

Case Study

Ruby Consulting is a strategy and innovation consultancy with a strong ethos of supporting Irish companies to expand and scale, whether that be high value venture capital portfolio companies or larger organisations seeking to survive and grow throughout the challenging economic climate.

Problem to Be Solved:

When an IM communication is sent it goes through an IM server and it is processed essentially as fast as the underlying network connectivity speed. If you were to put a real-time analysis layer on the text and compare it to a set of standards, rules and policies about permissible content, words phrases and so on, it would normally negatively impact upon the speed of the conversation and lead to frustration on the user's part and slow the adoption of the technology. PANDA seeks to incorporate this policy layer in such a way as to effectively operate at the same real time speed that users would be used to in IM communications yet still be able to hold certain conversations for approval if certain triggers/flags/policies were broken

Impact for the Company:

The technology can and should be spun out to a holding company initially. This allows you to clarify the IP situation, should any exist now or in the near future and also clarify the position of the development team and the institution. This means that potential future partner and /or investors know exactly who they are dealing with from a corporate point of view. From an timeline point of view, this should be delayed as long as possible to maximise the research opportunity while still supported within the college, although it is acknowledged that sometime commercial pressures can be in play to spin out earlier than would otherwise be advisable.

The technology can be completed either through mechanisms such as Commercialisation Funding or Innovation Partnerships. Both schemes are operated by Enterprise Ireland and both provide significant advantages in projects such as this.

Innovation partnerships are a way of integrating and obtaining buying from large corporate partners at a relatively early point, as it pushes significant investment across the line from them, albeit they also qualify for R&D tax breaks as a result. In this instance, we would recommend engaging officially now with the main platform providers such as Microsoft, Salesforce and Cisco. When commercialising it directly, there are two main avenues that provide options. One is the somewhat traditional approach of launching and selling direct to end users in regulated or in customer care segments. In this instance, you would probably license in yourself a white label XMPP IM platform and deliver the total IM solution, with embedded PANDA security features. This may be a useful avenue, particularly in relatively strictly defined verticals.

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Funding Source & Value: Enterprise Ireland €253,728.49

Project Title: PANDA



How TSSG Delivered Solution for Industry:

There are a very wide number of industries that could be applicable for PANDA, given its potential use cases across all IM platforms. We note that IM as a part of the Enterprise Social Network (ESM) is growing sharply across the corporate world.

In order to make the market access more accessible, we examine several segments of the industries to try and find actual customer needs for this technology now and then, if successful, allow the PANDA to become a de facto industry standard for IM communications. We looked initially at the regulated industries of finance and energy, thinking that in these industries there is a combination of critical factors:

- High number of internal IM users
- High numbers external customers with associated communications channels
- Level of sensitivity and regulation
- Anecdotal evidence of low adoption of IM technology

To these industries, we extended our research to examine the existing market players within the ESM and IM sector to see if they could be classified as competitors or as potential licensors of the PANDA technology and therefore potential customers

Innovation & Commercialisation

The TSSG Innovation and Commercial Centre (TICC) is the commercial arm of the TSSG. TICC leverages the scientific research results of the TSSG to deliver innovative research and commercial solutions for Irish industry and Enterprise Ireland High Potential Start-Ups (HPSU).

What the Centre can do for Companies?

TICC engage EI's TIME (Telecoms, Internet, Media and Entertainment) cluster of companies. These companies leverage the TICC's expertise through a variety of R&D services. These services include: knowledge transfer, contract R&D, Innovation Vouchers and Innovation Partnership programmes.

TSSG Innovation and Commercial Centre also works with Waterford Institute of Technology (WIT) Technology Transfer office, which provides technology licensing opportunities for developed technologies.



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Barry Downes

Executive Director Innovation & Commercialisation
Ph: +353 (0)51 302 932
E: bdownes@tssg.org

“Over the past 5 years the TSSG Innovation and Commercial Centre (TICC) has delivered an impact for over 90 Irish companies to help improve their competitiveness through problem solving, knowledge transfer and technology development. The TICC has also helped create 11 new start-up companies including FeedHenry Ltd. and ZolkC Ltd. ”

– Barry Downes,
Executive Director Innovation & Commercial Centre.

In association with:



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www.tssg.org

+353 (0)51 302920