibly, with the potential for substantial ROI for small and large companies alike, and by the spreading of the Software as a Service (SaaS) paradigm, where software applications are offered as web services over the Internet, hosted by a third party SaaS supplier.

Current service-oriented trend in general impacts many of the basic points of software vendors' doing business that mainly are represented by strategy, marketing, sales and distribution.

Consequently, actions have to be taken by software vendors to stay relevant in the business marketplace. For instance, implications related to SOA diffusion are that the traditional lifecycle has to be significantly modified, because it is conceived for the vertical integrated solution delivery mechanism. Also SaaS may have a considerable effect on the software vendors' business strategy, including their pricing, marketing and sales, especially in case of vertically oriented customized solutions based on site setup and integration, as well as for vendors of small dimension, without the resources or infrastructure for modifying the whole product suite or to establish an entirely novel sales and channel model.

OSS may be profitably examined in this perspective. In fact, OS business models, including those that will be selected for SoMedAll purposes, perfectly get into such context. OS-based organisations' costs and revenue structure is different from those of traditional IT companies/vendors: entry threshold is extremely low, like production cost and product's value, since it is getting for free from internet. The revenue model, on the contrary, is based on paying for support, packaging, reliable distributions, or, more in general, is based on a service revenue stream rather than a license revenue stream: in other words, in OSS business models the revenue streams are not tied to proprietary software model licensing conditions, being strongly related to the just mentioned current software marketplace's trends (especially the service-oriented approach). It is almost difficult to realise software's direct selling price in case of OSS, for reasons related to the origin of the OS movement.

Nevertheless this doesn't prevent from the realisation of revenue also from an OS Business Models: as many case studies prove, like eZ Publish, JBoss, ZOPE, MySQL, IBM, Novel and Trolltech, it is possible to define and implement a commercially viable support, training and custom extension business model based on open source. This possibility has been carefully considered when considering as suitable for SoMedAll results.

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D6.2 “Business Plan” contains the identification and description of the OS business models that the partners consider more suitable and profitable in relation to project results and that will be used for their exploitation.

4.4 Establishing strategic partnership with public authorities and government

The partners also identified another challenging exploitation route for SoMedAll platform and services, related to the user groups, to the kind of services provided and to the expected public authorities’ role and support in relation to the elderly people. Partner will commit themselves and direct a significant part of their exploitation efforts in establishing relationships and strategic partnership with public authorities and government, including exploiting their knowledge, skills and experiences related to project development and to the design and implementation of social media services targeted on the elderly population bracket, for participating in bids and tenders in the sector with a competitive advantage. Partners, in fact, recognize that the larger share of procurement of assistive products/services is realized through the support of a delivery system that provides financial support to individuals or care givers or care givers’ organizations. Consequently the intend to commit themselves in pursuing this exploitation route, based on evolutionary trends for the assistive ICT value chain, in which the public financial support and the Public-Private Partnership (PPP) paradigm play a key role, that has to be analyzed and addressed in the definition of the best exploitation strategy for SoMedAll system and tools.

The goal is to establish one or more PPPs with public authorities involved in the service delivery function for assistive ICT, also considering that that PPP may cover their costs also through European Grants, as external source financing. PPP, that is “an umbrella notion covering a wide range of economic activity and is in constant evolution” (Speech by Commissioner Frits Bolkenstein, DG Internal Market), represents a legal institute lending itself very well to be adopted as a part of SoMedAll business strategy, especially in the long-term perspective, and it has to be valorized in synergy with the other elements and revenue streams of the same.

On the purpose, after an initial phase, regulated by IPR contract among the partners, partners will set up a new company for better addressing the assistive ICT value chain and framework, where public financial support for assistive technologies and services is provided under different service delivery models, often making use of Public Private Partnerships. The expression Service Delivery Model refers to the legal framework governing the service provision and the actual implementation: on other words, it is the set of rules, methodologies and procedures, governed by the applicable legislative framework, implemented by public agencies or other public organizations providing services to the elderly to access and make use of ICT tailored for them.

The exploitation of SoMedAll results is influenced by the concrete Service Delivery Model (or combination of them) adopted in a region/country and, more in general, by support schemes in place for senior people, including people with a disability do to the age, to access and use assistive ICT solutions like project system.

More information is contained in D6.2 “Business Plan”.

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5 Articles and Reports

<http://marketingwhitepapers.s3.amazonaws.com/SocialMediaMarketingReport2010.pdf>

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2010 Social Media Marketing SocialMediaExaminer Industry Report © 2010 Michael A. Stelzner:
<http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2010/>

National Online Survey for Review of NPOP (Policy for Older Person): www.silverinnings.com

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