

Interviewee 1

Freelancer: Strategy Consulting in New Technologies and Intellectual Property

1. In your opinion, how could networked ontologies help your company?

Using Networked Ontologies will automatically guarantee cooperative inter-working at several different levels:

- Networked Ontologies will help my company get closer to the levels required by regulation. Regulations can be distributed over the network even in real-time if needed.
- At the same time it allows us to get closer to the customer by providing the mechanisms for distributed information storage, profiling, knowledge extraction and abstraction of tendencies and behavioural patterns, taking customer service to the next level.
- If today my company innovates from within, and networking helps to foster collaboration and innovation, then technologies like NeOn hold the possibility for orders of magnitude to increase the ability to innovate.
- This applies not only for my individual company but also for other companies in the same industry.
- And it also will probably have impacts in related industrial activity.

Ontologies will provide more meaning to my clients: Web based ontological searching makes it possible to give more meaningful results to clients.

Networked Ontologies will facilitate the agile deployment of resources: This could be achieved by the dynamic allocation of (scarce) resources at a local point where it may be needed in relation to the company's physical and human asset base. This applies for a company as well as for the industry that serves the purpose of the regulator to society and the consuming public in general.

The 21st century needs discontinuous innovation and software allows for the cross-correlation of technologies and ideas and allows for the possibilities of collaboration of teams of workers. This is facilitated in the local as well as global scale. Networked Ontologies will help introduce a level of commonality for the understanding of groups in related activities globally, and act as a mapping between different groups. It will help by being an interface between the diversity of aspects like culture, technologies, industries, languages, etc. It will build a level of intelligence into the network, and this is a great step in terms of progress.

From a corporate governance point-of-view: NeOn will facilitate decentralization of a company. It could facilitate the devolution of control to the 'lower ranks', that are usually closer to the customer.

2. How could an integrated toolkit of networked ontologies, such as the NeOn toolkit, influence the adoption of the NeOn methodology in industry?

If there are no tools that could be accepted by the market, the concept will find it difficult to take off.

A toolkit will facilitate the adoption of the possibilities of Networked Ontologies. The real benefits and efficiencies envisioned by networked ontologies are intangible abstract concepts and business processes that are affected by networked ontologies move up a higher level from the direct contact of a companies workers. It may make it difficult to capitalise on these benefits if there are no tools to facilitate the conceptualisation and use of the elements of NeOn.

Tools will help Services that are facilitated by Ontologies to be more easily understood and created. Thus Services and methodologies more likely will become trusted and used in industry.

A toolkit will help provide a standardisation of tools and methods.

3. How do you think NeOn could carry out a pervasive market entry? What is needed in order to achieve this goal?

To achieve an effective market entry, the following items may be taken into account:

- buy in from the top;
- buy in from bigger stakeholders;
- target those industries that are more likely to be amenable to this technology;
- the service should not fail to meet expectations in any way;
- tools should as far as possible be easy to use.

Interviewee 2

ATOS Origin sae: Project Manager, Innovation Unit

1. *In your opinion, how could networked ontologies help your company?*

I think that networked ontologies could help our company to apply innovations over our procedures of work. These kinds of innovations are referred to new and optimized internal approaches as well as new ways of working with third parties, customers and suppliers. As an example, there is a clear interest within the company to improve the interchange of knowledge among areas of work and business units. This knowledge interchange is made usually through internal seminars, training programmes, newsletters and flyers. The challenge is to change this knowledge flow with another different system close to Web 2.0 and based in Social Networks techniques.

2. *How could an integrated toolkit of networked ontologies, such as the NeOn toolkit, influence the adoption of the NeOn methodology in industry?*

NeOn results could be very valuable for companies with a clear need on a technical infrastructure to host and support their business processes. In this sense, the use of an explicit toolkit speeds up the adoption process enabling a faster time-to-market, nevertheless, it requires an additional awareness effort among companies and practitioners, in order to transmit the real scope and power of the NeOn methodology. I see the NeOn results as a new model of work, where the company will be able to do more things in less time.

3. *How do you think NeOn could carry out a pervasive market entry? What is needed in order to achieve this goal?*

As I expressed before, the NeOn model or product should require a change in institutions, public and private, in order to attract the interest of the market. Usually, this kind of effort should carry out a range of promotional actions such as demonstrations in companies, a range of accompanying services such as 24 x 7 x 365, a policy over prices according to the usage of NeOn toolkit, training on line, periodical update, contingency plans to ensure the rapid solution in case of disaster and to recovery data or/and linked SW resources.

Interviewee 3

ATOS Origin sae: Software Expert, Service-oriented Middleware and Infrastructures Unit

1. In your opinion, how could networked ontologies help your company?

Ontologies in general will change the philosophy when developing new IT systems due to the change from language-dependant design to the concept-oriented and non-language-dependant design. Networked ontologies in particular make the previous vision go beyond and enable different organizations to share and combine knowledge enriching the ontology domain making it more detailed and complete.

2. How could an integrated toolkit of networked ontologies, such as the NeOn toolkit, influence the adoption of the NeOn methodology in industry?

We are now living the early ages of ontology technologies. Somehow, up to now, both their definition and use have been a handmade process restricted to experts of this technology. The NeOn toolkit is one of the first attempts to bring the use of the ontologies closer to all types of audiences, including industries through the methodology represented by the toolkit.

3. How do you think NeOn could carry out a pervasive market entry? What is needed in order to achieve this goal?

Firstly, to make the use of ontologies more understandable to sectors hardly in contact with advanced IT. Then, to work hard on changing the perspective of the potential users having their jobs focused on concepts instead of applying the current text-based and syntactic-oriented approach. Finally, to create synergies among all participants that could give place to an universal and standard representation of concepts and domains in order to avoid the same knowledge to be represented in different ways. In order to achieve these, it would be convenient to organize industrial workshops and seminars, fellowship programs and trainings for the target users.

Interviewee 4

Giunti Labs: Senior Project Manager

1. In your opinion, how could networked ontologies help your company?

In the eLearning context, the possibility to have at your disposal networked ontologies could be beneficial to address and solve issues related to linguistic, pedagogic and domain specific disambiguation problems. In more detail, they could provide an easy way out to cross mapping of content to be used in curricula material preparation, as well as in acquired knowledge assessment. They could also help find content/assessment equivalents and so on, thus enabling an easier cross recognition of acquired learning credits or even academic/professional titles.

2. How could an integrated toolkit of networked ontologies, such as the NeOn toolkit, influence the adoption of the NeOn methodology in industry?

In the eLearning context, the winning factor would be the possibility to have at hand a multi-language, 1st Order-Logic-concept-based set of correlated, centrally manageable and interoperable ontologies (and related derived taxonomies). Thus the approach and solution proposed by NeOn Toolkit could be considered relevant and have a significant impact on the e-educational market.

3. How do you think NeOn could carry out a pervasive market entry? What is needed in order to achieve this goal?

In the eLearning context, probably the best solution may be to have some case-studies to present. Each should be well described and documented, possibly also with direct feedback from users and adopters. Access to case-study related documentation would be a strong plus. In our opinion to achieve such a goal, a strong involvement of a large base of users/practitioners that would both contribute to the design/development/validation process and spread the news and provide useful comments and feedback.

Interviewee 5

ATOS Origin sae: Senior Consultant, Software & Services

1. *In your opinion, how could networked ontologies help your company?*

As far as I'm concerned, the networked ontologies can help in a two-fold way:

On one hand, the ontologies can model the knowledge which is handled in my company. This knowledge can be oriented to both knowledge about the management of business and knowledge about the technical field. So, in my case as semantic developer (software engineer, in general), I would consider it much more suitable to model the knowledge about the technical field arisen and handled in every department of my company. Hence, each department could find the necessary knowledge with more precision accordingly to solve a specific technical problem arisen in the technical department.

On the other hand, I also consider that with ontologies managed in a local way we could lose the idea of shared knowledge. If we manage distributed ontologies, we are providing ontologies in a more shared way. And in this sense, I understand networked ontologies as distributed ontologies. So, networked ontologies would benefit the sharing of knowledge in a very large company like an international distributed company whose departments are also distributed.

2. *How could an integrated toolkit of networked ontologies, such as the NeOn toolkit, influence the adoption of the NeOn methodology in industry?*

In my opinion, an integrated toolkit is absolutely necessary for supporting the management of networked ontologies. This management could include functionalities such as access and search engine for networked ontologies, P2P technology for allocating networked ontologies, and so on. Hence, a set of tools or toolkit for supporting these functionalities is the first step, an entrance ticket when approaching the industry.

3. *How do you think NeOn could carry out a pervasive market entry? What is needed in order to achieve this goal?*

It is necessary to have a solid methodology which rules and guides the creation, evolution, accessing and management in general of networked ontologies, and to have the necessary set of tools or toolkit which provides support of this methodology.