

Theme Work Analytics: Business Model

March 2005

Six months ago it was only a thought.

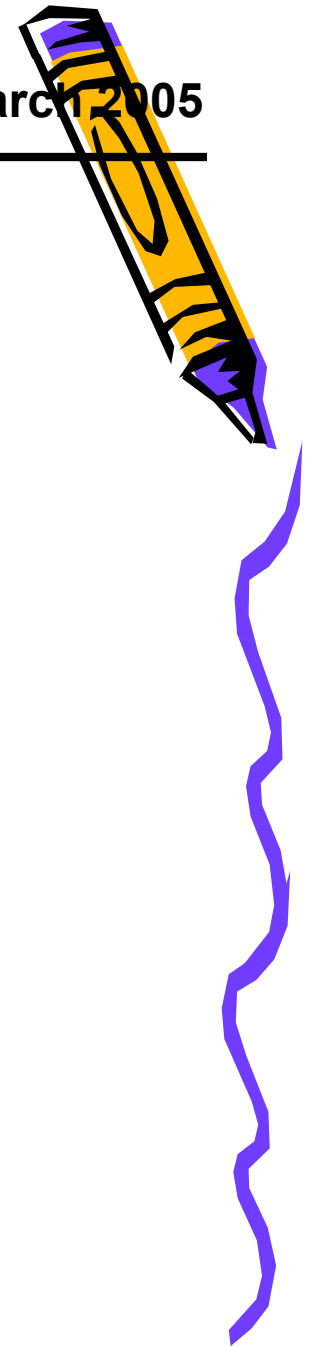
A thought germinating in my mind for a long time.

It found an avenue for expression when President Jischke of Purdue University visited Bangalore, India in October 2004.

I am grateful for his invitation and to all his colleagues who facilitated my visit to Purdue; shared information freely and helped me give form and shape; to take this idea towards conceptualization of a business model.

Over time I found that these concepts are by and large applicable to foster industry focused research in any reputed institution. Hence it has been my endeavour to partner with research focused universities and institutes as the vehicle to build Theme Work Analytics.

I hope it would turn out to be a win win for all stakeholders.

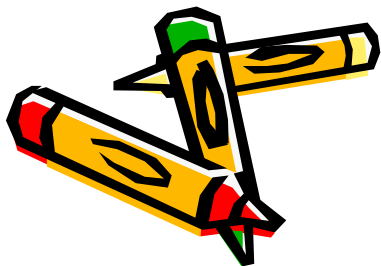
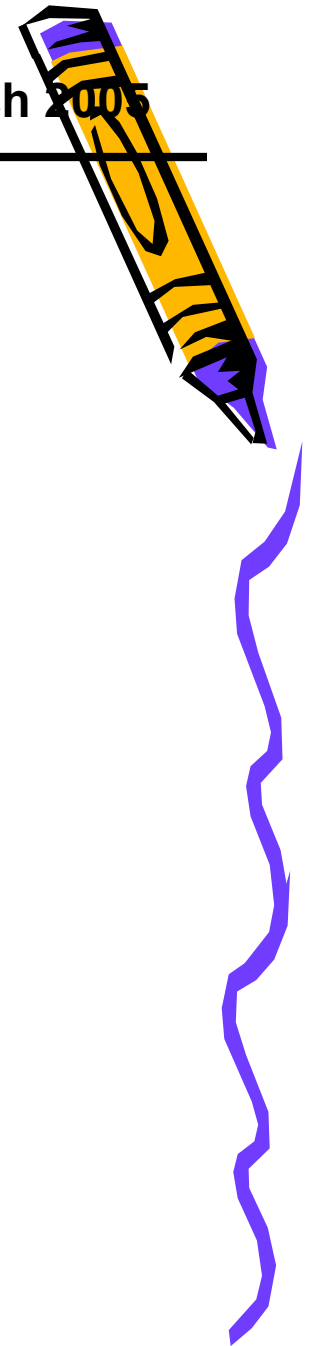


The Vision and the Opportunity

Its vision is to be a pioneer and leader in Solution Consulting in the Decision Support arena

Goal of Pioneer to be achieved by leveraging and seamlessly integrating expertise anywhere in the world to bring significant business benefits

Leadership position to be achieved by being a role model in corporate governance



The Mission and the Means

Its Mission calls for

1. Focus on Simulation, Optimization and Statistical applications in Business, Engineering and Scientific domains
2. Alliances with tool vendors, playing a significant value adding role as a Solution Architect, Modeler and Implementer
3. Deploying Domain Experts extensively to evolve Generic Models and Tailoring tools for specific and chosen problem areas
4. Execution Excellence and Scalable Solutions as the key success factors



The Mission and the Means

Execution Excellence

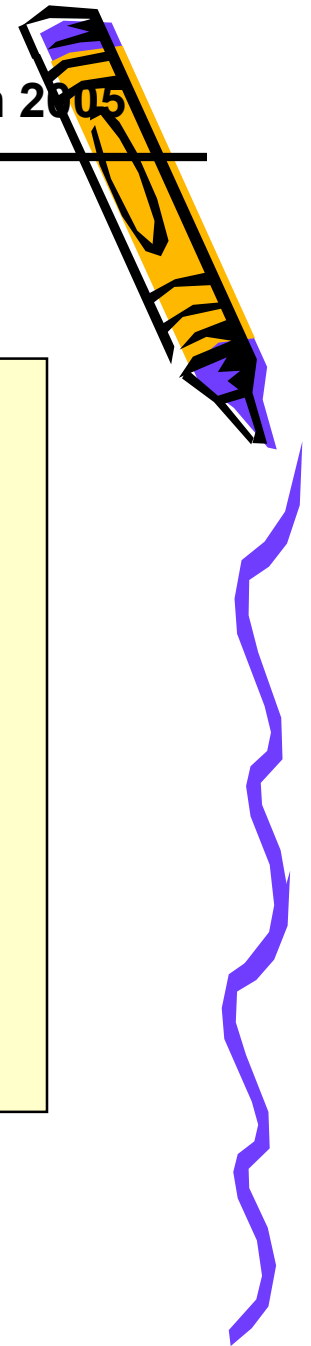
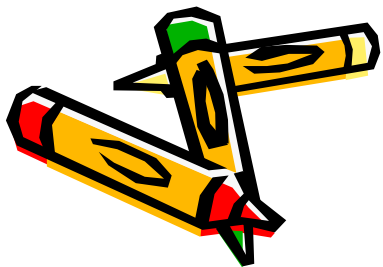
achieved through

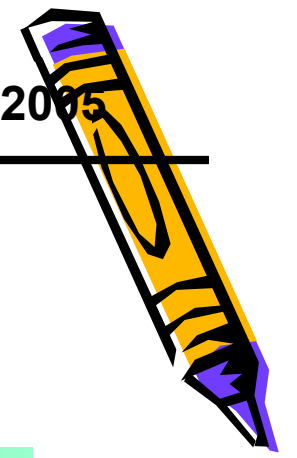
1. Meritocracy
2. Transparent Processes
3. Customer Focus
4. Motivation

Scalable Solutions

achieved through

1. Generic Models
2. Disciplined Processes
3. Training
4. Knowledge Management





Conceive

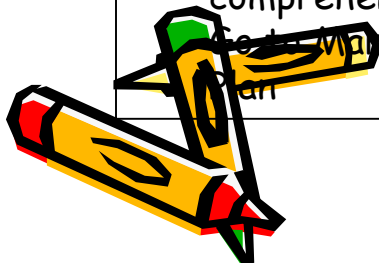
Design & Develop

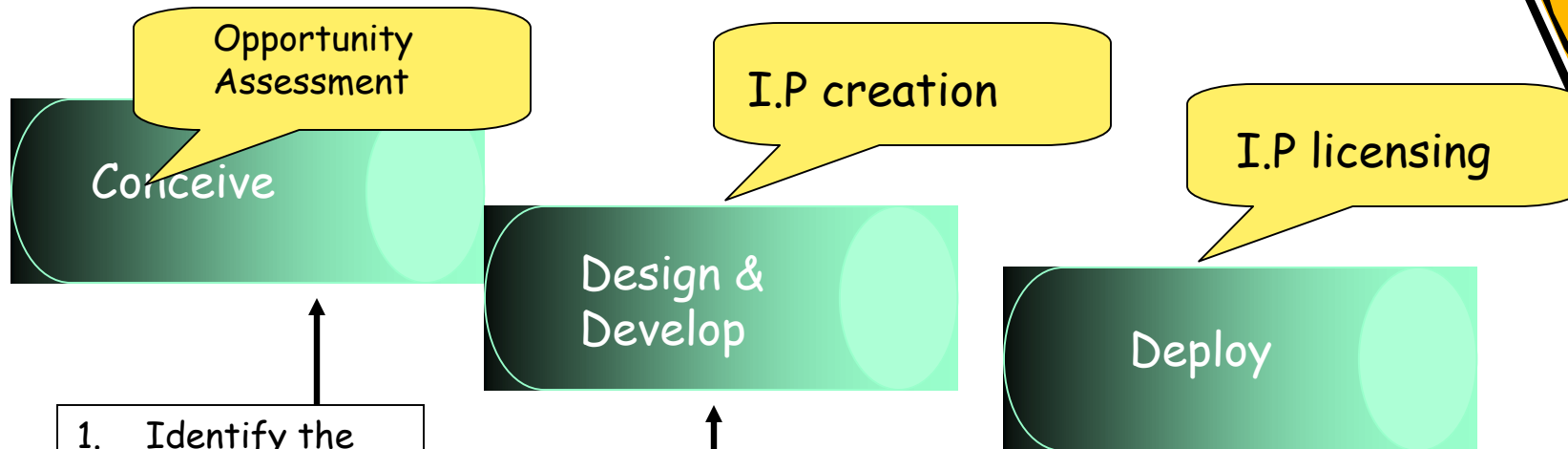
Deploy

1. Identify the significant DSS opportunities
2. Estimate market potential
3. Validate the opportunities
4. Prepare a comprehensive ~~to the Market~~ plan

1. Develop a Generic Model and Tailoring Templates
2. Select, apply appropriate DSS tools
3. Validate the Model
4. Develop software required

1. Propose and execute pilot
2. Customize the Model and prove its value
3. Obtain contracts and implement

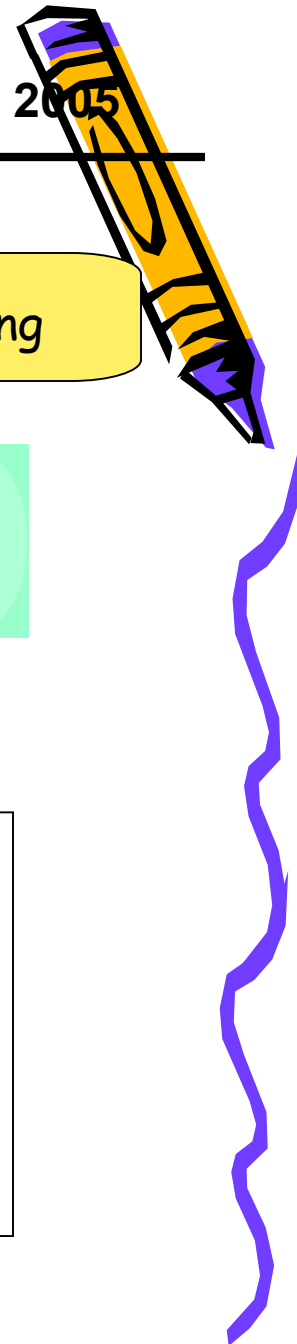


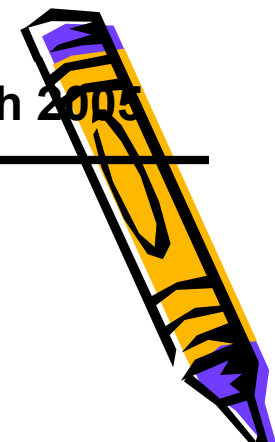


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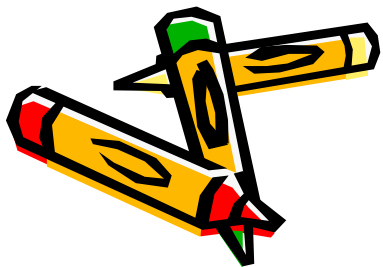


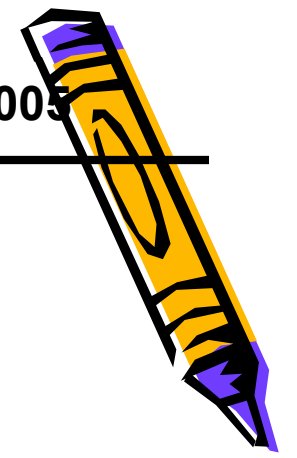


Leverage the Quality and Cost advantage of India in software development

Leverage the Modeling and tool development expertise of Faculty. Create IP jointly

Leverage University brand value and network to reach out to customers





India software center

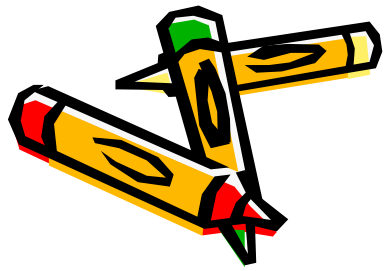
Leverage the Quality and Cost advantage of India in software development

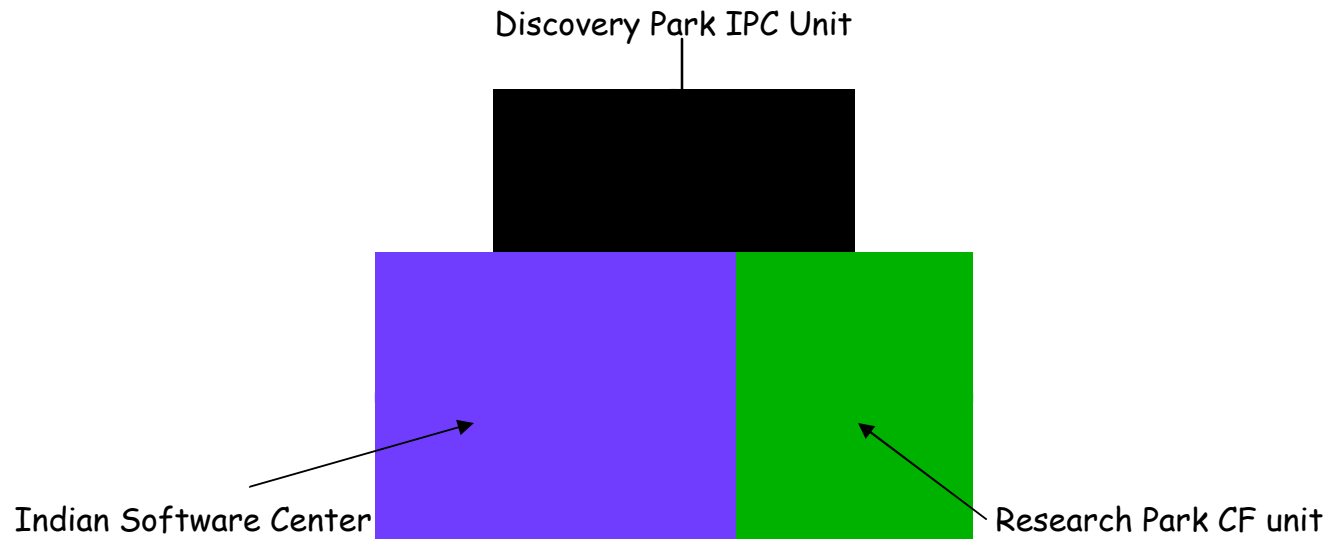
Example: Purdue Discovery Park

Leverage the Modeling and tool development expertise of Faculty. Create IP jointly

Example : Purdue Research Park

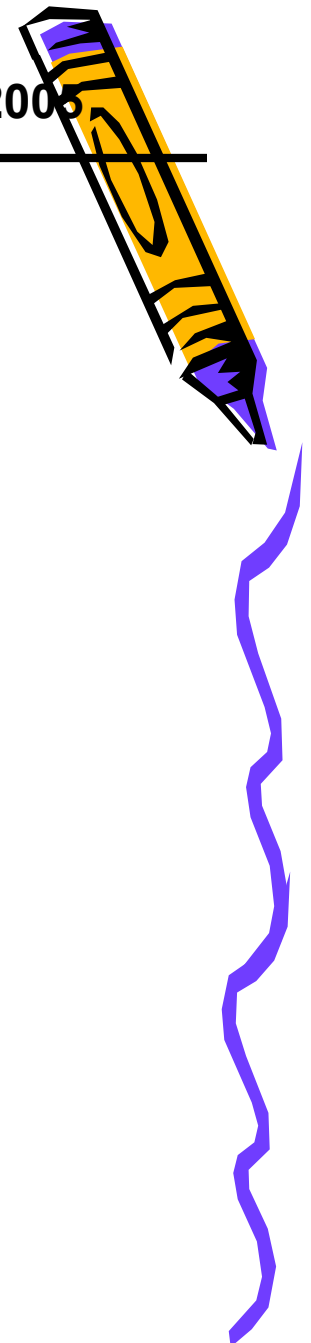
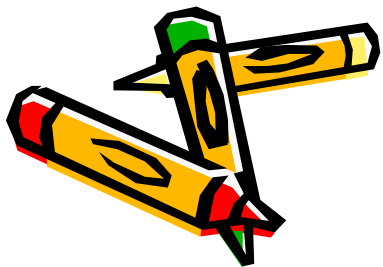
Leverage University brand value and network to reach out to customers





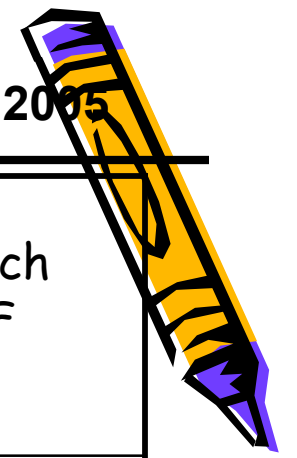
Resources in all three Units need to interact with defined responsibilities for each and with appropriate hand over processes.

IP Ownership needs to be clearly demarcated



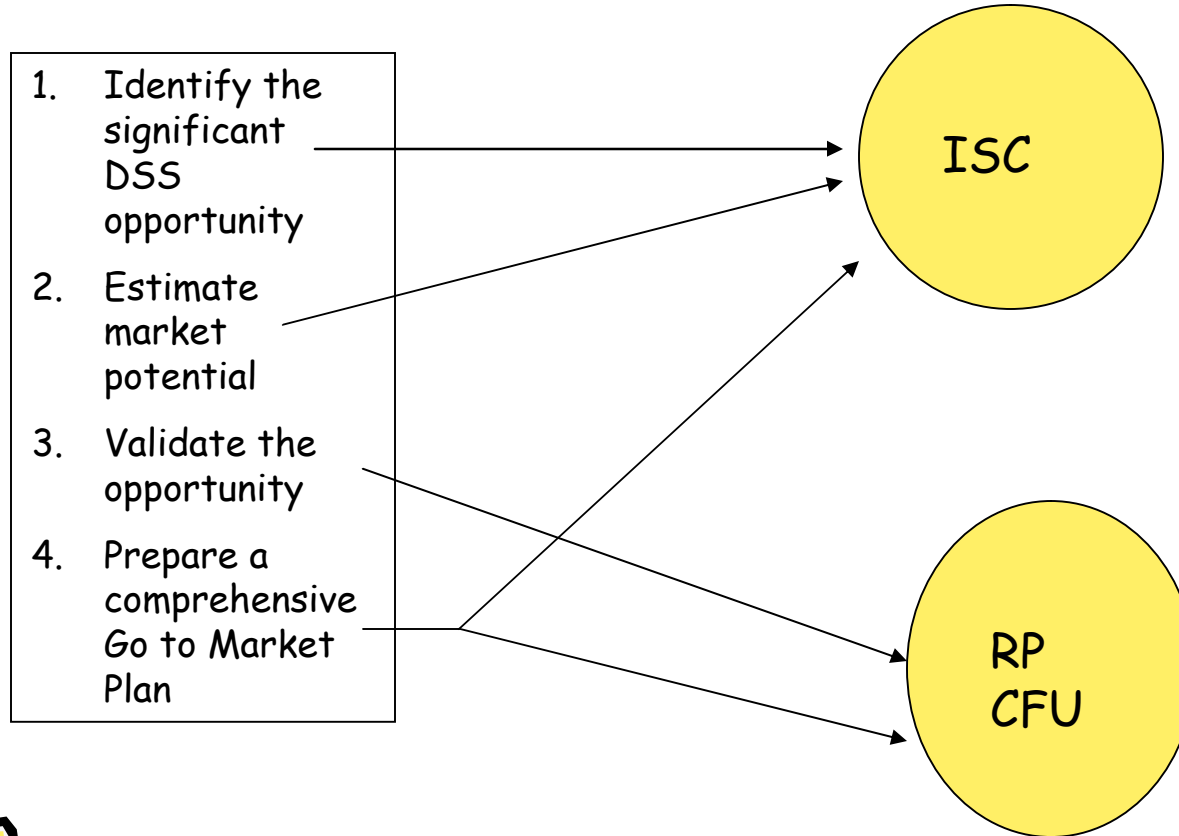
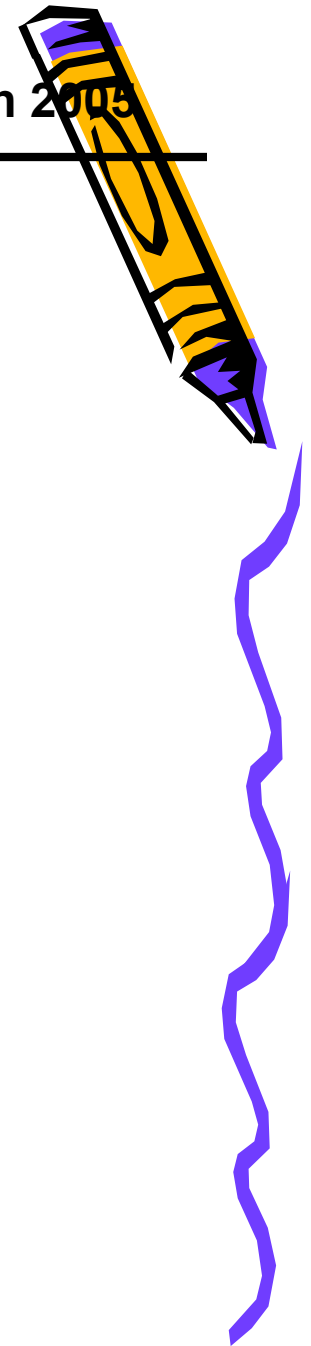
Theme Work Analytics : Business Model

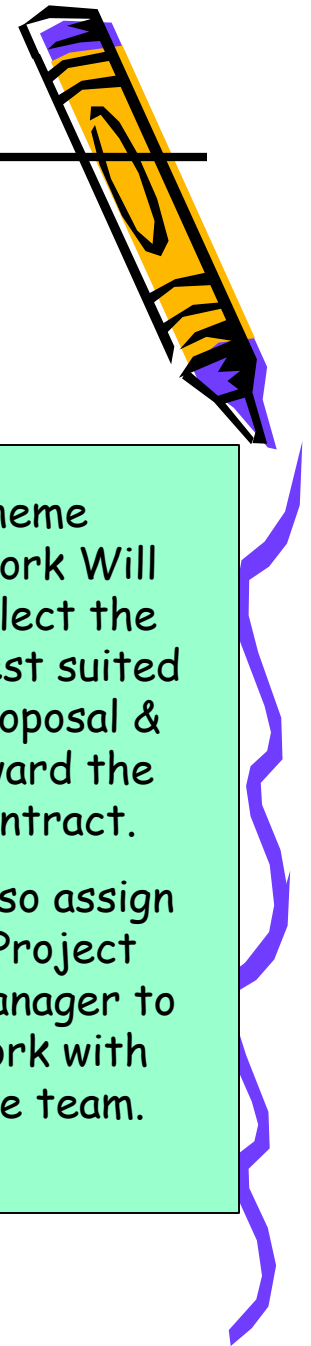
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| Unit | Indian Software center | Discovery Park IPC Unit | Research Park CF Unit |
|--------------------------|--|--|--|
| Resources Needed | Domain expert, Software Developer, Project Manager. Modeler, Tester | Domain Expert, Project Manager, Modeler and Tool developer (Faculty and Grad students) | Domain expert, Project Manager, Consultant, S/W Lead ,Trainer Alliance Manager |
| Key responsibility | Research Market opportunity, Develop Software | Architect the Solution by Building the model and the tools | Spot and validate opportunity, Seek Customers Implement Solution |
| Critical success Factors | Attraction and retention of key talent, Quality and Productivity focus in SW development | Faculty Motivation, Time criticality adherence , Solution Excellence and Scalability | Time Criticality, Customer Focus, Execution Excellence, |







In Discovery Park IP Creation Unit

Theme Work will structure a proposal request containing information on

Problem Statement; Scope and Terms of Reference

Deliverables

Time Frame

Budget

And float it to University Faculty.

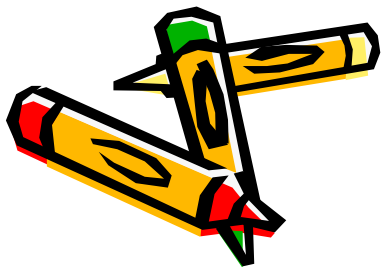
Faculty Teams can respond with proposals outlining

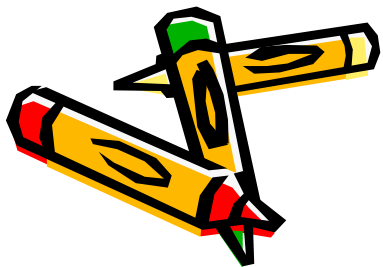
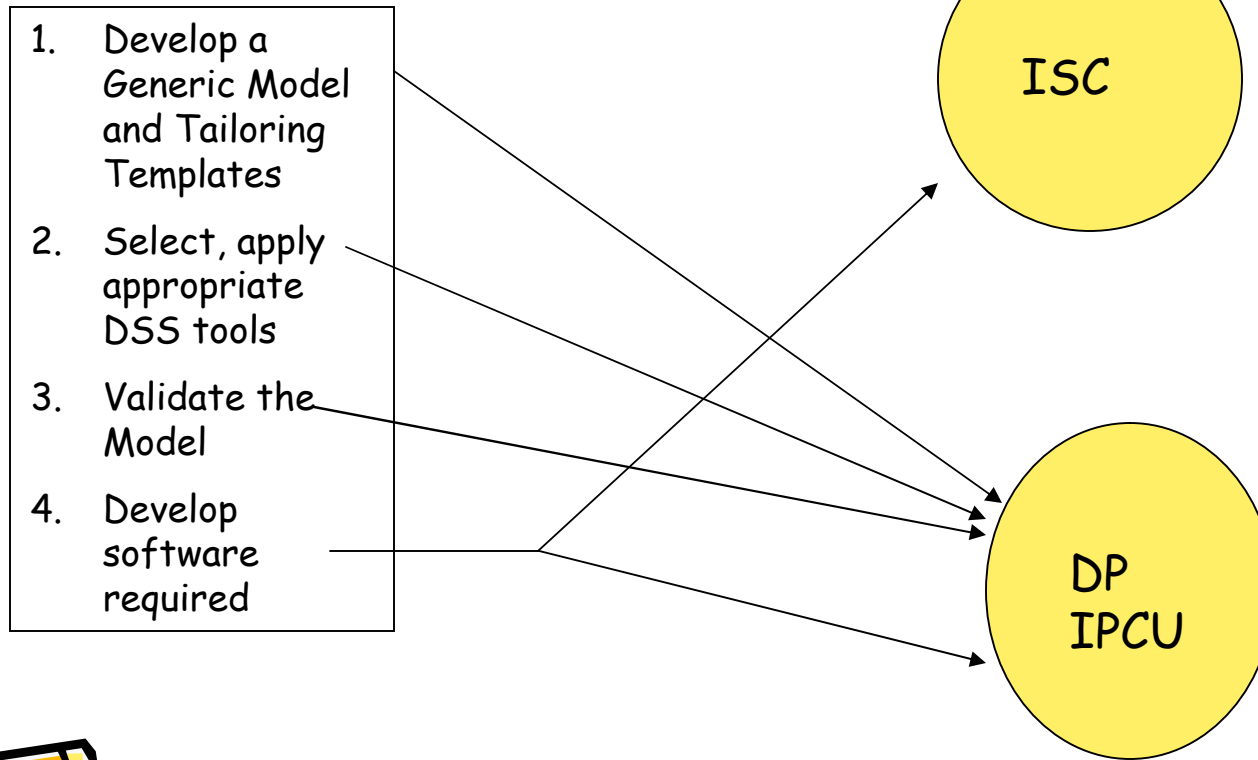
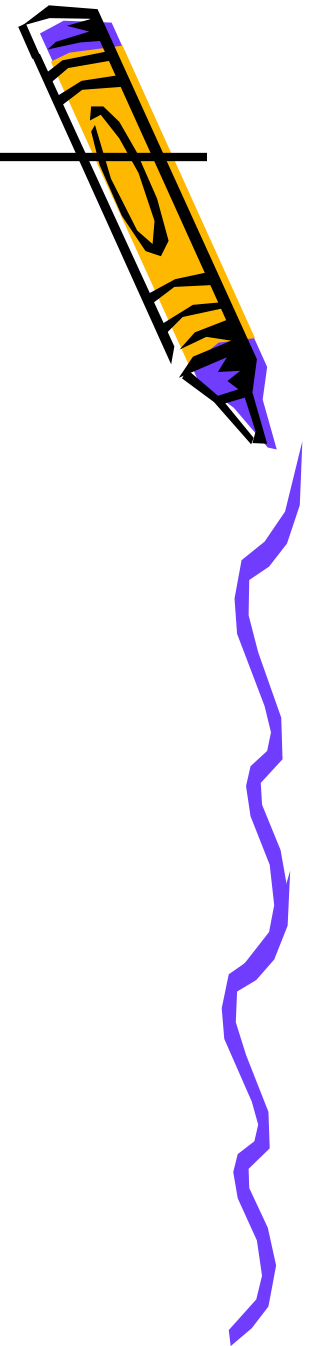
Proposed approach

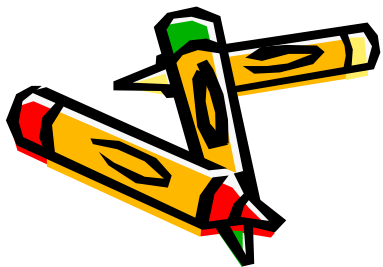
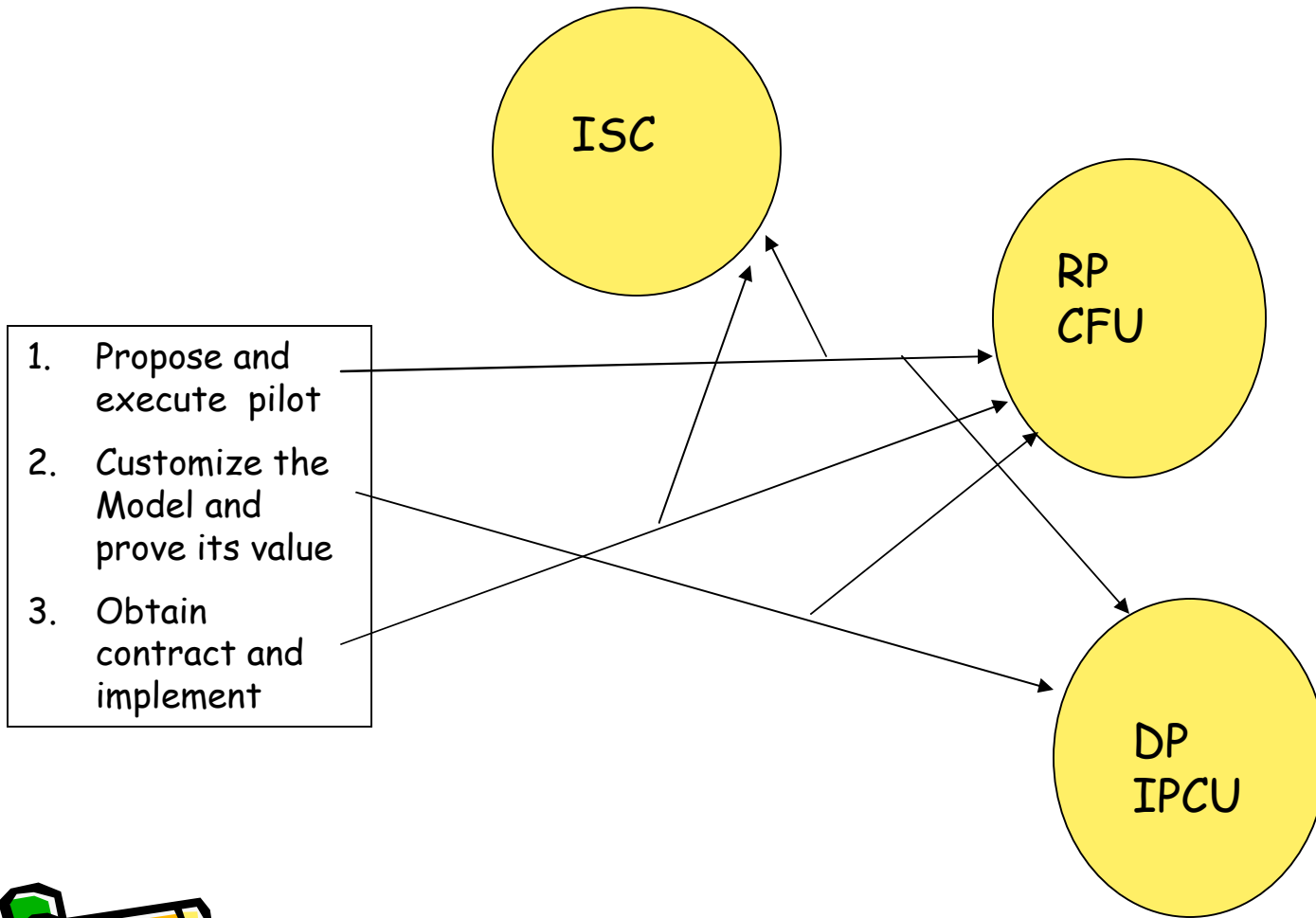
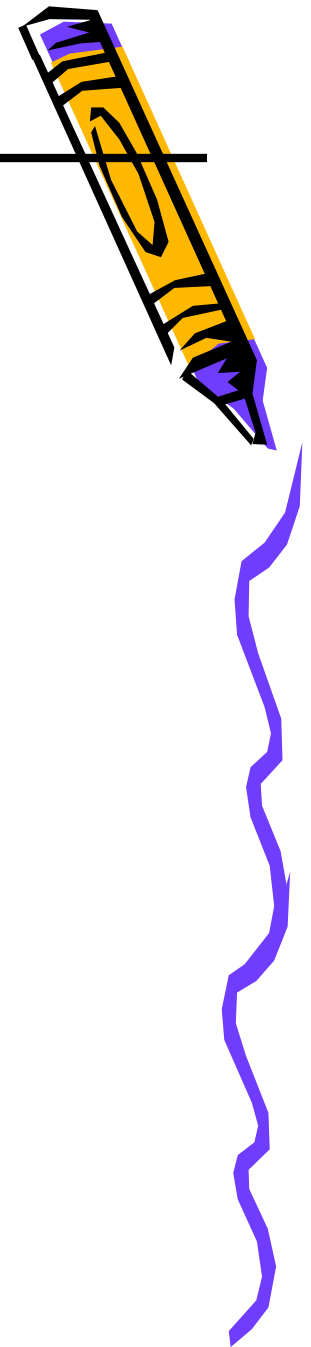
Expectations

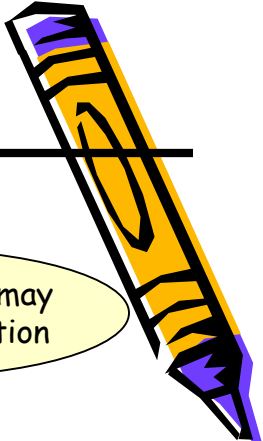
Theme Work Will select the best suited proposal & award the contract.

Also assign a Project manager to work with the team.

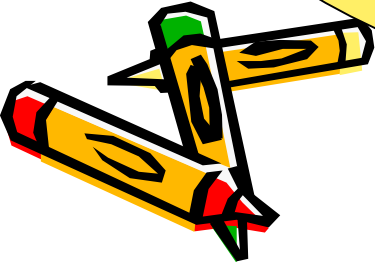
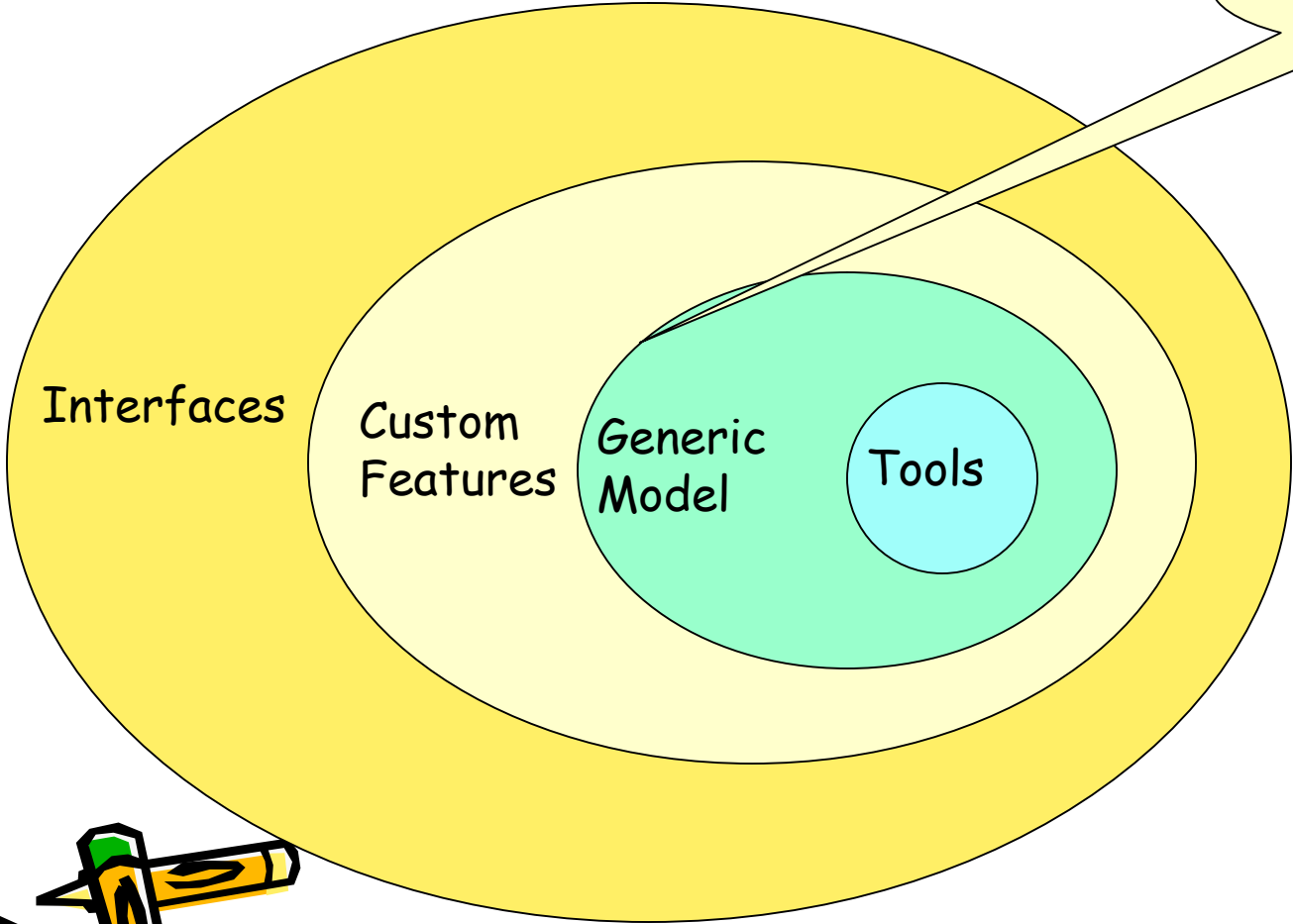


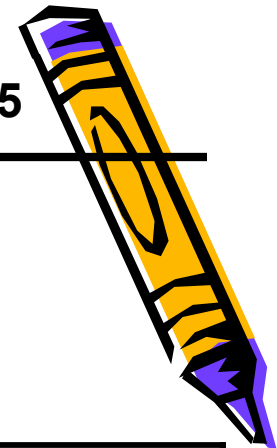






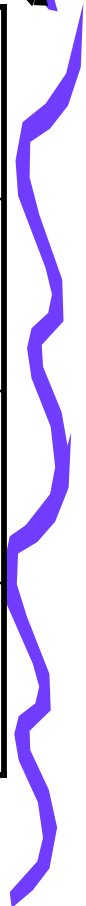
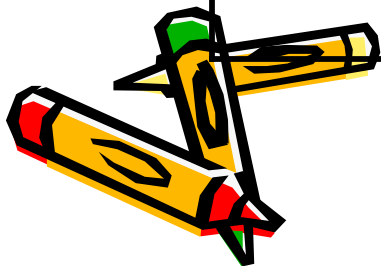
Even this layer may need customization

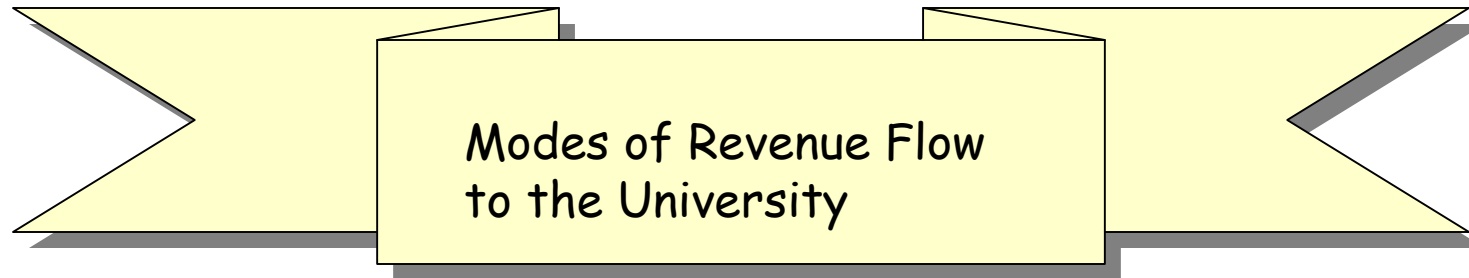




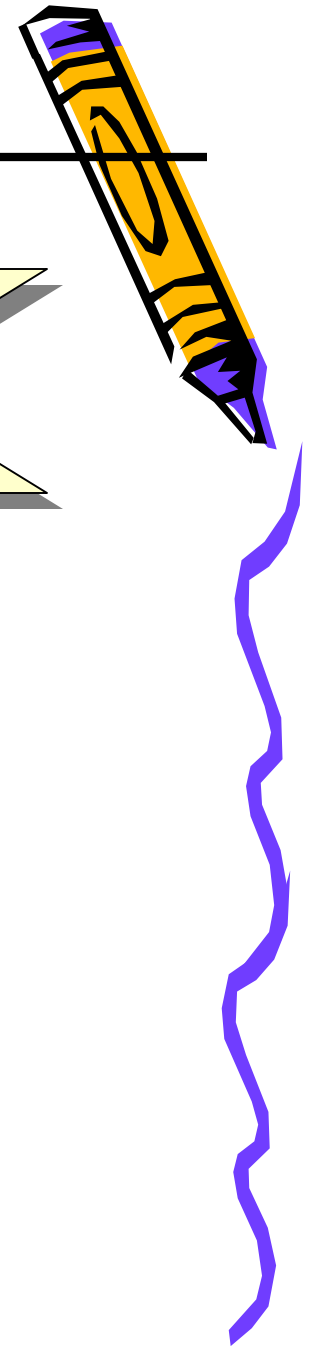
Faculty participation/motivation

| | |
|---|--|
| Challenge of task | Only interested faculty will participate; opportunity to create IP |
| Support for Funding research of graduate students | Model provides this opportunity |
| Interaction with industry | Consulting role in deployment phase |
| Peer recognition | Can publish papers subject to time delay |





1. Project funding
2. Consulting services
3. License fee
4. New projects, proposals won from the industry,
government



Create a Powerful Business Model worthy of emulation

Branding power and
proximity to market
strengths of RP
CFU

IP Creation
capability of
the University
and DP

Execution Excellence ;
Quality and Cost
advantages of ISC

Long term
Revenue Flow
for the
University

Competitive
advantage for
industry

High Tech job
creation for
the state