

The Essential CIO

Insights from the
Global Chief Information
Officer Study

University of Warwick

Making connections the smart way

over
15,000

users from more than
10,000 member companies

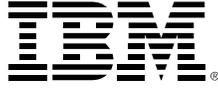
WMG (formerly Warwick Manufacturing Group), led by Professor Lord Kumar Bhattacharyya, is an academic department at the University of Warwick. Established in 1980, it's dedicated to developing innovative research and sharing that knowledge with the business community.¹ But WMG isn't just an intellectual hothouse; on the contrary, it's actively enabling economic impact.

Dr. Jay Bal and his team have built an extended enterprise system called the "West Midlands Collaborative Commerce Marketplace" that matches buyers and suppliers, and fosters collaboration—primarily in the engineering industries. The competence profiling system developed for the marketplace captures what companies can do, not just what they currently do. It has the goal of helping move these businesses from supplying components to systems, and into new market sectors. So how does it work?

The system automatically collates data on new business opportunities, including a wide range of tenders. It marries this information with a database containing detailed profiles of all the participating companies, based on their core skills and competencies, and alerts the companies. Members can use an intelligent partner formation system to find capable and compatible partners to help tackle an opportunity, and collaborate in secure online spaces.

Dr. Bal's collaborative commerce market has proved a big hit. Over 50,000 tenders a year flow through the system, and it has over 15,000 users from more than 10,000 member companies. In all, it helps generate more than €4 billion (US\$ 5.67 billion) worth of new business revenues per year for its members.²





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Notes and sources

- 1 "About WMG." <http://www2.warwick.ac.uk/fac/sci/wmg/about/>
- 2 Nielsen, Beverley. "Dr Jay Bal, The Digital Lab, Warwick University - Virtual Enterprise Network delivers real returns." design and innovation west midlands. September 17, 2010. <http://designandinnovationwm.blogspot.com/2010/09/designtalk2-dr-jay-bal-digital-lab.html>



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