

Importance of Tech Transfer to Portugal Telecom Inovação



Marcelino Pousa / Isilda Costa

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Agenda

- ❖ Portugal Telecom and PT Inovação
- ❖ Technology Transfer in PT Inovação



PORTUGAL TELECOM



Portugal Telecom

is a Global Telecom Operator ...



Year end 2008

70

million
clients

32

thousand
employees

6.7

billion euros in
revenues

50%

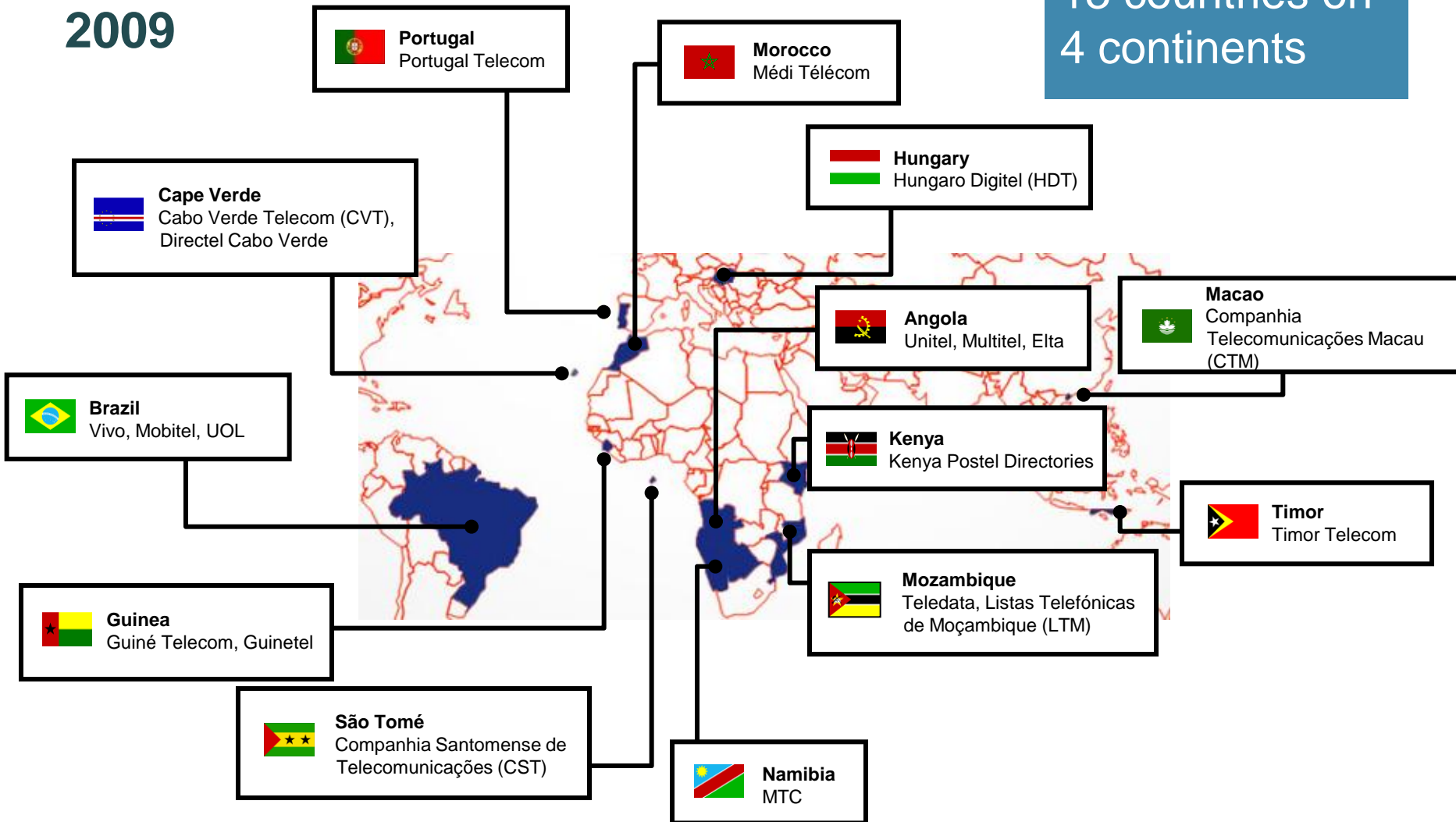
international
revenues



...with a widespread presence in the world

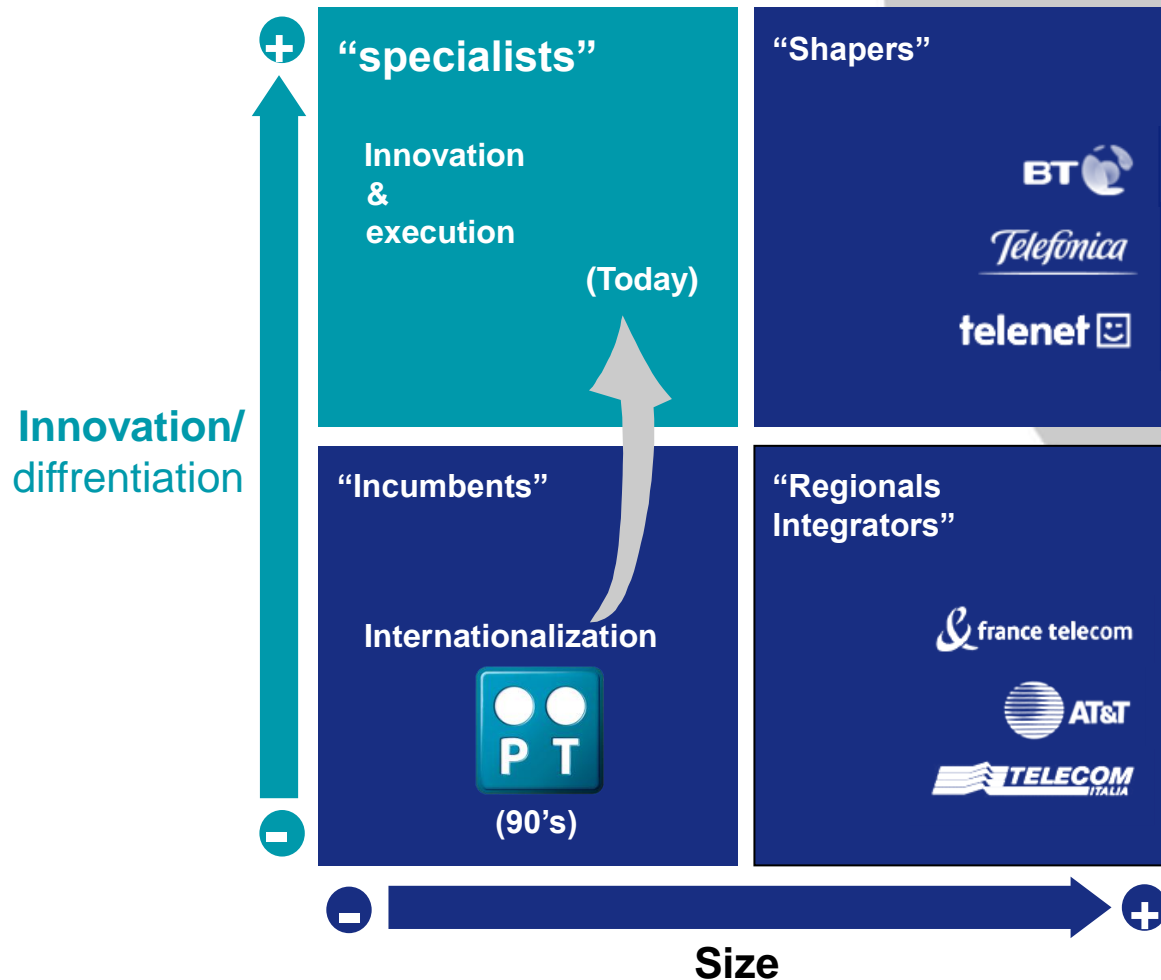
2009

13 countries on 4 continents





PT's competitive advantage is underpinned by its innovation capabilities



PT implemented an approach to innovation around three “innovation factories”

Intervenients

In early 2009, PT launched a new innovation program (OPEN) across the whole company, structured around 3 innovation factories

Incremental factory

- Short term perspective (less than 1 year)
- On a daily basis, challenges all PT's employees to contribute with innovative ideas that will bring continuous improvement in operations and in PT's products and services

Breakthrough factory

- Medium term perspective (1 to 3 years)
- Translates into a market perspective the trends identified in the exploratory factory, through business cases and projects that will allow the company to address identified challenges

Exploratory factory

- Long term perspective (3 to 5 years)
- Identifies big trends, from new social behaviours to changes in technological and regulation patterns, that could become PT's next big challenge and opportunity

Focus of PT Inovação



Impact



INOVAÇÃO

PT Inovação is a wholly owned PT Group company; a center of excellence and a driver for development

Our mission

“Promote the process of innovation, turning knowledge into competitive advantages for our clients”

Our values

**Knowledge and Experience
Creativity and Innovation
Commitment
Team Spirit
Customer Orientation**





INOVAÇÃO

Our worldwide offices bring us closer to our clients...



Brazil

S. Paulo

Salvador

Portugal

Aveiro

Lisbon

Porto

Africa

Luanda

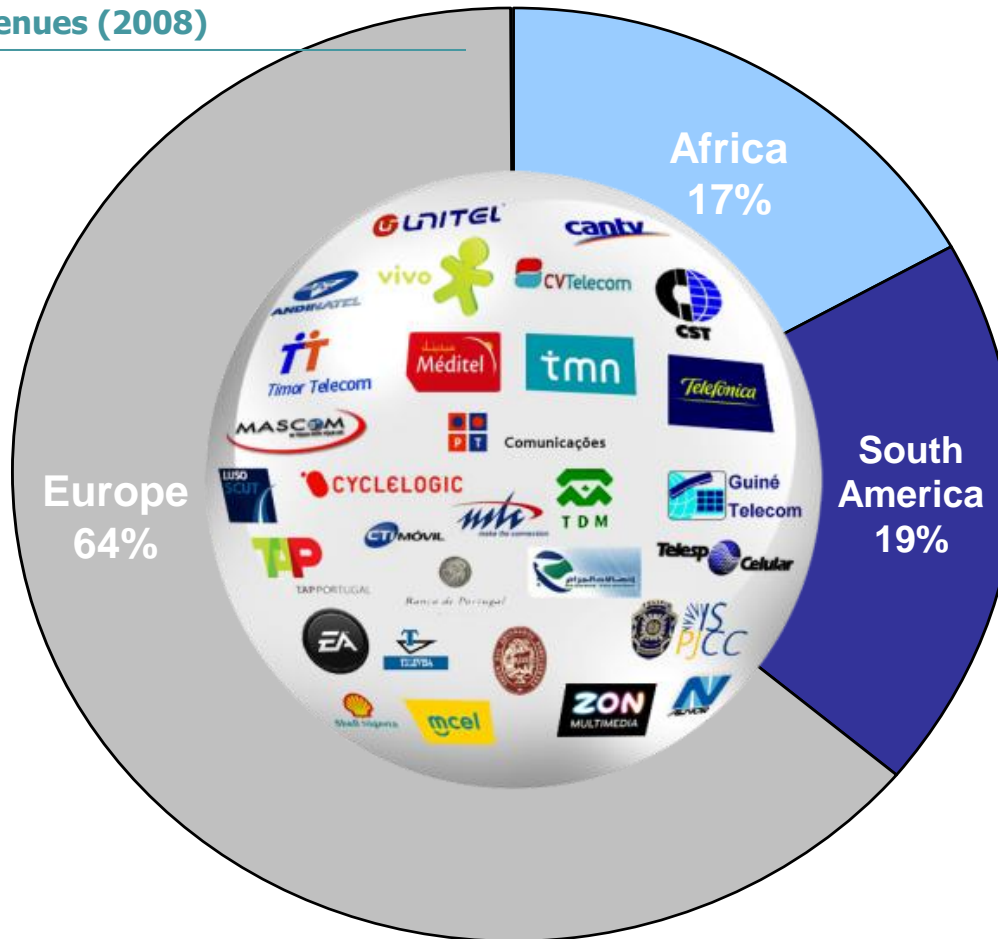
Maputo

Casablanca



...and promote an increasingly widespread market presence

Worldwide Revenues (2008)





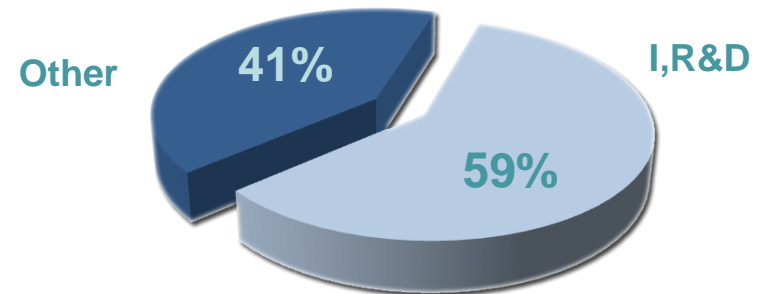
At PT Inovação, investing in R&D assumes a fundamental role

A strong focus on Innovation, Research & Development

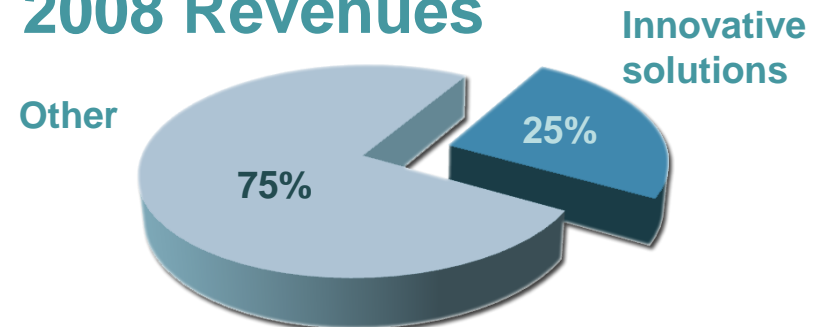
- **Exploratory innovation:** know-how, proof of concept and prototypes development:
 - R&D Investment: 6% of Operating Revenues
 - R&D projects with universities: €400k/year

- **Breakthrough innovation:** development of innovative solutions for the market
 - Strong Contribution for the Corporative Programme of Applied R&D (OECD rules): € 31 M in 2008

2008 Opex



2008 Revenues





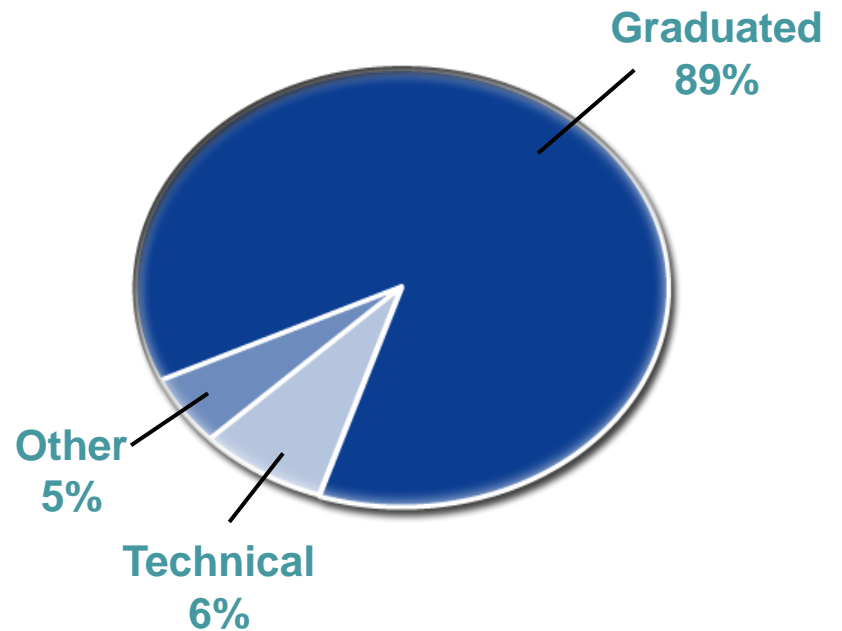
Our young and highly motivated team has a strong background in engineering

More than 500 researchers and specialists with an average work experience of 8 years

An age average of 35, 70% below 40 years old

Strong focus on training and collaboration with Universities and research institutions

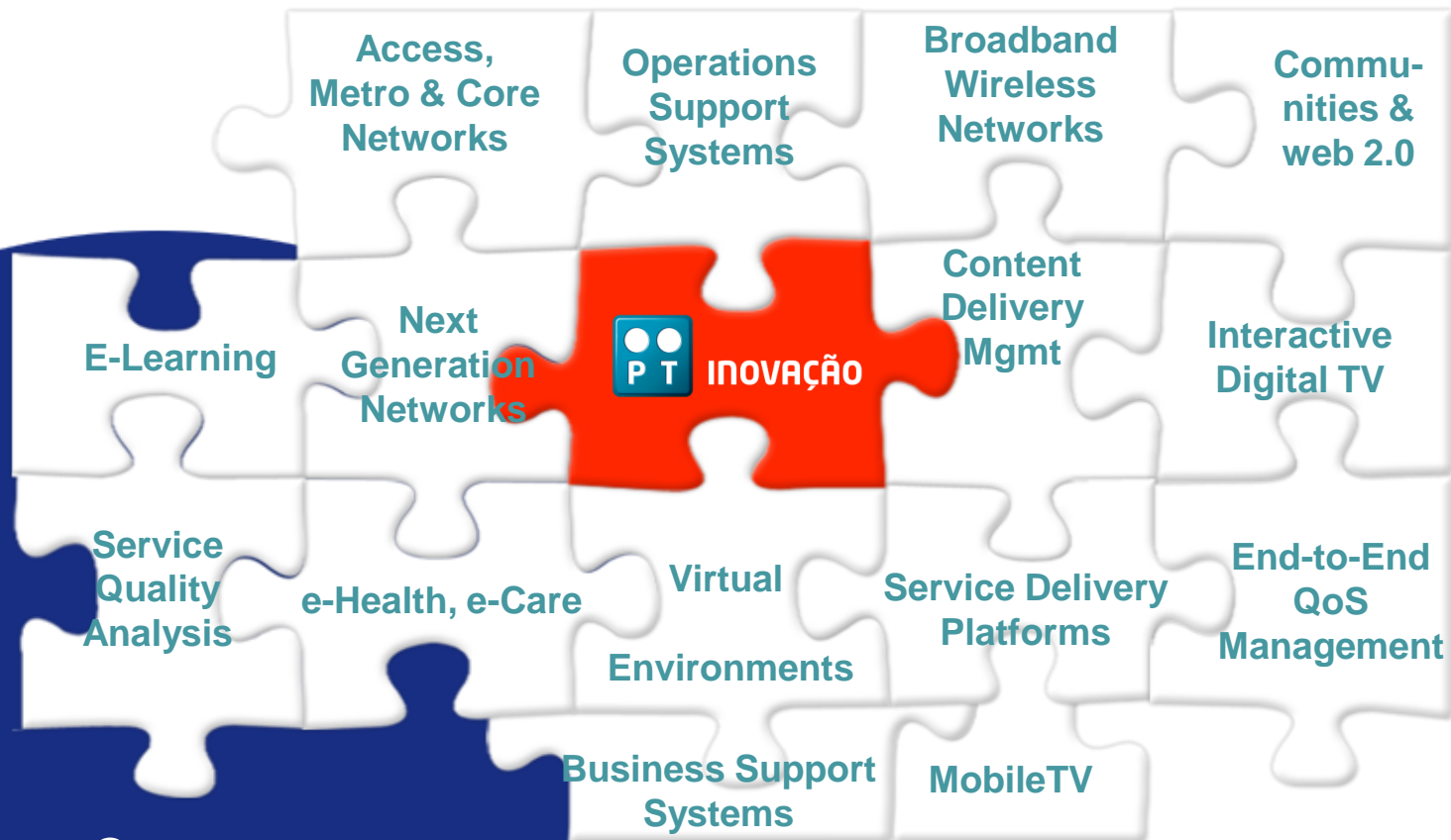
Academic level





INOVAÇÃO

We have a comprehensive set of competences in complementary areas



Competence domains



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To fulfil the objectives PT Inovação relies in a networking activities with Industrial partners and Research community.

The technology transfer is made in this networks, and as we consider this activity fundamental for our success, it is defined in our Innovation management methodology and is monitored in this context.

With the Universities, we make knowledge transfer mainly through and by the persons.



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Technology transfer



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Technology transfer

Breakthrough Innovation

- Partnerships with Industry.
- Few partnerships with the R&D interfaces (IT, INESC, ...)

Exploratory Innovation

- Partnerships with Universities and R&D Interfaces
- Cooperation with Industry in the frame of the European Research Programmes

Breakthrough Innovation



Partnerships with Industry.

- Technology Integration Contracts (Software, components, modules)



- Cooperative development contracts of new solutions.



- Licensing contracts allowing the use of our technology.



Breakthrough Innovation



Partnerships with the R&D interfaces:

- Mainly in Projects under the scope of National Programs for the industry improvement.
- Service Contracts where PTIN acquires the ownership of Intellectual property rights of the results of the project.





Exploratory Innovation

Partnerships with Universities and R&D Interfaces

- Collaboration in areas of common interest of both sides (PTIN and the R&D centre).
- Small projects, mainly to support 2 students and the professor.
- Joint ownership of the IPR
- The underlying principle under this approach is that the knowledge transfer is made through and by the persons: the contract provides for the student involved in the team to stay in PTIN under a trainee contract.

Exploratory Innovation

Partnerships with Industry and Operators

- Only in the scope of the funded European Research programs; R&D in consortium.
- Ownership, access and exploitation of IP rights are defined in accordance with EU program regulations.





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Thank you

www.ptinovacao.pt