

1

Services Collaboration with China

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TiViT
NOKIA
Connecting People

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Key Services Messages

A service is...

- To an end user an ICT **Service is a cloud connected app** that continues to bring value over time, (it updates its content).
- To the developer its a SW product that has a long revenue tail.

Do Together..

- No one can do it alone: a Service is an **ecosystem effort** to pool services enablers and platforms allows companies **to rapidly launch their service and ensure sufficient breath, local relevance and continuity.**

Target to the Market – ASAP

- There is no equation for an successful service.
- Get there fast, listen to the customer feedback -> **adapt & evolve**

TiViT SERVICES Nokia, Local Ecosystems **NOKIA**



Executive summary

- The **Tivit Services Program** is an **ecosystem effort** to pool services enablers and platforms **to rapidly launch**, horizontalize and ensure maintenance of **new services**. Work is done in a true partnership mode. The program is Funded partially by Tekes through the ICT SHOK framework (TIVIT). The program is initially national, but an EU expansion is anticipated.
 - Program Mission:
Implement service enablers and new vertical services based on existing and new enablers, in currently underserved sectors.
 - Partners get access to a pool of complimentary platform and enabler assets, innovation pool and execution power.
- **Target volume:** 7-14M€/year (~500py) for 3(+1) years, aprox. 20-30 interlinked projects/year arranged into 2-4 work packages or themes.
 - **Nokia contribution:** Packaged from existing and planned projects, worth ~2M€/year (Tekes grant of this ~0.5M€)
 - **Target Start:** Q4 2011
 - **Target result:** 5-10 new productized vertical services, 2-3 new service start-up companies who use Nokia enablers and platforms, 10-15 enablers, features etc. demonstrated.

TIVIT
SERVICES
