



Grant N° 285273



**Glocal enterprise network  
focusing on customer-centric collaboration**

## **D7.1 (1) Selected users' base**

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## GloNet WP7

### Validation and Users' base

#### Deliverable data

<b>Deliverable no &amp; name</b>	<b>7.1.1</b> Selected users' base
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#### Deliverable summary

This deliverable is first result of **WP7 Validation and users base**. The goal of this work package is to effectively reach a large group of potential stakeholders of GloNet results, thus extending the results of WP6 that are use case specific.

This deliverable summarises actual work in the frame of Task 7.1 – *Organization of the users' base, lead by Steinbeis, in particular* identification and selection of relevant stakeholders. Together with D7.2 *Operational performance indicators* and D7.3 *Results validation plan* it forms the basis for the users base validation plan of the project.

This deliverable follows a stepwise approach. The first version of the deliverable (D7.11 of type "other") provides a short overview on the work done and outlines the activities undertaken in order to identify and select a potential users' base, that demonstrates a good fit for the targeted GloNet results.

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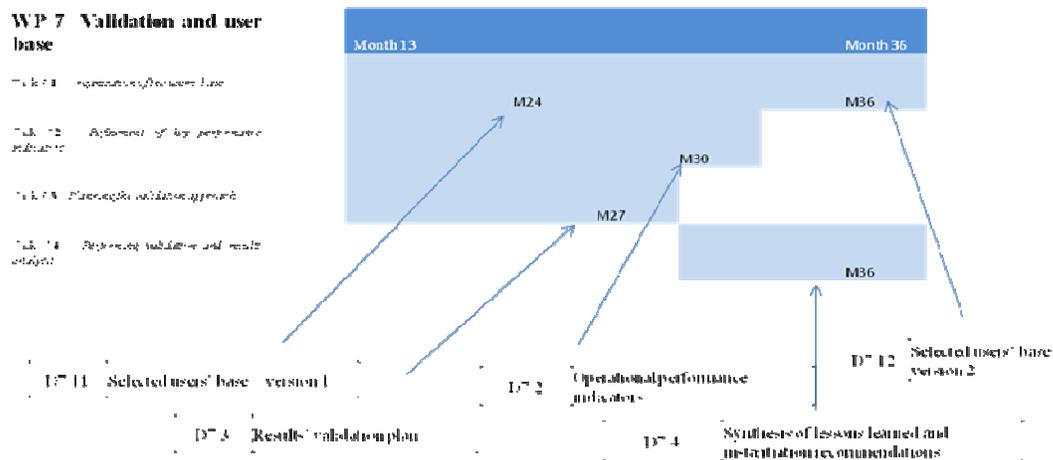
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## Project related summary

This deliverable is the first result of **WP7 Validation and users base**. The goal of this work package is to effectively reach a large group of potential beneficiaries of GloNet results, thus extending the results of WP6 that are use case specific. The consortium intends to engage a large group of stakeholders for collecting feedback on GloNet results. The work package is divided in four tasks:

- Task 7.1 – *Organization of the users' base*
- Task 7.2 – *Refinement of key performance indicators*
- Task 7.3 – *Planning the validation approach*
- Task 7.4 – *Performing validation and results analysis*

This deliverable summarises actual work in the frame of Task 7.1 – *Organization of the users' base*, lead by Steinbeis, in particular identification and selection of relevant stakeholders. Together with D7.2 Operational performance indicators and D7.3 Results validation plan it forms the basis for the stakeholder validation of the project.



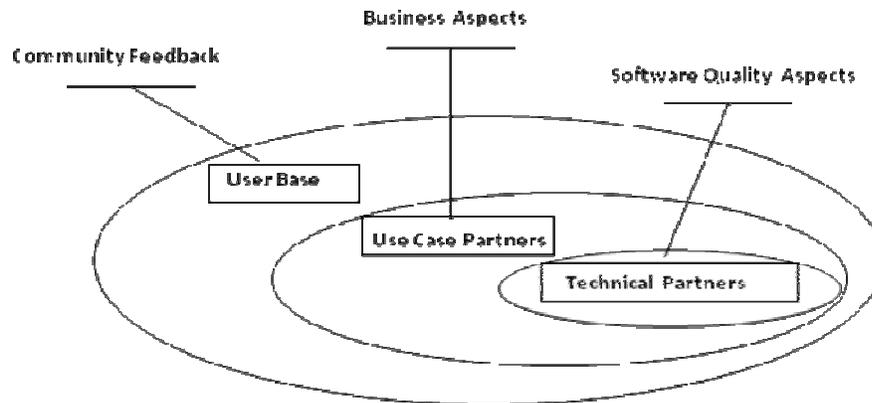
This deliverable follows a stepwise approach. The first version of the deliverable (D7.11 of type "other") provides a short overview on the work done and outlines the activities undertaken in order to identify and select a potential users' base, that demonstrates a good fit for the targeted GloNet results. Within D7.11 the consortium followed an explorative/quantitative approach with the collection of interested parties with high „fit“ to the research domain and application potential. This deliverable will be complemented by the final deliverable D7.12 (type "report") which will follow a deductive/qualitative approach.

## 1 Introduction

During the course of the project, the consortium has already gathered requirements from the participating industrial use case partners and is currently evaluating the implementation results in the frame of a prototypical use case based deployment. In order to improve the potential impact of GloNet, the consortium is setting up a large user base on a pan European level.

Since GloNet has both scientific and industrial/business objectives, we have decided to follow a three layered evaluation procedure:

- ✓ The RTD Partners form the technical evaluation group with thorough and in-depth knowledge about very specific software quality aspects of the GloNet solution.
- ✓ The participating industrial use-case partners comprise a middle layer of the GloNet evaluation stakeholders with a particular focus on measurable business results (e.g. improvement of efficiency).
- ✓ The external User Base is a dynamic body consisting of potential stakeholders of the GloNet solution. The User Base is a community that covers the outermost layer offering opinions and feedback loops on the project's results from various individuals coming from different types of organisations and possibly having different technical and cultural backgrounds.



This document is summarizing our approach for selecting the Users base and is parted in three sections:

- Characterisation of potential users
- Identification of users base
- Annexes: extensive listing of the collected initial users' base is presented.

## 2 Characterisation of potential users

The intention of this evaluation stage is to inform the potential user base on the GloNet developments and perspectives and, on the other hand, collect valuable feedback that may influence the exploitation route of the project.

To this extent we have decided to include two main groups of organizations in the user base

- a) **Multipliers:** i.e. associations, SME groupings, clusters – able to create large scale impact but probably unable to actively work on GloNet and provide "hands-on" feedback.
- b) **Potential End Users:** These are organizations, often SMEs, that may benefit directly from the GloNet developments.

### Multipliers

The multipliers are already identified, as they already collaborate with Glonet partners, and they have been directly contacted.

### Potential End Users

The selection criteria for potential end users have been based on Glonet objectives and the planned functionality of GloNet system. Potential end users shall act already in a networked environment and this shall constitute a vital part of their business and they shall have identified the need to improve their IT towards this end. We expect Glonet stakeholders to regard services as vitally important for improving market acceptance and market share in global competition. In the table below we list the relevant functionality of the glonet prototype and the expected impact for the potential users.

<b>Platform core functionality</b>	
<b>Integration of external services</b>	Project functionality record contains different data related to the same topical content
<b>Dashboard</b>	The dashboard provides all the information and functions a user needs in a tailored way
<b>Interoperability</b>	Measures for ensuring social, service and network interoperability within the network
<b>System Management</b>	Offers extra security functionality to protect users' data and information across all areas

<b>Glonet Added value functionality</b>	
<b>Management of Collaborative Network</b> Allows for management of the collaboration network, provides detailed information of each partner, inclusion of new partners or removal of partners.	<b>Potential Impact</b> quick access to chronologically sorted information, e.g. who discussed what, when and with whom, including correspondence, phone calls, quotes, tasks, appointments, e-mail and opportunities all at a glance and directly available to everyone within the collaboration network.
<b>(Extended) Product Configurator</b> Offer Products/Services/Work within the Collaborative network	<b>Potential Impact</b> Overview and supported configuration of product components, associated services and stakeholders involved.
<b>Networked projects</b> Are taking part in projects executed in one or more collaborative networks	<b>Potential Impact</b> Easy and secure share information exchange within the collaboration network
<b>Collaboration space</b> The collaboration space functionality allowing members to share information easily within the collaboration network.	<b>Potential Impact</b> The use of glonet
<b>Product portfolio</b> The GloNet portfolio functionality offers a 360 degree view of the service enhanced products, offered by the members of the network. This includes product components, associated services and stakeholders involved	<b>Potential Impact</b> Configuring and offering complex products within the collaboration network
<b>Cross organisational scheduling</b> Allows the collaboration between team members belonging to different organisations	<b>Potential Impact</b> Efficient collaboration and monitoring or cross organizational tasks
<b>Trust management</b> Supports the selection of the most suitable partner within the network for a specific contribution	<b>Potential Impact</b> Understanding among the network members in considering the competencies and trustworthiness of potential partners

Based on the selection criteria and the GloNet functionality , a template was developed in order to identify potential users for the GloNet system solution.

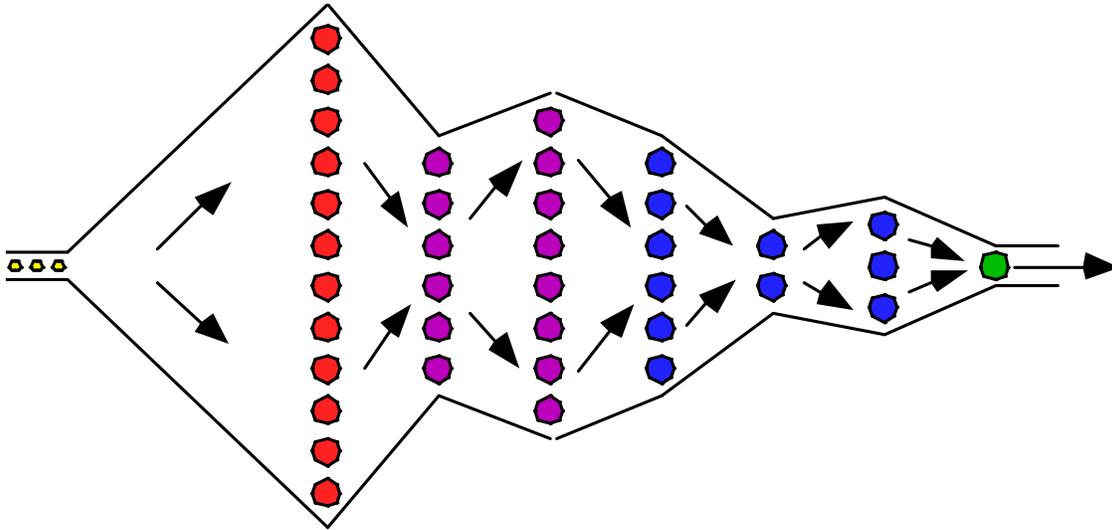
The structure of this template is as follows:

- Position 1-14: identification of company's basic data
- Position 15: overview on collaborative network: describes the actual situation of the network the company uses actually – structure, partners, projects etc.
- Position 16: list of products and services actually offered within the collaborative network: describes the actual combination of products and services the company and its network partners offer
- Position 17: Desired Functionalities for Collaborative Network Support: Based on the above mentioned characteristics of the GloNet system, 10 key functionalities are identified in order to support the “daily life” of the existing collaborative network of the identified potential users. The potential users were asked what functionality of the GloNet system is appreciated on a ranking of 5 (highly appreciated) down to 1 (less appreciated).

<b>Collaborative Networks Overview</b>	
1. Name of Company:	
2. Street Address:	3. Telephone:
P.O. Box :      City:	4. Fax :      :
Zip Code :      Country:	5. E-Mail :      :
6. Contact Person:	Title:
7. Legal Status (e.g. Partnership, Private Limited Company, Government Institution)	
8. Year Established:	9. Number of Employees:
10. Gross Annual Turnover :	11. Annual Export Turnover
12. Type of Business/Products:    Manufacturer <input type="checkbox"/>	Sole Agent <input type="checkbox"/> Supplier <input type="checkbox"/>
13. Type of Business/Services/Work:    Engineering <input type="checkbox"/>	Civil Work <input type="checkbox"/> Governmental Institution <input type="checkbox"/>
14. References (main customers, country, year and technical field of products, services or work):	
15. Overview on Collaborative network	
16. List of Products/Services/Work or combined Product Service Systems offered within the Collaborative network	
17. Desired Functionalities for Collaborative Network Support	
Functionality	Appraisal (1..5)
<b>Management of collaboration network</b> Allows for management of the collaboration network, provides detailed information of each partner, inclusion of new partners or removal of partners.	
<b>Product configurator</b> Supports the configuration of service-enhanced complex products.	
<b>Collaboration space</b> The collaboration space functionality allowing members to share information easily within the collaboration network.	
<b>Cross organisational scheduling</b> Allows the collaboration between team members belonging to different organisations	
<b>Trust management</b> Task functionality allows better coordination of activities within the project team	
<b>Product portfolio</b> The GloNet portfolio functionality offers a 360 degree view of the service enhanced products, offered by the members of the network. This includes product components, associated services and stakeholders involved.	
<b>Integration with external services</b> Mechanisms for interoperability with external systems	
<b>Dashboard</b> The dashboard provides all the information and functions a user needs in a tailored way	
<b>Interoperability</b> Measures for ensuring social, service and network interoperability within the network	
<b>System Management</b> Offers extra security functionality to protect users' data and information across all areas	

### 3 Identification of users base

To identify potential stakeholders of high relevance we have followed a multistep step approach (note: the process is not yet finished). The below depicted illustration outlines the users' base selection funnel, which is based on the product selection process.



This funnel is mapped on the activities, which are shortly described below:

- Desktop Research  
Desktop research involved the summary, collation and synthesis of existing research, where data was collected from research subjects and well established collaborative networks.
- Questionnaires  
To gather the relevant data of the potential GloNet User Base members we have sent them questionnaires, containing general questions about their organisation and a first estimation on the potential impact of GloNet to their business.
- Telephone Calls  
In order to gain a deeper understanding of the targeted user base about the pre-existing knowledge and their interests for GloNet applications direct phone calls to the relevant contact partners have been initiated.
- Interviews  
For validating the questionnaires and/or phone interviews real and technology-supported interviews will be conducted by the consortium. This stage forms final step of the users' base selection.

In summary, about 60 potential users were identified based on this method (see annex).

## 4 Conclusions/Outlook

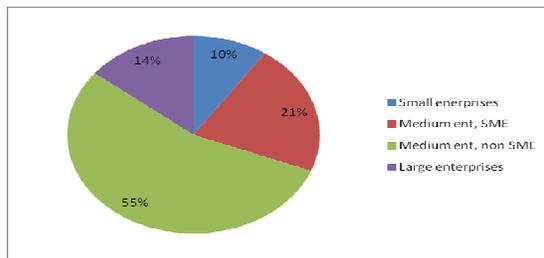
A first experimental prototype system of GloNet has been developed for presentation to potential users. They shall confirm how realistic the surveyed requirements are and give feedback on the effectiveness of the proposed approach for improving the management support of collaborative networks.

The selection procedure has been as follows: we have selected the most important GloNet functionalities and identified user group(s) which fit to potential glonet stakeholder profiles. The initial contacts are already indicating the significance of the results to networked organisations.

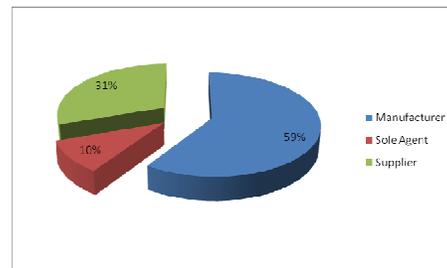
At this initial stage, the majority of the addressed enterprises is from Germany, as the initial research has been conducted by Steinbeis. However, during the next phase the list will be populated by all consortium partners, in order to reach an international dimension.

An evaluation of the results will be executed in the upcoming deliverable D7.1.2. However, a preliminary analysis shows that

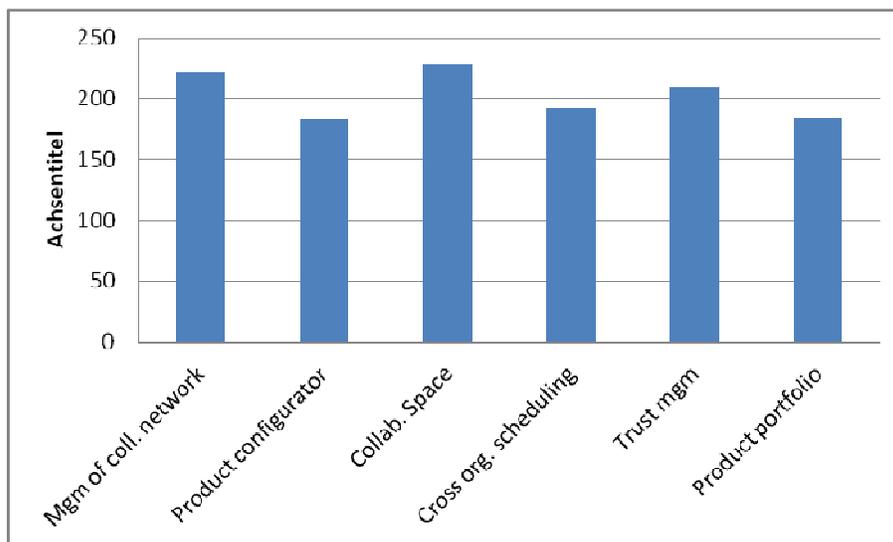
- a) the added value functionalities of GloNet are expected to create impact (the majority of ratings are 4 or 5)
- b) most interested organisations are manufacturers (59%)
- c) most interested organisations are medium sized enterprises, but not SME's (250-1000 employees)



Size of enterprises in the user's base



Type of business



Initial appraisal of functionalities

Within the next phase, the identified users group will be further analysed and a smaller group with the highest fit will be selected for thorough interaction. Due to the complexity of sensemaking and the immature nature of the prototype, we believe that demonstration and hands-on experimentation in the frame of engagement events is the appropriate instrument for efficient verification.

This deliverable will be complemented by the final deliverable D7.12 (type "report") which will follow a deductive/qualitative approach and tries to enhance the targeted user base with the help of personal and highly qualified interaction. The selection process of the final user base employs a valid approach (ABC analysis in conjunction with the identified operational performance indicators).

The following illustration depicts the strategy and approach which will be followed for the completion of the deliverable.



## **Annexes**

Annex 1: Template

Glonet template for user profiles

Annex 2: Flyer

GloNet flyer to be addressed to potential users

Annex 3: User Profiles

60 profiles of potential pan-European GloNet users

## Annex: GloNet template for user profiles

<b>Collaborative Networks Overview</b>	
1. Name of Company:	
2. Street Address:	3. Telephone:
P.O. Box :      City:	4. Fax      :
Zip Code :      Country:	5. E-Mail    :
6. Contact Person:	Title:
7. Legal Status (e.g. Partnership, Private Limited Company, Government Institution)	
8. Year Established:	9. Number of Employees:
10. Gross Annual Turnover :	11. Annual Export Turnover
12. Type of Business/Products:    Manufacturer <input type="checkbox"/>	Sole Agent <input type="checkbox"/> Supplier <input type="checkbox"/>
13. Type of Business/Services/Work:    Engineering <input type="checkbox"/> Civil Work <input type="checkbox"/> Governmental Institution <input type="checkbox"/>	
14. References (main customers, country, year and technical field of products, services or work):	
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## Annex: GloNet Flyer

# GloNet: Glocal enterprise network focusing on customer-centric collaboration

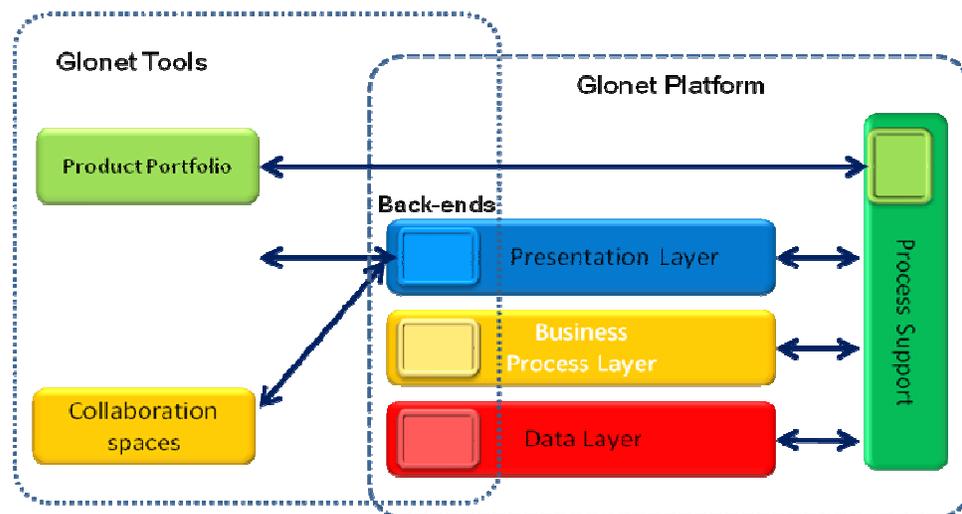
Cloud-based enterprise environment for agile and dynamic customer-centric virtual organizations involved in highly customized and service-enhanced products.

### Rationale

- Customers expect products with more uniqueness, lifespan, and value. Thus,
  - products are becoming more complex.
  - there is a trend of growing servitization.
  - more manufacturing and service stakeholders are involved in the lifespan of a product.
  - customers are increasingly involved in the value creation process (co-creation).
- Globalization forces European SMEs to collaborate in order
  - to pool global and local core competencies.
  - to be able to compete with large international enterprises.
  - to generate sustainable and innovative complex products.

### The Glonet Platform

The GloNet platform is deployed in networked organizations, involving suppliers, service providers, distributed manufacturing units and customers with a special focus in offering product related services. The three layered core platform provides a modular, reusable, extensible and customisable environment. Emphasis is put on interoperability aspects, such as the interconnection with the existing software landscape of the partners.



On top of the GloNet platform a series of sophisticated tools allows for the efficient collaboration between the network partners:

- **Management of collaboration network:** make your collaboration network transparent, trustful and effective!
- **Cross organizational scheduling:** work together in cross-organisational teams!
- **Collaboration spaces:** share information easily within the collaboration network!
- **Product portfolio:** monitor components, associated services and stakeholders of your products!
- **Product configurator:** Choose suitable product components!

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## Annex: user profiles data

See separate document, confidential nature

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