

S I B A

Frank Murray

Vice-Chairman

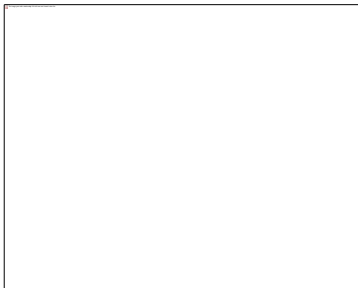
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The Linkage-Partnership

“Collaboration through Social Capital”

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The Linkage-Partnership

“Collaboration through Social Capital”

Providing networking, and collaboration management models linking key international competencies for the advanced technology sectors to solve problems

*Catalysts, Interlocutors, Knowledge and Intellectual Property Brokers
Program & Project Managers*



“where Innovation happens”

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***Celebrating 21 years in advanced information technology integration
Awarded the Washington Smithsonian medal for innovation and services***

Awarded the European e-Government Award for web services

***Focussed on the Internet of Things, Industry 4.0, technology integration across the
knowledge supply-chain***

***Serving Aviation Leasing, Industrial Engineering & Mechatronic & Automotive sectors
Sample Clients GE, SES, Analog Devices, Kostal, Hi-Life Tools, BS&B***

Key Success Factors

Celebrating 21 years in advanced engineering - awarded Smithsonian Innovation medal

Engaged 470 personnel as an innovative supplier to MNCs/SMEs

Reaching out as a collaboration partner



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How SMEs can engage in a cluster model ?



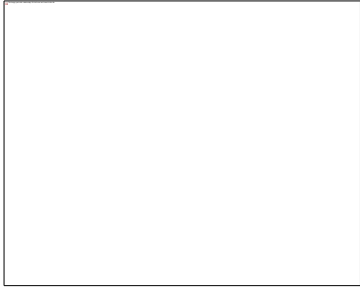
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What Are Clusters?

*- Shared collaborations between parties to solve problems
Extended enterprises/supply-chains/business relationships
All require time/sponsorship/project
management/definition/management buy-in/sharing and
compromise.*

Participants.....know what you are doing especially SMES.!



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Why Cluster ?

- 1. Strategic intent*
- 2. Access to world class research/multinationals*
- 3. Upside potential for IP and Revenue generation to build team*
- 4. Extended network of like minded professionals*
- 5. Benchmarking against best practice*

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How to engage ?

Find a problem to solve

Identify Strategic Objectives for your business tied to this problem

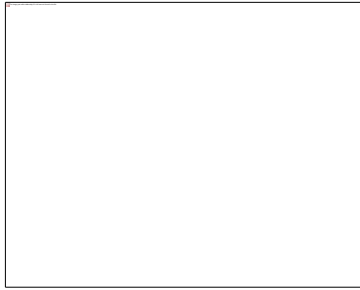
Identify likely strategic partners who can support your strategy

Challenge MNCs and Academia as an equal innovation partner

Agree a sensible collaboration agreement and know your objectives

Constantly re-assess your goals and use the opportunity to innovate with a host partner/s completing your field R&D and benchmarking.

Assess EI supports but ensure you have a credible plan for phase 2 support.



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Key success factors for a successful Cluster

Network innovation is a prerequisite to forming clusters

Trusted networks can be built but to do this we need specialised interlocutor skills

Clustering is a contact sport – people make business happen, the internet is an enabling tool

Sponsorship from the Top is key but commitment by all parties is a prerequisite

Structure/organisation must be well defined and solid collaboration agreements determined upfront

The Linkage-Partnership A Cluster Model

- Case Study

**Domain led R&D - Biomedical, Software
et al – resulting in Skill & Knowledge
Competency Centres and local
Collaborative Research in
+ Applied Research – short term
+ Core Research – long term
+ People/Skill/competency
= Retained Knowledge + IP**



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Specific Project – Project Munster

Partners – Analog Devices, Kostal GmbH, UL, NUIG, EI, Professor Brian Donnellan, Dick Meaney VP ADI, Colman Byrne QM Kostal

- Motivation – Improve Skill & Knowledge in Engineering practices in Software Testing*
- Create and ERP Framework for managing software/mixed engineering projects and training personnel
 - Seek relevance of Framework extendibility in managing NPD/NPI*
 - Joint opportunities for operational Pilot program & R&D academic collaboration.**
- Step Up research programs to H2020 with Rolls Royce, Israeli Aerospace, HP, Cranfield, University of Valais(CH)*