

Why should business be interested in future internet research and experimentation?

- The telecoms and IT industries are changing
 - convergence
- National telcos → **global** ICT service providers
- A more **open** marketplace is emerging
 - New competitors *and* partners
- Products and services are required in **real-time**
- International consequences
- The Internet is a key basis for this
 - E.g. BT converting national network to IP: **21CN**

Key issues

- New technologies have created greater **adaptability**
 - E.g. mobile, P2P, self-*, sensor networks
- But this brings complexity management problems as users expect
 - **Context-awareness** (requires drawing upon **local knowledge**)
 - **Openness** (requires **collaboration** between many partners)
 - **Responsiveness** (service portfolio driven by **user demand**)
- European collaboration is extremely productive
 - New forms of **innovation**
 - New **routes** to collaboration
 - **Multidisciplinary** insights
- It is particularly important in this **changing environment**

Challenges

- **Cost-effective** organisation of **service delivery** systems in **unpredictable** conditions
 - **What** does the user want?
 - Is the system both **reliable** and **user-friendly**?
 - Can we take full advantage of emerging technologies?
- Linking adaptive **distributed software** systems to **realistic hardware** infrastructure
 - Taking into account the variety of **access devices**
 - **Integrating** different networks
 - Scaling up from **testbed** to **real-world trials** to **deployment**