

## COLLABORATIVE INNOVATION

## OUR MISSION

## OUR COMPETENCES

**EICT mobilizes partners for strong alliances and gives research projects the inspiring spin: with precise project management and communication competences, with future studies and business modeling methods, with IT infrastructure and tools.**

With backgrounds in computer science, management economics, sociology and communications, EICT employees have a profound understanding of the research community and its specific needs, of application requirements, and how to coordinate large research consortia.

The aim is to ease the burden of project participants, such as project coordinators, managers, developers and scientists. The team's attentive and clear comprehension reduces complexity, bridges gaps and offers easy-to-use solutions.

During the entire innovation cycle, EICT teams strengthen the collaboration of project participants by accompanying their steps, such as business exploration, consortia building and contributing to the European research agenda.

### Partner Network

Alcatel-Lucent | BMW | CAR 2 CAR Communication Consortium | Centro Ricerche Fiat | Daimler | Deutsche Telekom | Delphi | Ericsson | Ford Research & Advanced Engineering Europe | fortiss | Fraunhofer-Gesellschaft | HITACHI Europe | NEC Europe | Münchner Kreis | PTV Planung Transport Verkehr | Siemens | TU Berlin | TNS Infratest | Opera Software | and others

### European Center for Information and Communication Technologies – EICT GmbH

EUREF Campus Haus 13, Torgauer Straße 12-15, 10829 Berlin, Germany

phone +49 30 3670 2350 -00

fax +49 30 3670 2350 -01

e-mail [info@eict.de](mailto:info@eict.de)

web [www.eict.de](http://www.eict.de)

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**Research and innovations demand excellent ideas, efficient networks and open structures. Collaborative innovation is the best way to stay ahead of global digital change.**

As a public-private partnership of leading players, EICT acts as a trusted third party and platform for collaborative research. Its overall goal is to initiate and promote innovations for a mobile networked society.

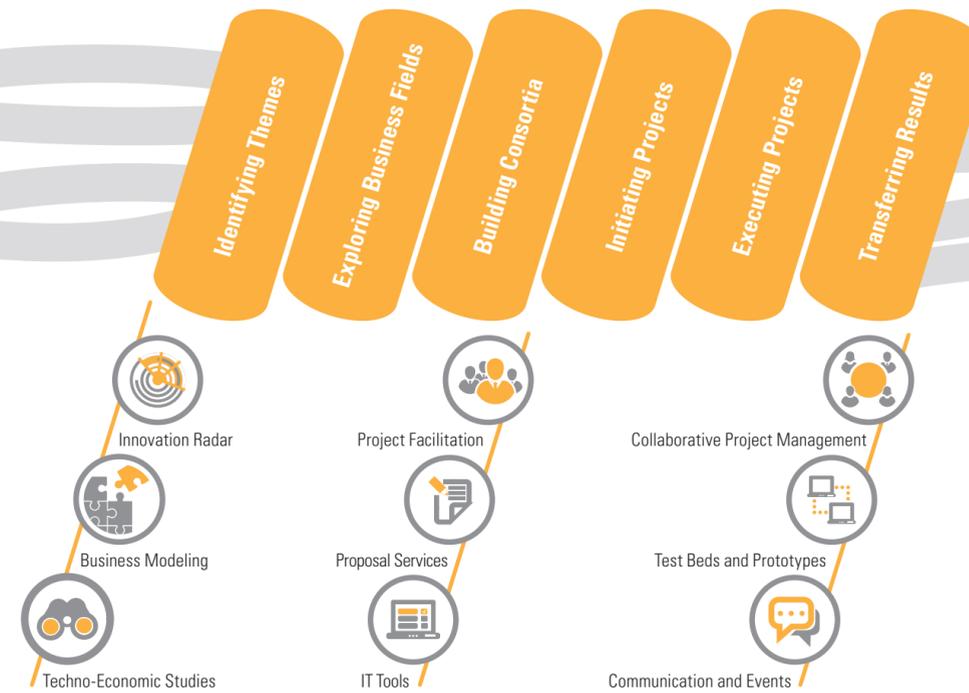
## THEMATIC AREAS

**Energy & Environment**  
eMobility, smart grids, green ICT

**Information & Communication Technologies**  
broadband and wireless access technologies,  
software-defined networks, test beds

**Automotive & Mobility**  
vehicle-to-x communication, advanced driver assistance  
systems, autonomous driving, multi-modal mobility

## MANAGING COLLABORATIVE INNOVATION



**EICT initiates and supports projects that bring together industry, academia and research institutes. Many of these projects are embedded in programmes of the European Commission and national funding schemes.**

EICT prepares the grounds for new topics and negotiates research interests with public funding agencies. In the case of private sector innovation initiatives, EICT acts as an impartial partner. All its activities focus on ICT-based intelligent systems covering several fields of application.

### Project Management

Applied methods of project management are instrumental in structuring innovation processes within large research consortia. Thus, a project's entire life cycle is professionally covered – from collaboration planning, managing contracts and work-plan changes to directing internal communication processes, and performing controlling and quality management.

Installing a project office in this way saves costs because it works as a shared access point to a pool of project management resources and improves the efficiency of joint research.

### Communication

Project identity and visibility are essentials for internal and external communication. Starting with a unique design and logo, EICT provides the project with all the digital, audio-visual and printed media that are necessary for informing about project goals, progress and results.

Through workshops, conferences, presentations, road shows, press conferences and public events the communication team promotes the project results, leaving a strong impact within the targeted stakeholder groups.

### Collaborative Software Applications

To address both the need for maximum transparency and minimal administrative overhead, EICT has developed specific software applications to support collaborative innovation.

The toolkit contains a web-based reporting tool, meeting and conferencing software, process management software for document review and quality assurance, as well as secure collaboration and exchange platforms. Well-proven templates, tools and a common working environment are provided to ensure efficient processes.

### IT Infrastructure

Beyond providing infrastructure for project communication and management, EICT also serves as a platform for ongoing test bed operations.

Many research projects develop a final demonstrator or prototype. The nature of EICT as research support platform allows the continued operation of such demonstrators and test beds. In recent years EICT has acquired experience in the setup, operation, and management of test beds in the field of future communication networks.

### Future Studies & Techno-Economic Analysis

Forecasting and monitoring of future trends in a fast changing world are a prerequisite for successful innovation. Gaining knowledge about users' needs, new technologies and new players in the global market is essential for designing innovation strategies and for decision making processes in the public and private sectors. EICT supports its partners by conducting studies focusing on defined research questions and specific partner interests.

To provide up-to-date knowledge about the future of ICT and the media, EICT participates as a key partner in the long-term "Zukunftsstudie" project initiated by Münchner Kreis.

### Business Development & Business Modeling

Specialists in business development and business modeling have become increasingly important to technology projects as many innovations are hybrid in nature. While they require cross-sectoral collaboration, their market success depends on offering an integrated solution, and not simply a product or a service.

Deployment strategies have to address the creation of new value networks and of returns on large-scale investments, particularly with regard to ICT infrastructure or in the case of disruptive innovations. EICT contributes to successful deployment by exploring business opportunities, developing business models and analyzing business cases.

