



**Poseidon House
Castle Park
Cambridge CB3 0RD
United Kingdom**

TELEPHONE:
INTERNATIONAL:
FAX:
E-MAIL:

**Cambridge (01223) 515010
+44 1223 515010
+44 1223 359779
apm@ansa.co.uk**

ANSA Phase III

ANSA Technology Transfer

Rob van der Linden

Abstract

This document describes the ways in which Technology Transfer is taking place between members of the ANSA team in Cambridge and the teams in the sponsoring companies.

It should be used by sponsoring companies to review the manner in which the technology transfer process is working for you.

APM.1520.00.01

Draft

7th July 1995

Project Management (confidential to ANSA consortium for 2 years)

Distribution:

Supersedes:

Superseded by:

1 Introduction

Technology transfer to sponsor companies has never been an easy task since it relies not only on ANSA staff but crucially on the willingness of sponsors to cooperate. If sponsors do not cooperate, then this may be due to the content of the workprogramme. If the workprogramme is does not find favour with the sponsors then one way to find out is by working closely with sponsors on mutual technology transfer.

This document describes the ways in which Technology Transfer is taking place between members of the ANSA team in Cambridge and the teams in the sponsoring companies.

It should be used by sponsoring companies to review the manner in which the technology transfer process is working for you.

1.1 What is Technology Transfer?

Technology transfer is a two way process by which

- technology, ideas and prototypes developed in the context of the ANSA programme are made *available* to and *usable* by sponsoring companies, and
- requirements, problem context and product developments in the context of sponsoring company's business are made *visible* and where appropriate *available* to the ANSA team.

The process is in two parts. One for new sponsors, where the emphasis is on building up a working relationship and agreeing a technology transfer plan. The other is for existing sponsors where the emphasis is on maintaining the technology transfer plan. Sponsoring companies have very different cultures. Tailor-made plans are therefore necessary. For some companies technology transfer does not need as rigorous a plan as others.

1.2 New sponsors programme

The *aim* of this programme is to bring new sponsors up to date with

- the background to ANSA (the stockpile)
- the current workprogramme

The *objective* is to

- create a first class interface
- identify further needs and interests in the sponsoring company

It is envisaged that this part of the programme should take the first year of a new sponsors involvement. After one year the regular sponsor servicing programme takes over.

1.3 Regular sponsor servicing programme

The *aim* of this programme is

- to create an opportunity to regularly update the sponsors with new developments in the programme
- to obtain feedback on possible new directions.

The *objective* is to

- maintain strong buy-in
- have ready made case for continued sponsorship when sponsors approach their annual budget rounds

This programme is to be executed in two parts:

- frequent visits by the project director to
 - identify political and funding issues
 - review the technology transfer process (6 monthly)
- frequent visits by technical staff to implement the technology transfer

1.4 Risks

The main issue here is a lack of involvement from sponsors. This could be brought back to the programme itself

- not being exciting enough
- not addressing issues of concern to the sponsor

These causes should be detected during the execution of the plan.

2 New sponsors programme

Elements of the new sponsor programme are:

- **Initial visit:** the initial visit is to establish a plan for the start of the new sponsors programme. It should identify topics of particular interest and people who would benefit from ANSA results in the short term.
- **Workshop:** following from the initial visit, the workshop addresses those who were identified as likely to benefit from ANSA results. The workshop is tailored to give a wide ranging overview of ANSA past present and future. It is a one or two day event for English speaking sponsors, longer where culture dictates.
- **Electronic access:** to FTP servers is set up by default for new sponsors. For new and existing sponsors Web and FTP access need monitoring regularly to make sure that sufficient use is made of this facility and where lacking we need to follow up why this is so.
- **Training course:** training materials developed in the BU are used to provide in-depth briefings to groups of technical staff.
- **Team exchange:**
 - sponsor staff are given the opportunity to visit the ANSA lab in Cambridge for visits, possibly lasting several weeks.
 - ANSA staff may be given the opportunity to work at a sponsors site for a period of possibly several weeks.

Emphasis is on technical staff developing a strong personal and technical relationship.

- **Develop technology transfer plan:** this activity needs to proceed in the background to the others. A clear plan indicates it is time to move to the maintenance programme.

Some sponsors may wish to second a person straight away.

3 Sponsor servicing programme

Elements of the sponsor servicing programme are:

- Visit schedule: a schedule for visiting all sponsors on a regular basis: at least once every 6 months
- Secondment: for periods of typically no less than 1 year.
- Team member exchange: for periods of up to 2 months
- Visitors: for periods of up to 2 or 3 weeks
- Visits: typical duration of 1 to 2 days
- Personal contact: a personal contact to act as official liaison person for a particular sponsor. This person should maintain frequent contact by e-mail and phone with sponsor staff to poll interests, maintain a profile for ANSA results and act as a focus for technology transfer. Such a role was filled by secondees in the past.
- Adoption of prototypes built by ANSA staff
- Reviews of plans and designs drawn up by sponsors
- Electronic access by FTP and WWW: For new and existing sponsors this needs monitoring regularly to make sure that sufficient use is made of this facility and where lacking we need to follow up why this is so
- Management Committee meetings
- Technical Committee meetings
- Technology transfer plan: Maintain and update as needed

Not all elements are appropriate to all sponsors. There may be other, yet to be discovered, forms of interaction and technology transfer which could be exploited.