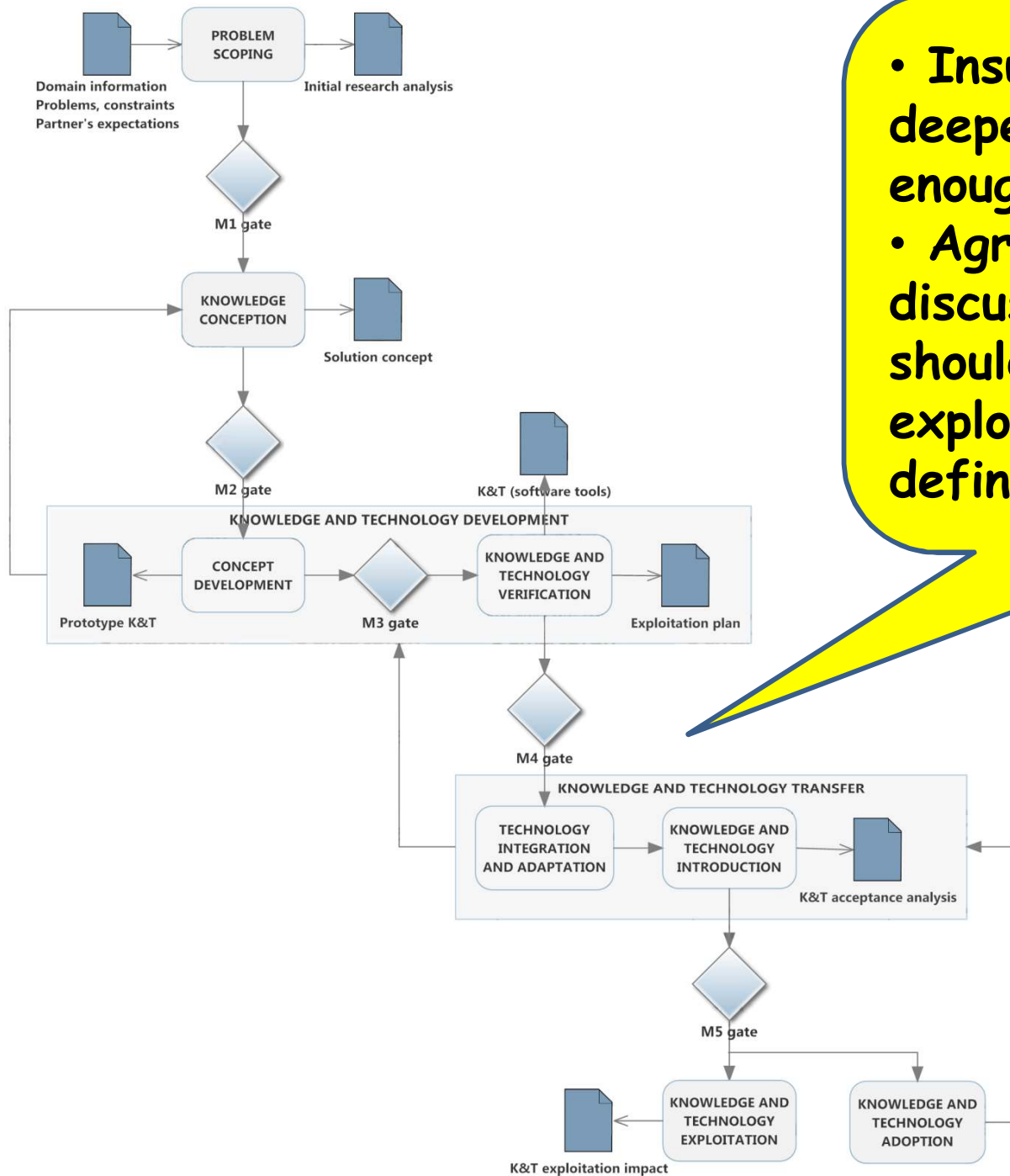


Initial Thoughts (iThoughts?)

- Data emerging from research: how can we exploit it? (How can it be shared with researchers and/or industry?) What policies should drive this?
 - Any difference between data for industry vs research?
 - Including case study experiences?
 - Impact of EU policies?
- Generalization of results for broader applicability
 - Including lessons learned (i.e., generalizing case study data)
 - But then , reverse the process for specific end users
- Tools must be integrated into greater tool chain environments
- IP/security issues related to sharing results?
- Different exploitation models for different end users
- Issues in overcoming corporate impedance towards productization of research
- Need to connect up all the artifacts generated during project and ability to follow implications of changes
- How can we quantify impact of research (as a means for overcoming impedance)? What methods should be used to develop metrics?
- Need to be clear on objectives /expectations of research impact; and vice versa; what researchers want/expect from the project
- What methods should be used to capture and exploit knowledge/experience (vs. product/tool)

Methods of introduction

- Need to show/demonstrate/prove value
 - Need to specialize to make the point
- Ensure common understanding
- Need to support industrial users
- Agility/frequency of communication; face contact
- Pilot project
- Introducing into production (who is responsible?); Motivated individuals are required



- Insufficient time to delve deeper into the issue (not enough prep time)
- Agreed that further discussions on this topic should be based on the exploitation process model defined by CERTUS