



LT-Innovate Needs Specification BMS

-  Bayer Material Science (Dormagen, Germany)
 - Global Multi-Billion Company
 - 14500 employees
 - Chemistry
 - Commodity business in a highly competitive environment
 - Strategy:
 - Operational Excellence
 - Cost efficiency through technology leadership
 - Industrial Marketing & Innovation
 - Global Business Platform
 - Cost optimization through standardized processes.

- Bayer Material Science Open Network (BMS.ON)

- portal where users from all around the world can choose the local, regional and global information they want and need
- fosters workgroup collaboration and corporate social networking
- end-users from all around the world generate information in up to 11 different languages

English, Chinese, Thai, Japanese, German, Spanish, French, Italian, Dutch, Portuguese, Russian

- What's the problem?

- BMS wants its end-users from all around the world to collaborate, and the language barrier is an important inhibitor for that
 - Chinese researchers can't read and understand their German colleague's documents (and vice versa)
 - supporting 11 languages is slow and expensive

- BMS' dream is that BMS.ON one day will be a true collaboration platform that resolves the language problem.
- BMS believes that, to realize this, BMS.ON needs to contain intelligent multilingual tools that support Unified Information Access in any language and across languages

- A researcher in Guangzhou asks himself if BMS has done or is doing research on using PolyUrethane in golf balls.
- He launches a **search** on BMS.ON and finds **5 relevant results**, originating from 3 different BMS locations (Guangzhou, Dormagen and Pittsburgh) in **3 different languages** (Chinese, German, English).
- BMS.ON provides him the **results in his own language**, next to the original document
- The researcher is interested in details on the Dormagen document and starts a **chat session** with his German colleague. BMS.ON **simultaneously translates** his writings from Chinese in German and vice versa so that they can **collaborate**.

- The CEO's yearly speech to the employees (TV speech) is published on BMS.ON.
- When an employee with another native tongue watches it, it has subtitles in his own language.
- The My Communities section on BMS.ON automatically shows relevant content in other languages, with link to the original and the translated document

- BMS needs a solution that can help them overcome the language barrier as expressed in their vision and illustrated in the use cases
- BMS needs a solution that integrates with the big software manufacturers (Microsoft, Oracle, IBM, SAP, ...)
- BMS wants a solution that fits with its strategy (operational excellent, cost efficient, standardized)
- BMS wants to work with one party that can guide them in defining a solution and can implement this solution on a global scale
- BMS wants a solution that is best fit for the chemical industry

- Challenges for the LT vendor community:
 - Come up with a solution proposal that helps the customer solve his problem (cfr slide 3) and is a real answer to the needs and wants of the customer
 - Explain/Demonstrate how your solution proposal helps the customer solve his problem (cfr slide 3) and meets each of the needs and wants of the customer
 - Position yourself (or your consortium) as a reliable (long-term) partner

- Some concrete questions:
 - On the solution itself:
 - describe the main difference in the customer experience before and after. What will be fundamentally different and how will it help solve the business problem (increase collaboration)?
 - which applications are part of the solution and how do they interface with each other (and with SAP, Microsoft, Oracle, IBM ...)
 - which part of the applications would you provide yourself, which parts would be developed by which partners
 - On your position as a reliable (long-term) partner:
 - References/Credentials: which cases can you and your partners provide that illustrate your experience/maturity in this field?
 - Describe how you see the collaboration of the customer's teams and your team(s), how will you set it up, manage it? (or outsource it?)
 - Tell more about the methodology you use and how you structure your work:
 - Which (if any) established methodology do you have experience with
 - how would you as a vendor translate / unravel the needs of our company into applications of technology
 - Which are the priorities that you take when approaching such problem
 - What are the typical risks you foresee or you have experienced in a similar project, how would you go about overcoming them
 - Support and maintenance:
 - Once the solution is in place, how will you make sure it keeps running as it should - and if not: what will you set in place that guarantee fast maintenance?

