AI REDGIO 5.0 AI-at-the-Edge Marketplace - M12

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Abbreviations and Acronyms:	
DIH	Digital innovation Hub
EDIH	European Digital innovation Hub
CP	Collaboration Portal
CMS	Catalogue Management System
DYMER	DYnamic Information ModElling & Rendering
METHODIH	methodology conceived to support DIHs
D-BEST	Data, Business, Ecosystem, Skills, Technology
CJ	Customer Journeys
BP	Blocking Points

1. Executive summary

This document aims to lay the foundations for the AI REDGIO 5.0 AI-at-the-Edge Marketplace that will allow the delivery of an ecosystem of AI EU-borne digital assets (people, organizations, technologies, experiments and knowledge) and that will support collaboration among DIHs and EDIHs operating in the manufacturing sector and being part of the DIH4INDUSTRY Initiative.
In particular, leveraging on DIH4INDUSTRY platform and its current DIHs Network of almost 120 DIHs, the main goal is to create a specific section dedicated to the Artificial Intelligence DIHs (whose first release is already available at dih4industry.eu/artificial-intelligence) giving to AIREDGIO 5.0 the faculty to lead the community and keep it active for the upcoming two years.
The success of the environment will be delivered by:

- Supporting new business models helping to highlight the role of a EDIH acting as "honest brokers" and connecting innovators with technology providers and researchers.
- Enabling collaborative business processes and structuring a federation of services catalogues via a highly secure and user-centric matchmaking environment.
- Planning a strategy to optimize and improve the platform adoption process to address the key challenges of the AI REDGIO EDIHs community.

2. Background

2.1. DIH4INDUSTRY

The DIH4INDUSTRY brand has been officially launched at EBDVF2020 in November 2020 as part of the exploitation plan of the MIDIH project[1]. The last three years, under the umbrella of the AI REGIO project[2], the DIH4INDUSTRY[3] platform was supported and promoted, and currently is being managed as the main vehicle and service marketplace of the AI REDGIO 5.0 project.

DIH4INDUSTRY aims to be a matchmaking platform for European DIHs that allows solutions and services to be shared in the context of manufacturing to support European SMEs in their digital transformation.

The main goal of DIH4INDUSTRY is to create an extensive and connected network of industrial DIHs[4]enabling interaction through the platform, sharing solutions and services that respond to local needs for industrial digitalization.

The current result of the work behind the DIH4INDUSTRY is a platform allowing the delivery of a new ecosystem of EU-borne Digital assets (DIHs/EDIHs, services, knowledge, and people), in order to overcome fragmentation and develop new corridors as an instrument to enable and support E-DIHs cooperation and collaboration and that has the METHODIH (methodology that will be deepen in the following section) as part of its baseline.

As the METHODIH has the potential to assist DIHs in clearly defining their offers, to give a reference language which accounts not only for efficiency improvement but also for better communication among DIHs, the creation of specific environments (powered by DIHIWARE 2.1.1) where that language can be used is an important contribution for the DIHs networks building.

Actually, the DIH4INDUSTRY has enabled, for the network of DIHs and EDIHs operating in the manufacturing sector and for the Initiatives who have agreed to be part of it, not only a showcase of the

[1] Project details available at midih.eu
[2] Project details available at airegio-project.eu
[3] Available at dih4industry.eu
[4] More details about the DIH4INDUSTRY Community available at dih4industry.eu/welcome/community

organizations details, and their services offer[5] but first and foremost the possibility to foster interaction amongst hubs, information exchange, peer learning and enhancement of the role of complementarity and similarity in the process of partner selection.

The focal point of the platform is the Services Map , which, in line with the categorization specified by the METHODIH standard, allow our DIHs to showcase their services and find , among the Network Services offer, other related and complementary services that can be potentially delivered to local constituencies. The matching tool of the platform will be enhanced during the following months of the project with the aim of finding an optimal method of detection and promotion of the collaboration opportunities between the EDIHs and DIHs of the ecosystem.

As well as different initiatives and projects and Initiatives prior to it (DIH4AI, I4MS, EDHI4Manu, etc), AI REDGIO 5.0 is leveraging on DIH4INDUSTRY platform and its big DIHs Network and currently, is one of the main initiatives under the Artificial Intelligence DIHs section[6] with the faculty to lead the community and keep it active for the upcoming two years.

2.1.1. Powered by DIHIWARE

DIH4INDUSTRY is built upon the DIHIWARE Platform which is an integrated system leveraging on knowledge-driven services that, next to a Catalogues Management System, and harmonized with the collaborative side of the Platform are able to create an environment where providers and consumers of digital technologies related to AI development and adoption cannot just matching assets and needs, but they can collaborate to boost innovation.

The DIHIWARE customization capabilities, next to a concrete adoption plan of the Platform, enables the delivery of specific tailored environments, based on selected DIHIWARE modules and in line with the stakeholders needs and requirements.

The DIHIWARE Platform is a solution developed by ENG within the MIDIH H2020 EU project (http://midih.eu/) and currently in use in many ecosystems in Europe.

The Platform is based on different Open-Source components, using a flexible and modular integration and deployment approach to guarantee the possibility to have custom-tailored solutions suitable for the variegated environments. Each component provides a specific function and complements the functionality of the other. The Platform is also adopting state of the art identity management and authorization components to ease interoperability with other platforms using well known standards.

[5] More details about the Services map available at dih4industry.eu/welcome/marketplace

[6] More details on Artificial intelligence DIHs section of the DIH4INDUSTRY available at dih4industry.eu/welcome/artificial-intelligence

The high-level decomposition is shown in **Error! Reference source not found.**

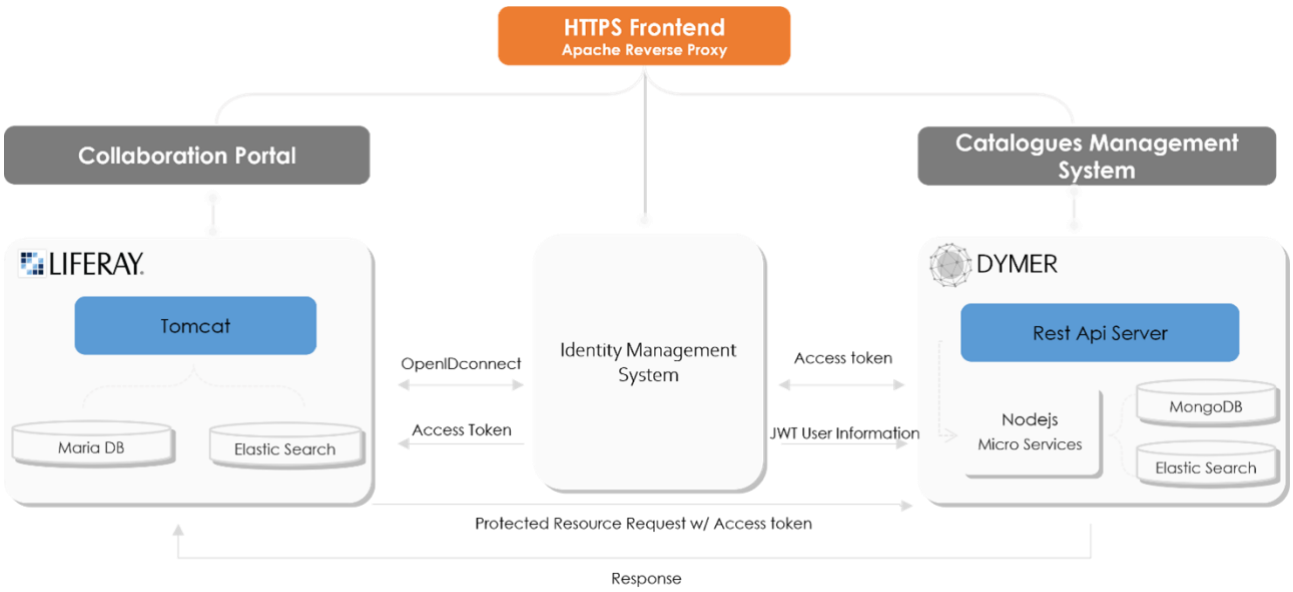

Figure 1 DIHIWARE Architecture

The two main systems of this integrated system are the Collaboration Portal (CP) and the Catalogues Management System (CMS).

The **Collaboration Portal**, grounded on Liferay[7], is the main subsystem, offering tools for knowledge management, social activity next to collaboration and innovation capabilities. It links users, processes, resources and acts as a powerful knowledge hub. Most of common community members will access only to this module.

The main purpose of the portal is to use its features to connect companies, people, information and resources (also coming from the other bridged subsystems) in a collaborative space where it is possible to turn conversations and ideas into projects.

The suite of integrated and interconnected solutions of the platform aims to support efficiency, visibility and collaboration processes. The Collaboration portal, in fact, enables and supports the development, integration and delivery of knowledge sharing and collaboration services based on social networking, collective intelligence, collaboration, sharing, transparency and self-empowerment.

The final aim of any collaborative platform is to support knowledge sharing and collaboration in a multi-actor scenario.

The **Catalogues Management System** (CMS) is the subsystem of the DIHIWARE that handles the resources organization and cataloguing, being configured according to the platform instance requirements.

The system relies on DYMER – that stands for DYnamic Information ModElling & Rendering – which is a WCM (Web Content Management) made by Engineering.

The Resources Catalogue Management System acts as a new way of managing information, where the use of taxonomies and the power of metadata enable the organization of product and services besides their dynamic modelling and visualization.

The system offers a single access point for users leveraging on already existing information in different organizations by creating a federation of catalogues for a scalable system (data blending).

The Catalogue Management System is the main pillar of the one-stop-shop business model enabled by the platform that focuses on the value of the honest brokering. Therefore, the platform allows the construction and the management of a showcase of structured data coming from various sources.

[7] http://www.liferay.com/

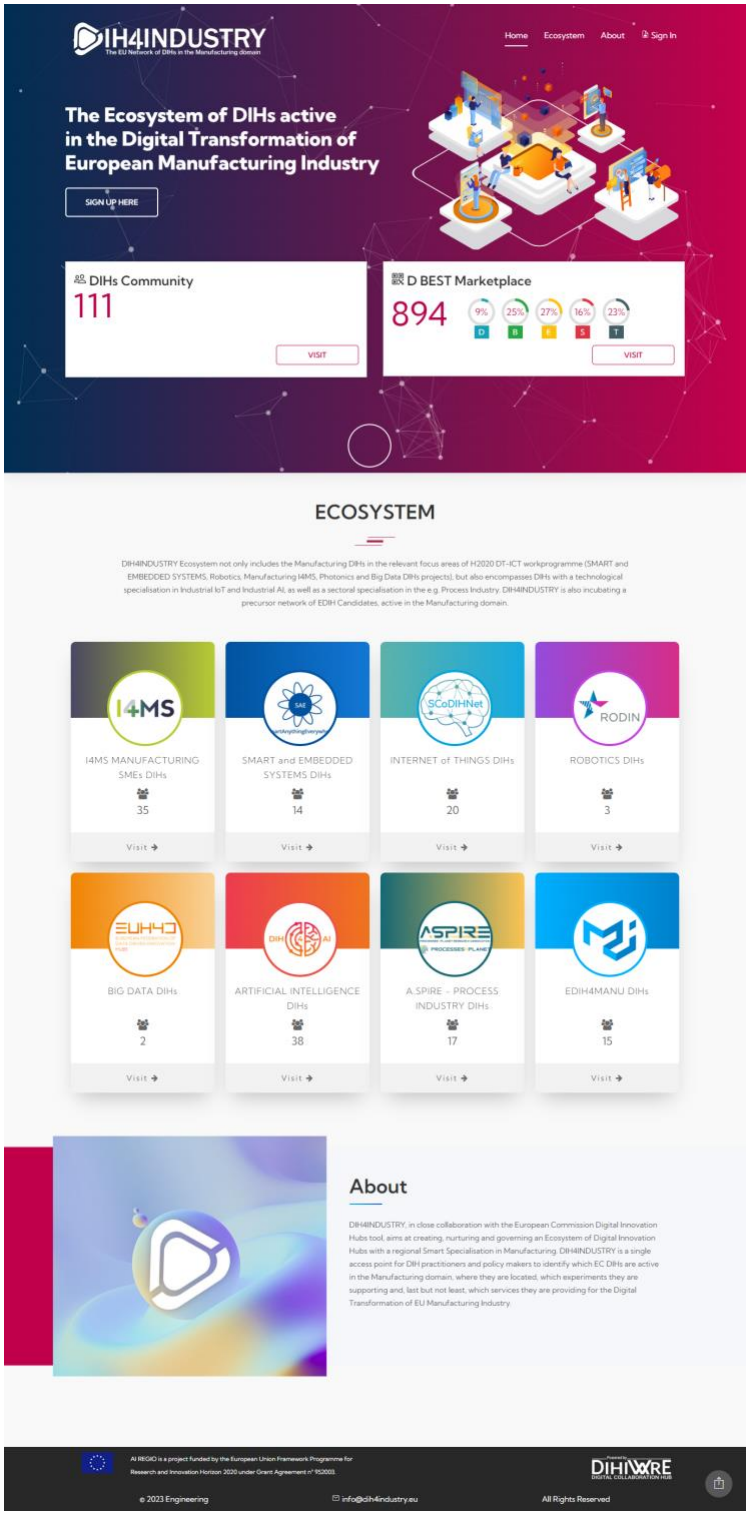

Figure 2 DIH4INDUSTRY Landing Page

2.2. The METHODIH in the vision baseline

METHODIH is a methodology conceived to support DIHs by providing them with a common framework and a set of guidelines to describe and manage their activities related with the four main aims of the EDIH (Support to find investments, Innovation Ecosystem and networking, Skills development, and Test before invest).

METHODIH is based in three main pillars:

- Service Portfolio (based on the D-BEST taxonomy)
- Customer Journeys and Service Pipelines
- Business model configuration

The Service Portfolio analysis is a structured approach proposed for DIHs to define their as-is and to-be service portfolios. Services are classified into 5 main top-level categories or service classes (D-BEST: Data, Business, Ecosystem, Skills, Technology). A 3-level taxonomy questionnaire is provided to the DIH for it to define and describe their as-is and to-be services. The first and wider level of the taxonomy is the service class. The second level is the service type, and the last and more detailed level is the service instance.

The objective is twofold: on one side, DIHs are equipped with a standard Service Portfolio that allows them to interact with other European organizations, “speaking the same language”; on the other, it represents a stimulus to define new services to get a complete range of services to be offered to the constituency.

The Customer Journeys (CJ) analysis is proposed to identify the customer base of the DIH, as well as to understand usual needs, expectations, and interaction workflows by the various ecosystem stakeholders. Customizable templates for six different customer types (Technology Provider, Technology User, Student, Policy Maker, Start-up, and Experimenter) are provided. Customer Journeys are defined as step-by-step Digital Transformation evolutionary pathways that typically model the customer interaction with a DIH. A key aspect of this analysis is the identification of Blocking Points (BP) i.e. of factors preventing customers from evolving their Digital Transformation from one level to the subsequent one.

The service pipelines are tools to better visualize the matching between the services provided by a DIH to the specific need of a particular customer. The application of the methodology at this step, consists of populating the Customer Journey matrix with as-is and to-be Services to overcome the Blocking Points identified. The result is a bi-dimensional matrix where the different steps of the Customer Journeys are implemented by services, supporting the evolutionary pathways from one level to the subsequent one represented by the arrows that connect the involved services of a specific path. Service pipelines change case by case since they answer to different needs of specific customers.

The third pillar addresses the business model configuration. A business model understood under this context can be defined as the foundational strategy and framework that a company employs to run its operations, generate revenue, and create value for its customers. It serves as the blueprint that outlines how a business intends to achieve its objectives and sustain itself in the market. It can also be considered as the plan that details how a company will compete, operate, and thrive in its industry. At its core, a business model seeks to answer several critical questions as those related with value proposition, customer segments, revenue streams, among other critical business aspects. The business model configured under the METHODIH methodology, aims at reflecting in the clearest way the DIH business reality, that is why, its dimensions are customized to better represent the characteristics and nuances of the DIH business context.

2.3. The Collaboration scenarios

The methodology for the implementation of Collaboration scenarios among (E)DIHs, developed within T3.3 and further explained in D3.2 Collaboration Corridors for AI-at the-Edge (E)DIH, aims to identify the most appropriate collaboration opportunities among (E)DIHs with the scope of enhancing their current service offering with adding new offered services to their portfolio and enabling them to better address the customer and market needs. In this respect, this methodology considers the preferences and realities of the hubs, together with the nature, identity and added-value provided by an AI (E)DIH. The methodology consists of 4 phases that encompass 6 steps, covering the entire collaborative process from exploration of the enlargement of the service portfolios until the consolidation of concrete collaborations in a sustainable manner.

- **Step 1: Service Portfolio analysis** – The main focus in building the (E)DIHs collaboration corridors during this initial step consists of an analysis of the current and future services. This analysis aims to understand which services are currently offered and which ones are intended to be developed in the future as new; map the share of (E)DIHs for each service class, the top current and new services; establish the profiles associated with the three Grand Collaboration scenarios; implement a smart matching framework to enable partnerships formation and provide an analytical roadmap of possible collaboration corridors
- **Step 2: AI REDGIO 5.0 Collaboration Scenarios matching** – This step aims to present EDIHs the three scenarios they can follow when collaborating and set the baselines to initiate collaboration. Additionally, within this step which are the most appropriate collaboration opportunities between the (E)DIHs to achieve the TO BE objectives is established.
- **Step 3: (E)DIH Collaboration tools** – The main objective of this phase is to develop a set of tools to enable and facilitate collaboration. In particular, CARSA plans to provide EDIHs with:
    - A visual representation summarizing the main features of the EDIH and the compatibility for collaboration with other hubs of the Consortium.
    - A report for EDIHs to compile to provide details on collaborative activities, as well as issues they addressed and key lessons learned.
    - Networking meetings were the (E)DIHs will be able to express their needs and interests in relationship to the development and improvement of collaborative services, creating a space to identify the most suitable partners for this.
- **Step 4: Testing Collaborations** – The main goal of this step is to monitor the collaborations in a real environment and report the progress in terms of activities carried out, budget spent, lessons learned, barriers faced, etc.
- **Step 5: (E)DIH Collaboration journey** – The main goal of this step is to analyse the progress of each collaboration considering the lessons learned, barriers and mitigation measures taken to accomplish successful collaboration schemes among AI REDGIO 5.0 (E)DIHs. The main outcome is the analysis of the (E)DIH collaboration journey and its results will be presented to all (E)DIHs during a workshop.
- **Step 6: Sustainable EU Collaborations** – The main goal of this step is to demonstrate the sustainability of the collaboration by evaluating how they intend to exploit the newly developed or improved services.

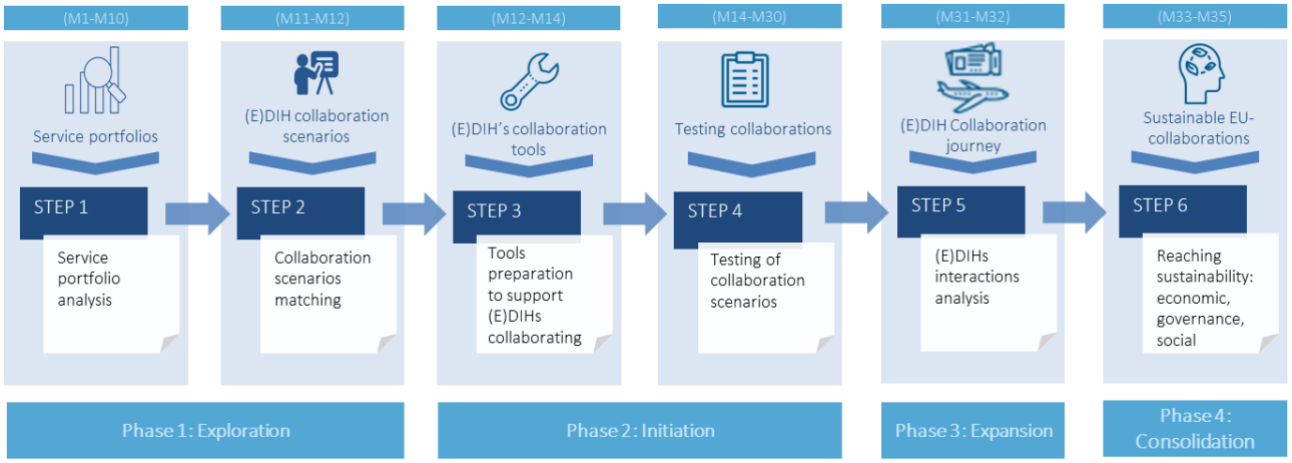

Figure 3: Methodology for the implementation of Collaboration scenarios among (E)DIHs

3. AI Section into DIH4INDUSTRY

3.1. Requirements identification

According to WP3 overall objective, the purpose of this deliverable is to address the first iteration process of the specification of the requirements intended to guide the design of the release of the section dedicated to the AI EDIHs, and in particular to AI REDGIO EDIHs Network, into the DIH4INDUSTRY.

The release of the powered by DIHIWARE section is intended to empower the AI REDGIO community being a collaborative and innovative environment for an ecosystem of stakeholders.

The stakeholders of the DIH4INDUSTRY, and in particular of the AI DIHs Section, are a variety of subjects that for simplicity have been grouped into two categories: users and beneficiaries.

- The users are the AI REDGIO 5.0 members of the project network. At this point, the network is conformed by 22 DIHs, of which 16 are participating in EDIHs as coordinators or partners.
- The beneficiaries are the ones that can benefit from getting access to the DIH4INDUSTRY functionalities as service providers or solution seekers. Their interaction with the environment is intermediated by the users, since the beneficiaries are the users' customers or partners. Different beneficiaries have been identified: SMEs (Manufacturing Industries), SMEs (Solution providers), IT start-ups/web entrepreneurs, Incubators, Industry Associations, Governments & Official Institutions, Investors, and Research & Universities.

The section must be thought to support both the users and the beneficiaries in achieving their business objectives to create an impact on the digitalization of EU manufacturing (especially SMEs), that is the aim of AI REDGIO 5.0 programme.

An approach that emphasizes goal identification (with respect to the AI REDGIO 5.0 project and outcomes) and decomposition (Cauvet, 2010) can provide suitable insights for the first step of the requirements elicitation process.

In that light, an internal exercise between ENG, POLIMI and CARSA has been done to see whether new requirements could be elicited by looking at the potentialities of the AI REDGIO 5.0 project, of the framework and methodology that came up (The METHODIH in the vision baseline and The Collaboration scenarios) and of the DIH4INDUSTRY Initiative. In other words, the achieved and expected outcomes of the AI REDGIO 5.0 project provide the basis to understand whether and how the platform could be of support and through which functions.

Starting from a *baseline assessment* we made an overview of the already available data as well as the current applications of the DIH4INDUSTRY from which it came out a network of DIHs coming from different initiatives that via this environment have the opportunity to showcase their services portfolio and take advantage of others' offer, using a single reference framework that is the METHODIH. In particular, the use of the service categorization specified by the METHODIH standard enhance the role of complementarity and similarity in the process of partner selection.

Thanks to this preliminary phase we are trying to identify the gap between data and capabilities availability and data and capabilities needs from the main new users coming from AI REDGIO 5.0.

Unlike the current users, the AI REDGIO 5.0 community consists of DIHs and EDIHs who are officially part of EDIH Catalogue and for which a consortium including also other partners, as long as the consortium coordinator has been designated in the national procedure and so must appear, just as it happens in the above mentioned catalogue, in the description of the DIH4INDUSTRY DIH/EDHI catalogue.

Regarding the reference framework (2.2) at the moment the taxonomy followed is the D BEST but is it possible that, by the rising community, will emerge new criteria which will determine the addition of certain new elements to the taxonomy and the system will align with the new services classification.

Moreover, as part of a broad network, European Digital Innovation Hubs need to develop collaborations to better support SME and public sector by tapping into the experience and know-how of other hubs. To this end the system will support the application of the methodology developed within T3.3 (2.3) leveraging existing DIHIWARE (Powered by DIHIWARE2.1.1) functionalities and foreseeing new future platform developments during the project.

3.2. Design Decisions

In order to gain insights on the context behind the DIH4INDUSTRY and in particular on the AI REDGIO 5.0 community of EDIHs, understand the impact of our platform on their daily work and targeting applications to meet the need of our users, a design research process has been launched. It is made by a set of activities that help the team and key stakeholders define project expectations and create a shared understanding of the problem space.

The first two outputs of this process are the first prototypes of a typical AI REDGIO 5.0 AI-at-the-Edge Marketplace User profile and a map of its potential journey within the DIH4INDUSTRY.

User profiles that represent the varied behavior patterns enacted by a member of a group. Personas provide a way in to understanding why a user does something at a particular moment or in relation to a particular set of issues, and how this evidences what they desire to achieve through that behavior. In our case our main user is a DIH representative that need to be part of a network with EU dimension.

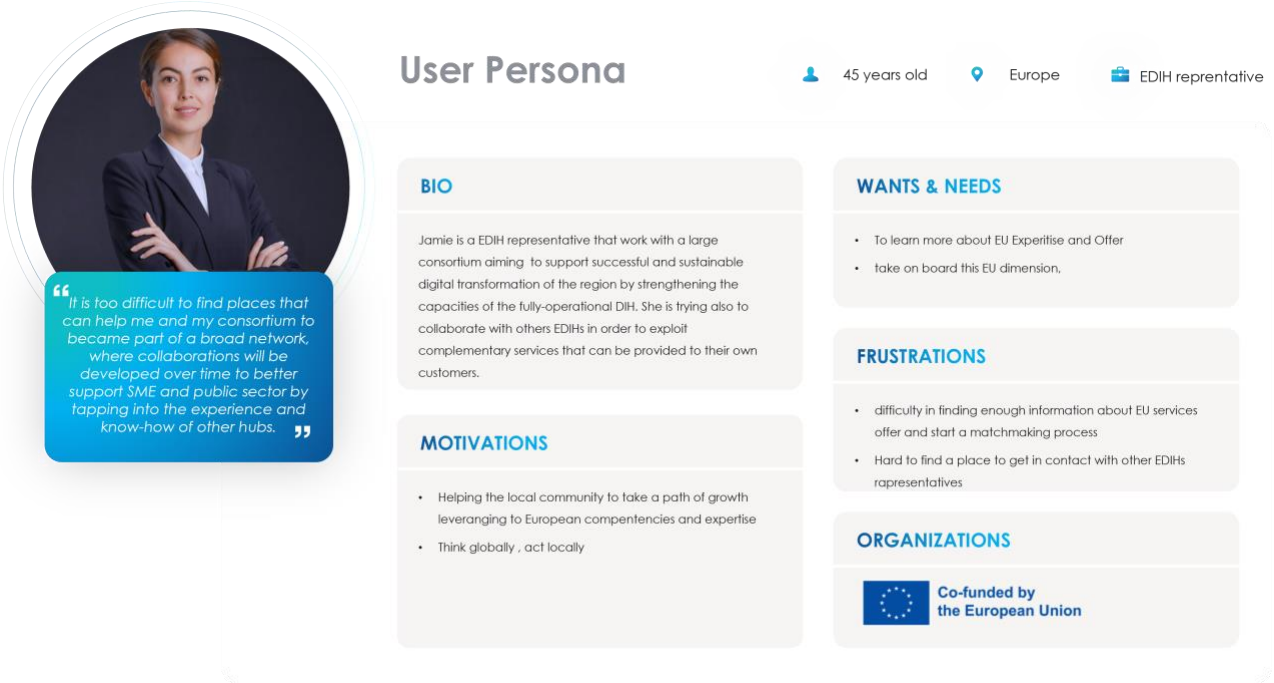

Figure 4 User Profile

A journey map visualizes the user's journey over time and across various touchpoints.

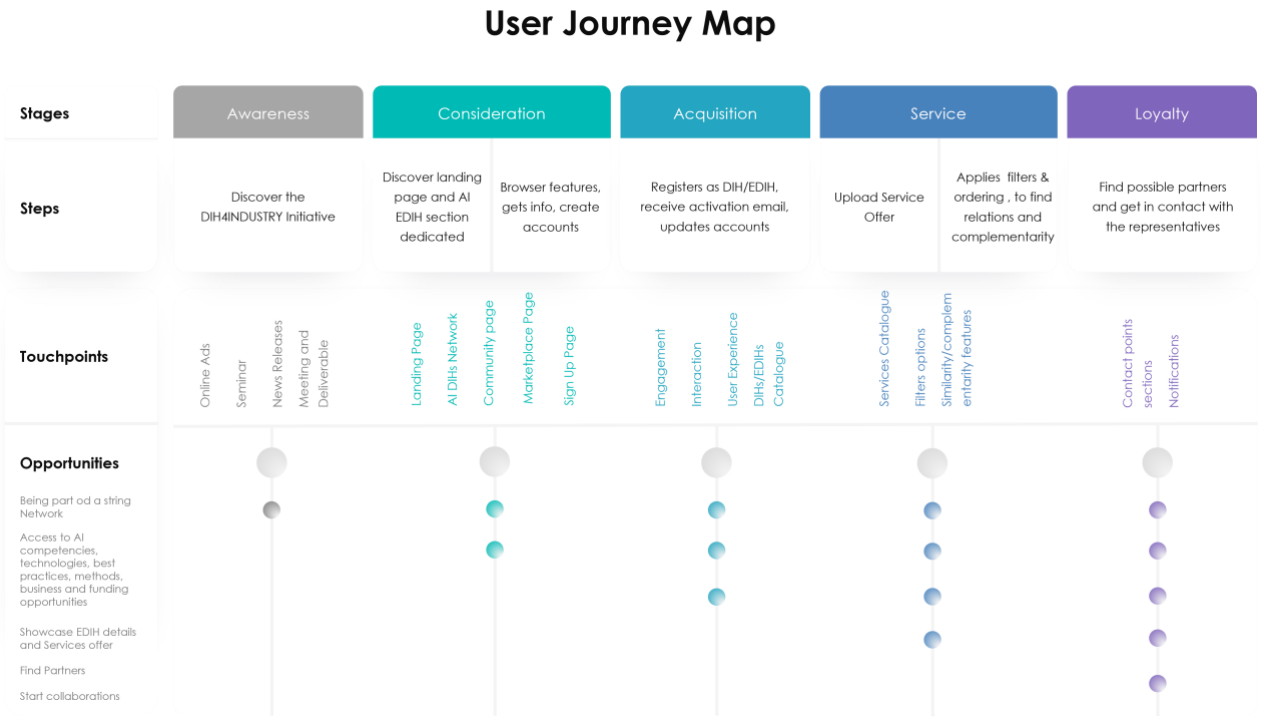

Figure 5 User Journey Map

3.3. EDIH Template

Having in mind our main User and its composition and structure as EDIH, we have adding some details into the form of the DIHs/EDIHs catalogue available in the DIH4INDUSTRY environment. Following there is the present template. Changes may occur after the initial hands-on phase:

Table 1 EDIH Template- EDIHs Catalogue into the DIH4INDUSTRY

Field name	Field Type	Required (yes/no)	Input field description	Field repeatable	Field searcheable	Field visibility to the final user
Title:	Text	Yes	Please provide the name of the dih. In case your DIH is registered in the JRC catalogue, please use the same name.	No	Yes	Yes

Field name	Field Type	Required (yes/no)	Input field description	Field repeatable	Field searcheable	Field visibility to the final user
Description:	Textarea	yes	Please describe the DIH, its most important issues and the value the organization provides.	no	no	yes
Website:	text	no	Please provide the Organization web site url	no	no	yes
Logo:	image	no	Please insert the Organization logo image file (png, jpg).	No	No	yes
Dihtype:	Selectlist	yes	DIH/DF/EDIH type	no	yes	yes
Initiative:	Seleclist (*)	yes	Please select the relevant initiatives linked with DIH4INDUSTRY	yes	yes	yes
Projects:	Seleclist (*)	yes	Please select the relevant projects linked with the initiatives selected above	yes	yes	yes
Dih:	Seleclist (**)	yes	Please select the relevant DIH linked with the EDIH	yes	yes	yes
Beneficiaries.contactname:	Text (**)	yes	EDIH Beneficiary contactname	yes	No	yes
Beneficiaries.role:	Text (**)	yes	EDIH Beneficiary role	yes	No	yes

Field name	Field Type	Required (yes/no)	Input field description	Field repeatable	Field searcheable	Field visibility to the final user
Beneficiaries.country:	Selectlist (**)	yes	EDIH Beneficiary contactname	yes	No	yes
Beneficiaries.address:	Text (**)	no	EDIH Beneficiary address	yes	No	yes
Beneficiaries.businessname:	Text (**)	no	EDIH Beneficiary businessname	yes	No	yes
Beneficiaries.legalname:	Text (**)	no	EDIH Beneficiary legalname	yes	No	yes
Beneficiaries.type:	Selectlist (**)	no	EDIH Beneficiary type	yes	No	yes
Beneficiaries.website:	Text (**)	no	EDIH Beneficiary website	yes	No	yes
Address.street:	Text	no	DIH street info	no	No	yes
Address.postalcode:	Text	no	DIH postalcode info	no	No	yes
Address.city:	Text	no	DIH city info	no	No	yes
Address.country:	Selectlist	no	DIH city info	no	yes	yes
Coordinates:	Text	no	Coordinates	no	no	yes
Representatives.name:	Text	yes	DIH Representatives info	no	no	yes
Representatives.surname:	Text	yes	DIH Representatives info	no	no	yes
Representatives.email:	Text	yes	DIH Representatives info	no	no	yes

Field name	Field Type	Required (yes/no)	Input field description	Field repeatable	Field searcheable	Field visibility to the final user
Representatives.role:	Text	no	DIH Representatives info	no	no	yes
Representatives. responsibilities:	Text	no	DIH Representatives info	no	no	yes
Sectors:	Selectlist	no	Please specify main domains of interest for the organization and its activities (e.g. manufacturing, logistics, etc.)	yes	yes	yes
Technologies:	Selectlist	no	Please intert one ore more Technologies	yes	yes	yes
Linkedin:	Text	no	Social Account	no	no	yes
Facebook:	Text	no	Social Account	no	no	yes
Twitter:	Text	no	Social Account	no	no	yes
Instagram:	Text	no	Social Account	no	no	yes

3.4. Services Portfolio template

Following there is the current template used into the DIH4INDUSTRY for the Services catalogue. Changes may occur after the initial hands-on phase:

Table 2 Service Template - Services Catalogue into DIH4INDUSTRY

Field name	Field Type	Required (yes/no)	Input field description	Field repeatable	Field searcheable	Field visibility to the final user
Title:	Text	Yes	Name of the Service	No	Yes	Yes
Description:	Textarea	yes	Description of the Service	no	no	yes
Image:	image	no	Service image	No	No	yes
Url:	Text	no	Additional information, e.g. URL Reference to information and resources available online	no	no	yes
Initiative:	Seleclist (*)	yes	Please select the relevant initiatives linked with DIH4INDUSTRY	yes	yes	yes
Projects:	Seleclist (*)	yes	Please select the relevant projects linked with the initiatives selected above	yes	yes	yes
Dih:	Seleclist (*)	yes	Please provide the name of the services providers.	yes	yes	yes
D-BEST.Category	Seleclist	Yes	D-BEST Taxonomy level 1	no	yes	yes

Field name	Field Type	Required (yes/no)	Input field description	Field repeatable	Field searcheable	Field visibility to the final user
D-BEST.Type	Seleclist	Yes	D-BEST Taxonomy level 2	no	yes	yes
D-BEST.service	Seleclist	Yes	D-BEST Taxonomy level 3	no	yes	yes
additionalmaterial.label:	Text	no	Additionalmaterial info	yes	No	yes
additionalmaterial.pdf:	Text	no	Additionalmaterial info	yes	No	yes
additionalmaterial.url:	Text	no	Additionalmaterial info	yes	No	yes
Contact.name:	Text	yes	Service Contacts info	yes	no	yes
Contact.email:	Text	yes	Service Contacts info	yes	no	yes
Author	Text Disabled	no	Author (automatic field)	no	no	yes

4. Getting Started with AI related Content Collection

4.1. Informative Workshop

The preparation of the DIH4INDUSTRY section dedicated to our AI community was supported by a seminar held in October 2022 co-organized by ENG and POLIMI. The seminar provided the opportunity for the consortium to explore some of the important concepts associated with the DIH4INDUSTRY environment, the rationale behind it, its scope and role within the AI REDGIO network of networks and the purpose of experimenting the platform inside the AI REDGIO 5.0 consortium.

the seminar was followed by co-design workshop that allowed to bring platform provider and final users together to design together with them, rather than for them.

It was a piece of a tailored set of activities that will help the team and key stakeholders define expectations and create a shared understanding of the space and the resulting opportunities.

4.2. Call to action for AI REDGIO EDIHs Network

The seminar concluded with a call to action for the participants (Ai REDGIO 5.0 EDIHs Network) to become involved with DIH4INDUSTRY joining the platform via the form and, after being approved by the platform administrator , in the role of EDIH, they will have the opportunity to include all the details about them (EDIH consortium) and related services offer, officially starting with and hand-on experience of the DIH4INDUSTRY environment.

5. Conclusion and Next Steps

To summarize, the consortium envisions to establish and enable a virtual environment for a new AI Ecosystem able to multiply business opportunities and facilitate its sustainability via a specific IT tool enabling the birth of the one-stop-shop marketplace integrated in a collaborative oriented platform.

The interaction among European Digital Innovation Hubs, the information exchange and peer-learning will be enabled by a designed platform adoption strategy that, using an iterative approach, aims to establish and reinforce both the platforms' capabilities and the emerging ecosystem trust.

Starting for the high-level user journey identified for this first prototype it will be necessary to identify more than one persona emerging from the first platform exploitation phase to capture and compare the different needs and behaviours of core groups of users and so to align the environment to more specific experience maps in the next releases.

For this purpose, alignment workshops and stakeholder interviews will often occur iteratively and in parallel with the design process to ensure the results meet user's needs and are usable.

The evolution of the platform and the design of the DIH4INDUSTRY environment and its spaces will go hand-in-hand with the investigation about EDIHs-based processes improvements with the attempt to support their realization.