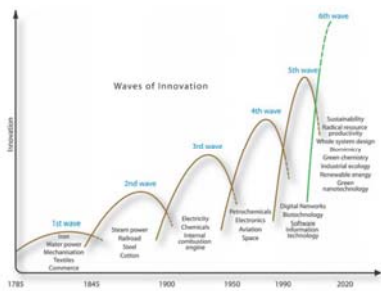




to develop a European strategic research and innovation agenda for Cyber-Physical Systems (CPS) to ensure Europe's competitiveness in the field



Market modelling

- Domain model**
 - "as is" model of the economic ecosystem
- Scenario identification and analysis**
 - CPS innovation or opportunity
 - Constrains which need action to address
- Competitive and business analysis**
 - "to be" models of the economic ecosystem
 - Potential returns and threats


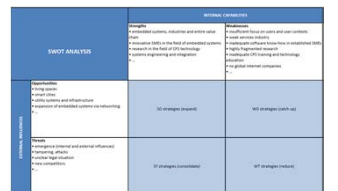
Category	Goal
Social	Create shared mental models to change and align values, behaviours and actions across the enterprise
Process	End-to-end business processes to create the desired operational, strategic and political effects
Information	The right information available to the right people at the right time - understood and trusted
Technical	Compatible, available, accessible and reconfigurable resources to support the enterprise

Experts consultation, workshops



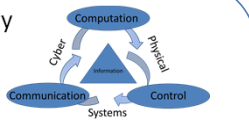


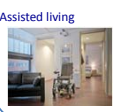



SWOT analysis

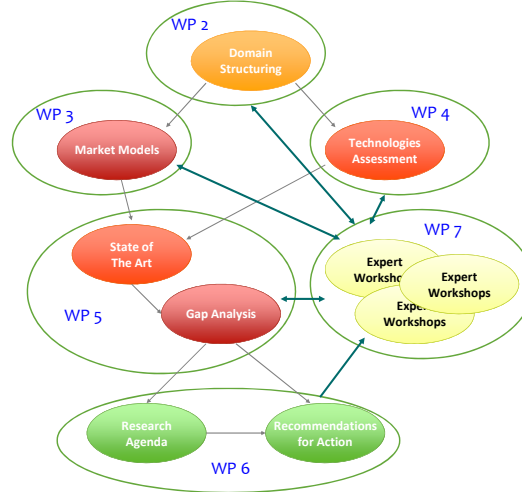
SWOT ANALYSIS		Strategic Implications	
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Strong R&D capabilities • High quality products • Excellent customer service 	<ul style="list-style-type: none"> • Limited market share • High production costs • Dependence on raw materials 	<ul style="list-style-type: none"> • Emerging markets • New technologies • Government support 	<ul style="list-style-type: none"> • Intense competition • Regulatory changes • Economic downturn

Domain, methods and technology structuring and characterization

Characteristics:

- Deeply Embedded vs. IT Dominated
- Single Domain vs. Cross Domain
- Open vs. Closed
- Degree of Autonomy
- Central (Regulated) vs. Self-Organized Governance
- Adaptability
- Human In-/Outside the Loop



Strategic research agenda and recommendations

- Preliminary recommendations:**
- Transdisciplinary approach
 - Privacy and security
 - Advanced test and modelling
 - Common unified science of CPS
 - Multidisciplinary education
 - Interoperability

Work in progress!

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This is the time