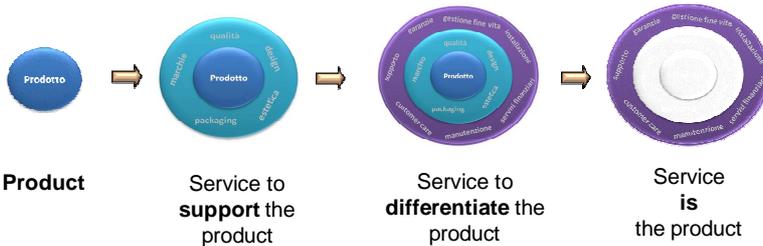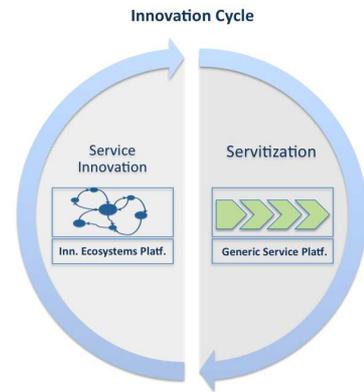# MSEE
Manufacturing Service Ecosystem

VISION: By 2015, novel service-oriented management methodologies and the Future Internet universal business infrastructure will enable European virtual factories and enterprises to self-organize in distributed, autonomous, interoperable, non-hierarchical innovation ecosystems of tangible and intangible manufacturing assets, to be virtually described, on-the-fly composed and dynamically delivered as a Service, end-to-end along the globalised value chain.

MISSION: Merging concrete needs and short-term requirements from European Manufacturing industry (Manufuture, EFFRA, FoF Strategic Roadmap) with a long-term vision of Future Internet Enterprises / Enterprise Systems (FInES Cluster, FI Assembly & Enterprise, PPP core platform)

Innovation Cycle

Service Innovation — Inn. Ecosystems Platf.

Servitization — Generic Service Platf.

Service Innovation Lifecycle

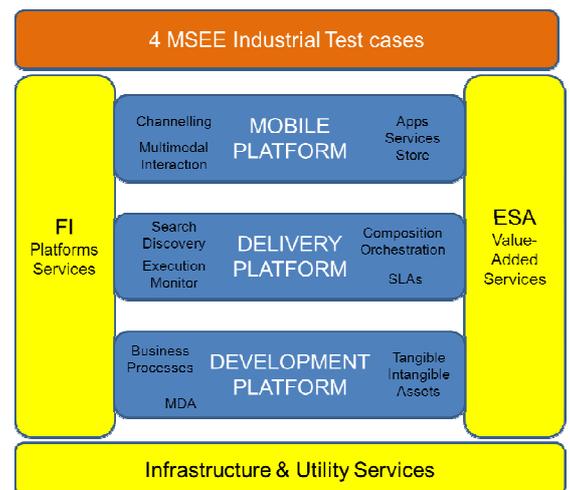| Product | Service to **support** the product | Service to **differentiate** the product | Service **is** the product |

K.D. Thoben 2001

CHALLENGES
#1 Service and Product lifecycle phases and structures interaction
#2 Impact onto the product portfolio and product characteristics of embracing the most advanced servitization levels

TWO PARADIGM CASES

1. Service Lifecycle shorter than Product Lifecycle

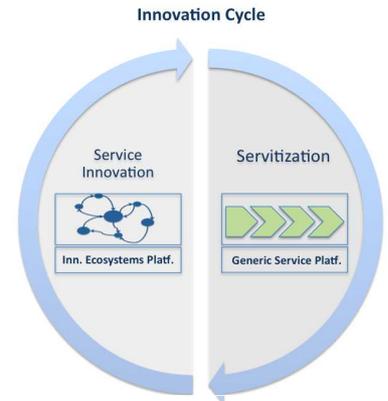2. Service Lifecycle longer than Product Lifecycle

ARCHITECTURE

4 MSEE Industrial Test cases

FI Platforms Services

	MOBILE PLATFORM	
Channelling Multimodal Interaction		Apps Services Store
	DELIVERY PLATFORM	
Search Discovery Execution Monitor		Composition Orchestration SLAs
	DEVELOPMENT PLATFORM	
Business Processes MDA		Tangible Intangible Assets

ESA Value-Added Services

Infrastructure & Utility Services

MSEE Consortium

INDUSTRY

TXT e-solutions
THE BEST-RUN BUSINESSES RUN SAP — SAP
ENGINEERING
SingularLogic
softeco sismat information technology
GROUPE HARDIS IT Solutions

RESEARCH

Fatronik tecnalia
UNIVERSITÉ DE BORDEAUX
InterOP-VLab
STI · INNSBRUCK
DITF MR
BIBA
Fraunhofer IAO
UNINOVA Instituto de Desenvolvimento de Novas Tecnologias

USE CASES

INDESIT company
PHILIPS
IBARMIA INNOVATEK
bivolino·com CUSTOMIZED SHIRTS ON THE WEB

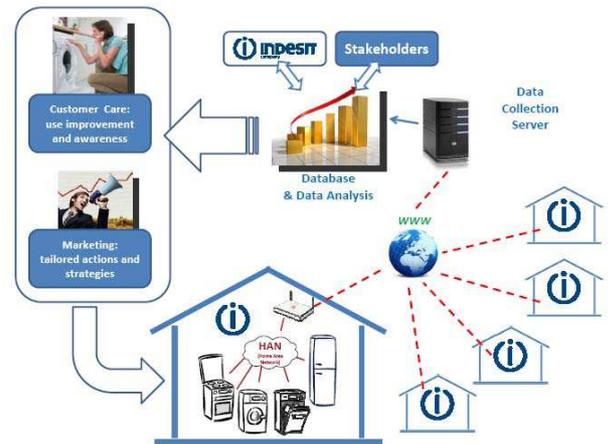# MSEE Manufacturing Service Ecosystem Use Cases

VISION: By 2015, novel service-oriented management methodologies and the Future Internet universal business infrastructure will enable European virtual factories and enterprises to self-organize in distributed, autonomous, interoperable, non-hierarchical innovation ecosystems of tangible and intangible manufacturing assets, to be virtually described, on-the-fly composed and dynamically delivered as a Service, end-to-end along the globalised value chain.
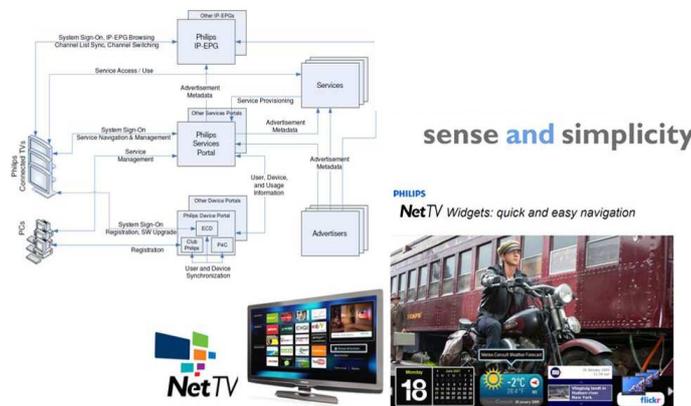

Innovation Cycle

Service Innovation — Servitization

Inn. Ecosystems Platf. — Generic Service Platf.

Service Innovation Lifecycle

maintenance ecosystem for machinery remote diagnosis **IBARMIA**

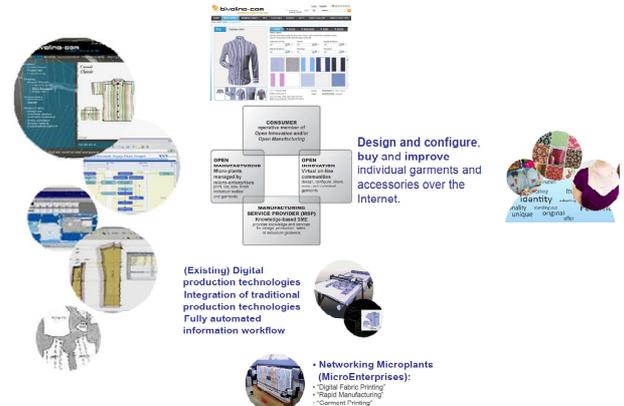**INDESIT** *domestic ecosystem for white goods appliances after sales services*

wellbeing ecosystem for social multimedia services **PHILIPS**

BIVOLINO *microplants ecosystem for made-to-order garments*

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MSEE FP7-FOF-ICT - Coordinator TXT e-solutions SpA   **www.msee-ip.eu**