



Spotlight

A Successful Collaboration between Industry, a R&D Active SME and Universities

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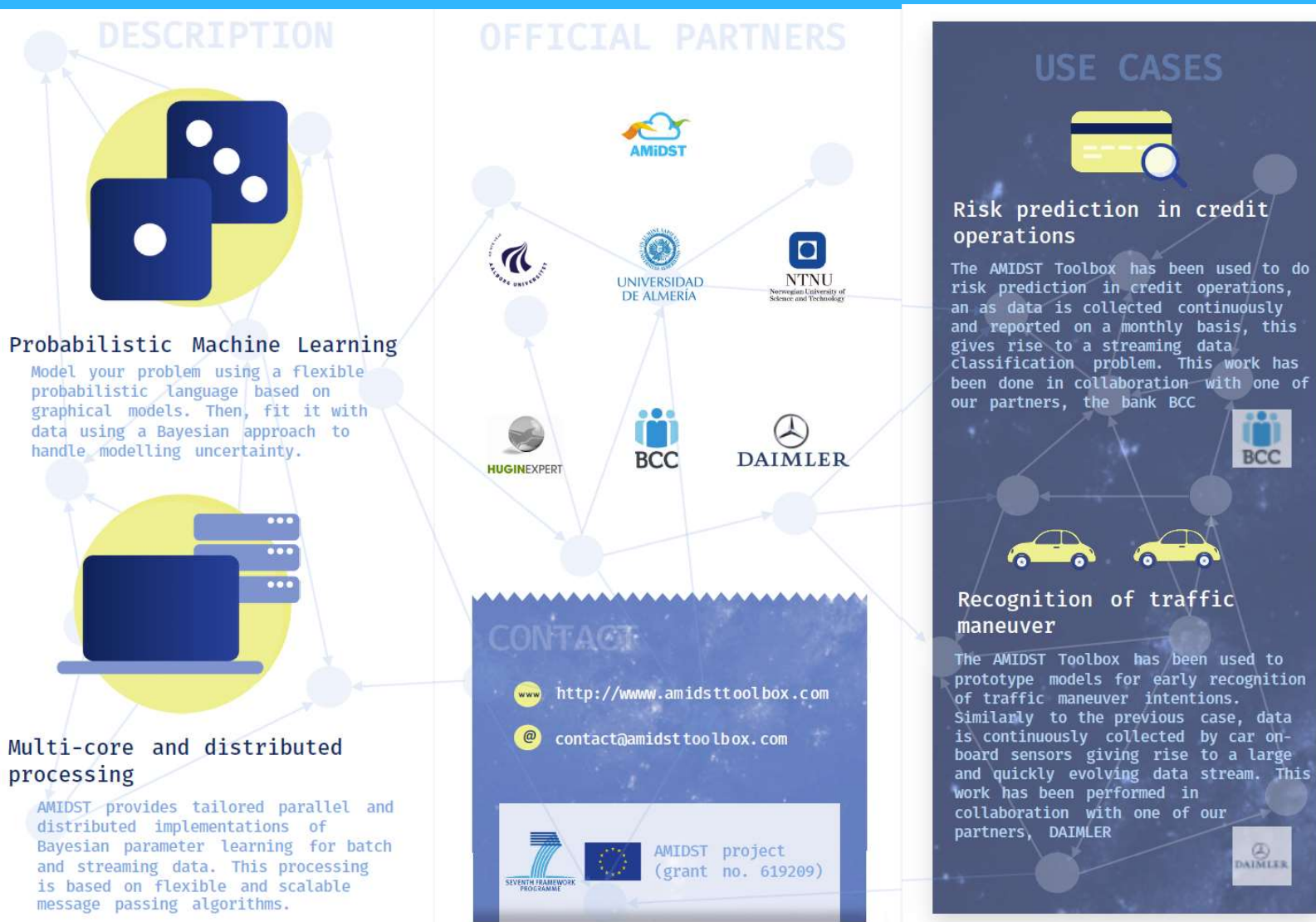
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Union Project



AMIDST – Open Source Toolbox



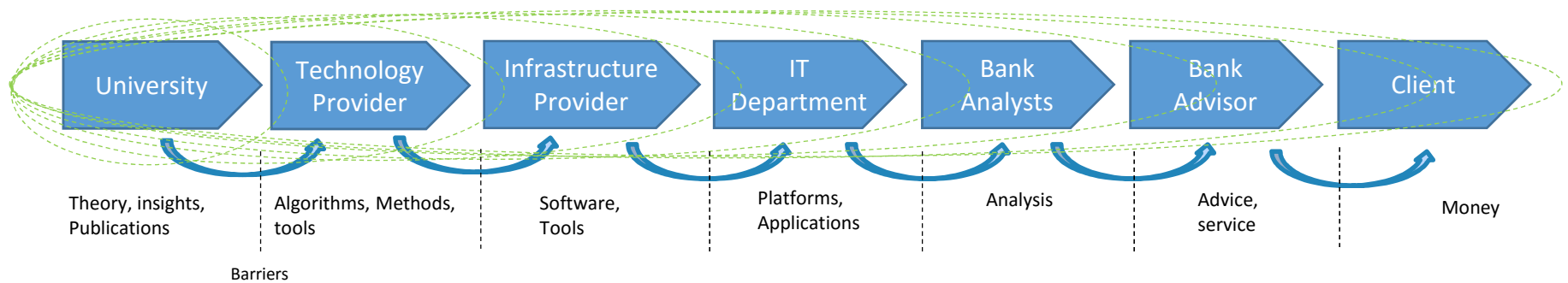
Value Chain – Weak Links



Example: customer risk assessment

Question: ~~Should PGMs have a strong impact on applied R&D?~~

How can PGMs have a strong impact on society?



The steps are interdependent, and few (any?) covers the entire value chain

PGM Focus

Problems
Solutions

PUSH

Hey you, look, we have a hammer

PULL

Create a NEED,
not only NICE to have



Challenges: What Can “We” Do?



- Show me a customer, who solved my problem using your product (and tell me how much she earned / saved)
- “No one ever got fired for buying IBM.” This phrase is often called the most powerful marketing phrase ever created [<http://corporatevisions.com/blog/2007/06/11/no-one-ever-got-fired-for-buying-ibm/>, accessed 05/09/2016]

- Support the next steps in the value chain – facilitate the exposure of applications
 - Dedicated sessions for demonstrations of tools
 - Dedicated sessions for demonstrations of applications
 - Application Track – UAI Bayesian Application Workshop
 - Papers written by professionals for professionals (CfP: “Softwares based on PGMs; Applications of PGMs to real-world problems.”)
 - My guess: These papers are reviewed by scientists / researchers and assessed as science / research papers

- *Should PGMs have a strong impact on applied R&D?*
 1. *Are there theoretical/computational issues preventing that?*
 - It depends on the problem, we are aiming to solve
 2. *Are the existing software tools sufficiently developed?*
 - This is not the strongest barrier
 3. *Is it realistic to have "customers" working autonomously to the modelling/solving of their problems?*
 - Yes, definitely. Make it easy to solve simple problems
 4. *Is it more important to have good training tools or provide a prompt and good consulting?*
 - This is important, but users can be trained to use the existing tools
 5. *Even some technical software issues (format to express the models, visualization of the output, etc.) can be discussed*
 - These are not the most important issues



Acknowledgments



Thank you for your attention...

AMIDST has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 619209

