**D7.2.1-2 Exploitation and Marketing Plan (release 2)**

ModelWriter

Text & Model-Synchronized Document Engineering Platform

Work Package: WP7

Task: T72 – Exploitation and marketing plan

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Apart from the deliverables which are defined as public information in the Project Cooperation Agreement (PCA), unless otherwise specified by the consortium, this document will be treated as strictly confidential.

Document History

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| --- | --- | --- | --- |
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| 0.1.0 | Anne Monceaux | 30-Dec-2016 | Initial Release |
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1. Introduction
   1. Role of the deliverable

The Exploitation Plan shall enable the members of the ModelWriter consortium to envisage the exploitation phase in a realistic and practical way by analyzing all aspects of the potential exploitation and commercialization of the project results.

End Users will provide analysis of ROI of ModelWriter for targeting the good price and the optimal commercial offer. This task will explore ModelWriter financial feasibility with two different alternatives:

1. among existing companies
2. as an independent entity
   1. Relations to other tasks and documents

This document is connected to several other tasks and deliverables:

* ModelWriter FPP includes a Market & Business section with the initial state of art regarding the current trends and market, market opportunities, and a consolidated catalogue of exploitation potentials to be assessed and review periodically as the project progresses.

Other WP7 deliverables report about Dissemination, Networking and Standardization activities and results in the project.

* 1. Terms, abbreviations and definitions

|  |  |
| --- | --- |
| Abbreviation | Definition |
| UC | Use Case |
| MW | ModelWriter |
| WP | Work Package |

1. Business Model

A Business Model helps to structure the reflexion. The ModelWriter business model identifies the following blocks: the Key stakeholders, Key exploitable outcomes of the project, Key skills/competences profiles needed to use the project outcomes, Potential customers including Customer Segments & Distribution channels; Costs structure and Revenue structure (this last section is currently not yet developed).

* 1. Key Stakeholders

The key stakeholders are identified:

|  |  |
| --- | --- |
|  |  |
| Customers | who buys the product or services |
| End Users | who uses the product or services |
| MW Providers | who sell the product or services |
| Research institutes | who exploit the project research results |
| Eclipse | The Open Source Foundation and the community |

* 1. Key exploitable outcome of the project

The project will deliver a core ModelWriter platform and also an initial set of technological modules proposed as plug-ins. By combining different set of plug-ins within the platform, we should obtain different products which are new or augment existing products, and are capable to meet different needs and expectation from various Industrial Use Cases.

The table below summarizes the current Key outcomes of the project:

|  |  |  |
| --- | --- | --- |
| Identified Outcome | Description | Use case |
| Core platform | Core ModelWriter platform.  Obeo has developed the ModelWriter Core platform. It includes the ModelWriter knowledge base, the required configuration mechanisms that enable running the plugins, and mechanisms to enable the management and synchronization of links created between text and models | all |
| Plugins | Semantic annotator  LORIA/CNRS has developed a Semantic Annotator which has been integrated by Obeo into the Core ModelWriter Platform prototype.  The annotator automatically produces links between text fragments and model elements. Model might be OWL or EMF. | UC-FR-03 |
| Plugins | Reversible Semantic Processing  LORIA/CNRS has developed a prototype called BAFLING (Back and Forth Linguistic Processing) for parsing and generating text. BAFLING integrates a semantic parser and a generator. The parser maps text to Description Logic (DL) formulae and the generator generates text from Description Logic (DL) formulae. | UC-FR-03 |
| Plugins | TARSKI  UNIT developed a prototype to specify the semantics of traceability relations (trace-links) that may be defined between entire artefacts (e.g., a requirements document and a design document) or between parts of artefacts (e.g. model elements, text fragments or code parts). Traceability elements are formalized using first-order relational logic, which enables automated analyses such as consistency checking, reasoning about trace-relations and trace-element discovery. | UC-FR-04  UC-TK |
|  |  |  |

* 1. Key skills & competences

The table below lists the identified Key skills & competences that are needed to use the project outcomes.

|  |  |  |
| --- | --- | --- |
| Identified Resource | Description | Core / Plugin |
| IT competences | * Platform and Plugin Installation. * Maintenance | Core / plugins |
| Business competence | * Need analysis * Target setting * Asset / information resources identification (documents, models to be considered in a project) * Project setting | Core / plugins |
| Modeling / MBSE | * Traceability model (ALLOY, EMF) | TARSKI |
| NLP competences | * Grammar development (adaptation) * Terminology or ontology modelling (Text, RDF(S), OWL) | Reversible Semantic Processing |

* 1. Potential customers

The table below lists the identified potential customers.

Steps of analysis of the Customer may include:

* Identification & validation of Customers
* Definition of Customer Segment (e.g. Demographic segmentation, Territory Segmentation, etc.)
* Supported business and activities
* review of condition for transfer and adoption of the outcomes by industry

The followed approach captures of the consortium partners’ individual intentions towards exploiting the project results to support their own business and activities.

|  |  |  |  |
| --- | --- | --- | --- |
| Identified Customers | Segment | Supported business and activities | Use case |
| AIRBUS  Ford Ottosan  Havelsan | Multinational OEM company, with a system engineering & requirement engineering activity | Document management and up-date  Consistency of traceability links between text & model artefacts | UC-FR-03  UC-FR-04  UC-TR-04  UC-TR-03 |
| AIRBUS | Multinational OEM company | Ontology/model up-date based on text semantic processing | UC-FR-03 |
|  | Enterprise Architecture | New features for consistency of traceability links between text & model artefacts | UC-FR-02 |
| Sirius community | Method & Tool IT Team of large companies | Support & Maintenance  Training  Dev outsourcing / expertise for extraction rules, core new feature, integration | UC-FR-02 |

* 1. End users

The table below lists the identified End users.

Steps of analysis of the End users may include:

* identification & validation of End users
* scenario
* need resources
* review of barriers to adoption across target groups

The followed approach captures the consortium partners’ individual experience in exploiting the project outcomes in the context of their own business and activities

|  |  |  |  |
| --- | --- | --- | --- |
| Identified End Users | Scenario | Needed resources | Barriers to adoption |
| Technical author (Requirements) | Document Annotation | * Core Platform * Semantic Annotation | * Creation of the annotation resources * Annotation management |
| Technical author (Requirements) | Requirement formalization | * Core Platform * Semantic Annotation | * Creation of initial ontology |
| Engineers/designers | Traceability compliance | * Core Platform * TARSKI | * Creation of the traceability model * Manual annotation |
| ITC | MW integration |  |  |

* 1. Commercial companies

The plan stated in the FPP foresees that after this project, the commercial companies will continue sharing the Core Modelwriter platform. Depending on their own markets, they will elaborate market-specific extensions and assemble their own specific products.

From the Use Cases (see Appendix), we have already evidences that these plug-ins will be complementary to each other, for example because of the different application domains (hence other applicable technical standards) and/or the different linguistic territories (English, French, Turkish, etc.). In case of any overlap, though, the rules set out in the Consortium Agreement, in WP7 “Exploitation” and further post-project commercial analysis (incl. for a ModelWriter independent commercial entity with all interested parties) will dictate the modalities for a fair exploitation of the shared plug-ins between the concerned partners.

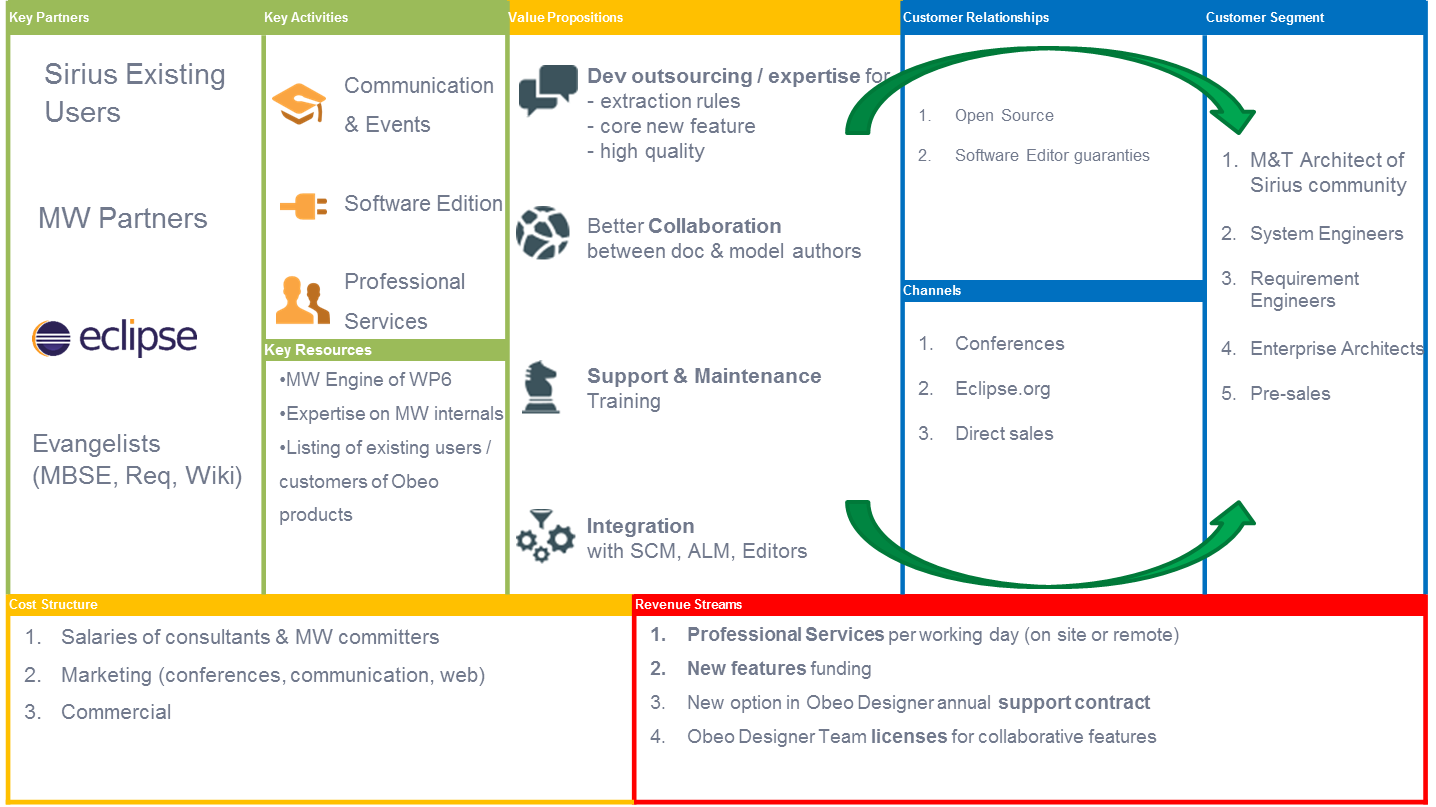
The table below gives an overview of the commercial companies that will exploit the project results.

Steps of analysis of the Commercial companies may include:

* Identification & validation of the commercial company
* Customer Relationships & Distribution channels
* Actions
* …

|  |  |  |
| --- | --- | --- |
| Commercial company | Customer Relationships & Distribution channels | Actions |
| OBEO | Eclipse Foundation  EclipseCon Conferences  Open Source channel | Modelwriter Core Platform to be proposed as an Eclipse Open Source project |
| OBEO | Integration with other Open source tools | M2Doc  Obeo is developing a new product of MS word document generation M2Doc, and will propose future new feature for traceability using ModelWriter |
| OBEO | New option to Obeo Designer subscription  Direct sales | Support & Maintenance |
| OBEO | Direct sales  To existing Sirius users | Training  Dev outsourcing / expertise for extraction rules, core new feature, integration with SCM, ALM, Editors |
| UNIT | Integration with other commercial tools | Integration with Siemens Teamcenter PLM visualization, IBM Rational DOORS or Esterel SCADE Suite |
| MANTIS |  | Web based services for Turkish language support |

The schema summarizes with the “Business Model Canvas” Method the business model of Obeo about the exploitation of ModelWriter outcomes:



* 1. Research organisms

The plan stated in the FPP foresees that Research Institutes will continue to use the ModelWriter platform and augment it after the project:

* New research topics fostered by identified new Industrial Use Cases
* Transfer of research results into immediately usable plug-ins, in the domains of NLP, NLG, model-to-model transformations, model checking, etc.
* This approach for exploitation has therefore the potential to help accelerate research (e.g. by integrating results of PhD and other academic resources such as GATE libraries).

The table below gives an overview of the research organisms that will exploit the project results.

Steps of analysis of the Research Organism may include:

* Identification & validation of the research organism
* involvement in plugins development
* review of condition for reuse of the outcomes by research organisms

|  |  |  |
| --- | --- | --- |
| Research organism | Specific plug-in | Condition for reuse |
| LORIA | Semantic annotator | Open-source version  Improvement: adding multi word expressions to the semantic annotator in the MW prototype |
| LORIA | Reversible Semantic Processing |  |
|  |  |  |
|  |  |  |

1. Pathway to exploitation

The table summarizes the actions undertaken or planned within the project scope and that have a strong influence on exploitation possibilities.

|  |  |  |
| --- | --- | --- |
| PATHWAY | ACTION | Status |
| Direct involvement of End-users as partners in the project | Airbus to involve potential end-users | * test session of ModelWriter tools for identified activities to be planned |
| Preliminary contacts with potentially interested organizations and individuals | Contact Eclipse Foundation | * need to reach a first stable 1.0 version to initialize proposal process to create an Eclipse Foundation project |
| Promotion of the ModelWriter concepts and results to the end-user community | *See Dissemination plan* | * see dissemination activities * Airbus Internal presentation in 2016 * Need to obtain public information / feedback from UC and their KPI to insure promotion of MW’s ROI |
| Promotion of the technological results | *See Dissemination plan* |  |
| Promotion of services related to the ModelWriter results | Create web material and a conference based on UC’s feedbacks which illustrated the kind of professional services needed to deploy MW | * Business model canvas finished * UC have to send feedbacks |
| Exploitation of the ModelWriter results as the basis for subsequent initiatives in the field of the research and technological transfer |  | * warning session @ Airbus on Ontology management |
| Deployment enablers investigation | User acceptance | * tests and validation to be planned at WP1 partners places |
| Risk mitigation | See D1.9.1 Technical Risk Assessment Document (OBEO) |  |
| Contribution to standards | See D7.7.1 ModelWriter and standardization activities (LORIA) |  |

1. Exploitation & marketing plan
   1. Distribution channels

Distribution models for both project outcomes and future more mature envisaged product must be considered. Depending on the products / services we will consider:

* For support and maintenance, throw Obeo Designer offer which is already in place, with direct sales (and local partners in several countries)
* For development outsourcing and MW expertise, direct sales with partnership with IT integrator and local specialists
  1. Pricing models

Pricing will depend heavily on the objectives of the commercial entities exploiting the project results. A competitive environment analysis will be a key input to this activity.

The project's participants are committed to the creation of software under the Open Source/Free Software model, a proven means to continue useful software beyond project lifetimes.

Obeo plan to apply the same pricing model he used with success for years with others Open Source projects such as Sirius.

* 1. Marketing Strategy

Marketing goals and objectives have to be defined and explained in a next version of this deliverable (deliverable 7.2.2 and 7.2.1 being merged).

1. Conclusion

The ModelWriter exploitation & marketing are mainly addressed so far towards two main modalities:

* Promotion of the ModelWriter outcomes outside through dissemination towards: platforms of end-users, service providers, Industry, Research, and SME communities.
* Exploitation intention of the ModelWriter results carried out by the partners of the project.

1. References
2. Baldwin, Timothy, Emily M. Bender, Dan Flickinger, Ara Kim and Stephan Oepen (2004) Road-testing the English Resource Grammar over the British National Corpus, In Proceedings of the Fourth International Conference on Language Resources and Evaluation (LREC 2004), Lisbon, Portugal.