SES MiC Research Proposal
Theme 1: Service Policy, Delivery and Management

“Services in an IT World”
Overview

- Background
- Thoughts leading to SESMiC proposal
- Key questions to be answered by modelling
- Next Steps
ORNEC – Service Sector Innovation

**Technology**
(El Saddik, Ottawa)
- Web Services
- Collaborative Environments
- Transactions and Security

**Business**
(Archer, McMaster)
- eRetailing
- eHealth
- eLearning

**Internet & Society**
(Geist, Ottawa)
- Law
- Ethics
- Policies
ArtCity CANARIE NEP

- Application of SOA to real-time media flows & dynamic workflows.
  - uOttawa
    - Arts
    - Engineering
    - Management
  - OCAD
  - Emily Carr
  - Berkeley
  - U Indiana
  - U Illinois
  - Arizona State
  - NC State
  - U Genève

Web Service Environment for HCRA
ArtCity NEP High Level Architecture

Collaborative/Participative/Distributed Applications – SOA Challenges
Thoughts Leading to SESMiC

What is the service sector in a functional sense:

- **Knowledge Services** – in which knowledge and experience flows from have to have not
- **Displacement Services** – in which goods, people or information are moved to where they are valued
- **Transaction Services** – Change of ownership
- **Labour Services** – time and labour are contracted
- **IT Capabilities** – Computing/Software/Memory

These services pre-dated IT, however they are now inextricably linked

To what extent can s/w and IT tools and models be extended to deal with value chains in these different areas
Questions to be Answered

- Large corporations offering services
  - Where is the strategic margin/content?
  - How do I control variability in time & money?
  - In mixed service/product companies how do you compare the opportunity costs?

- SME’s
  - How do I fit into complex value chains?
  - How do I move from niche to niche?

- Start-ups
  - How do I convey value to investors?
Next Steps

- Refine research questions and methodology
- Understand how sum of research projects can be larger than parts in addressing private and public sector issues
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