

* MobileCloud Networking

MCN Kick-off Meeting, Regensdorf, November 2012
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*How to Run a Large-Scale IP

MobileCloud Networking Bascis

3 (three) years of preparation

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Call 5 SONIA

- 3 F2F meetings, ~50 Telcos
- XXX Pms
- 150 pages
- 10.5P (3 S&T)
- Failure

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Call 8 Mobile Cloud Networking

- Revised consortium
- 3 F2F meetings, ~50 Telcos
- XXX Pms
- 150 pages
- Deadline 17th of Jan
 - X-mas? New Year Eve?
- But
 - 13.5P (4.5 S&T!)
 - Success!

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But the GA is only the beginning

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No	Name	Short name
1	SAP AG	SAP
2	FRANCE TELECOM SA	FT
3	TELECOM ITALIA S.p.A	TI
4	BRITISH TELECOMMUNICATIONS PUBLIC LIMITED COMPANY*	BT
5	PORTUGAL TELECOM INOVACAO SA	PTIN
6	NEC EUROPE LTD	NEC
7	INTEL PERFORMANCE LEARNING SOLUTIONS LIMITED	INTEL
8	ITALTEL S.P.A.	ITALT
9	CLOUDSIGMA AG	CS
10	NEXTWORKS	NXW
11	SOFTTELECOM DESARROLLOS I MAS D SL	STT
12	ONE SOURCE CONSULTORIA INFORMATICA LDA	ONE
13	UNIVERSITEIT TWENTE	UTWENTE
14	TECHNISCHE UNIVERSITAT BERLIN	TUB
15	INOV, INESC INOVACAO, INSTITUTO DE NOVAS TECNOLOGIAS	INOV
16	UNIVERSITAET BERN	UBERN
17	ZURCHER HOCHSCHULE FUR ANGEWANDTE WISSENSCHAFTEN	ZHAW
18	FRAUNHOFER-GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V	Fraunhofer

From the ESR :

The individual partners have a lot of expertise.

All are experienced partners in this field and are leading companies in their respective markets.

The consortium as a whole is very strong.

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15700000 Euro

A different perspective

15700000 Euro =



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Return on invest

Let's generate impact!

Support

We have the means

- Good team
- Time
- Money

It's on us!

Ambition : The FPx-paradox



Proposal

Project ...?

Doing it right

We don't work (only) for the EC!
... satisfaction is the best motivation ...
... do we believe in what you do?

It's on us!

We know ... boundary conditions ...



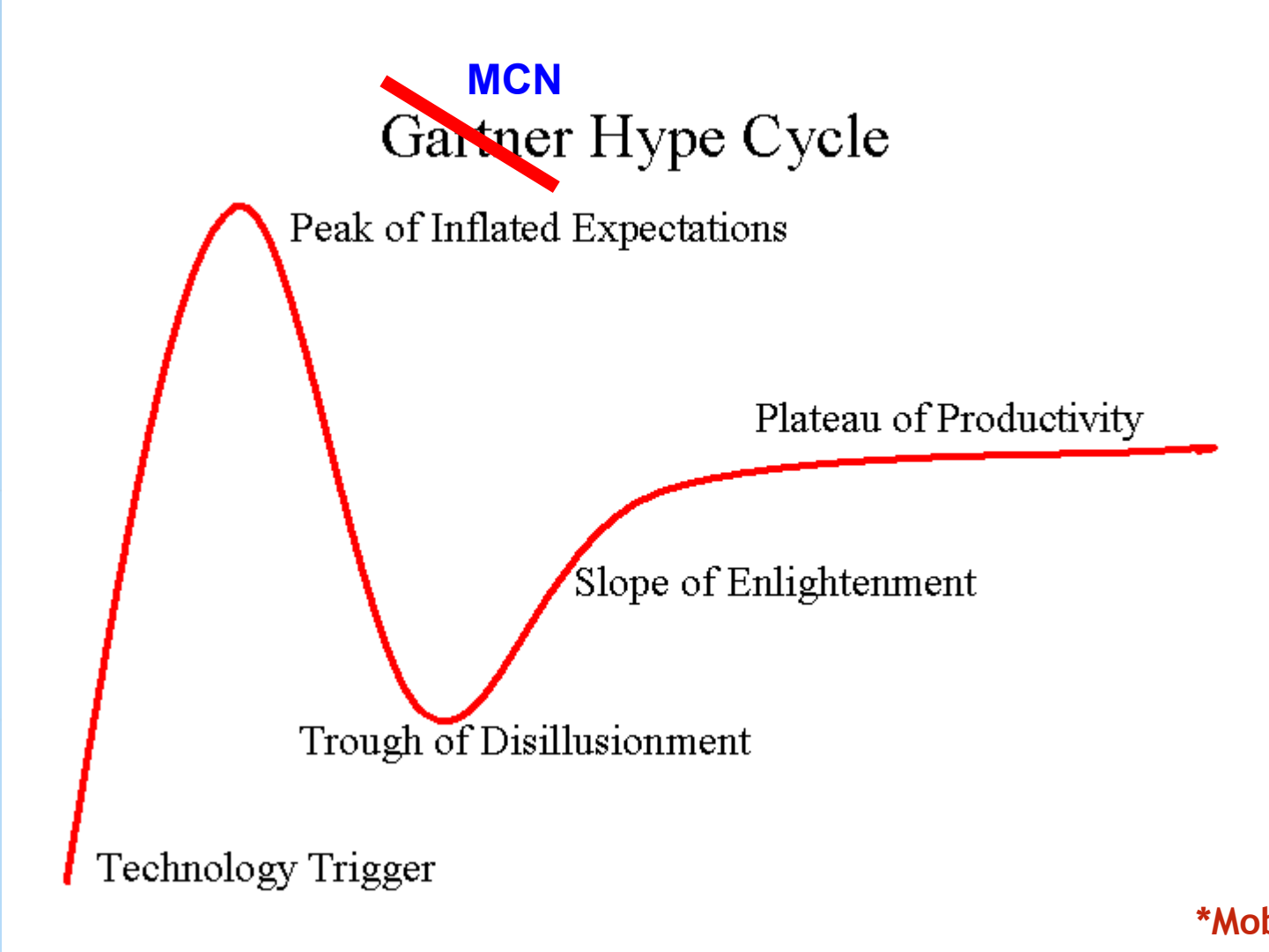
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And then ...



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But also ...



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... hence again ...

It's on us!

... Choice ...



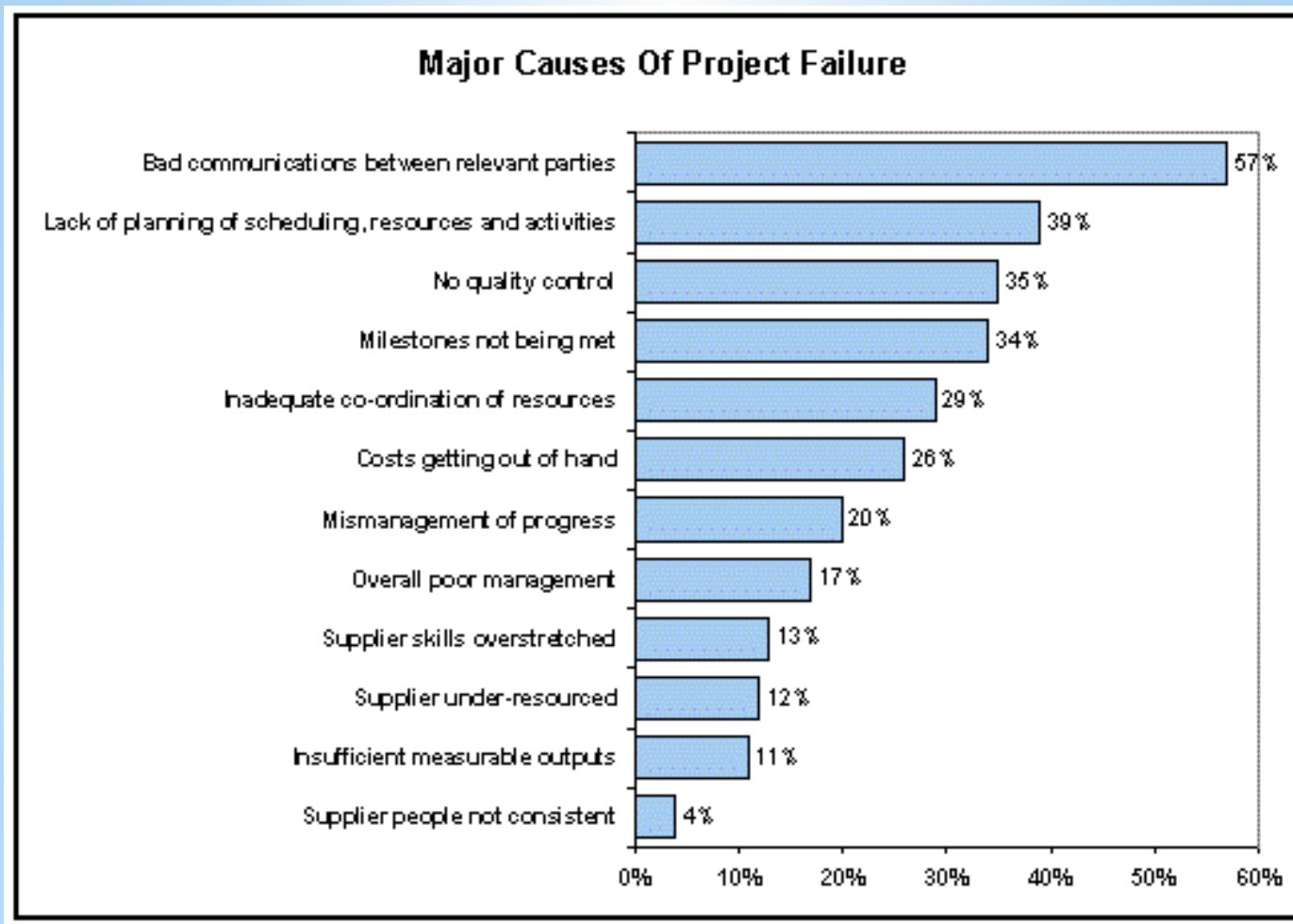
Here

Or there?



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Root causes



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... and again ...



It starts with each individual's commitment!

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Some Essentials

Scientific Coordinator : Define a common story (Big Picture)

- Regular adaptations are necessary
- All partners have their own goals
 - ... but these have to be aligned with the Big Picture
- Don't dissipate your energies in discussions that might be interesting
 - ... but that are not relevant

Communication is key

- The wiki will be our single point of reference for internal communication
- However, a tool alone is not enough
 - ... talk to each other and find out how the others' stuff fits to yours
- Look for synergies
 - ... and not for niches

Even a co-leadership team can go wrong

- Please communicate problems that you observe early and open
 - ... so that we have a change react in time
- We will conduct regular surveys to inquire your perception of the project

More Essentials

All partners have different interests

- Some partners are more difficult than others ^{^^}
 - ... big industrial partners have their *boundary conditions*
- However, we work together and not against each other
 - ... keep that in mind if things go wrong
- All conflicts have to be handled in a constructive spirit
 - ... mutual blaming does not help - nobody is fail-safe
- The co-leadership team is there to resolve problems
 - ... not to produce them

Deadlines are to be kept !

- Long-term planning of deliverables is necessary
- Deviations require good reasons and common agreement

Conf Call are mandatory

- If you are expected to take part in a conf call it is a must
 - ... unless you give explicit notice that you can't do it
 - ... and take care for a proxy
- If you regard a conf call as inefficient and useless, say it!
- Conf calls and meeting end at the planned time
 - ... If there is more to discuss make a new appointment



Yes we can ...

**... make a difference
... as a team**

