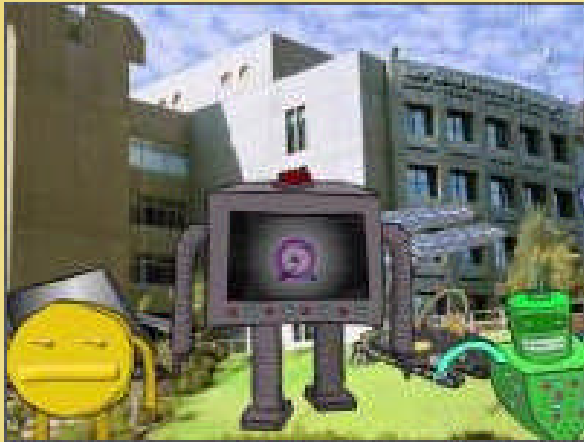


Bridging Webs for Future Business: "Everything-as-a-User"

Vagan Terziyan

OPEN DISCUSSION: "Business through Technologies or Technologies through Business"



Thursday, September 29

9:15 - 10:15	Keynote Speaker Nature-Inspired Optimization: Human and Animal Decision-Making by Prof. Dr. Hideyasu Sasaki Chinese University of Hong Kong, Hong Kong			
10:15 - 10:30	Coffee break			
10:30 - 12:15	CLOUD7	CONTENT3	PATTERNS5	FUTURECOMP5
12:15 - 13:45	Lunch on your own			
13:45 - 15:30	CLOUD8	CONTENT4	COGNITIVE6	PATTERNS6
15:30 - 15:45	Coffee break			
15:45 - 17:30	1. PANEL [PATTERNS/CONTENT/TOOLS] 2. Special Topics 3. On-line Journals			
17:30 - 18:30	OPEN DISCUSSION [BUSTECH]			
18:30 - 19:00	Closing session			



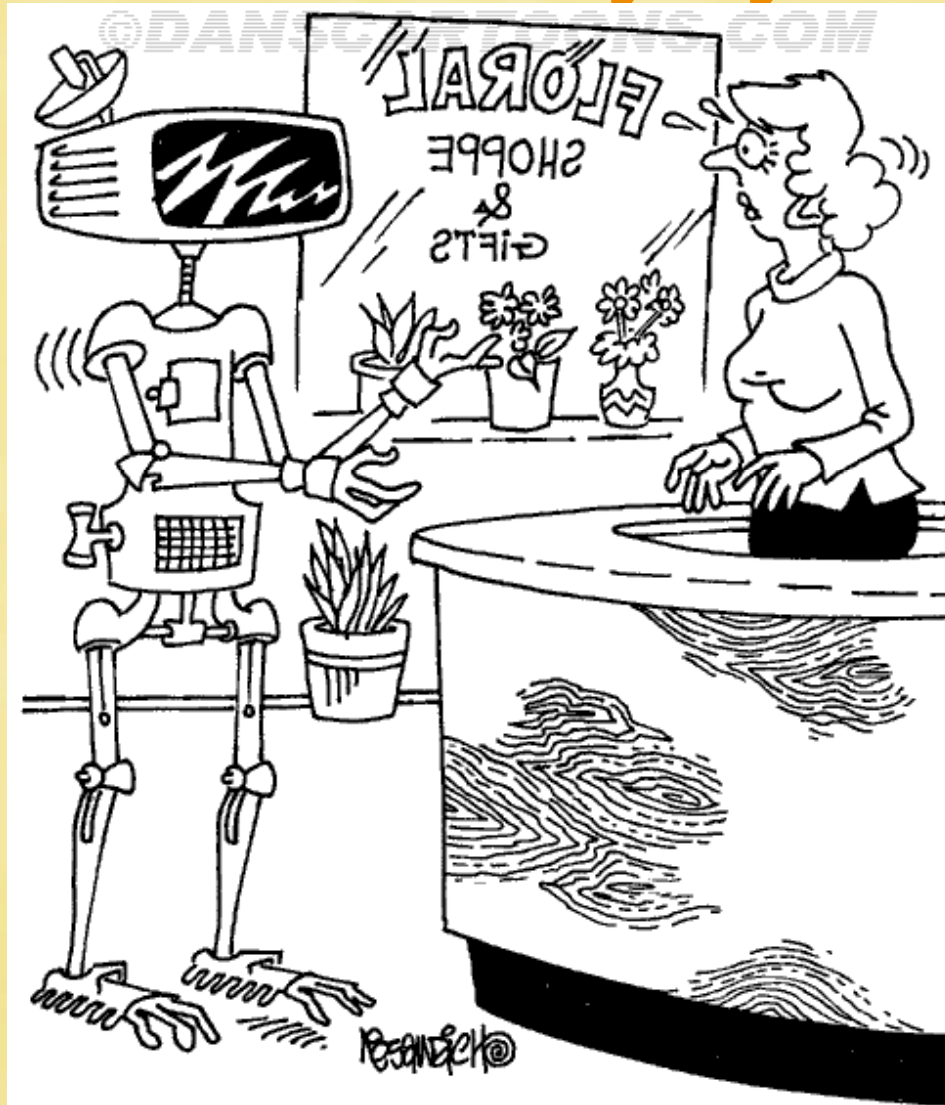
The First International Conference on Business Intelligence and Technology

BUSTECH 2011
September 25-30, 2011 - Rome, Italy

Bridging Webs for Future Business: "Everything-as-a-User"

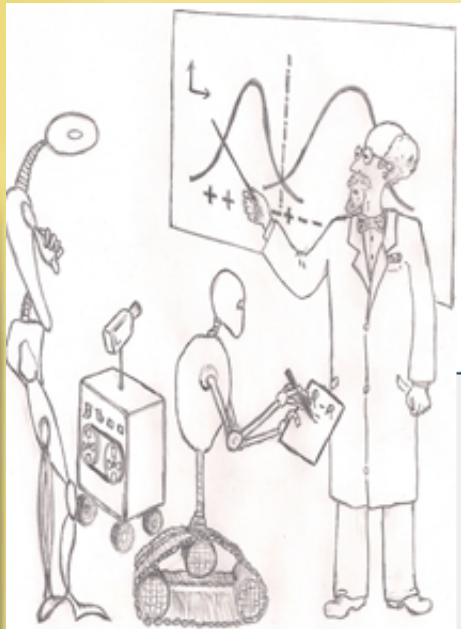
- **Brief Summary:** My view to the future of doing internet-assisted business is based on the assumption that quite soon we (humans) will not be the only ones who will use (decide why and what, order and pay for) the services provided through the Web. The ongoing trend on bridging heterogeneous Webs (Web of Humans, Web of Services, Web of Things, Web of Knowledge, etc.) has resulted to the following well-known slogan: EaaS - "Everything-as-a-Service". However, why not to say wider: EaaS4E - "Everything-as-a-Service-for-Everything", which also implies: EaaU - "Everything-as-a-User"? I suggest to discuss this. It is really difficult to imagine, how many different and interesting challenges should be addressed to make this vision happen! I will try to point out some of them. To make the discussion more concrete, I would suggest to consider 3 groups of services (before - traditionally human-centric): 1. Education for Everything; 2. Wellness and Healthcare for Everything; 3. Financial Services for Everything. Lets imagine that actual service consumer is a device or machine, software component or software system, mathematical abstraction, knowledge or intelligence, ... and try to discuss and figure out together, why and how all of these may proactively discover and utilize various services through the Web. And finally the most interesting one: how we (humans) will benefit out of it?

Services as well as products can be consumed not only by humans

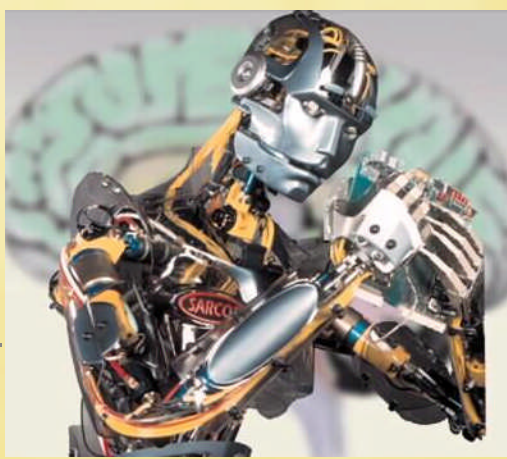
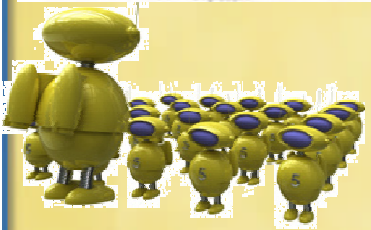
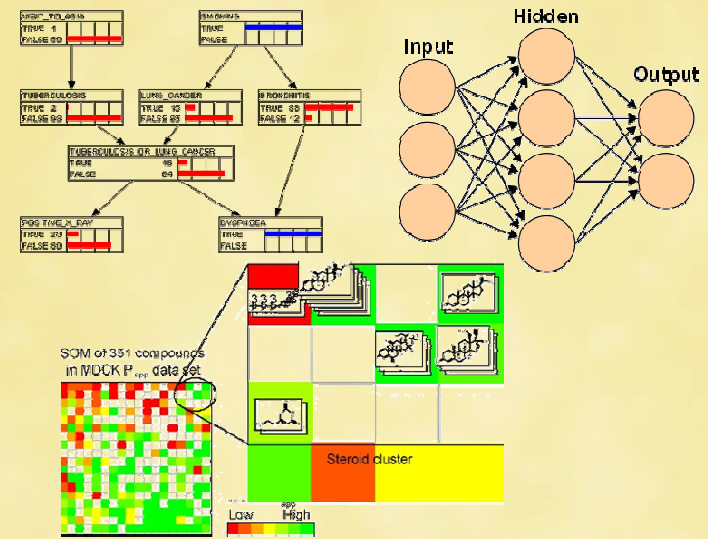


"May I see your artificial displays?"

Educational Services for Everything?



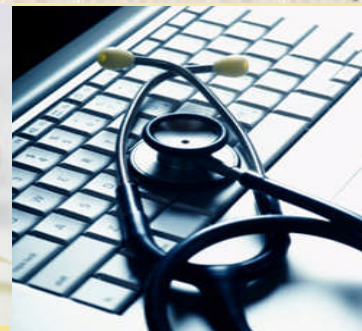
Machine Learning?



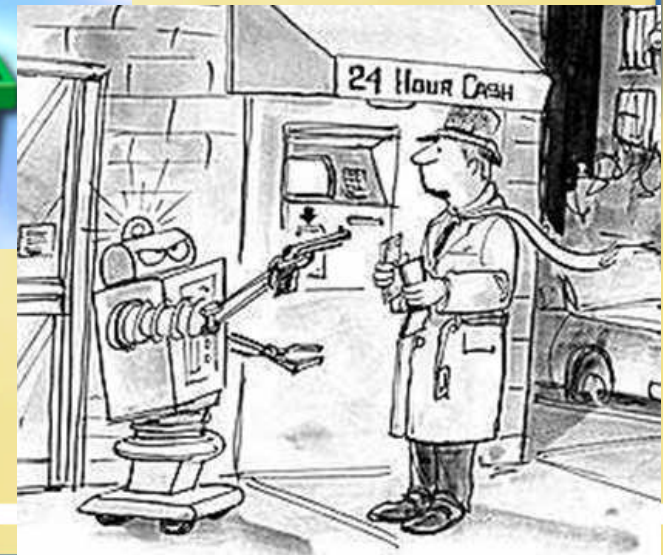
Wellness and Healthcare Services for Everything ?



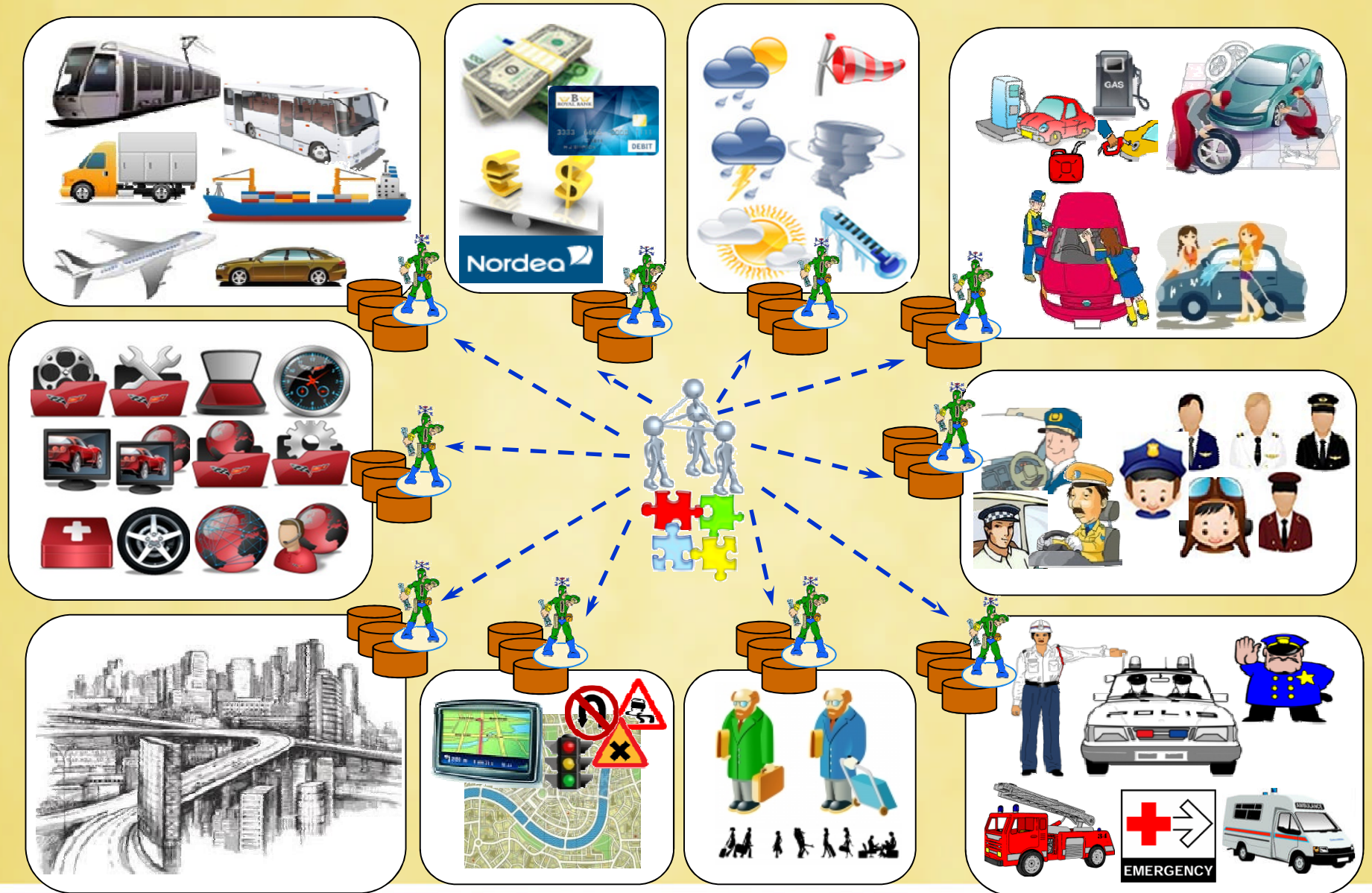
**INDUSTRIAL
MAINTENANCE**



Financial Services for Everything ?



Urban Services for Everything ?



Have we realized already?

- We are not only **Web-users** any more... We are “**Web-services**” for everything as well ...
- Are we ready for that?



Read more: <http://www.mit.jyu.fi/ai/Rome-2011.ppt>
Mail us: vagan@jyu.fi
Visit our pages: <http://www.mit.jyu.fi/ai/OntoGroup>