

RFID-Cluster Project – Project acronym: CuteLoop

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Project title: Customer in the Loop: Using Networked Devices enabled Intelligence for Proactive Customers
Integration as Drivers of Integrated Enterprise

Start date : 01.02.2008
End date : 31.01.2011
Duration : 36 months
of Partners : 9

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Partners (Industrial, SME, Institutes):
ATB (DE); Uni Bonn (DE); UNINOVA (PT); The Open Group
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Project objectives:

The strategic objective of CuteLoop is to explore how Intelligent Networked Devices such as enhanced RFID-based systems and Global Navigation Satellite Systems, can be used to effectively "integrate customers within an Integrated Enterprise" and with this to provide an important step towards 'real' Integrated, Real Time Enterprise.

Such real time enterprises shall be supported to realise highly flexible and dynamic business interconnections for agile coordination in business networks, having customers as key drivers. Moreover, the project will address just-in-time interaction of actors and exchange of knowledge/ experience among Large Enterprises (LEs), SMEs and customers.

Project description:

CuteLoop intends to explore how to radically improve the interaction of diverse actors in the integrated enterprise, specifically including customers as an integral part of these complex relationships, while focusing on the usage of "Networked Devices Enabled Intelligence" to realise distributed and autonomous control of business processes. CuteLoop is aiming at realisation of a holistic approach on:

- an innovative architecture by integration of event-driven and SOA based principles,
- intelligent and agile agents combined with an event-driven architecture,
- decentralised and self-evolving approach for assuring security and trust as well as supporting a customer oriented privacy of data
- new interaction models and patterns for the real time enterprise.

CuteLoop intends to address these problems in an SME driven integrated enterprise scenario (focusing specifically upon small and micro enterprises), which is, due to its high complexity and requested flexibility, the most critical scenario from both technical and organisational/ business points of view.

CuteLoop is focusing on small and micro enterprises in two sectors: construction and food industry.

Field of Application:

Logistical Tracking and Tracing; Production, Monitoring and Maintenance; Product Safety, Quality and Information;

Peer-to-Peer Networking; Distributed and Asynchronous Interaction; Ad-hoc interaction of anonymous actors; Decentralised backward integration of supply chains; Decentralised coordination of activities and enabling a coordinated extension of existing networks.

CuteLoop includes two application scenarios (food and construction industry) for technological as well as organisational proof of concept for the new approach to be realised. On the top of that CuteLoop will realise generic services for supporting typical, while still generic Interaction Models, being cross sectorial.