The Internet as Universal Business System

Session 1.1: Value creation, Value flows and liability over virtual issues, societal and business applications perspective
FIA Poznan, October 25th 2011

Sergio Gusmeroli
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The Questions (I)

• Assuming that the existence of utility based service infrastructure(s) is(are) a precondition for realising the Future Internet as a “Universal Business System”, who is/are going to develop and maintain such infrastructure(s), and according to what principles and interests?

• How to preserve the neutrality of the Internet of Services and the open competition among Added Value service providers, while providing basic Utility Services as a public good?

• Is the commoditization of certain basic services a necessary pre-condition for stimulating entrepreneurship and innovation?

• What would be the optimal governance model for the service infrastructure(s)?

• What are the technical ramifications for architectural development?

• How could SaaS be exploited towards utility-based service infrastructure?

• Which are the software categories better and worse matching the SaaS distribution model? The suggested criteria to assess software suitability: business criticality, need for security assurance, legal requirements, usage patterns, data storage, software specificity.
FI CP Generic Enablers = UBS?

- Generic Enablers for Business & Enterprises
- Services to be composed & apps to be mashed-up
- Who owns the Core Platform Generic Enablers?
- Who’s providing them?
- Under what Business Models?

In COIN IP we are addressing the issue concerning Enterprise Interoperability & Collaboration services as utilities. New business models are studied (SaaS-U) and developed. Freemium business models or Public Good
The Questions (II)

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Simon Wardley: IT does matter!!!

IT (and EI in particular according to COIN IP) follows the same evolution as many other industrial domains: from Innovation to commodity.

Simon Wardley, in OSCON 2009, Why IT matters? 
http://www.youtube.com/watch?v=okqLxzWS5R4

The emergence and diffusion of EI/EC commodities, beyond reducing the digital divide between LEs and SMEs, will become an enabler for innovation in IT industry by inventive SMEs.

[Diagram showing the evolution of industries and technologies over time with key years and categories such as Textile, Railway, Auto, Computer, Distributed Intelligence, and Nanotech, alongside a timeline representing Industrial Revolution and Information Revolution with years like 1771, 1800, 1825, 1853, 1913, 1939, 1969, 2005, 2025, and 2081.]

[Graphic illustrating the transition from Invention (Innovative Product) to Custom to Commodity over time, with labels for Internet, Enable, Innovation, Product, Custom, and Certainty.]
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