SES MiC

Service Engineering, Science and Management-Intelligence Consortium

Stephen Perelgut,
IBM Canada University Relations Manager
Overview

Business-led National Centre of Excellence in Services Science, Management & Engineering (SSME)

- Overview.
- Accomplishments to date!
- What’s to come?
Overview

- NCE put out a call for Business-led Networks of Centres of Excellence proposals.
  - Total funding for 5 or 6 CL-NCE’s $46M
    - 4 year mandate
    - Up to $2M NCE to match corporate contributions

- IBM considered and decided to actively seek a BL-NCE that focused on SSME
  - 70+% of western economies
  - Almost 60% of IBM’s revenue
  - Still a poorly defined, poorly understood area of research in spite of the importance
Overview: First Steps

- Identified senior academic leaders to define the scope of the BL-NCE
  - Paul Sorenson, Vice-Provost and A-VP (IT) at UA
  - Nicholas Georganas, Distinguished University Professor, SITE, UO
  - Robert Crawhall, President and CEO, NCIT & Exec. Director, ORNEC
  - Norm Archer, Prof. Emeritus DeGroote School of Business, McMaster (since stepped down and replaced by Wade Cooke, Dept. Head of Management Science and Assoc. Dean of Research, Schulich School of Business, York)

- Quickly build a much larger team for the initial discussions
Overview: Initial team

- Simon Fraser University
- University of Alberta
- University of Waterloo
- University of Toronto
- Queen's University
- University of Ottawa
- Carleton University
- Télé-Université, UQAM
- Ryerson University
- York University
- Ontario College of Art & Design
- Algonquin College

- IBM Canada & IBM Corporate
- CATA
- Deloitte & Touche
- IMS Inc.
- NORTEL
- OrbitIQ
- TELUS
- VESTEC Inc
Accomplishments to date!

- LOI (a 36 page “letter” with draft business plan) submitted Jan. 30

- Founding Board of Directors
  - Mr. Chris Paterson, IBM Canada, Chair of the Board
  - Mr. Stephen Perelgut, IBM Canada, Network Leader
  - Dr. Otman Basir, President and CEO, IMS, Inc.
  - Mr. Eli Fathi, President and CEO, Orbit IQ
  - Mr. Barry Gander, Executive Vice-President, CATA
  - Mr. Ibrahim Gedeon, CTO, TELUS
  - Dr. Nicolas D. Georganas, University of Ottawa
  - Dr. Gilbert Paquette, TELUQ, UQAM
  - Dr. Paul Sorenson, Univ. of Alberta

- Business Plan ($18M)
Accomplishments cont’d

- A national research network coordinated by IBM out of CAS
  - As envisioned, the largest SSME research network globally

- National in scope and regional in application

- ~5 Research Themes, with respective coordinators drawn from leading faculty in universities across Canada.

- Testing and application of research >: opportunities for partners:
  - Incl. Financial Services (TBD, GTA)
# Accomplishments (Budget)

<table>
<thead>
<tr>
<th>Research Costs (16M)</th>
<th>4 Year Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries</td>
<td>$12,000,000</td>
</tr>
<tr>
<td>Equipment+Materials</td>
<td>2,400,000</td>
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<tr>
<td>Travel</td>
<td>800,000</td>
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<tr>
<td>Publications</td>
<td>400,000</td>
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<tr>
<td>Semi-Annual Meetings</td>
<td>400,000</td>
</tr>
<tr>
<td><strong>Administrative Costs (1.2M)</strong></td>
<td></td>
</tr>
<tr>
<td>Network Leader</td>
<td>640,000</td>
</tr>
<tr>
<td>Staff</td>
<td>320,000</td>
</tr>
<tr>
<td>Communications and Travel</td>
<td>240,000</td>
</tr>
<tr>
<td><strong>Commercialization</strong></td>
<td>670,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$17,870,000</strong></td>
</tr>
</tbody>
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3/8/08
## Accomplishments (Budget)

<table>
<thead>
<tr>
<th>Source of Funding</th>
<th>4 Year total in Budget</th>
<th>Committed (Hard/Soft)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Cash</td>
<td>$3,200,000</td>
<td>$3.7M ((2.7M / 1.0M))</td>
</tr>
<tr>
<td>Industry in-Kind</td>
<td>5,120,000</td>
<td>$4.1M ((2.7M / 1.4M))</td>
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<tr>
<td>Other (university)</td>
<td>1,320,000</td>
<td>$2.9M ((1.4M / 1.5M))</td>
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<tr>
<td>BL-NCE</td>
<td>8,230,000</td>
<td>$8M</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$17,870,000</strong></td>
<td><strong>$18.7M ((105%))</strong></td>
</tr>
</tbody>
</table>
What’s to come?

- Selection of LOI’s to become full proposals by April

- Prepare more detailed list of specific projects.
  - Plan is to support approximately 30 projects roughly the size of CRD’s ($75-125K/yr, 2-4yr)

- Members will agree to send representatives to at least one of two meeting to be held each year.
What’s to come? Cont’d

- B-NCEs announced on November 6, 2007
  - Waiting for go-ahead to build a full proposal
  - NCE funds support 75% of eligible admin and overhead costs and 50% of eligible direct research and commercialization costs.

- Emphasis on broad-based partnerships:
  - Partnerships with best university researchers for the business challenge at hand
  - Intent is for research to benefit a group of companies with a similar challenge
    - NCE interprets this requirement in the form of at least two corporate/business partners

- Current Status of Partnership
  - 12 universities, incl. Alberta, Ottawa, UQAM, York, UofT, etc.
  - Preference is to connect with many business partners

- Room for more projects
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