

# INNOVATE IN ICT WITH SWINBURNE AND NICTA

## From Discovery to Innovation

As the world is evolving, Universities and the Victorian Research Laboratory (VRL) of NICTA are actively seeking to build relationships that help companies to innovate. In the real world, innovation is how companies increase their market share and hold existing customers. If you see innovation as the creative application of existing techniques, technologies and tools to solve real world problems then you are viewing it as we do. Probably not too far from how you operate. In a way never seen before, Swinburne and NICTA are combining to offer our capabilities to foster innovation. Do you want to innovate? Would you like or do you need access to the combined expertise of Swinburne and NICTA?

Through your industry association we are currently offering research expertise for short term (three month) collaborations.

## How will this happen?

Industry associations are working with Swinburne and NICTA in a trial supported by the Victorian Government Department of Business & Innovation. We will undertake trial projects with a team comprising a proven researcher and one or more students. Both the team and the trial projects will be assessed for suitability by a high level board that will include industry association representation.

The trials will take place during Summer 2011/12 and are seen by Swinburne and NICTA as a vital part of road testing our new "ICT Accelerator" business model, which is designed to provide affordable access to world class ICT researchers and students to companies of all sizes. As such, they will be offered at minimal cost plus a contribution of your time to be part of the team supervising the project.

## What can we do?

Many kinds of project could qualify as trial candidates, for instance:

- Review and audit of work in progress (risk management)
- Problem identification and elaboration (concept definition)
- Prototyping (concept development)
- Solution architectures

We offer expertise from a range of ICT disciplines, for example:

- Networking
- Modelling
- Languages
- Software Engineering
- Testing
- AI and intelligent agents
- Mathematics
- HCI
- Data mining
- Cloud computing

You can access experts in these areas and who are practised in merging multiple disciplines to solve problems.

## Benefits to you

- Solve a real problem for your Business
- Your Business will either own, or have exclusive license to, the intellectual property resulting from these trial projects
- Potential tax benefits reduce real cost
- No need to hire expertise – use what you need
- Access to high quality graduate students as potential future employees
- Small investment for a quality result
- Low risk sourcing of skilled resources

## Contact us:

- Chris Fay – Swinburne University, Manager - ICT Accelerator Program Trials - [cfay@swin.edu.au](mailto:cfay@swin.edu.au)
- Stuart Cole – Victoria Research Laboratory, NICTA - [stuart.cole@nicta.com.au](mailto:stuart.cole@nicta.com.au)

Interested? If you think your organisation could benefit from this program, then you are invited to a function to launch the program and discuss potential projects for it.

**A cocktail function will be held at the RACV Club, 501 Bourke St, Melbourne from 6.00pm to 8.00pm on Thursday October 20th, 2011. If you would like to attend, please notify Chris Fay at [cfay@swin.edu.au](mailto:cfay@swin.edu.au) prior to Friday 14th October 2011.**