

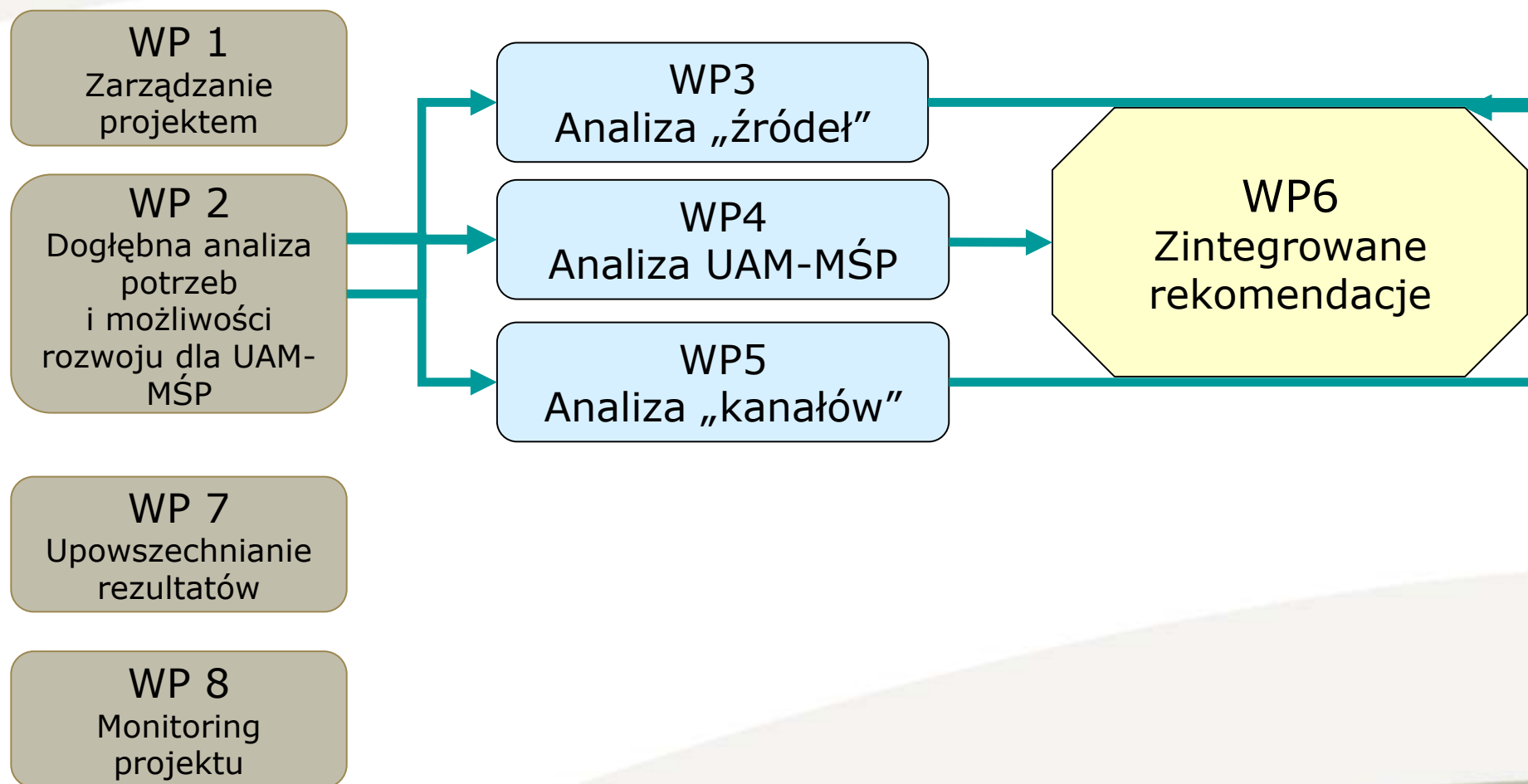


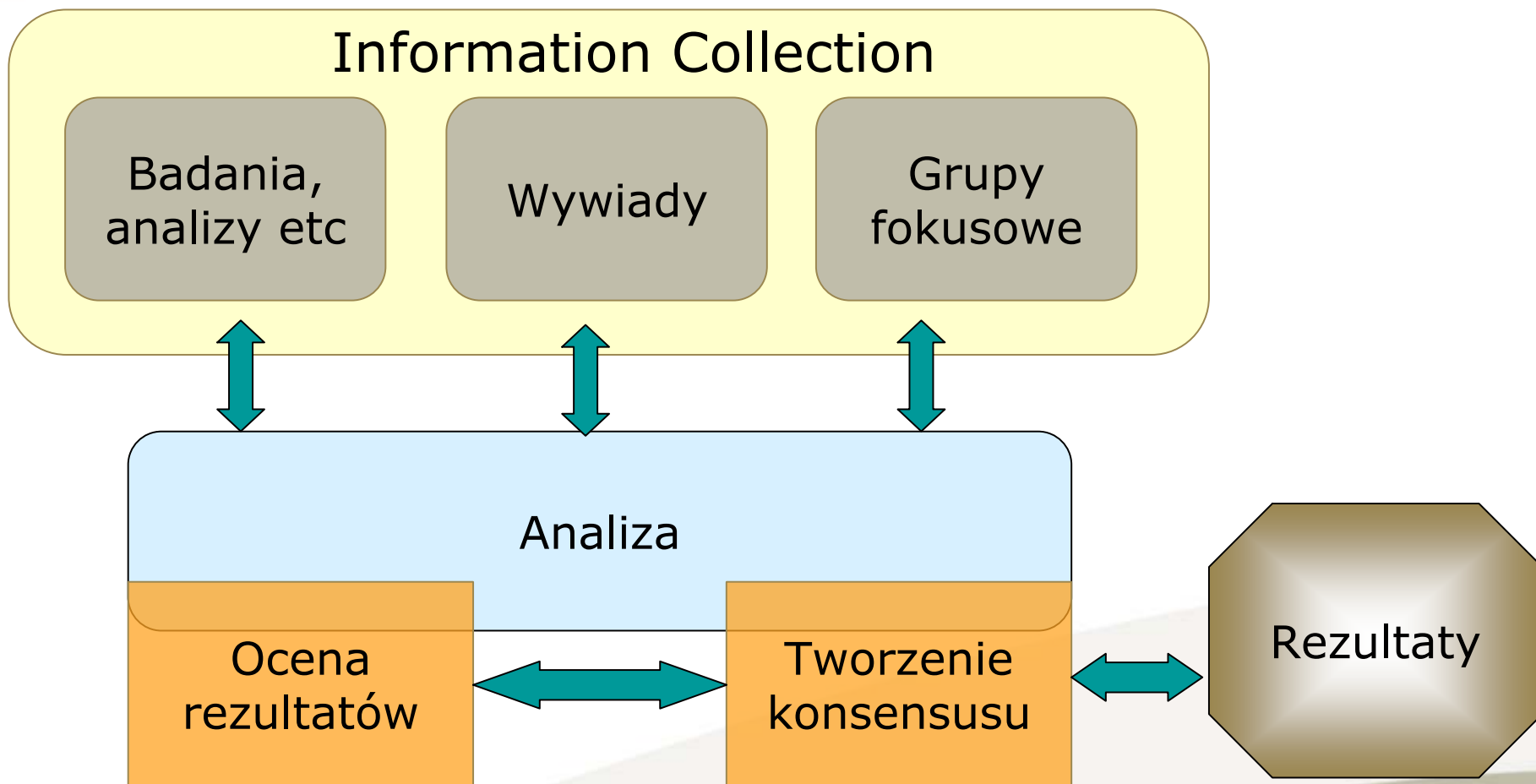
*Wsparcie i promocja **innowacyjności**  
wśród  
**małych i średnich przedsiębiorstw**  
działających w sektorze  
**usług i aplikacji**  
dla  
**mobilnych sieci telekomunikacyjnych***

Prezentacja rezultatów projektu

Dobrochna Dopierała  
ITTI

- Raporty nt. bieżącej sytuacji w sektorze UAM
- Publikacje (artykuły, broszurka, ulotki tematyczne, newsletter)
- Narzędzia online
  - ◆ Katalog
  - ◆ Innovation Assessment Tool
- MSA Online Forum





## D3 MSA Innovation Support - Supply side priorities study

- Badanie europejskich firm, źródeł i kanałów UAM
- It will prioritise (przydzielać priorytet) them and explore challenges (availability, cost, accessibility) associated with the suppliers and the means of meeting them.
- Perspektywa pan Europejska
- Zwraca uwagę na problemy ważne
- It will report on the success/difficulties of WP3, including lessons learned. It will include the recommendations this WP inputs into WP6.

## D4. MSA Innovation Support - Demand side priorities study

- Raport z badań przeprowadzonych wśród wybranych firm i organizacji działających na rynku UAM w sześciu krajach UE
- Katalog – dane dotyczące UAM-MŚP
- Perspektywa pan Europejska
- It will highlight changes that can be expected and likely developments in the area of outsourcing of innovation support. It will report on the success/difficulties of WP4, including lessons learned.

## D5 MSA innovation Support - Channel priorities study

- Przedstawia sposoby, jakimi UAM-MŚP docierają i oddziałują na siebie z dostawcami informacji/wiedzy/wsparcia
- It will prioritise them and explore challenges, (availability, cost, accessibility) associated with such channels and the means of meeting them. It will also explore the challenges and opportunities for organisation in the role of such channels.
- Katalog – dane dot. wszelkiego typu „kanałów” i organizacji
- It will include a section on the relevance of the FP6-IST activities and projects as channels in this context.
- Perspektywa pan Europejska
- It will highlight changes that can be expected and likely developments in the area of information channels for MSA-SMEs

# SIMS: Wstępne Rekomendacje (WP6)

- Twórcy aplikacji i usług mobilnych dołączyć do Programów Partnerskich oferowanych przez Operatorów i Producentów Sprzętu Mobilnego
- Twórcy aplikacji i usług mobilnych dołączyć do regionalnych Grup Interesu i Organizacji Branżowych
- Twórcy aplikacji i usług mobilnych podjąć współpracę ze sobą **to lobby against larger players and to gain benefits not achievable by working by themselves**
- Twórcy aplikacji i usług mobilnych rozszerzyć współpracę z uniwersytetami
- Operatorów i Producentów Sprzętu Mobilnego tworzyć deweloperskie/partnerskie programy dla UAM-MŚP
- Wszystkie podmioty rynku UAM wspierać rozwój scentralizowanego banku wiedzy etc.

- Katalog – baza danych zawierająca informacje na temat firm i organizacji interesujących z punktu widzenia projektu
  - ◆ Główni przedstawiciele rynku mobilnego w Europie
- Przyjazny i łatwy w obsłudze interface
- Co najmniej 250 pozycji

- Innovation Assessment Tool
  - ◆ Stanowi to provide MSA SMEs with an easy-to-use means of assessing the level of innovative practice at their company
  - ◆ to stimulate thinking on how innovation is managed
- Approach:
  - ◆ reviewed example models/tools as input to the design
  - ◆ users express level of agreement with statements in 4 categories:
    - ☞ innovation strategy
    - ☞ innovation culture
    - ☞ innovation process
    - ☞ external interactions
- The web-based tool provides:
  - ◆ a score for each category and overall
  - ◆ opportunity to re-take the test
  - ◆ opportunity to benchmark score against other users
  - ◆ advice on next steps

# Innovation Assessment Tool: Statements



Supporting the Innovation of SMEs in the Mobile Services and Application Supply Business



Home

Project

Directory

Library

Contact us

Publications

Events

Downloads

Links

News Archive

The Innovation Assessment Tool

## The Innovation Assessment Tool

A: Innovation Strategy		Level of Agreement with Statement				
		Disagree ----- Agree				
No.	Key Statements...	*	**	***	****	*****
A1	We have a long-term vision for innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A2	Top management are committed to innovation and regularly review our innovation strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A3	Our innovation strategy takes into account the requirements of external funders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A4	Collaboration with other organisations is central to our innovation strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A5	Our innovation strategy is a fundamental part of our business strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6	We have mechanisms to evaluate the financial impact and risk of a product development initiative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A7	We actively protect our intellectual property	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A8	We have a plan in place to adapt the way we manage innovation as the organisation changes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A9	We are prepared to take a defined degree of risk in innovating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A10	Innovation is central to the financial success of the business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A11	Key internal innovators are involved in strategic company decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A12	We have a well defined innovation strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue [Back](#)

### Latest news

#### Innovation Assessment Tool

14th of December 2005

SIMS Innovation Assessment Tool is now available for public use. Please [try it!](#) This tool is intended to help you measure the status of your innovation management, and to ...

[Read more!](#)

#### SIMS first Newsletter

9th of December 2005

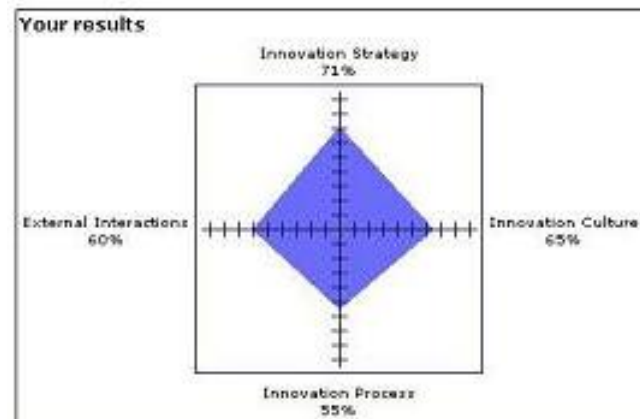
SIMS first newsletter is now available for download. Please [check it out!](#) ...

[Read more!](#)

# Innovation Assessment Tool: Results

## The Innovation Assessment Tool

Category	% Score	Comment
Innovation Strategy	71%	You are well positioned to innovate. Whilst innovation does not uniquely drive the company, you pay close attention to the role of innovation and its importance to the business as a whole. Certain aspects of innovation management could be addressed more directly in order to become a true leader in innovation.
Innovation Culture	65%	Your company is well set up to encourage innovation. There is a good degree of communication and information sharing. Innovation is taken into account in the way that staff are managed. Some further efforts are required to maximise the extent to which the environment stimulates innovative activity.
Innovation Process	55%	There is an evident degree of formality to the way you go about managing the innovation process. You are largely in control of your development activities, so that development efforts are usually well directed. When the timing is appropriate, there are some areas in which you could introduce a more systematic approach to facets of innovation management.
External Interactions	60%	You have a good degree of focus on the external environment. Channels of communication with external companies are likely to be open, and you are able to gain some good information on the technological and market factors which may impact innovation. Some steps could be taken to strengthen your relationships and improve information flow. This would help you to achieve your potential for innovation excellence.
Overall Score	63%	You are a good innovator. You pay dedicated attention to the way innovation is managed and prioritised. When the time is right, there are some steps you could take to move your innovation performance from good to excellent.



- A first version of the tool was “road-tested” by ca. 20 companies (SIMS partners and external companies)
- Their comments were used to refine and improve the tool
- Example comments from reviewers:
  - ◆ “the tool feels in general very good. I especially like its double purpose to check the current situation and support learning” [Swedish MSA-SME]
  - ◆ “I think that both the score and the comments are pretty much in line with our thoughts” [Spanish MSA-SME]
  - ◆ “the test is useful and interesting; most of the statements are spot-on” [UK MSA-SME]
  - ◆ “the tool is a very useful analysis tool to kick-off a management review of the innovation culture in a company” [Enterprise Ireland]
  - ◆ “the tool will be very useful for enterprises willing to assess how innovative they are” [ITTI consultant]

# SIMS: MSA Online Forum



MSA On-Line Forum: Main - Mozilla Firefox

Plik Edycja Widok Przejdź Zakładki Narzędzia Pomoc

## MSA ON-LINE FORUM

Home Collaboration Information Learning

Your business role:  
MSA Developer

Preferred Language:  
UK ES PL SE

### MSA On-Line Forum

#### About this site

Purpose  
Features  
Send Feedback  
Legal Info

#### Common Services

Discussion Forum  
News...  
Success Factors  
Recommendations  
Assessment Tool  
Links Database  
MSA Directory

## Welcome to MSA On-Line Forum!

Supporting Innovation by MSA Developers



### NEWS...

**2006-04-26**  
Renamed to MSA On-Line Forum  
**2006-03-10**  
Recommendations Included...  
**2006-01-26**  
Bulletin Board is now working...  
**2005-09-01**  
First Layout proposals...

This is a demonstration version of an online support forum for the Mobile Services and Applications (MSA) community. Its purpose is to provide all kinds of stakeholders in this business with information search and information and knowledge sharing facilities.

The services of the forum are divided into the following categories: "[Collaboration Support](#)", "[Information and Knowledge Access](#)" and "[Learning Support](#)", where the services in each category can be found by selecting the appropriate tab above.

Some of the main reasons for developing such a forum can be found under the [Purpose](#) menu item, and the main suggested features and services can be found under the [Features](#) menu item.

The idea to create this kind of site is a result of interviews and focus groups with small and medium sized companies (SMEs) in the MSA area in the EU project [SIMS \(Supporting Innovation of SMEs in the Mobile Services and Applications Supply Business\)](#). The goal of this project is to support innovation in such MSA-SMEs, by providing appropriate knowledge and initiating support activity.

© The SIMS EU Project, 2004-2006 - All Rights Reserved.

000055

Zakończono

[www.msaforum.eu](http://www.msaforum.eu)

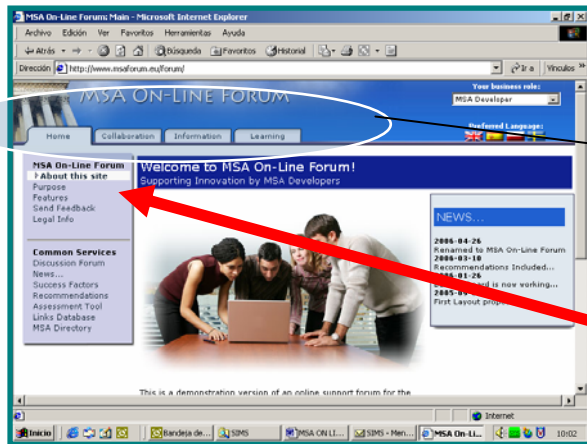
Warszawa, 23 maj 2006

©2006 The SIMS Project [www.sims-eu.com](http://www.sims-eu.com)

# MSA ON LINE FORUM

Welcome to MSA on line forum

Supporting Innovation by MSA Developers



The principal objective of this web is to be a meeting place for MSA. In the main page there are four folders: home, collaboration, information and traineeship. In the top left hand you can identify your activity and just below you can choose your language.

On the left hand of the screen there is a display menu whose contents are of special interest and helps having a general overview of the site:

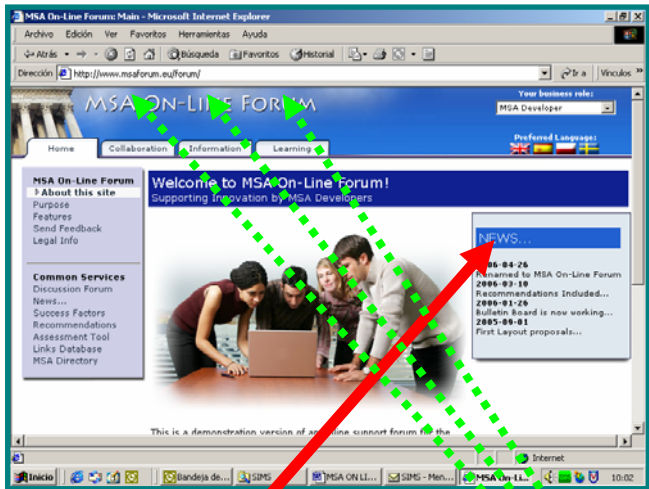
**Purpose:** To find the objectives and rationale behind the support of the development of this site.

**Features:** includes **help** services with a forum to suggest questions and discussion subjects, **information and knowledge accesses** (news from the sector, technology advances, etc.), help services for the **traineeship**, and finally advanced services of information research and analysis. Some of this services are already available while others will do it in the near future.

**Send Feedback:** this screen allows you to be in contact with the webpage administrator via e-mail.

**Legal Info:** about the webpage contents and Copyright.

## Home page:



### NEWS!!!

This small section will show the most important news from the MSA sector, which will be periodically updated.

Offers introductory information about the objective of this initiative and its contents. Principally, indicates that this is a demonstration version of the online forum to help the mobile services and applications community (MSA).

Its main objective is to provide to all the agents from this sector a useful tool to research information and knowledge.

They are specially useful the forum services that follows:

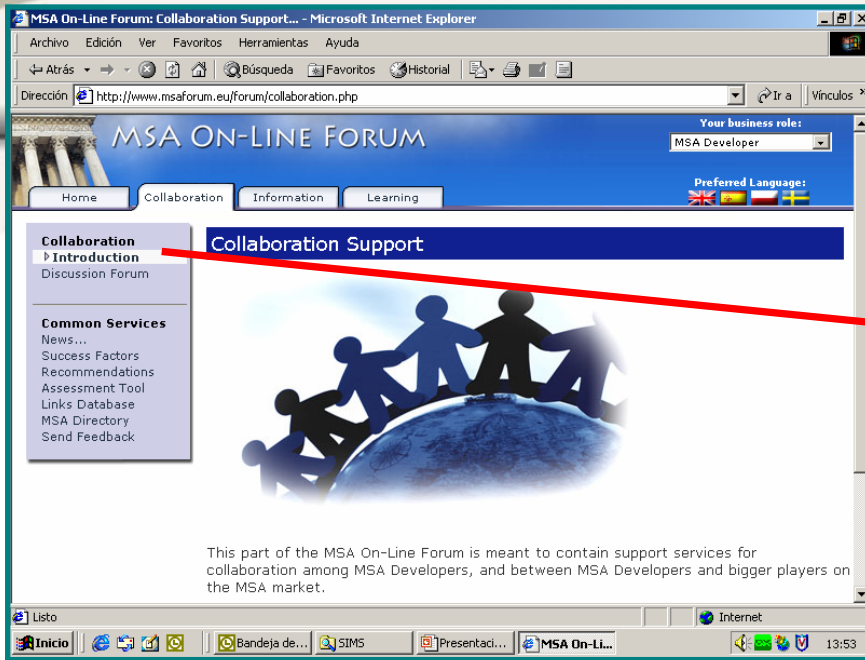
- Collaboration help
- Information and access help
- Knowledge traineeship

Selecting the top folders you can find the services of each category.

Some of the main reasons to develop this forum are available in the purpose folder, and its characteristics and services in the characteristics and services menu.

The idea to create this webpage is the result of interviews and focus groups with SMEs from the MSA sector which have been done within the framework of the SIMS project (The innovation of SMEs support in the mobile services and uses supply business).

The goal of this project is to support the innovation in MSA – SMEs, providing appropriate knowledge and initiating help activity.



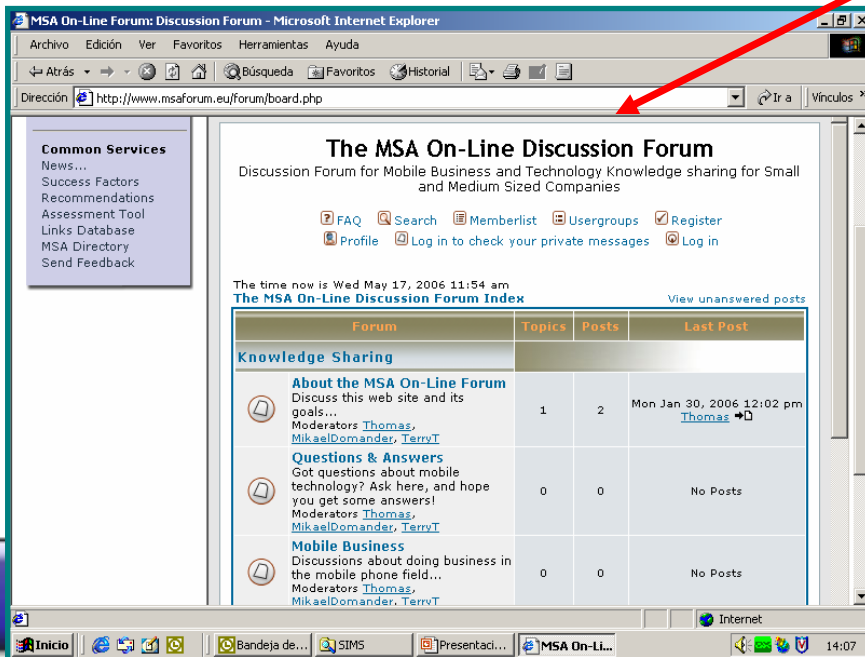
## Collaboration:

### The MSA On-Line Discussion Forum

This part includes all the necessary tools to contact other agents in the MSA sector being able to initiate collaborations, share knowledge, etc.

The discussion forum would be relevant for any subject related with MSA. It is important the participation of all agents, because new subjects and services will be gradually added .

This is also an appropriate channel to look for and offer consultancy services, initiate collaborations and share knowledge.



## Information

This screen allows access to public available information. On the left side there is a menu with the following options:

1. **News:** it direct to a new page where users can specify which categories of news they want.
2. **Links Database**, users are able to update and include new links.
3. **MSA Directory** includes companies and organizations related to MSA Industry. Users can aggregate, modify and remove information. It also include other options to search, filter and list by name, country, company size or type of organization.
4. **Partner Programs**
5. **Interest Groups**
6. **Developer Info**
7. **Business Info**
8. **Events**
9. **EU Programs**
10. **Standards Bodies**
11. **Other Common Services**

MSA ON-LINE FORUM

Home Collaboration Information Learning

Your business role: MSA Developer

Preferred Language: [Flags]

**Information Access**

- Introduction
- News...
- Links Database
- MSA Directory
- Partner Programs
- Interest Groups
- Developer Info
- Business Info
- Events
- EU Programs
- Standards Bodies

**Common Services**

- Discussion Forum
- Success Factors
- Recommendations
- Assessment Tool
- Send Feedback

**Information and Knowledge Access**

This part of the MSA On-Line Forum is meant to contain services for information and knowledge access.

The News service leads to a new page, where you will be able to specify what kind of news you want.

MSA ON-LINE FORUM

Home Collaboration Information Learning

Your business role: MSA Developer

Preferred Language: [Flags]

**Partner Programmes...**

Successful mobile services and applications (MSA) developers are members of MNO/Manufacturer developer and/or partner programmes. Here is an excerpt from the MSA Directory that lists some of the more important programmes...

**Ericsson Mobility World**

Ericsson Mobility World is a global network of regional centers, with the aim of encouraging rapid creation and market deployment of mobile internet applications and services. This open, industry-wide initiative brings together all the various players - operators, content and service providers, enterprises and developers - to increase revenue through new mobile services.

Ericsson Mobility World supports you in developing applications with practical, hands-on tools, information and services.

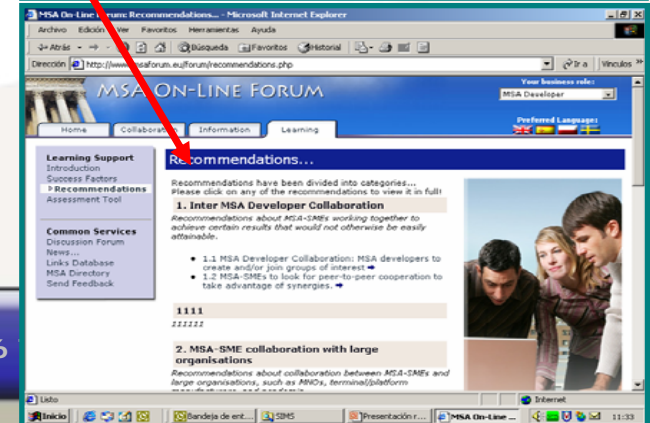
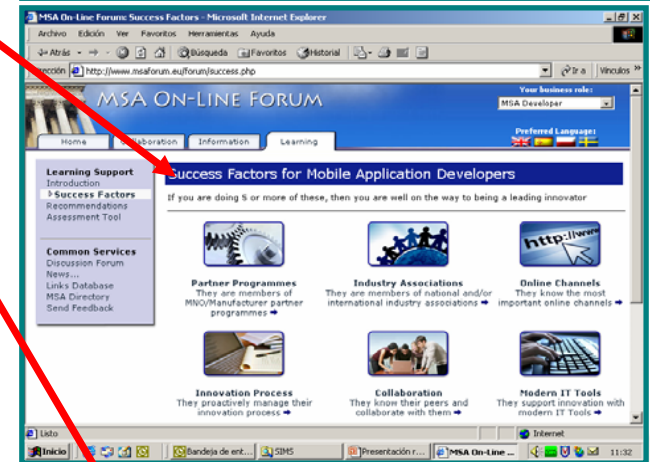
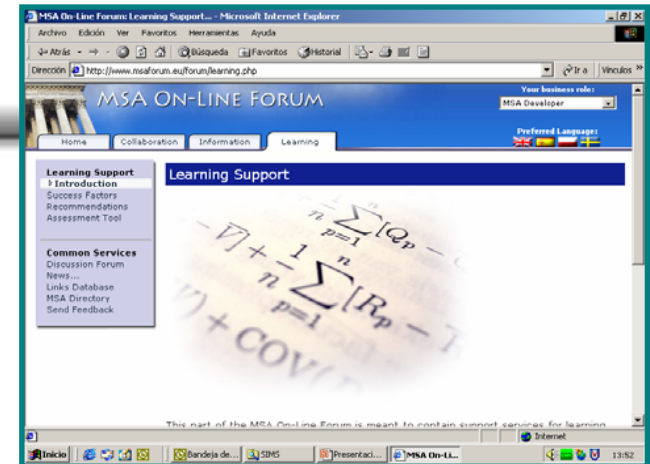
**Sony Ericsson Mobile Developer Support**

Sony Ericsson Developer World helps professional developers

# Learning Support

This screen contains services that help MSA to learn about their sector.

1. **Success Factors for Mobile Application Developers** includes those factors which are considered important to have in mind by MSA.
2. **Recommendations** contains main results of the SIMS project. Most of them are directed to MSA Developers, but there are also recommendation to other agents.
3. **Assessment Tool**, is an application developed at SIMS project to help SMEs to evaluate the degree of innovation they have achieved. It has two main objectives:
  - ✓ To offer MSA SMEs an easy way to evaluate the level of good innovative practices they have achieved.
  - ✓ To stimulate their thinking about how innovation should be managed and to contribute to definition of its future innovation plan.Try it, please.
4. **Other**: new services will be added in the future. It is recommended to use the Forum to suggest new ideas and contributions in this area.



Dziękuję za uwagę

