

# THE DEVELOPMENT AND IMPLEMENTATION OF A COLLABORATIVE ARCHITECTURE FOR SMES

## Presentation topic

The focus of the presentation will be his research conducted during Engineering Doctorate "The Development and Implementation of a Collaborative Architecture for SMEs".

The research set the ground to the development and establishment of a regional e-marketplace for the West Midlands region to enable small businesses embrace and successfully exploit e-business. Dr. Swift was the Project Manager and ICT architect of West Midlands Collaborative Commerce Marketplace (WMCCM [www.wmccm.co.uk](http://www.wmccm.co.uk))

## Biography

Dr. Mark Swift, EngD, MSc, BEng (Hons) is Head of the SME programmes at the International Digital Laboratory, WMG, University of Warwick.

Mark is head of the knowledge transfer programmes at the digital lab, a new £50 Million initiative to facilitate major collaborative research opportunities, create effective knowledge transfer between academia and industry and generate new knowledge and skills with an impact on business, society and the economy.

During over ten years at Warwick he has worked with both large and small organisations. In particular he developed a group-wide IT development methodology within BMW AG. This followed working closely with over fifty small engineering businesses to determine the requirement and status of collaborative methods and tools within the automotive supply chain. The outcome of this research was the deployment of Virtual Teaming practices, including video conferencing technology, and a methodology specifically configured for small business.

## Research interests

e-marketplaces, e-business, Web 2.0, SMEs, collaboration technology, collaboration methodologies, collaboration architectures, virtual teaming.

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