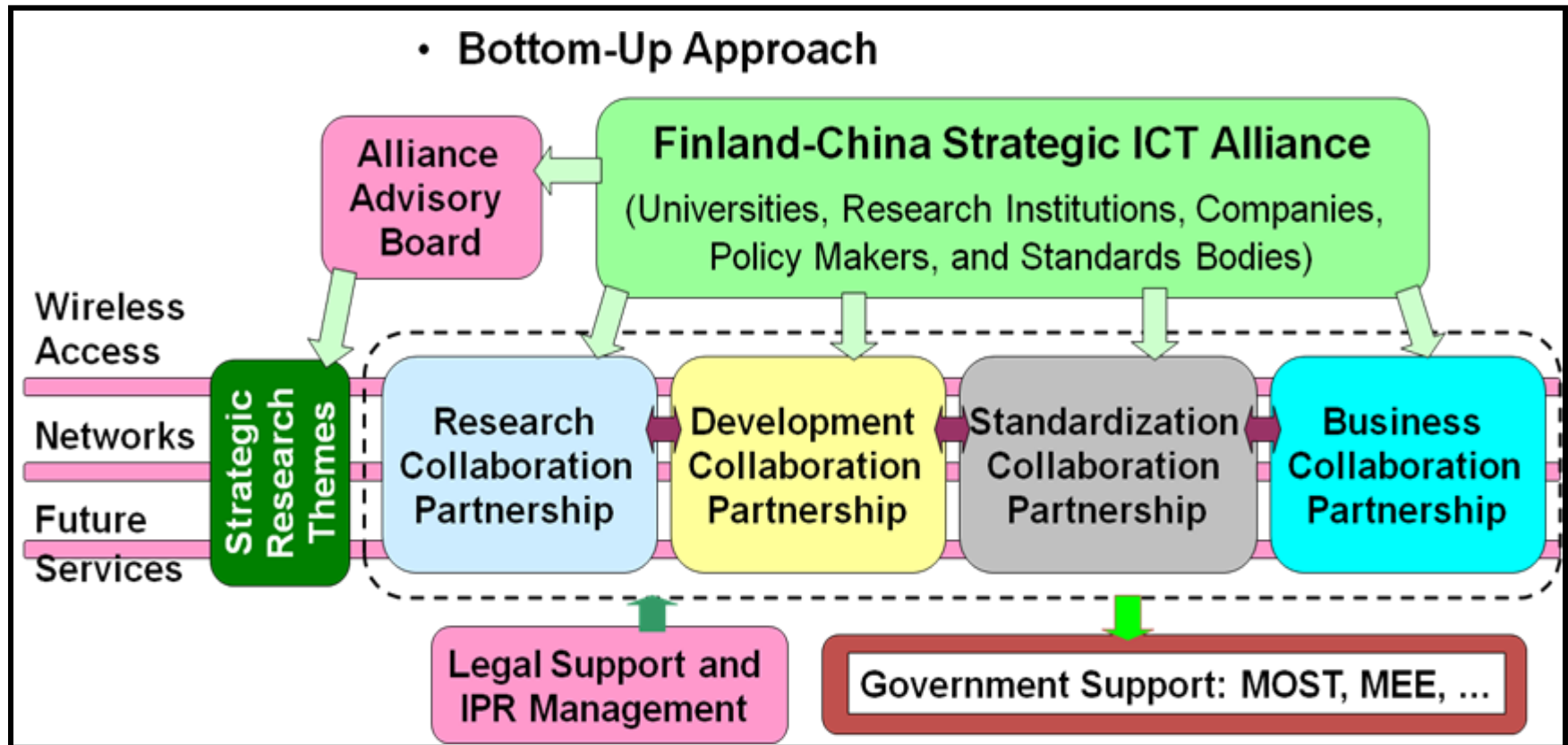


ALLIANCE "MAIN PICTURE"

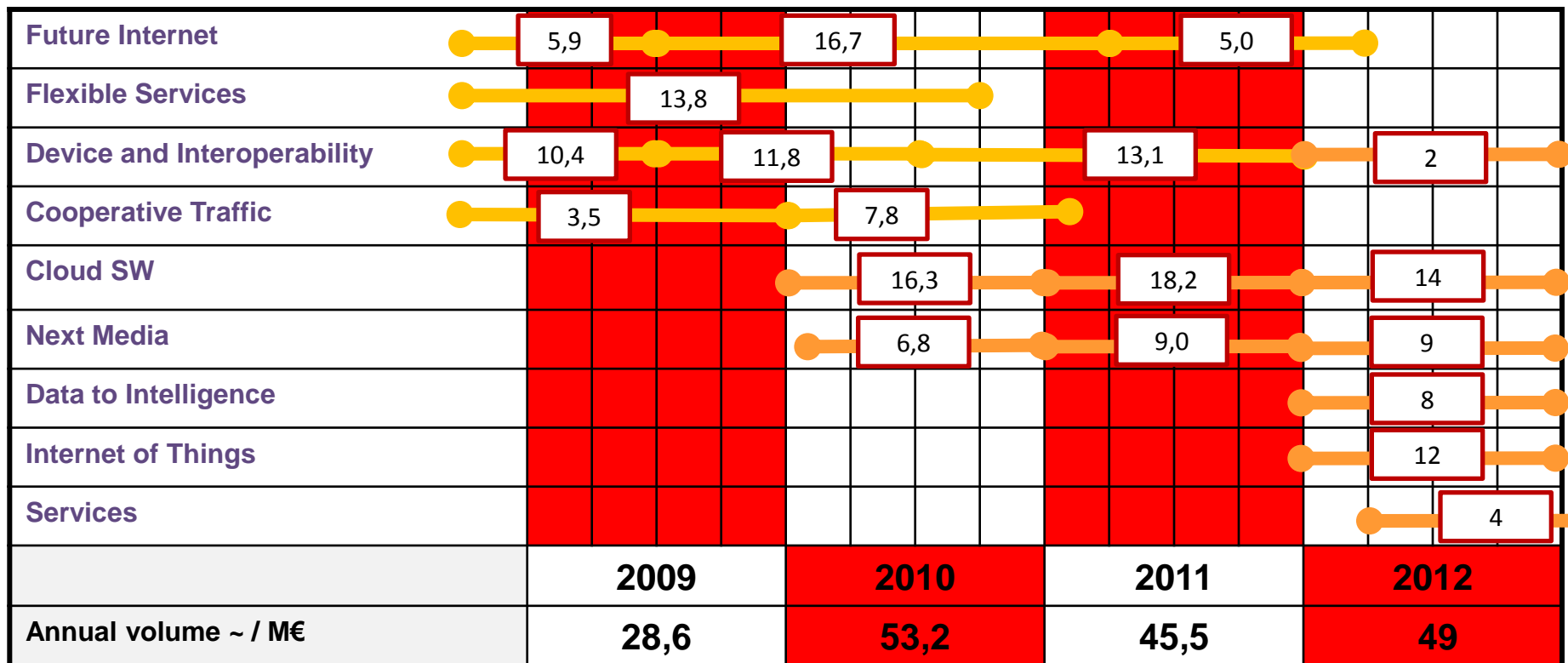


TiViT

TIVIT SRAS

Pauli Kuosmanen
CTO
TIVIT Oy

SRA PORTFOLIO



TiViT

CLOUD SOFTWARE (CSW)

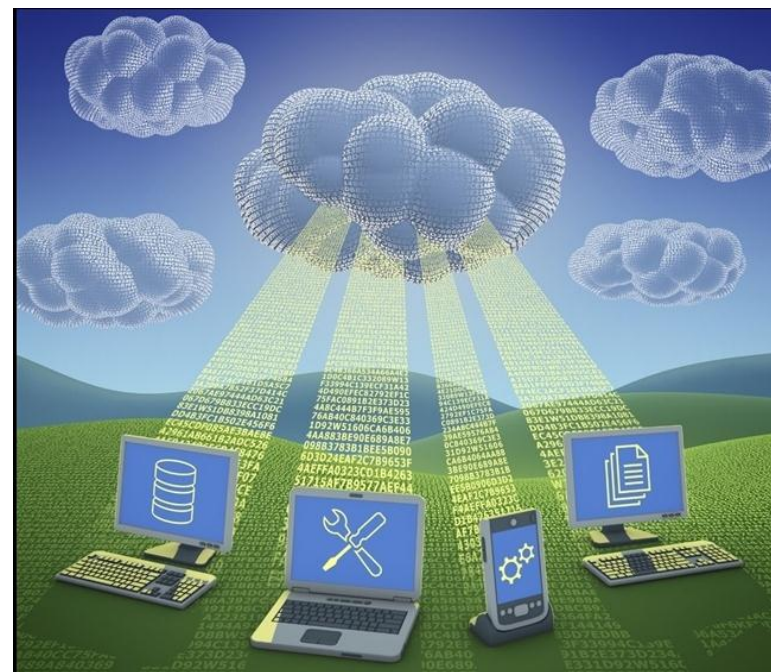
CLOUD SOFTWARE (CSW)

- Vision: By 2015 the Finnish software industry will substantially increase the value of its software assets due to it's world-class capability and know-how to efficiently and competitively develop, deliver and use software competencies with a focus on defining, building and utilizing software assets and new ecosystems that have the largest sustainable value add for the global business.
- Mission: Value adding by software



CSW: FACTS

- 1st phase: January 2010 – December 2010
 - Driving company: F-Secure
 - 190 person years
 - 60/40 funding model
 - Tekes funding: 35% - 50% - 70%
- 2st phase: January 2011 – December 2011
 - Driving company: F-Secure
 - 215 person years
 - 60/40 funding model
 - Tekes funding: 35% - 50% - 70%
- 3rd phase: January 2012 – December 2012
 - Driving company: F-Secure
 - XXX person years
 - 60/40 funding model
 - Tekes funding: 35% - 50% - 70%



- 1st phase: CSC, Digia, Elektrobit, ECE, Ericsson, F-Secure, Gearshift, IPSS, Ixonos, Movial, Nethawk, Nokia, NSN, IT Mill, PacketVideo, Reaktor, TeliaSonera, Tieto, Vincit, VividWorks, Aalto, HY, JyU, OY, TTY, VTT, ÅA
- 2nd phase: CSC, Digia, Elektrobit, ECE, Ericsson, F-Secure, Gearshift, IPSS, Ixonos, Movial, Nethawk, Nokia, NSN, IT Mill, PacketVideo, Reaktor, [RM5 Software](#), TeliaSonera, Tieto, [Vaadin](#), Vincit, VividWorks, Aalto, HY, JyU, [JyAMK](#), OY, TTY, VTT, ÅA

CSW: STRUCTURE (2011)

WP1: Technologies
In the Cloud

WP2: Lean Software
Enterprise

WP3: Business
In the Cloud

Lead by Nokia, TUT



Building the
future open
software
infrastructure
and technologies
for services in
the cloud

Lead by NSN, VTT



Bringing the
operational
efficiency to a
new level
increasing
productivity and
profitability
significantly

Lead by EB, Aalto



Paving the way
for Finnish
software
business to
succeed in the
cloud

CSW: GOING BEYOND STATE-OF-THE-ART

STATE-OF-THE-ART



Cloud computing is dominated by large international companies

BEYOND

Finland will combine the essential ingredients - Open source/interfaces /systems - for a new infrastructure



Finland in front-line of agile adoption and standardization

Finland extends the gap with the lean software transformation and tool automation



No-one has taken yet the global lead in the academic research of cloud based “services as services” business model

Finland will take the lead in finding new models to succeed in cloud business.



ST1: Sustainable Development (lead by CSC, ÅA)

- CS now leverages traditional good competences in low power techniques to extend sustainability to whole product life-cycle



ST2: Superior User Experience (Digia, TUT)

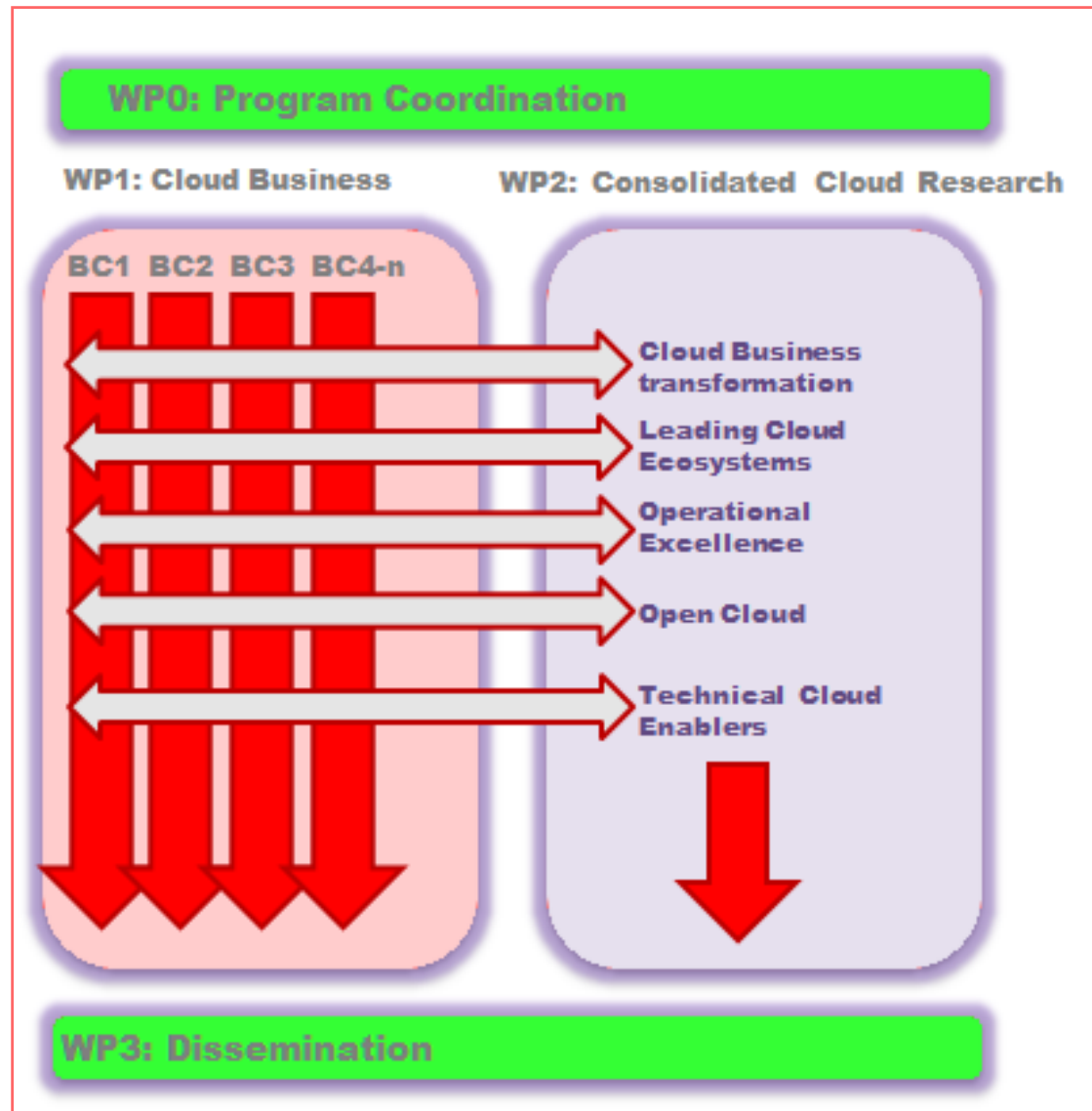
- Finnish industry&research to be in the front-line in connecting user experience design to agile & lean product creation process



ST3: Integrated Security (OU, VTT)

- Finland has potential to be a world-level leader in security engineering and to open new frontiers in securing the cloud

CSW: STRUCTURE (2012)



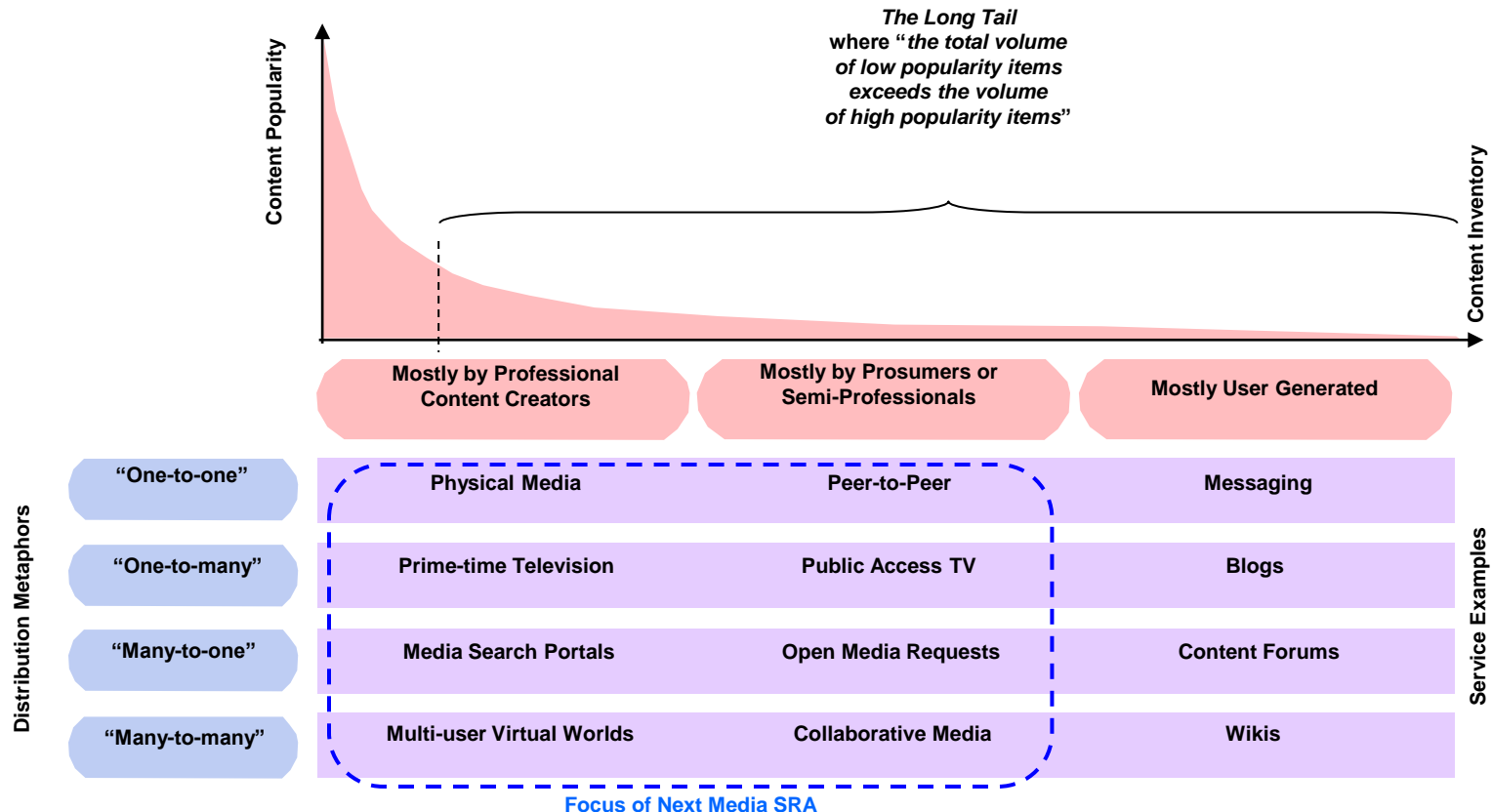
The background of the slide is a solid orange color with a pattern of lighter orange, semi-transparent ovals of varying sizes scattered across it.

TiViT

NEXT MEDIA (NM)

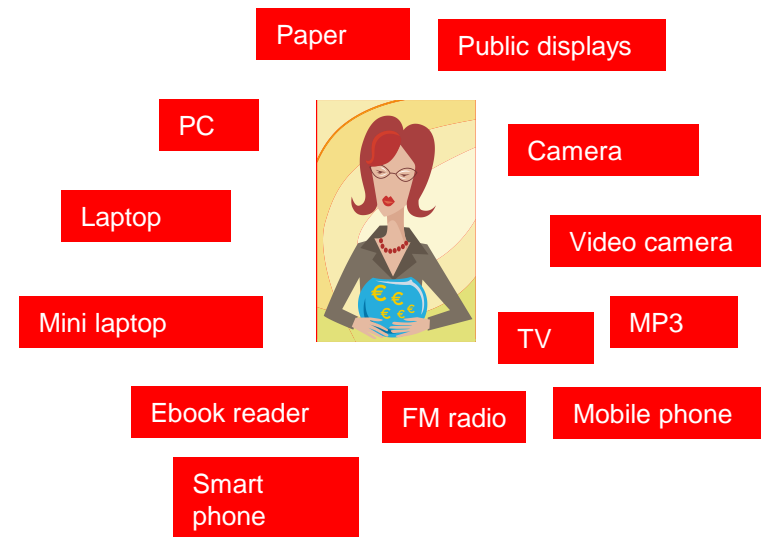
NEXT MEDIA (NM)

- Vision: Next Media vision is that by 2020 Finnish media industry has become Ahti of the global Media Ocean by achieving breakthroughs in business models, concepts and technology and by penetrating into new business areas
- Mission: Implement a radical renewal of media business value chain in Finland



NM: FACTS

- 1st phase: February 2010 – December 2010:
 - Driving company: Sanoma
 - 66 person years
 - 75/25 funding model
 - Tekes funding: 35% - 50% - 70%
- 2st phase: January 2011 – December 2011:
 - Driving company: Sanoma
 - 75 person years
 - 75/25 funding model
 - Tekes funding: 35% - 50% - 70%
- 3rd phase: January 2012 – December 2012:
 - Driving company: Sanoma
 - XX person years
 - 75/25 funding model
 - Tekes funding: 35% - 50% - 70%

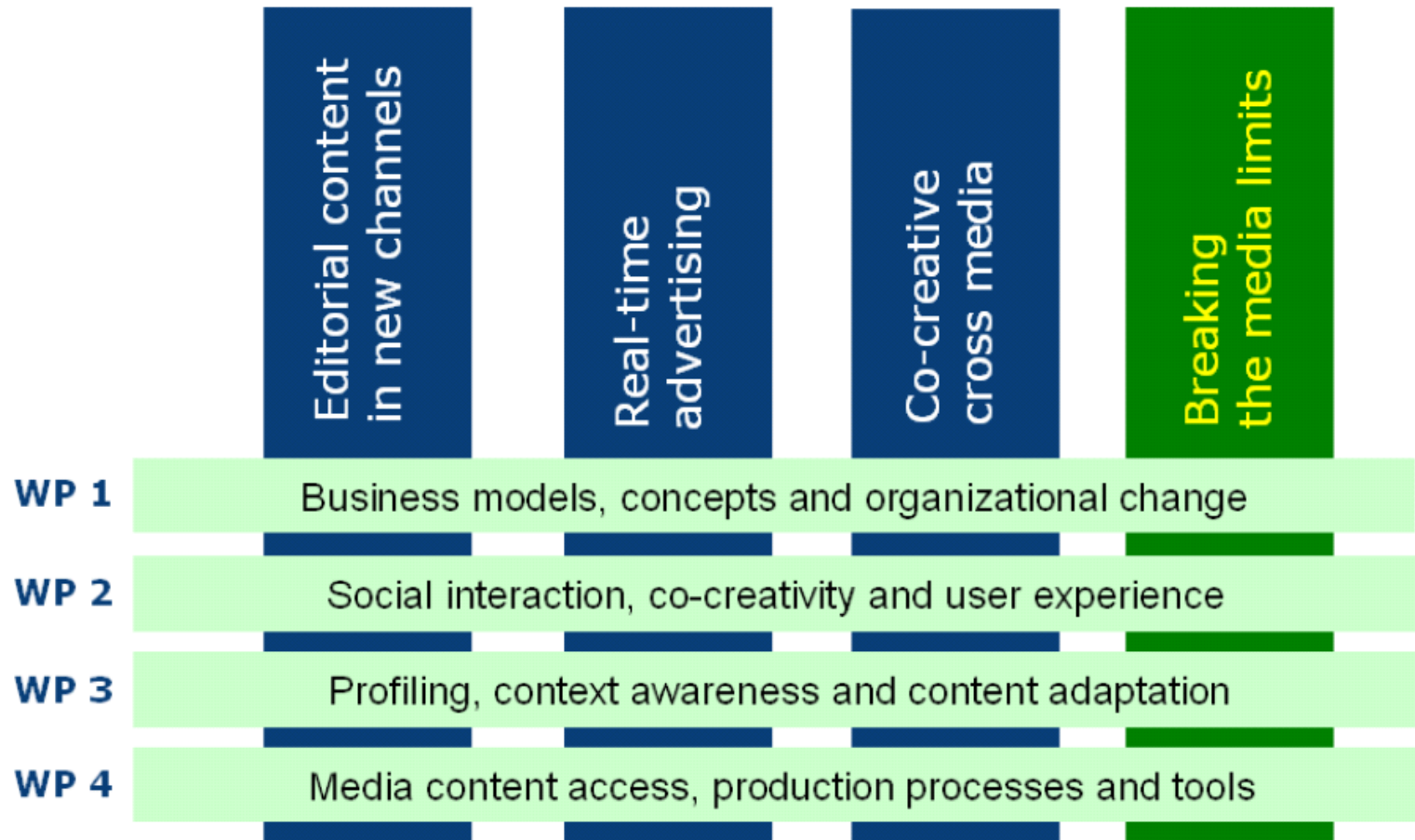


NM: PARTNERS



- 1st phase: AAC Global, Aamulehti, Akateeminen Kirjakauppa, Alma Media, Anygraaf, Arena Partners, Conmio, Dagmar, Digita, Elina Ahlback Literary Agency, ePaper Finland, Idean, IROResearch, Kansalliskirjasto/OPM, KSF Media, Mederra, Mix Media, Nokia, OnGo Finland, Otava, Profium, Sanoma Entertainment, Sanoma Magazines, Sanoma News, Sanoma Television, Sanomalehtien Liitto, Seed Digital Media, Silencio, Stereoscape, Suomen Kustannusyhdistys, Suomalainen Kirjakauppa, Suomen Lehtiyhtymä, Suomen Tietotoimisto, Talentum Media, TeliaSonera, Tieto, TNS Gallub, Twinapex, Undo, Viestinnän Keskusliitto, WSOY , WSOYpro, Yleisradio, Aalto, HY, Laurea, Metropolia, OY, TaY, TTY, VTT
- 2nd phase: 2General, AAC Global, Aamulehti, Akateeminen Kirjakauppa, Aller Media, Alma Media, Alma Mediapartners, Anygraaf, Arena Partners, Citypress, Conmio, Dagmar, Digita, ePaper Finland, Finnpanel, Free Time Finland, Geniem, Great Apes , Hermia, Huittisten Sanomalehti, Inno-W, JCDecaux Finland, Kaleva, KSF Media, Lingsoft, Lippupalvelu, Mahtava Development, Mainostajien liitto, Mfabrik Production, Nokia, Osumus Recommendations, Otava, Otavamedia, Profium, Seed Digital Media, Sanoma Entertainment, Sanoma Magazines, Sanoma News, Sanoma Television, Sanomalehtien Liitto, Silencio, Stereoscape, Suomen Kustannusyhdistys, Suomalainen Kirjakauppa, Suomen Lehtiyhtymä, Suomen Radioiden liitto, Suomen Tietotoimisto, Talentum Media, TeliaSonera, Tieto, TNS Gallup, Undo, User Intelligence Finland , Viestinnän Keskusliitto, WSOY, WSOYpro, Yleisradio, Aalto, HY, Laurea, Metropolia, OY, TaY, TTY, VTT

NM: STRUCTURE (2011)



NM: RESEARCH THEMES

Research organizations

WP 1

Business models, concepts, and organizational change

Research topics

Value creation and value capturing, consumption behaviour. Scalability to diverse language and market areas. Producing intermedial currency. Advertisement impressiveness. Organizational changes reflected from business model changes.

Aalto/HSE, TKK

WP 2

Social interaction, co-creativity and media experience

Research topics

Interaction tools and interaction. Works of social networks and incentives to create content. Understanding media usage. World class research of user experience and development of psychophysiological measurement methods.

HIIT, Aalto/CKIR, VTT, TUT, UT

WP 3

Profiling, context awareness and content adaptation

Research topics

Context sensing, interpretation and aggregation. Sharing, communicating and trading contexts. User control. Algorithms, security and privacy of profiles. Context modeling and standardization, representation of context history.

VTT, Aalto/TKK

WP 4

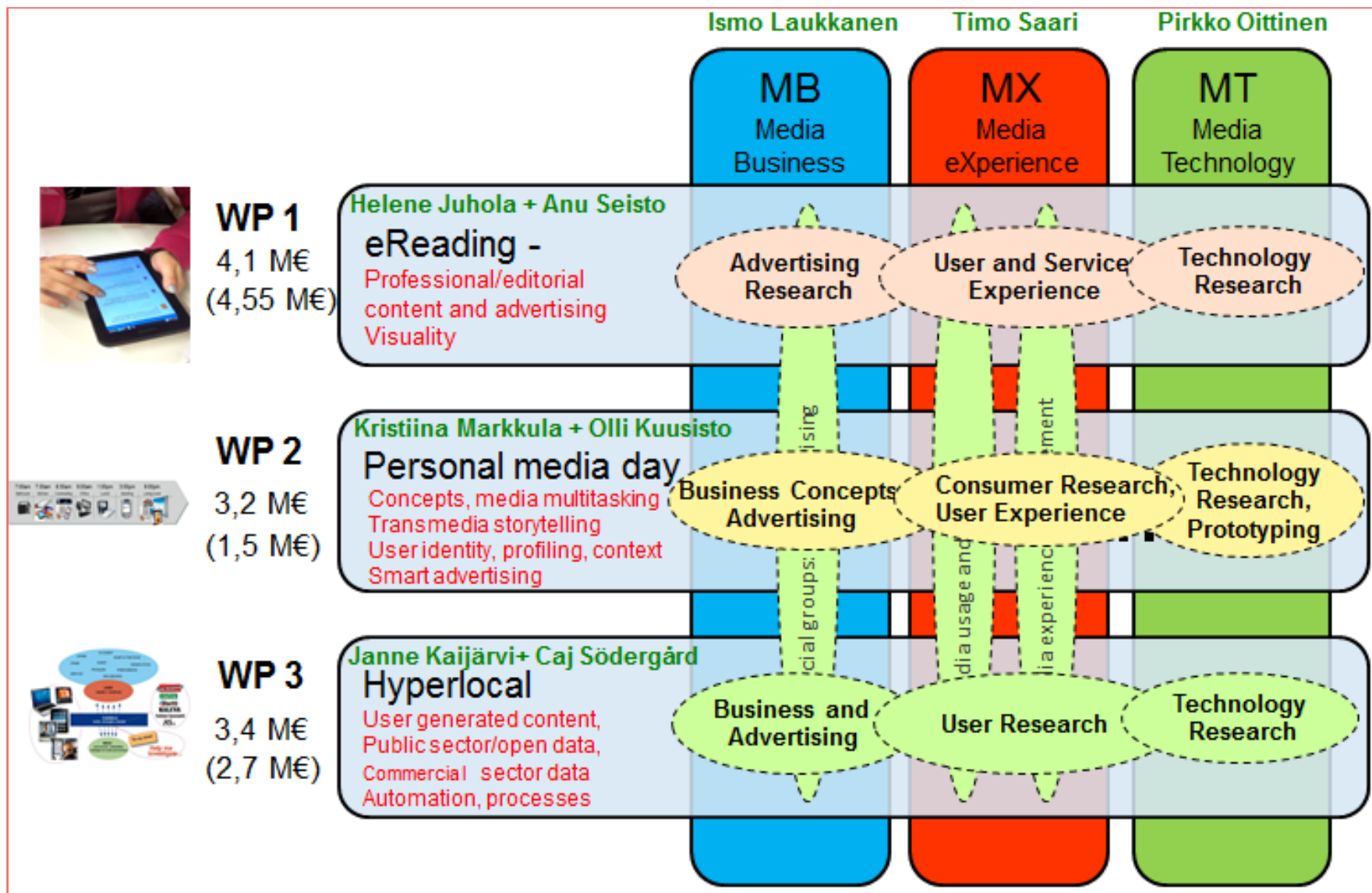
Media content access, production processes and tools

Research topics

Automated metadata capture and extraction. User created metadata. Semantic media search and recommendations. Access to rich media content, contextual media retrieval. Ontologies development and standardization.

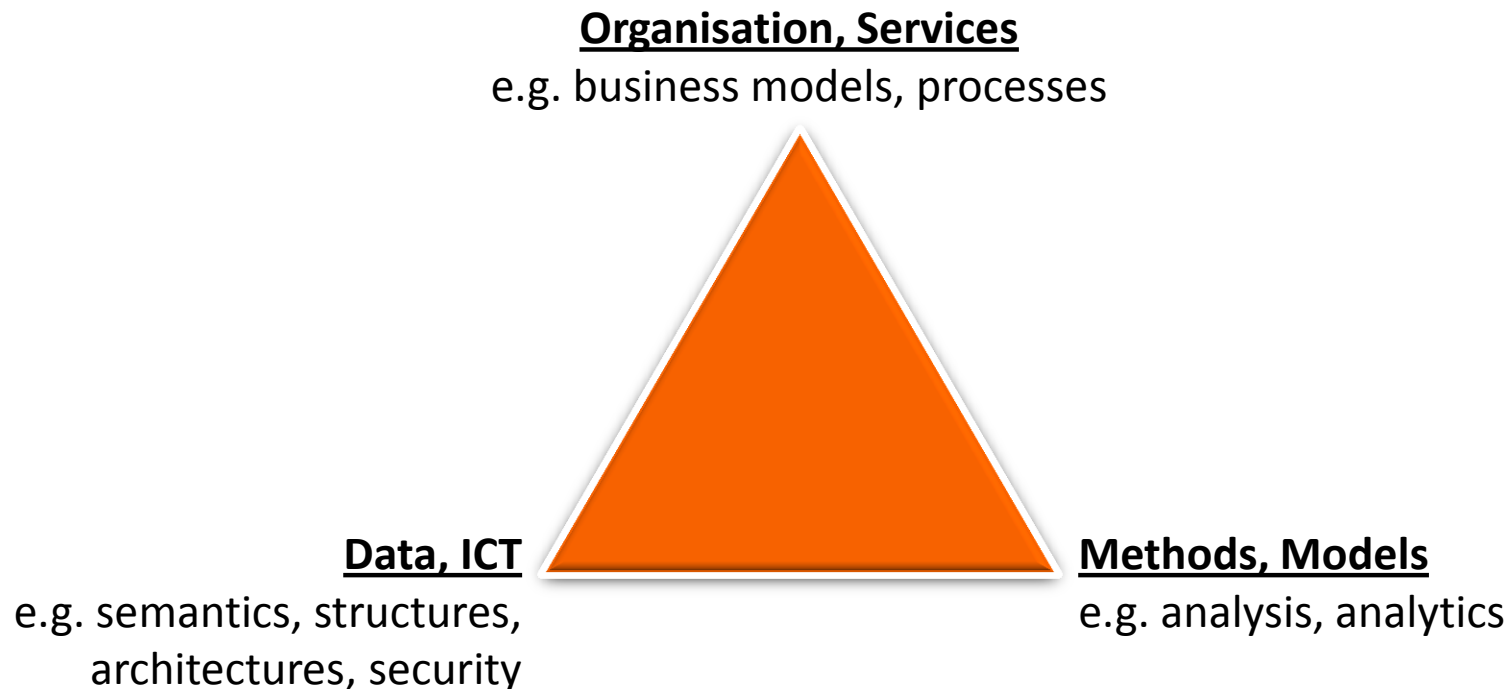
Aalto/TKK, TaiK, VTT

NM: STRUCTURE (2012)



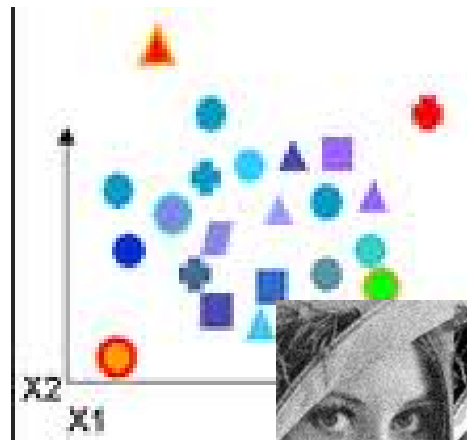
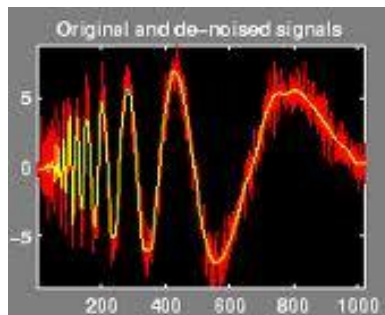
DATA TO INTELLIGENCE (D2I)

- **Vision:** By 2015 we have all necessary tools and methods to manage, refine and utilise data to develop modern international level intelligence based business and service innovations.
- **Mission:** Increasing competitiveness using managed open data and intelligence.



D2I: FACTS

- 1st phase: February 2012 – December 2010:
 - Driving company: Logica
 - XX person years
 - 60/40 funding model
 - Tekes funding: 35% - 50% - 70%

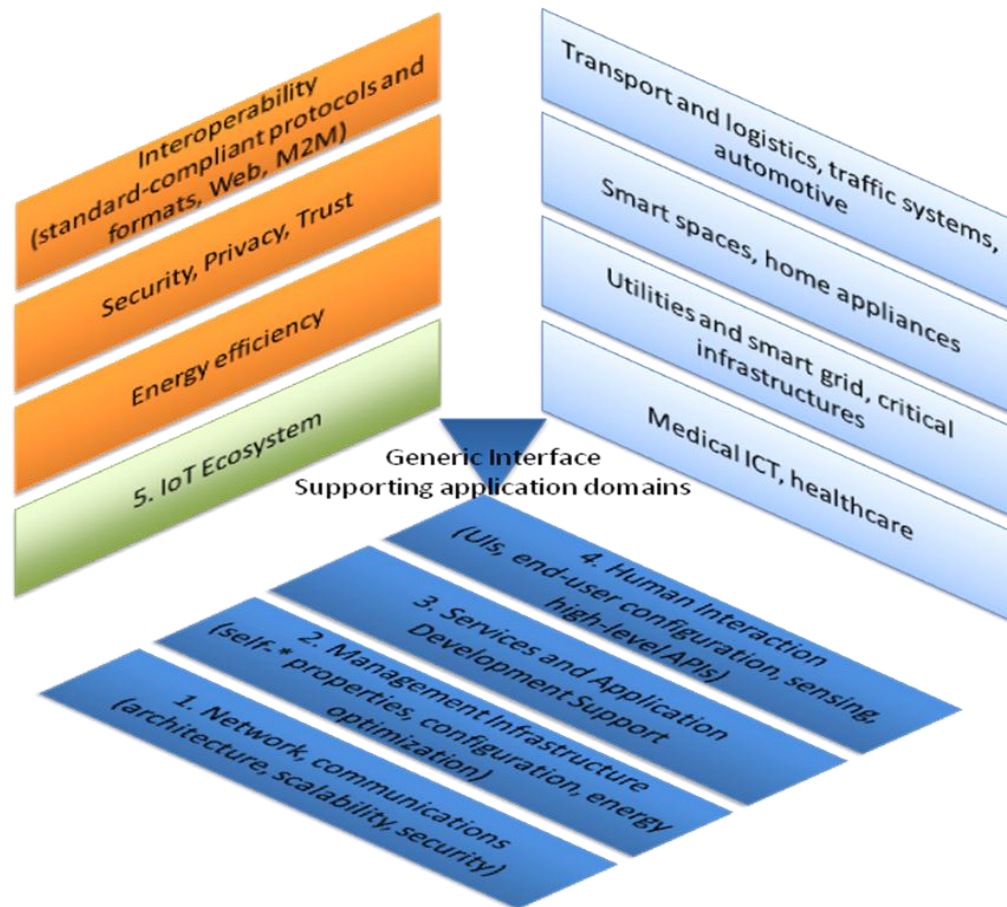


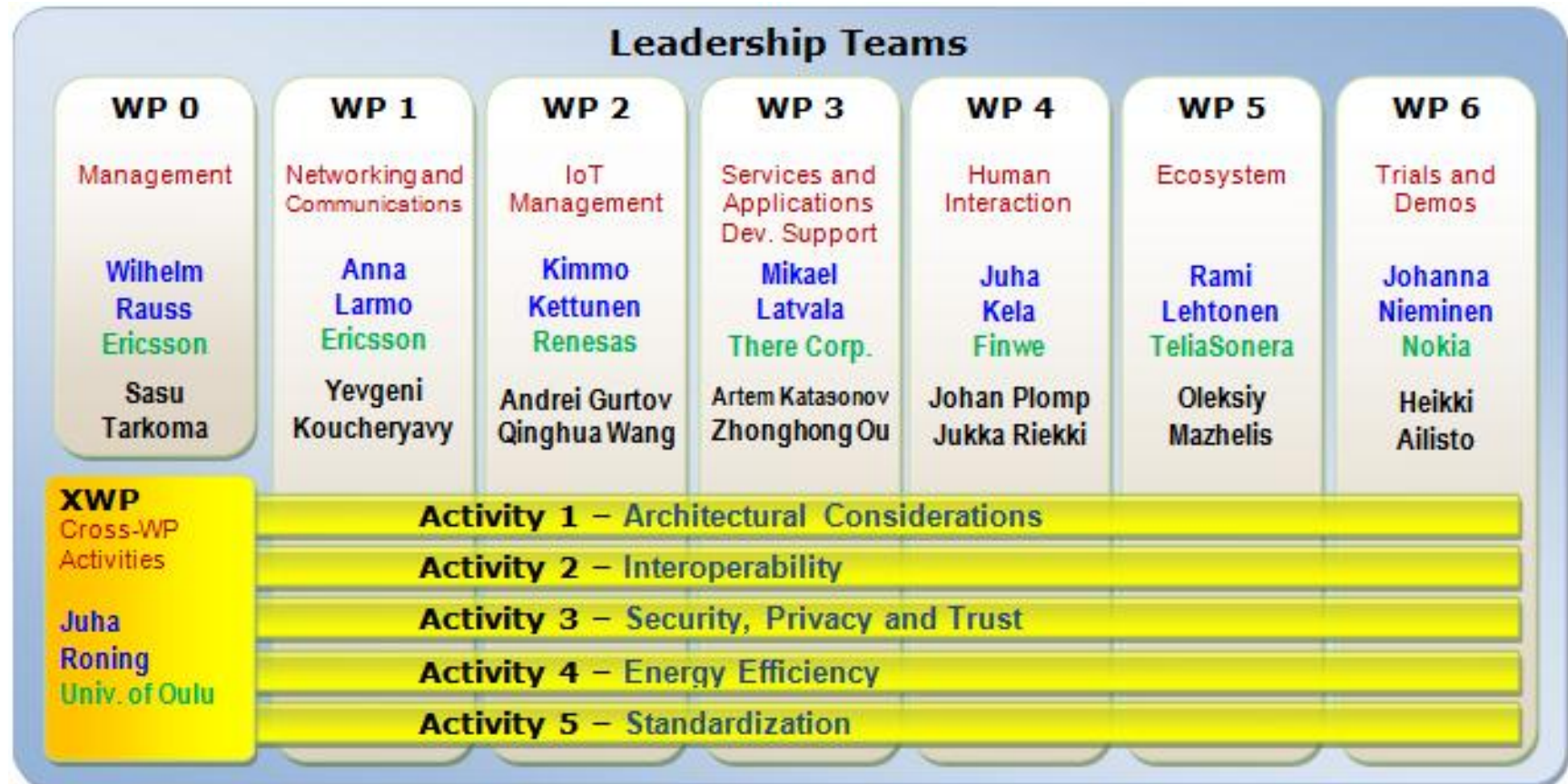
D2I: PARTNERS

- Logica
- Nokia (CTO, NRC)
- Business intelligence:
 - QPR Software
 - M-Brain
- Industry:
 - Metso
 - Konecranes
 - Cargotec
 - John Deere Forestry
 - Fortum
 - BMH Technology
- Retail:
 - Kesko
 - Vividworks
 - Dealium
- Security:
 - Saab Systems
 - Mirasys
 - Datactica
 - F-secure
- Traffic:
 - Chleon, EC-Tools, FMI (services), Gisforest, Mattersoft, Mobisoft, Nethawk, Nevia, Noptel, PPO, Teconer, Vidamin, Vähälä-yhtiöt
- Research organisations:
 - Aalto, UoH, HIIT, UoT, ÅA, UoO
 - Centria
 - VTT

INTERNET OF THINGS (IoT)

- **Vision:** By 2017 the Finnish ICT industry is a recognized leader in the IoT domain due to its expertise in standards, software, devices, and business models integrating and combining various IoT verticals for diverse industry segments.





IoT: PARTNERS

Corporations:

Cargotec
Elektrobit
Ericsson
European Batteries
Finnet Group
F-Secure
Kone Cranes
MAS
Medikes Liikelaitos
Metso
Mikkelin Puhelin (MPY)
Nokia
Polar Elektro
Renesas
TeliaSonera
Tieto
Valmet

Research:

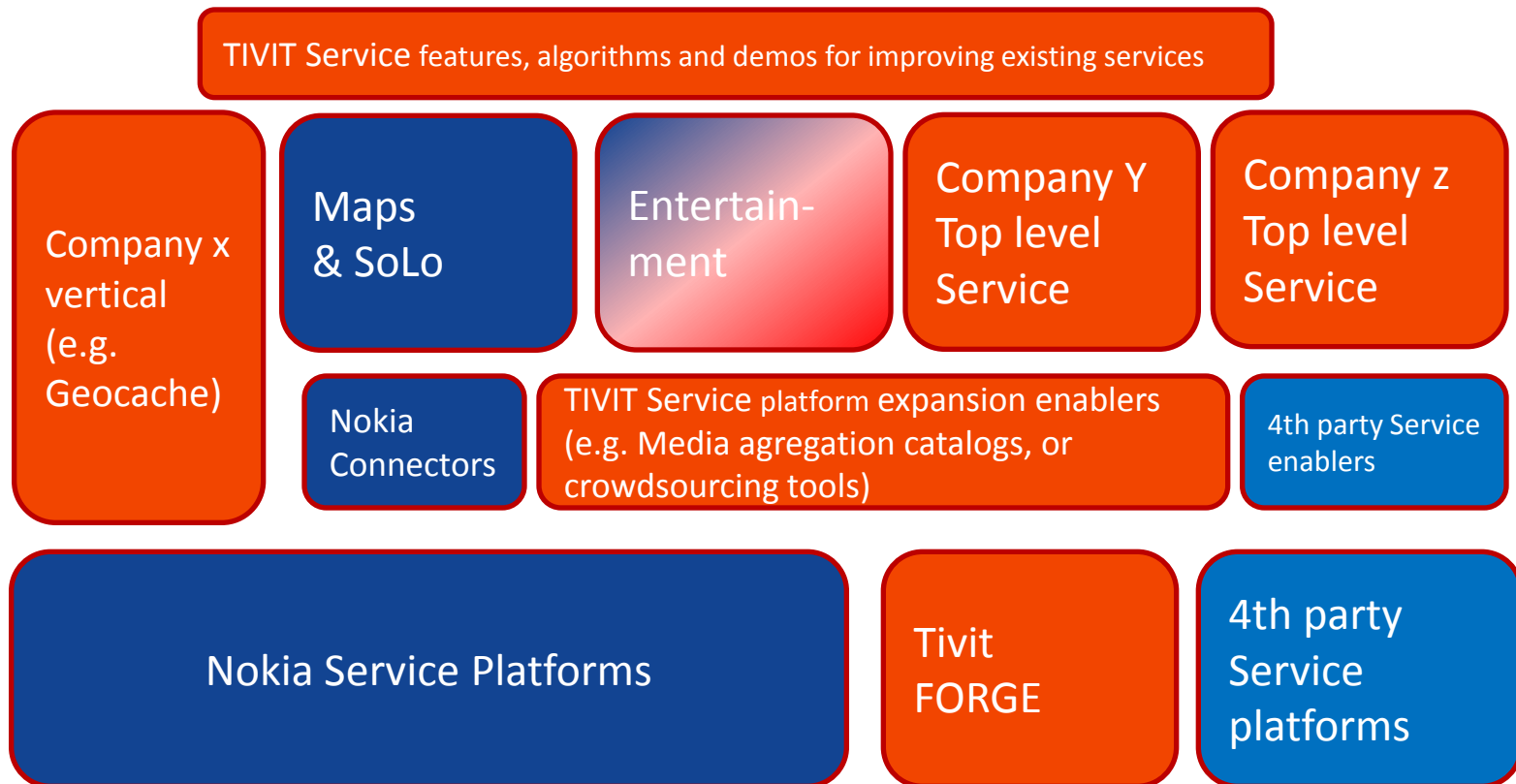
Aalto University
Tampere University of Technology
University of Helsinki (Department of Computer Science)
University of Jyväskylä
University of Oulu
VTT Technical Research Centre of Finland
University of Tampere
Laurea University of Applied Sciences (SID)

SMEs:

Akku Jukka
Cybercube
Finwe
Green Electronics
Mattersoft
Mobisoft
Refecor
There Corporation

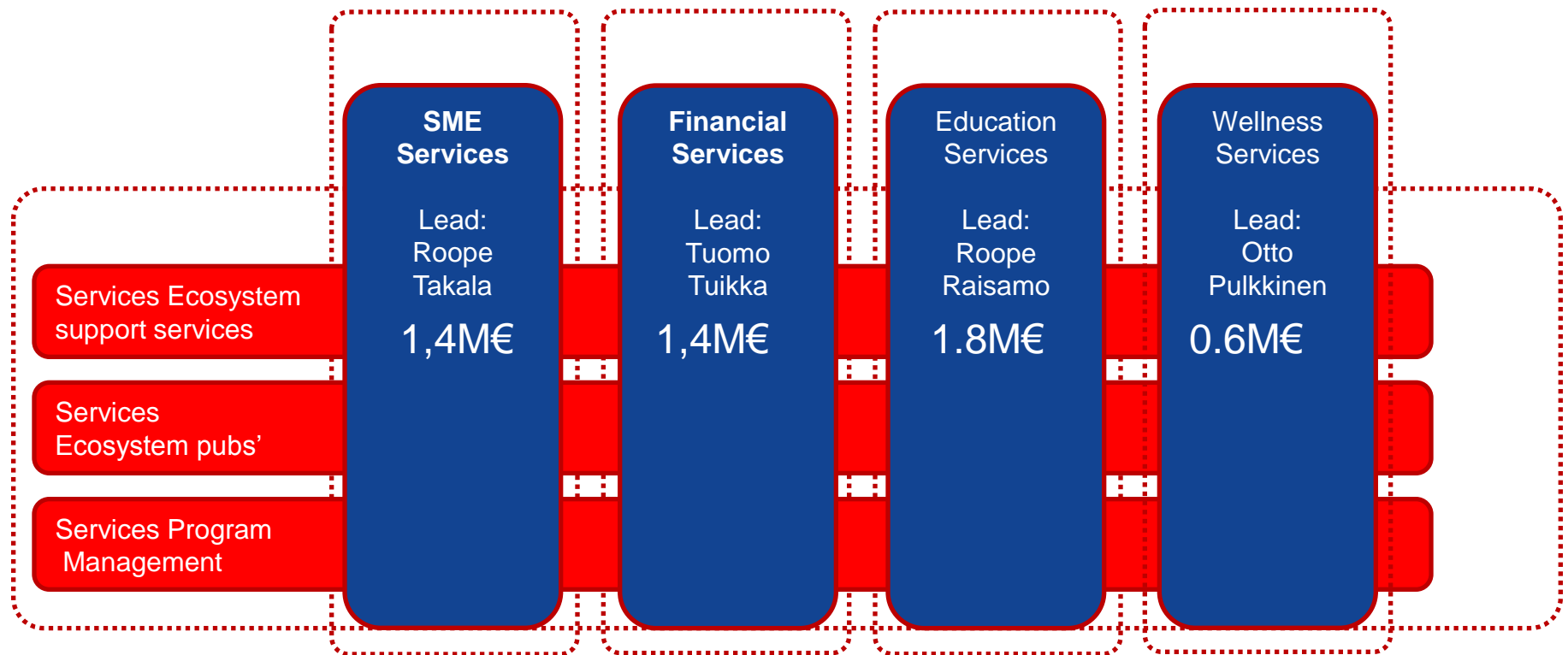
SERVICES

- **Vision:** Implement service enablers and new vertical services based on existing and new enablers, in currently underserved sectors.



SERVICES: STRUCTURE

TiViT



- Corporations

- Nokia
- Tieto
- Nordea
- Osuuspankki
- Pretax
- Terveystalo
- Neusoft
- Metroradio

- SMEs

- Heia Heia
- CMS Finland
- Aino Active
- Jacks Finland
- Wellness Bank
- Context Learning
- Tribe Versum
- Inclusion
- Neoxen
- Offcode
- Kwantik
- Valve
- LinkedViews
- E-Hapines
- Osumus
- Kainuun Paikallisradio
- Lingsoft
- Hitmedia

- Academic/Research

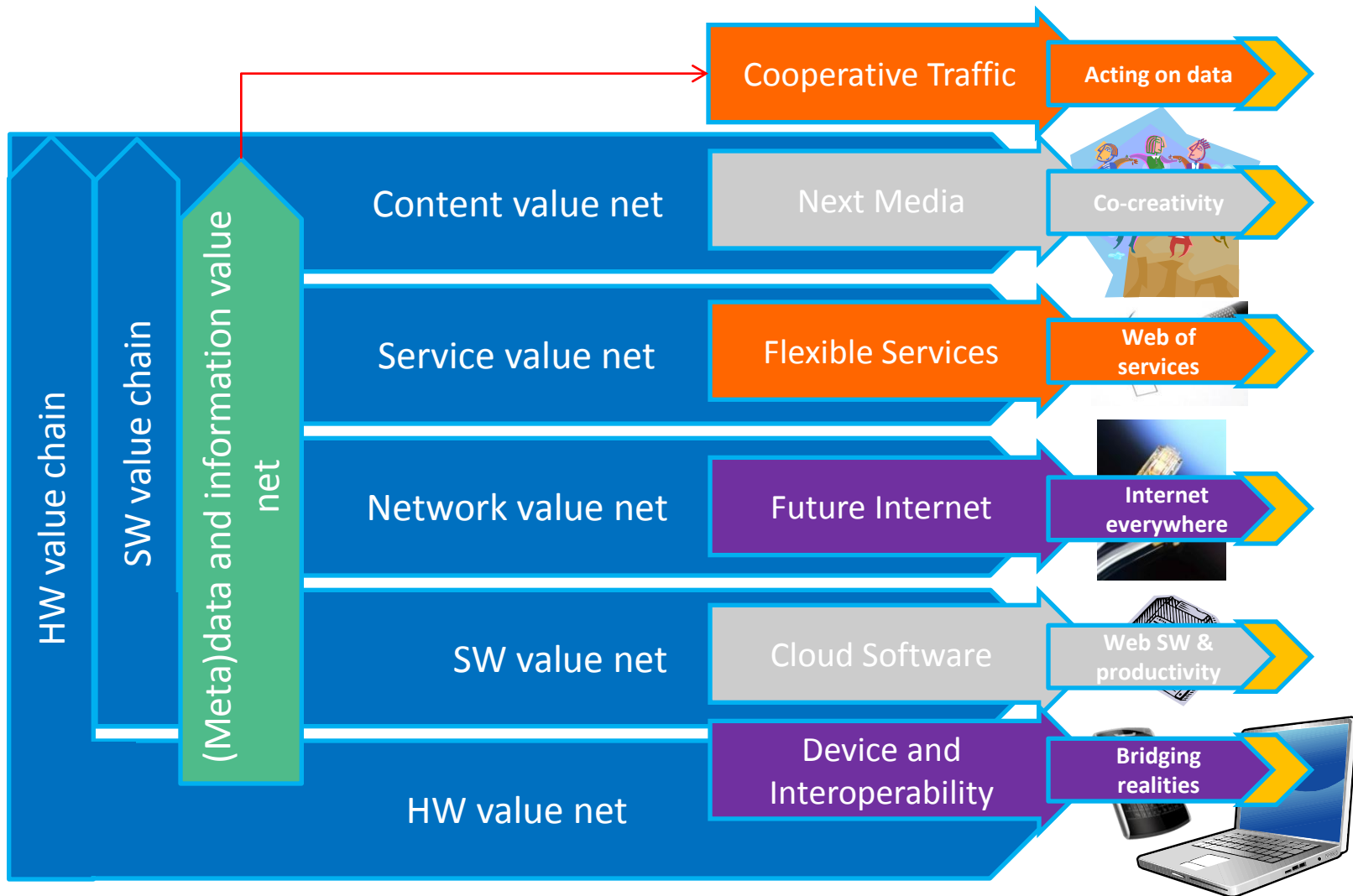
- VTT
- Tampere University
- Aalto University
- Lappeenranta University
- Oulu University
- Helsinki University
- Tampere University of Technology
- Jyväskylä University
- Jyväskylän Ammattikorkeakoulu
- Haaga Helia

- SMEs

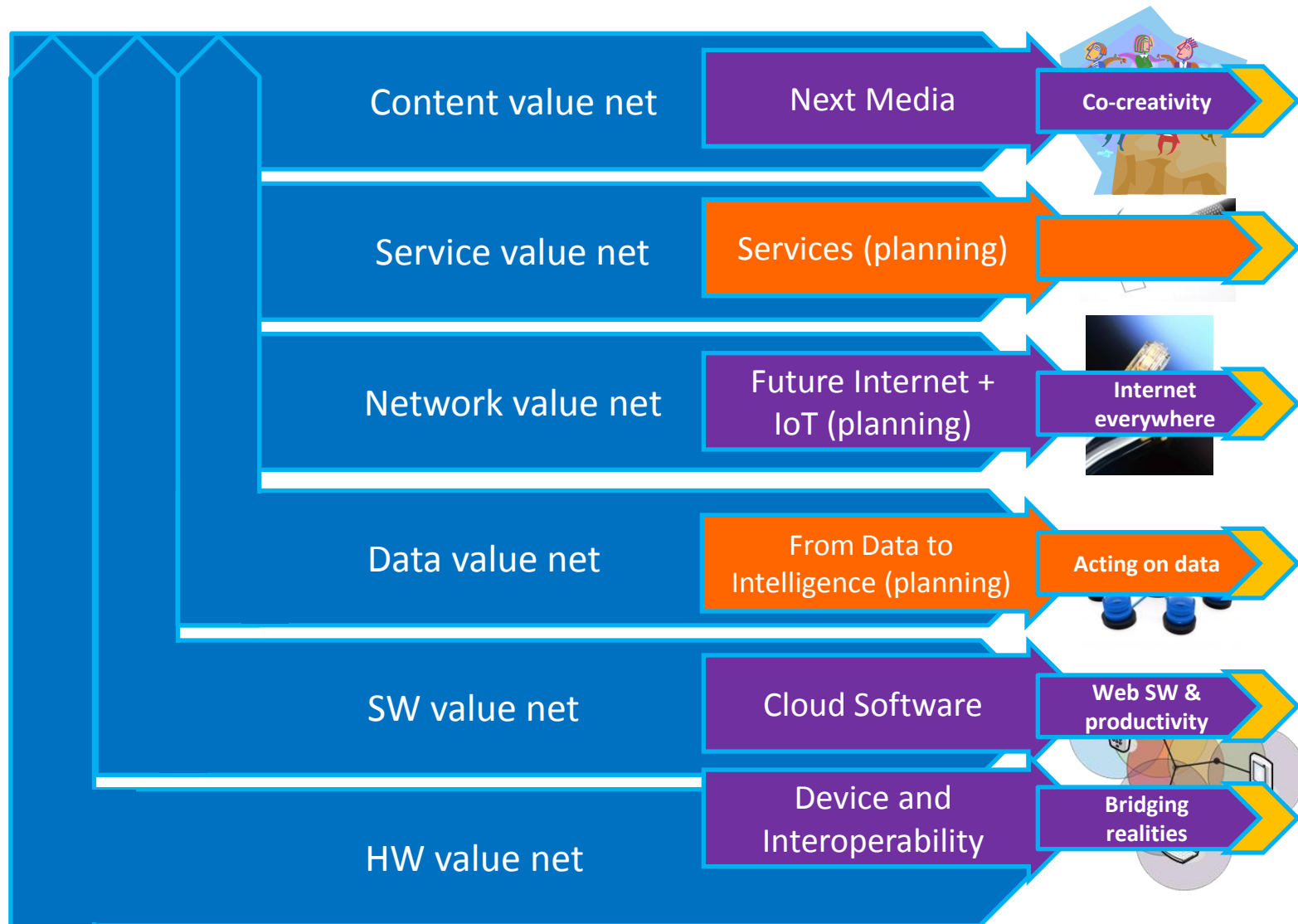
- Vaadin
- Tarinaseikkailut
- Uudenmaan äänituotanto
- Luoda
- M-Brain
- Mobile Brain Bank

SRA Portfolio Development

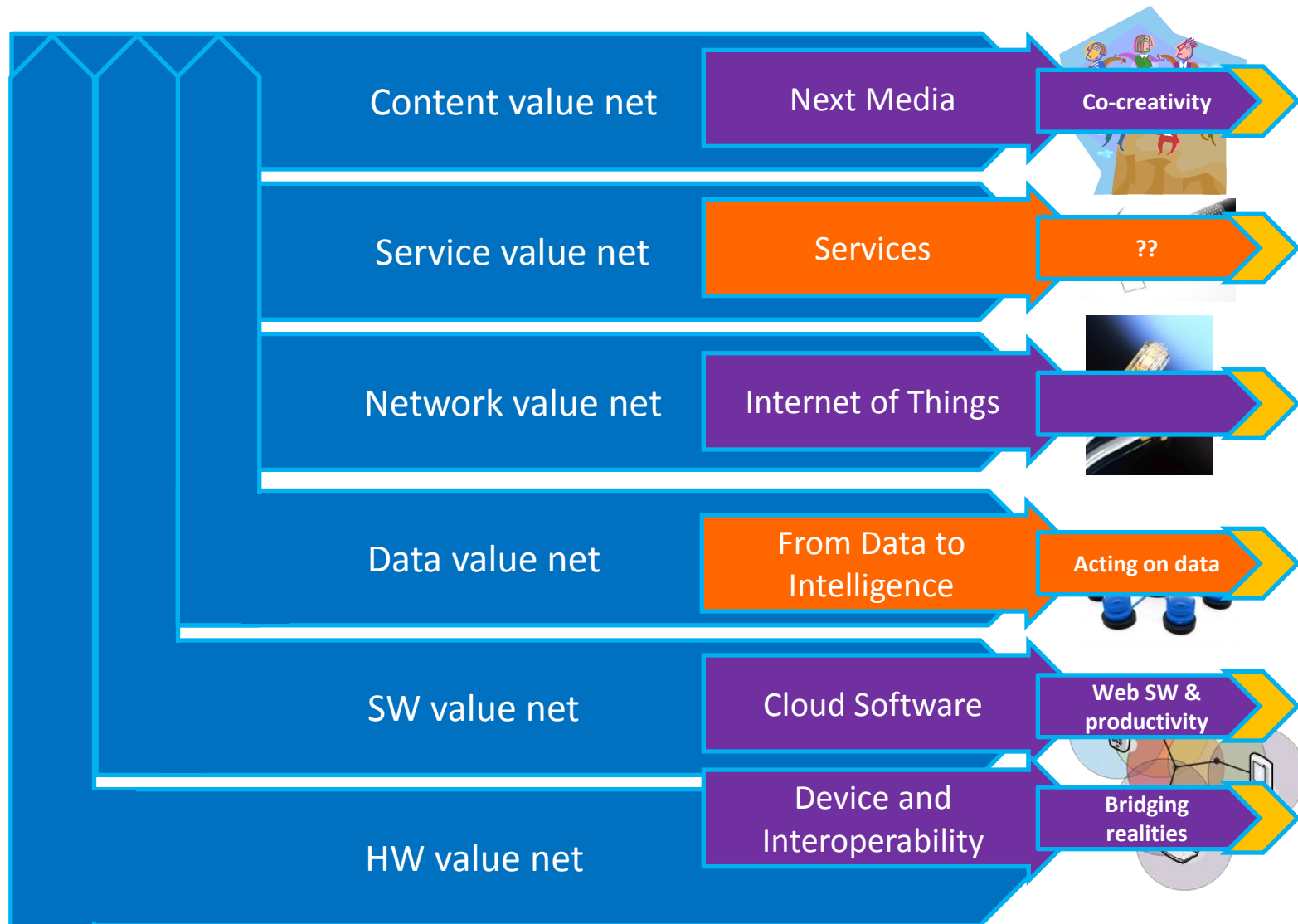
TIVIT PROGRAM PORTFOLIO 2010



TIVIT PROGRAM PORTFOLIO 2011

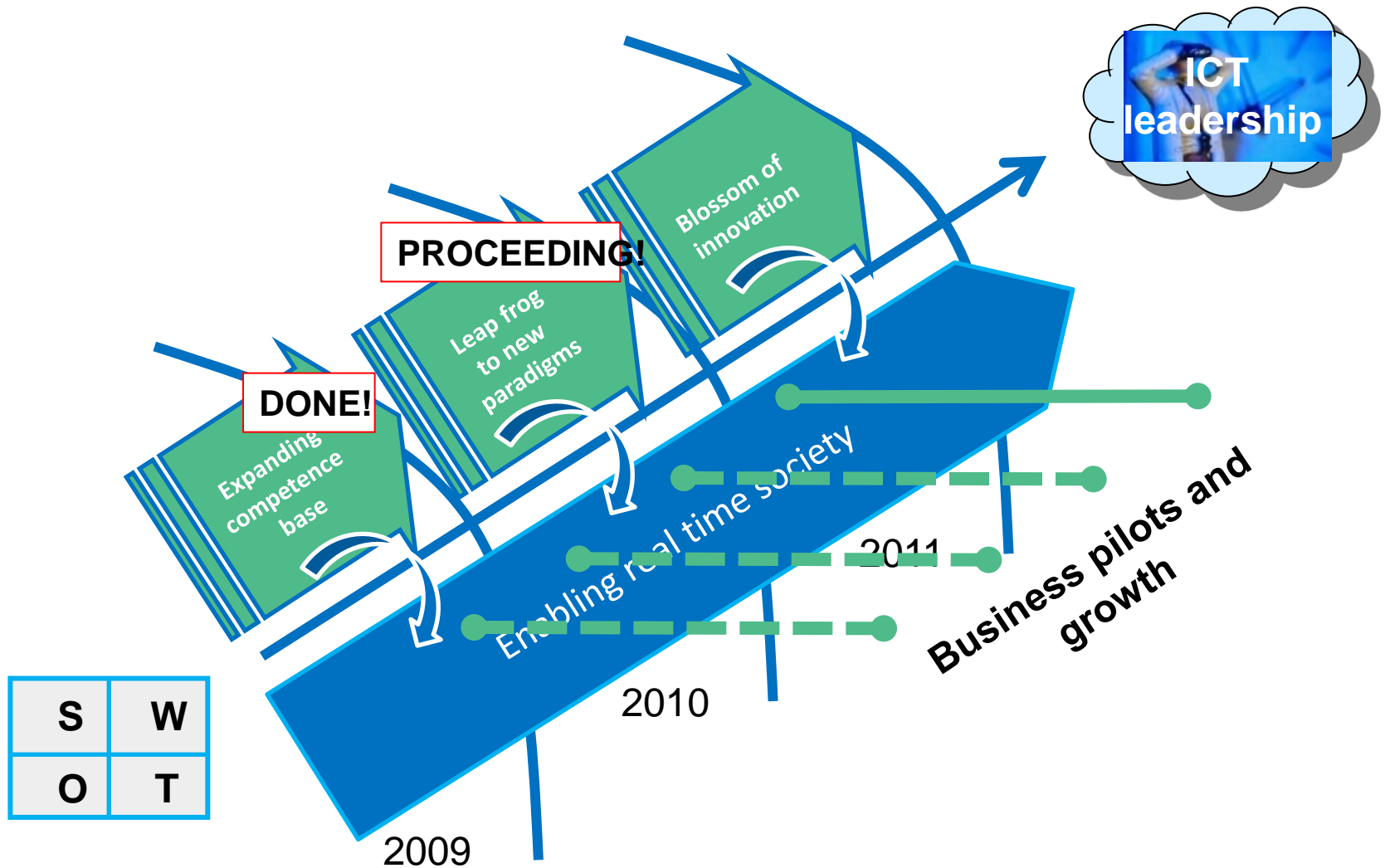


TIVIT PROGRAM PORTFOLIO 2012

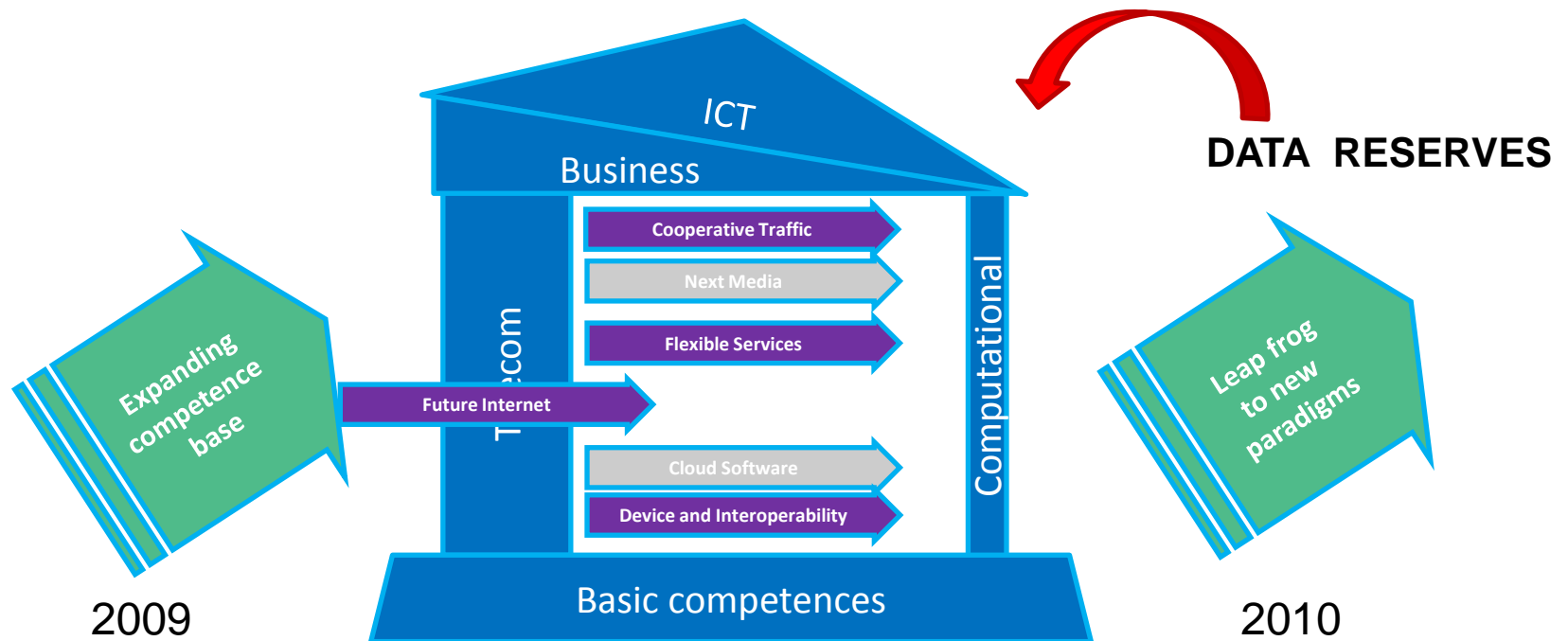


ROADMAP TO WANTED POSITION

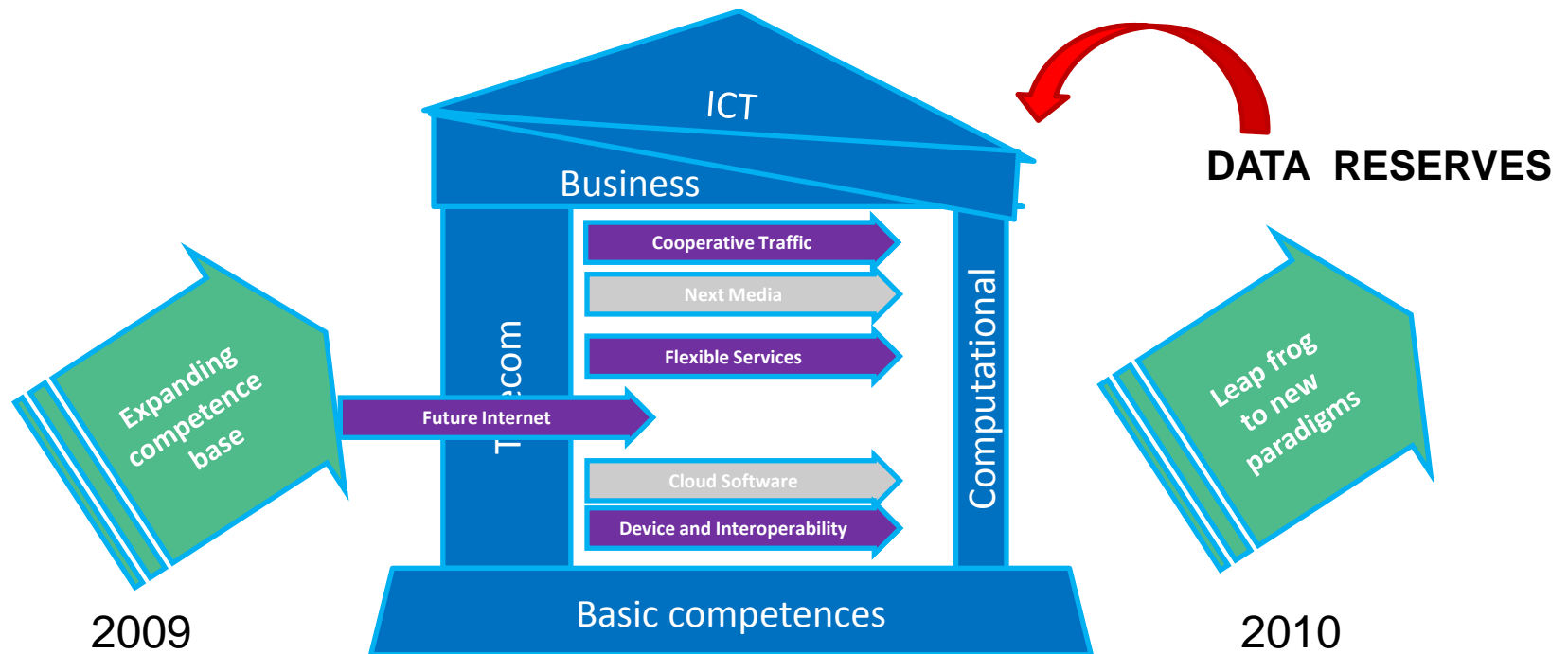
TiViT



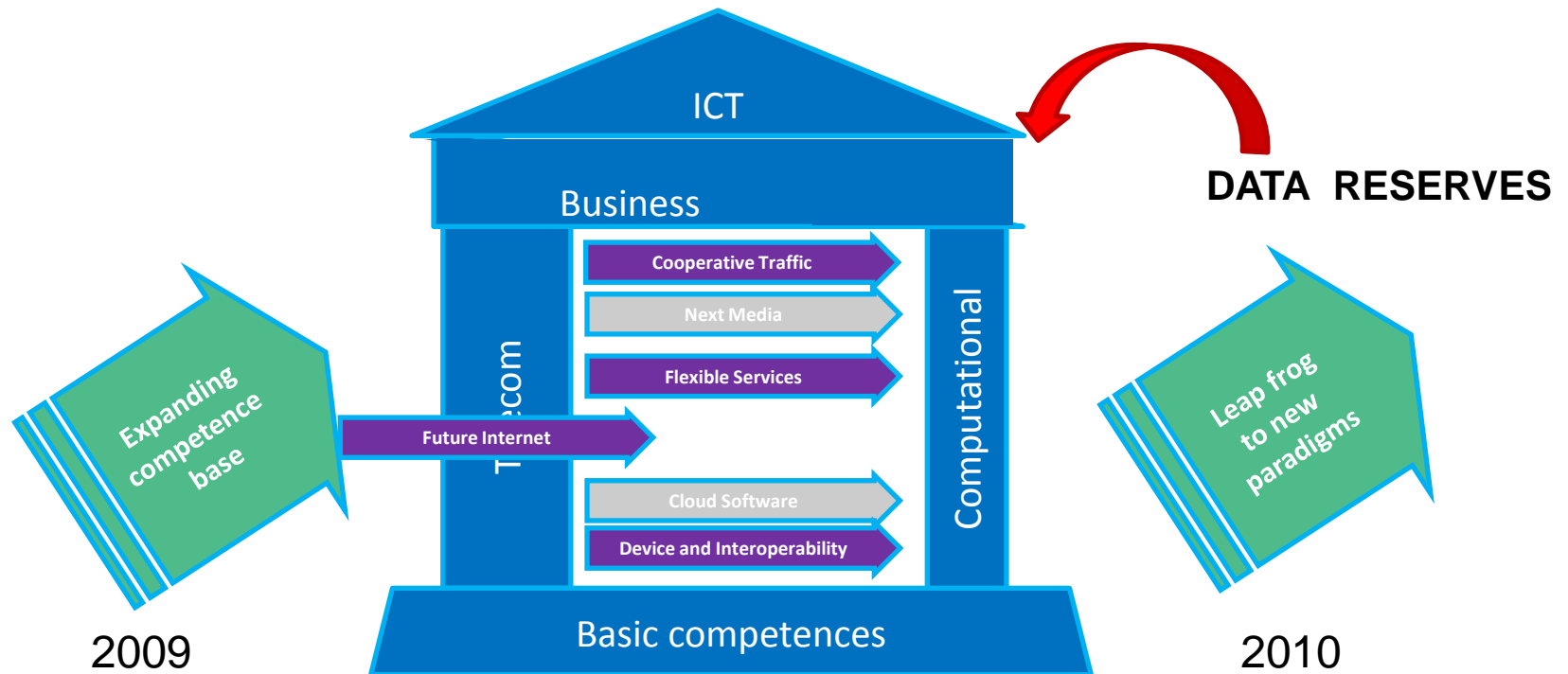
FINNISH ICT “COMPETENCE BUILDING”



FINNISH ICT “COMPETENCE BUILDING”



FINNISH ICT “COMPETENCE BUILDING”



FINNISH ICT “COMPETENCE BUILDING”

