

Telecom 2004 – “Co-Developing Innovation ” session

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The Telecom industry is facing an increased challenge of delivering higher performance, lower cost and relatively small volume, while keeping pace of constantly changing market conditions.

To cope with the challenge and quickly adapt and provide new innovative solutions that yield higher price-performance value, and within tight budget and schedule, the industry needs to change its mode of operation and learn to work with partners to complement each other abilities and collectively yield higher value to the end user.

An effective collaboration that is formed based on clear objectives, market input and joint trust, can help all parties gain, expand the overall capabilities, increase the utilization of manpower and resources and increase the probability of success of the program. Collaborative efforts can be formed directly between the interested parties, through the use of bi-national grants such as BIRD foundation or through the formation of an industry - academia consortium supported by government and institution funding. Such efforts help leverage the investment needed in R&D, marketing and sales channels, thus reducing the overall risk, shortening the development cycle and increasing the overall potential success.

During this session we will learn of several cases where collaborative efforts have helped companies and organizations gain better overall results and helped make it a win – win rewarding success to the parties.

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