

Smart Services Cooperative Research Centre

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Services economy growth through innovation

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Smart Services CRC Background

The Smart Services CRC is a \$120m, commercially focused collaborative research initiative, developing innovation, foresight and productivity improvements for the services sector. Services is the largest sector of the economy representing approximately 80% of Australia's GDP and 85% of employment.

Smart Services' R&D programmes are based on a **user inspired research** approach and are customer-focussed with outcomes translatable across the whole services sector. Initial research outcomes and demonstrators are principally associated with the finance, digital media, and government sectors (including health & education) to deliver exciting new capabilities for CRC Participants, and demonstrate the breadth of the applicability of our work.

Smart Services is a research and development partnership between 8 major industry and government players and six Australian universities, funded by the private sector and governments under the Australian Government's Cooperative Research Centre program. Its aim is the creation of research-enabled commercial outcomes for its partners and the benefit of Australia.

The \$120 million investment provided by Smart Services' industry, government and research partners, will be used to deliver outcomes aimed at returning at least \$250 million back into the Australian economy by 2016.

Partners

Major investors and partners include the NSW State Government, Fairfax Digital, Infosys, RACQ, Suncorp, AARNet, Austin Health, Queensland State Government, Queensland University of Technology, the Royal Melbourne Institute of Technology, Swinburne University of Technology, University of New South Wales, University of Sydney, and University of Wollongong.

Locations

Headquartered at the Australian Technology Park in Sydney and with research nodes in Brisbane, Melbourne, Wollongong and Sydney, the Smart Services CRC Pty Ltd was established as an incorporated company in July 2007.

Research

On average the CRC invests \$17 million (cash and in-kind) in research projects per annum, addressing challenges across the areas of customer service needs, ecosystems for service delivery and services of the future.

In Media - Smart Services' research agenda provides digital media companies in Australia tools, technologies and insights needed to understand how audiences are changing and clustering, and how to personalise their media experiences across a multi-channel, multi-platform environment.

In Finance and Government the research agenda delivers knowledge, tools and technology for the rapid identification and deployment of services, including online and mobile, to support business growth and creativity and improve operational efficiencies.

Smart Services Participants also look at the way in which services may be delivered in the future, how significant external factors may affect the need for and delivery of services to customers. This strategic research will deliver Participants new insights and opportunities to achieve a competitive advantage in their industry and be at the forefront of growth in the services sector.

Smart Services CRC Delivers:

- Access to a \$120m initiative which offers a minimum 2:1 leveraging of resources through Federal funding and collaborative partnering for pre-competitive research investment.
- Extended innovation - sustained research and innovation capability with the ability to shape its outcomes and direction
- Ability to have targeted R&D undertaken in areas of strategic alignment to your business
- Flexible IP arrangements tailored to business need
- Access to a team with a proven track record of commercialising research

- Staying ahead of your competition - a low-risk ability to cost-effectively create a broader and longer term view of the future threats and opportunities for your business
- Expanded IP portfolio - access to a broader portfolio of IP via the CRC to amortise risk and maximise opportunities (allows coverage of a wide range of topics potentially relevant to the business without using operational resources of the business)
- Access to expert knowledge - Exposure to a larger community of students and researchers local and overseas
- Significant savings in cost of recruitment – internships and access to PhD students with experience of your company and industry
- Improved productivity - save time with increased resources as the CRC management will identify and create linkages to experts and emerging IP on your behalf
- Extended resources – CRC management and a significant team of University experts are constantly on the look out for opportunities and bringing knowledge and thought leadership into your organisation
- Tax concessions based on R&D investment

Research outcomes

The outcomes of CRC research to date include:

- Signing of 8 licences for technology developed by the CRC
- The transfer of technology outcomes to partners for commercial implementation
- The commencement of technology trials with partners and their users
- The development of 25 early stage demonstrators and proof of concept outcomes for our technologies

Key benefits to CRC Participants are around customer advocacy, communication and personalisation as all CRC research projects take a customer centric approach. Signature areas where the CRC is likely to deliver outcomes with significant impact include:

- Foresight – mapping the future of services
- Service Delivery Platforms and Management
- Immersive Services – online collaboration and communication for professionals
- User-mediated, multi-channel and mobile services – user generated and user controlled services

For example:

Immersive: A communication and collaboration platform that supports real time many to many multi-media content streams, an remarkable alternative to current phone or video conferencing and a significant enhancement to virtual environments for the creation of real world immersive services that appeal to the new generations of digital natives.

Personalisation: models for highly context aware customer/audience segmentation derived from real data, implicit and explicit, to enable better targeting of products, services and other content.

Sunario: a next generation wealth management and Internet banking solution for individuals to strategically manage their finances.

Birdseye: a member based mobile application and infrastructure platform for new services and stronger member/community engagement through social networking.

Service Broker: an online tool for facilitating the discovery, negotiation, consumption and settlement of services in a multi-organisational context.

We are able to showcase these technologies at a time convenient to you.

Overview of CRC Research Projects

New Media Services addresses the many facets of innovation for the media industry: new business models, new ways to produce and consume news as well as technological innovations that may prove disruptive for the media industry. The project also helps non-media companies with the creation of sustainable online communities and the collaborative curating of digital collections.

Immersive Service Interfaces develops a massively scalable online immersive environment: thousands of users can collaborate in a virtual world using their real-world images captured by regular webcams and realistic rendering of voice. Ground-breaking advances in distributed communication protocols allow us to deliver superior scalability using existing computing and networking capabilities.

The **Personalisation** project researches advanced data-mining techniques for tailoring online services to specific individuals through the identification of individual customer behaviour. This work is applied to high-visibility web properties from CRC industry partners in order to provide a superior user experience on differentiating service features that directly drive revenues.

Multi-Channel Content Delivery and Mobile Personalisation researches techniques for customising the services delivered through a mobile or in-vehicle device according to the user's context, identity and preferences. This includes automatic adaptation and summarization of Web content and video content to the limited capabilities of mobile devices and wireless communication networks.

Services 2020 uses foresight methods to develop an understanding of the challenges facing Australian service industries in collaboration with industry, government and academic participants. The project looks at paradigm shifts in technical, social, business, informational, organisational, demographic, and political aspects, and attempt to foresee likely, high impact changes.

Service Delivery Framework creates models and tools for increasing productivity at every stage of the online service delivery supply chain. Central to the project is USDL (Unified Service Description Language), a comprehensive model for representing all aspects of a service and the Service Broker, an online repository for service models. Such models are used, for example, for mapping the service ecosystem of participants and semi-automating the creation of user interfaces for services.

Services Aggregation looks at technical barriers to the effective aggregation of services from different angles: lifecycle management, security and quality of service. The project also explores the opportunities and challenges of deploying service aggregations on Cloud Computing solutions and performs hands-on application-level service aggregation of location-based services.

Business Services Management aims at establishing Business Service Management (BSM) as the business discipline dedicated to the holistic management of services in an organisation to ensure alignment with the needs of the customer and the objectives of the organisation. The project creates tools and associated methodologies for mapping, optimizing and evolving a portfolio of services.

New Financial Services researches, designs, builds and validates next-generation user-centred solutions for the Banking industry, drawing inspiration from existing users as well as new financial or technological capabilities. Beyond Internet Banking, the project allows users to strategically manage their finances through an online application that aggregates information from different sources.

Services Innovation Foundry

Smart Services has established a Services Innovation Foundry in Sydney and Brisbane comprising physical and virtual spaces dedicated to fast-prototyping and testing of new services concepts while protecting participants' brands. This concept is focused on reducing the time from proof of concept to a deployed product in the market by allowing regular and fast testing of R&D outcomes against a relevant test market.