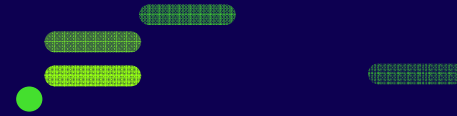


SMART SERVICES CRC



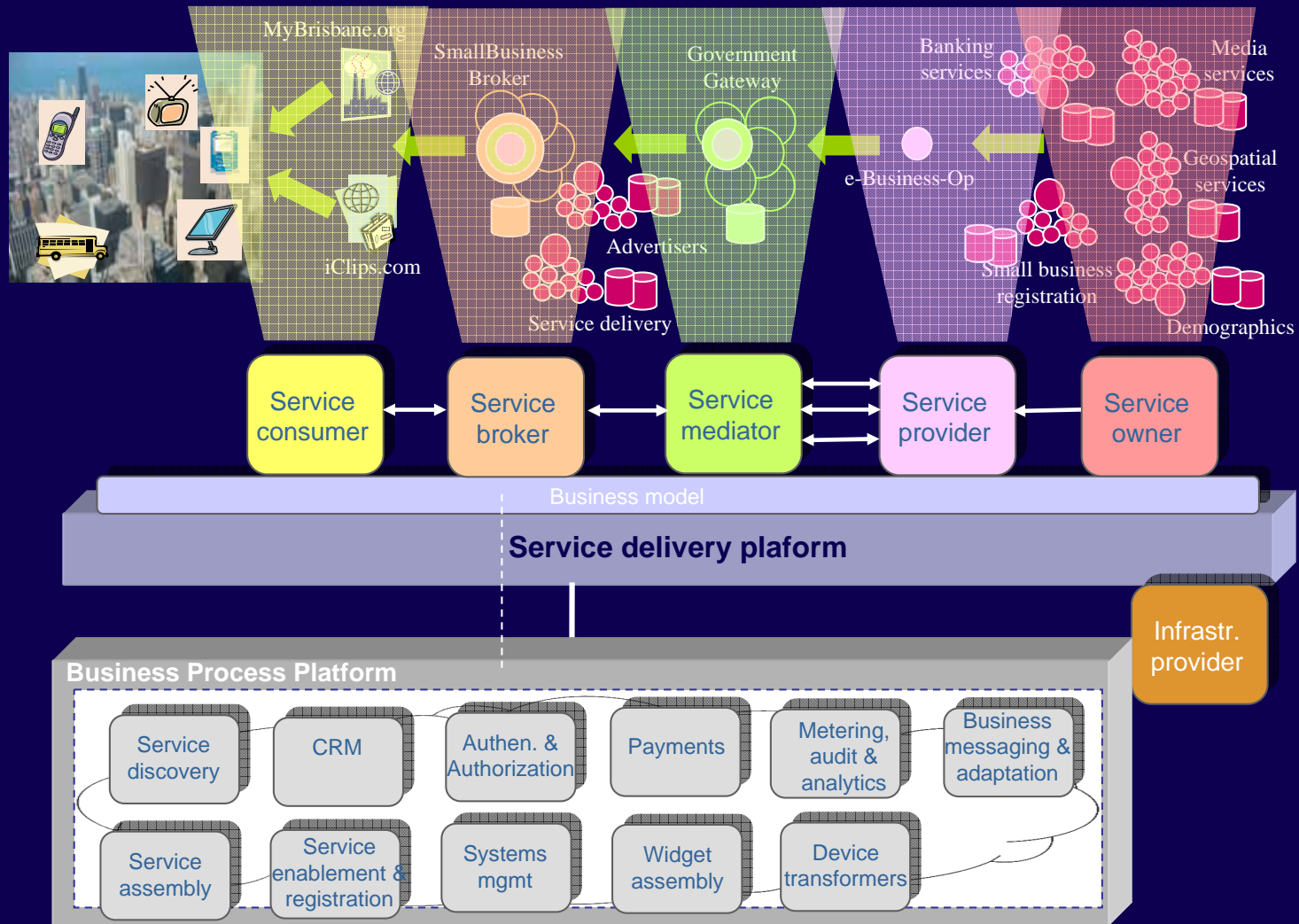
Industry Impact, Industry Opportunity

Adj Prof Rob Cook
Program Manager
Smart Services



QUT Faculty of IT
Dean's Breakfast
19th July 2007

Smart services



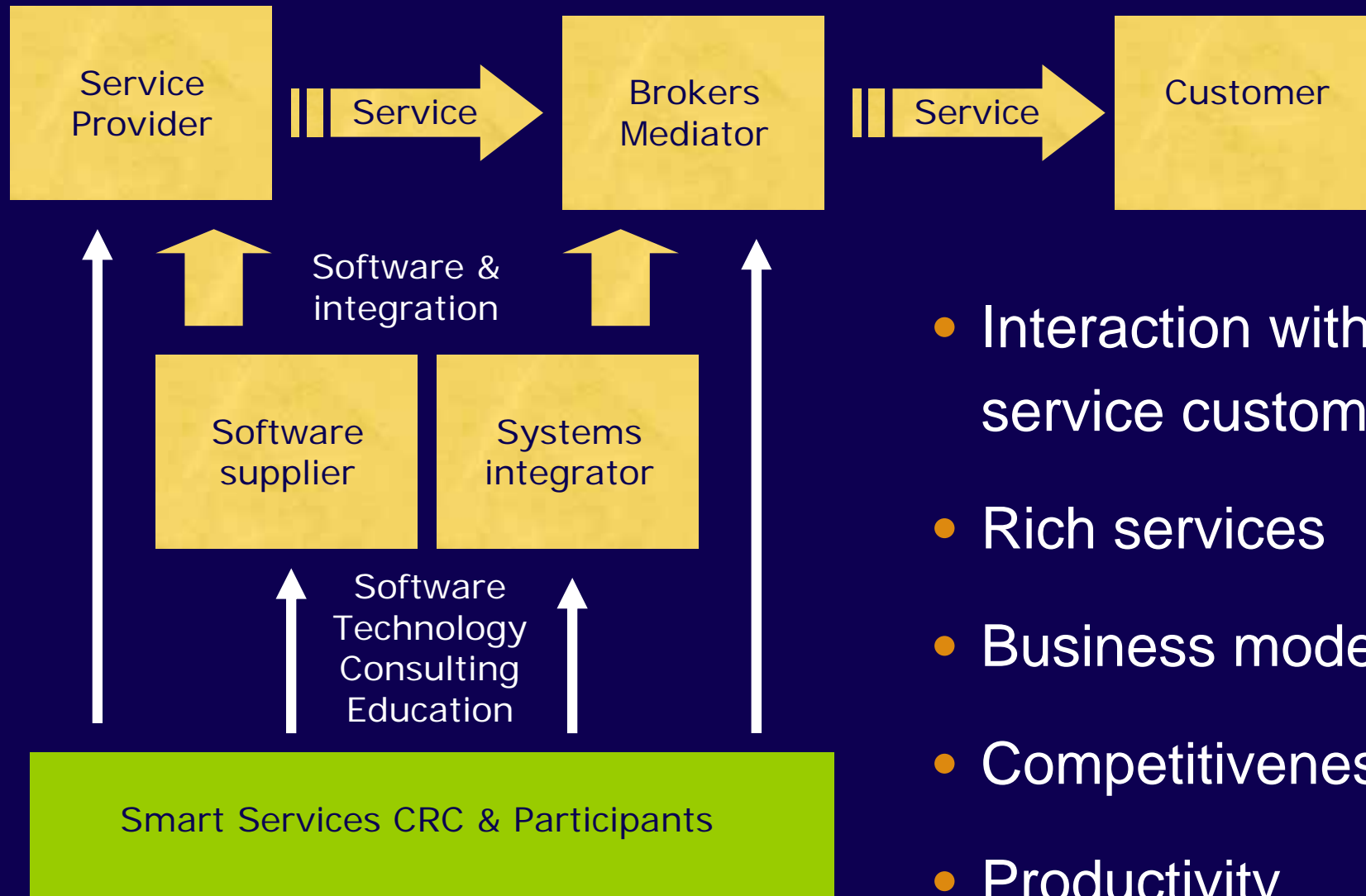
Smart services



[www.mmorpg.com/gamelist.cfm/gameld/83/
setView/screens/display/5196](http://www.mmorpg.com/gamelist.cfm/gameld/83/setView/screens/display/5196)

- GenY interaction
- Personal
- Social communities
- Audience targeting
- Advertising
- Channels

Innovation for the Service Supply Chain



- Interaction with the service customer
- Rich services
- Business models
- Competitiveness
- Productivity

What service industries want

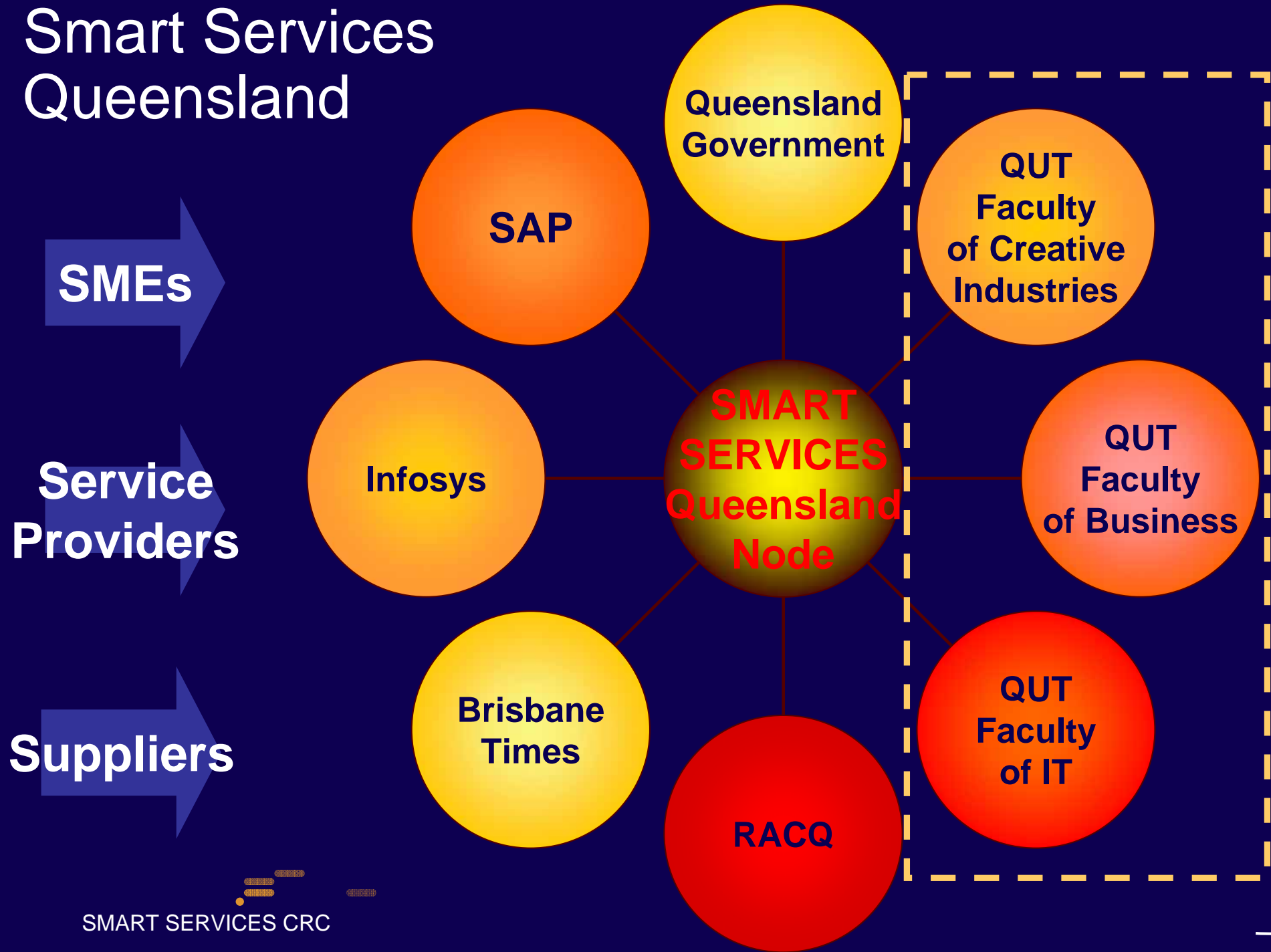
- **Media:** Customer loyalty and advertising spend
 - **Government:** Service brokers (eg RACQ)
 - **Finance:** Sophisticated services anywhere
- Intelligence
 - Competitive innovation
 - Offsite skunk-works
 - Skills, expertise
 - Tools
 - Broad access to IP

Cooperative Research Centres

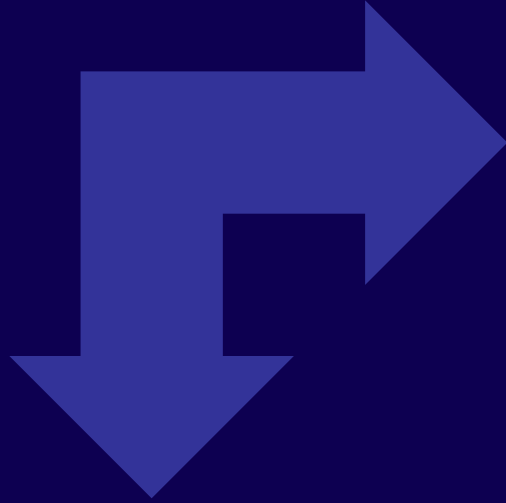
- Multiple organisations
- Common need for innovation
- Invest in CRC company
- 7 year program
- DEST matches dollars



Smart Services Queensland



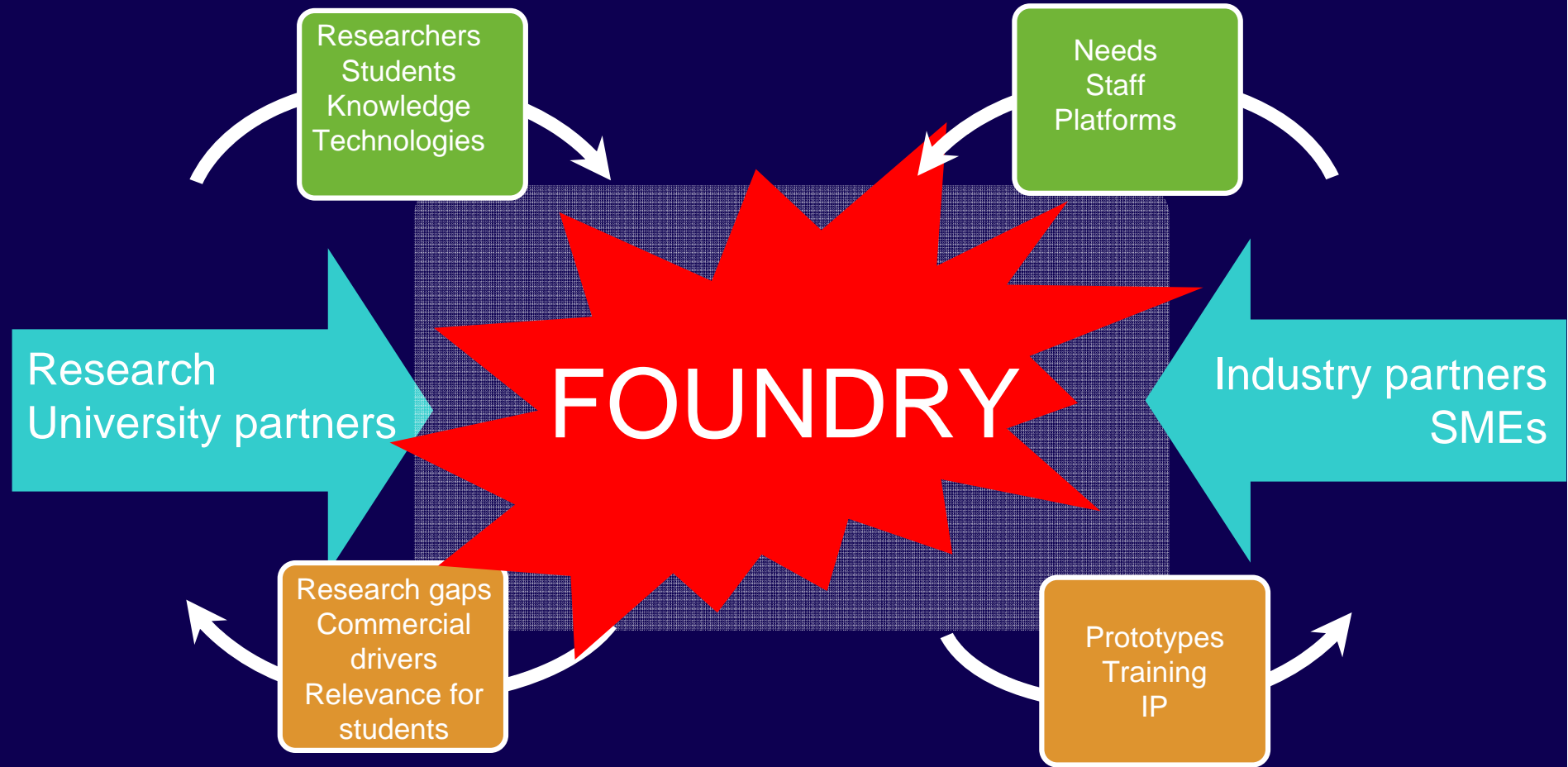
Industry-led program



- Early wins
 - Sustainable infrastructure
 - Socio-technical
 - Foresight
 - Access to IP
- SMART SERVICES CRC

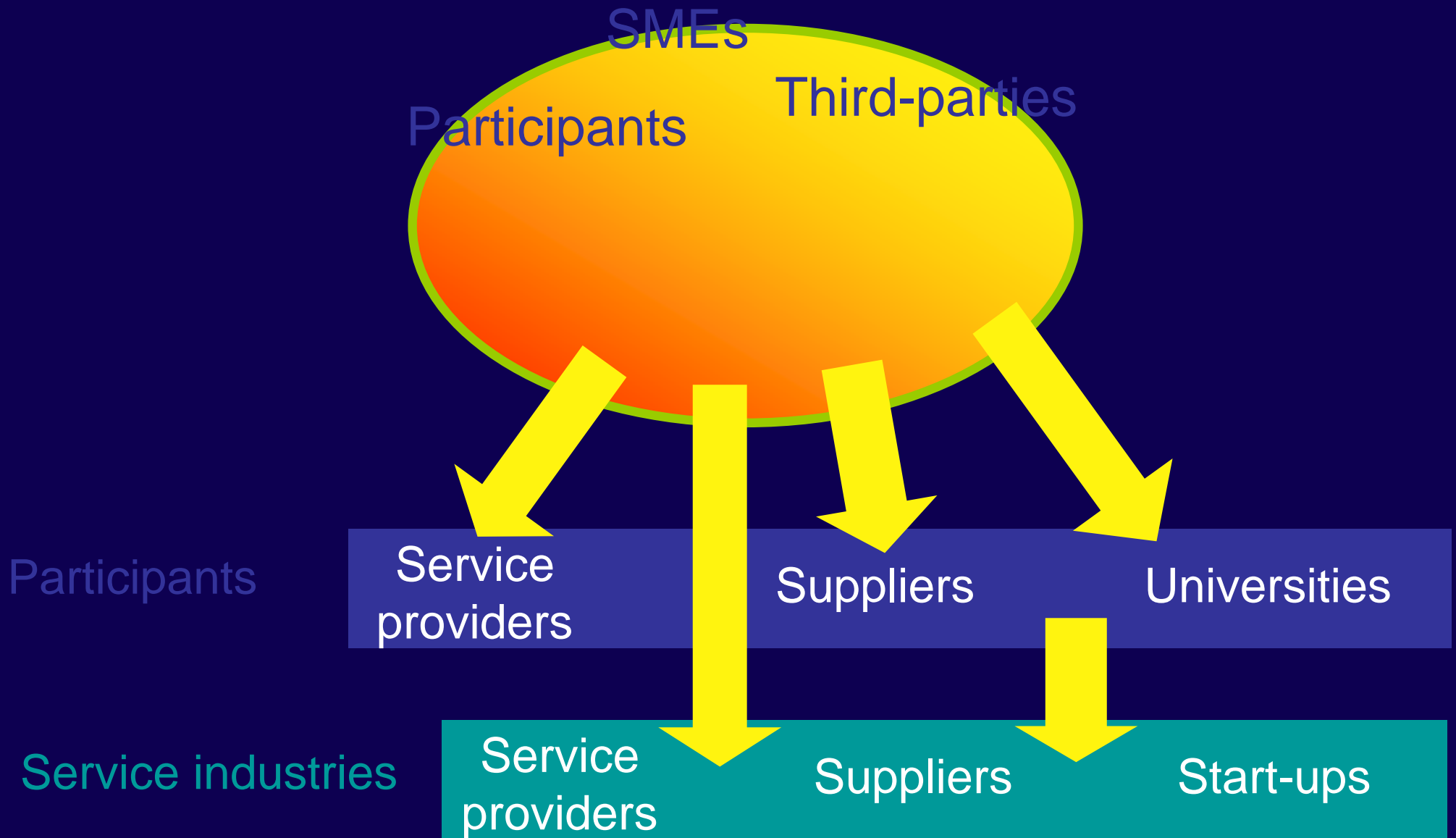
- Customisation
- Channels
- Interactions
- Audiences
- User involvement
- Futures
- Aggregation
- Ecosystems
- Business models
- One-stop retail services

The Foundry



- Offsite prototyping
- Innovation trials
- Industry experience
- Marketing
- User involvement

Access to intellectual property



What are the next steps?

- Finalise launch
- Kick-start innovation and the Foundry
- Early industry wins
- Expand the program

