

Towards Business Cases and User-Oriented Services in Digital Business Ecosystems

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Log of suggestions from participants

Keywords

- Integration of DBE infrastructure with existing software solutions/digital services
- How to support SMEs in that innovation effort?
- Management
- Technology adoption by SMEs
- Goal specification? (beyond business objectives) especially for regional/local developments
- Interoperability: to what extent is it necessary (where business cases meet)
- Language independence for wider deployment
- Specialisation and collaboration to give competitive advantage
- Governance of digital business ecosystems, organisation modules, laws of the system (socio-economic issues)?
- Trust/Security
- Grids/P2P
- Game theory
- Application of DBE for in-company integration
- Complementarity of in-company integration and new DBE services
- Business ecosystems (economic) modelling
- Open source community development
- Interoperability
- Plug and play solutions for high know-how companies
- Gradual implementation of e-Business via seven step approach
- Mixed-initiative systems
- User modelling
- Decision making
- negotiation
- pervasive computing
- SMEs' innovation through technology

- Understanding technology adoption process in SMEs
- 1- Social science research based on “in practice” ethnographic study as well as linked to formal disciplines
- 2- Continuous, longitudinal study of engagement
- 3- From “project” to “community”, how to promote and engender community
- Information, collaboration, schedule

Suggestions

- How to use the dynamics and innovation impulses from the SME side
- How to manage a business ecosystem?
- Which are the key variables to formalise the adoption of this technology for SMEs?
- Choose some pilot sectors (where DBE has higher value) eg tourism/transport & identify end-customer needs and retailing intermediaries’ needs with highest potentials and/or value (direct or indirect, e.g. lowering external costs)
- How to ascertain visibility through alternative global set-up (from current search engines)?
- Security issues

To keep the ecosystem sustainable and refrain from a natural tendency of why system to reorganise, what governance rules could be developed?

- Negotiation technologies for DBE
 - augmenting service composition with dialogue support among providers/buyers
 - distributed reputation mechanisms
 - role of
 - execution environment perspective: toward grids-execution resource sharing/purchasing:

negotiation!

- evolutionary game theory: how can it help DBE
- Ensure that the development and the house is built on solid rock and not loose sand. Achieve a thorough understanding of business models of business ecosystems. Consolidate macroeconomical and

microeconomical understanding and ensure that the infrastructure offered to the SMEs reflects (implements) this understanding.

- Building and/or integration open source communities is hard. A set of actions helping projects doing this would be useful. For example, the building of an organised open community on the object/web model, where the infrastructure and “marketing” costs are shared. And where a brand is centrally managed
 - Take into account the co-evolution of the user and the (support) system
 - Systems/services cannot work autonomously, but must cooperate with user activity/business
 - Support semi-structured and not totally defined business processes
 - Enable a service to be redundantly replicated as many nodes offering a more reliable solution
 - Breaking Digital Divide through pervasive computing
 - Empowering SMEs to innovate using the technology developed funded by EC
 - Study how to accelerate technology adoption in SMEs
- 1-Studying engagement across regions, capturing SME sense making and drawing into development of knowledge and learning platform, community content and general communications
 - 2-To understand how sustainable engagement can be achieved requires an ongoing research effort. Typically engagement research ends with contracts/projects and so longitudinal aspect is overlooked. Also real-life use cases
 - 3-Change in project culture and mentality to adapt to demands for openness as the DNE concepts are devolved. i.e. not waiting for finished product
- real business applications
 - information on other technology solutions
 - how to collaborate on the project and schedule