



*"Beyond the conventional models  
of University/Business  
Interaction"*

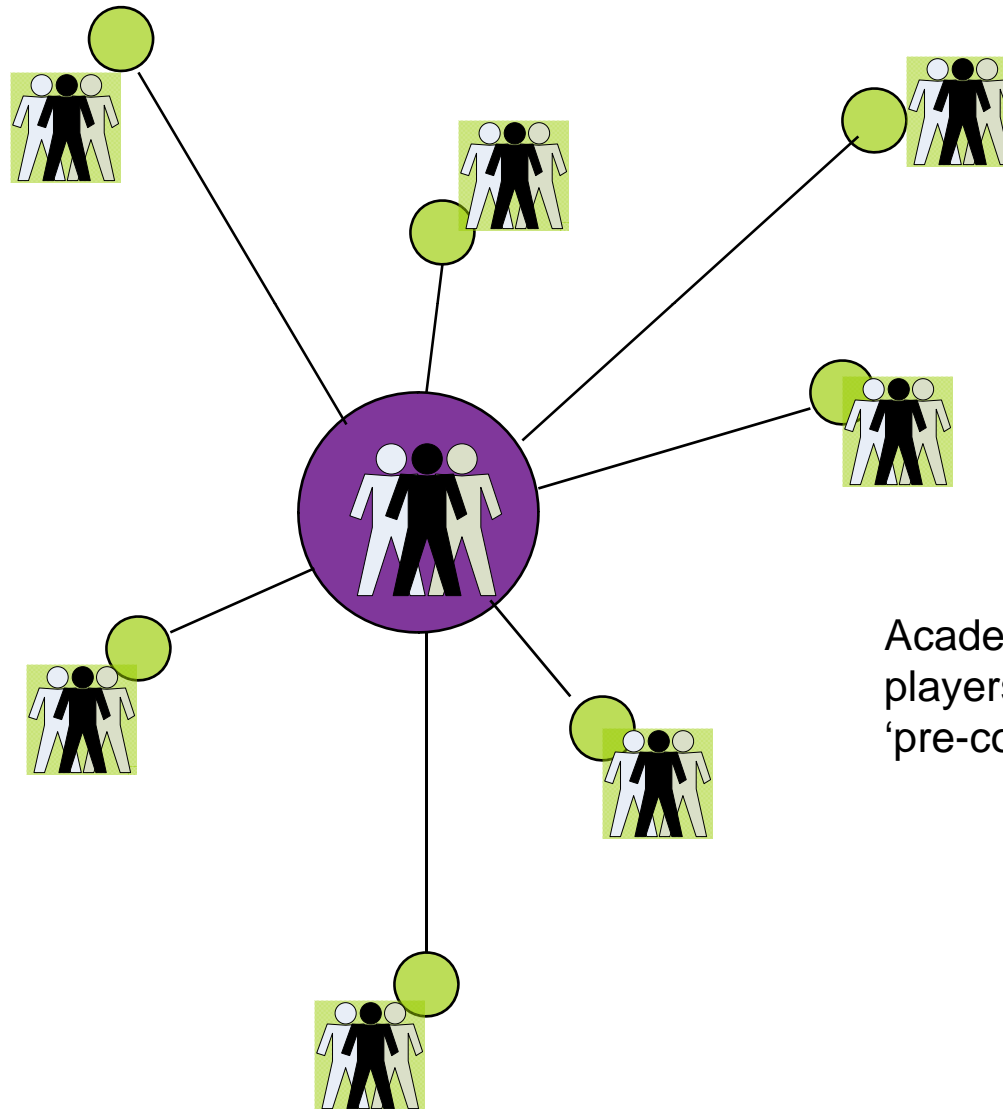
04/06/09

**Jeff Patmore,**  
Head of Strategic University Research , BT Innovate

# My Mission

Underpinning BT's open innovation strategy by managing an extensive ecosystem of Universities, Business Schools and Industry consortia. This enables BT's people to access the ideas, insight, skills and expertise they need to drive through business growth.

# collaboration - hub models...



Academic hubs allow industry players to work together on 'pre-competitive' research



Tod Machover



Roz Picard



Hiroshi Ishii



Joe Paradisio



Hugh Herr



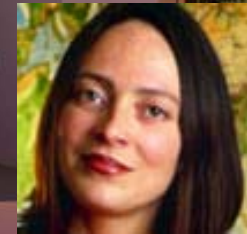
Henry Lieberman



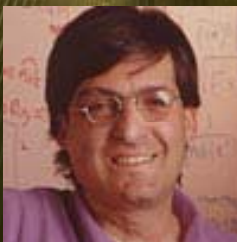
Judith Donath



Cynthea Breazeal



Pattie Maes



Dan Ariely



Andy Lippman



David Good



Anna Mieczakowski



Simon Learmount



Kathleen Richardson



Shai Vyakarnam



Teri Willey



Matthias Holweg



Alex Oliver

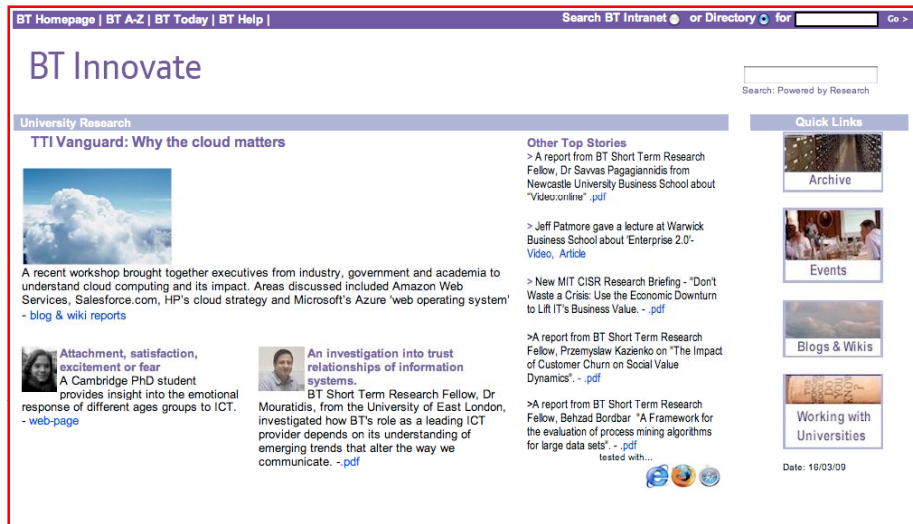


Jon Crowcroft



Malia Kilpinen

# how do we share all this...?



- Our knowledge portal (articles /media)
- Briefings/ thought leadership events
- Customer driven workshops
- One-to-one briefings
- Tailored events for BT or its partners
- **Talking to people...**



# some useful tools...

Tools to allow sharing, contributing, socialising, collaborating and 'broadcasting' on-line.

**BT Innovate**

navigation

- Main Page
- Community portal
- Current events
- Recent changes
- Random page
- Help

search


Go Search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link

**University Research**  
(Redirected from Main Page)

**Welcome to Strategic University**



BT Homepage | BT A-Z | BT Today | BT Help | Disclaimer

Search BT Intranet

HOME ABOUT

**STRATEGIC LIAISONS**  
The latest developments from our strategic academic partners

**Sandy Fraser Shares insight (AT&T Chief Scientist in 90s)** Mar 09 2009

Published by Jeff Patmore under Uncategorized

I met with Sandy at Cambridge last week (5-03-09), the meeting was arranged by colleagues at the computer lab.

**History.**  
Joined Bell Labs in 1960 - key work was Data Network... was split he moved to AT&T - Had worked on TITAN

**Latest Posts:**

- Sandy Fraser Shares insight (AT&T Chief Scientist in 90s)
- MIT: Who'll get the gig? Who'll get the raise? Who's living?
- MIT: IPTV, InternetTV,

facebook Home Profile Friends Inbox Jeff Patmore

Jeff Patmore is working on an Enterprise 2.0 presentation a moment ago

Wall Info Photos +

**flickr**  
Home The Tour Sign Up Explore

**Steve Whittaker shows off his kite flying form**


View Photos of Me (29)



**YouTube**

Home Videos Channels

Search



**twitter** Home Profile Find People Settings Help Sign out

**jeffsbuzz**

thinking about how to keep a bright MIT student busy at our labs...

Updates Favorites Following Retweets



navigation

- Main Page
- Community portal
- Current events
- Recent changes
- Random page
- Help

search

Go Search

**Academic Partnership Wiki**  
(Redirected from Main Page)

**Paving the way for Enterprise 2.0**

From a video interview at Warwick Business School

Over the next few years, social networking technologies are tipped to become as commonplace in large organisations as e-mail and the telephone. What's more, the adoption of Enterprise 2.0 looks set to be boosted by a new generation of technology-savvy employees eager to employ social networking in the workplace... for more on this click here

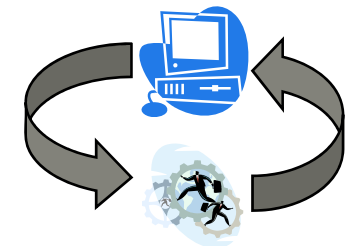
Added: 12/02/09

**Facebook: Changing the nature of friendship**

A University of Cambridge Article... Facebook encourages people to be more sociable and acts as a form of personal biography, according to a research project conducted by a Cambridge University social anthropologist, Kathleen Richardson, and BT.

**How r u? - the social side of technology**

They've been dubbed the "Facebook Generation" - a huge swathe of people who don't give a second thought about communicating with others online. In broad terms, these disciples of social networking are young and technically literate. And they love nothing more than sharing the ins and outs of their life with their friends via social networking websites.



The value is in influencing strategy...and answering the  
big questions...  
for BT **and** its customers...



Thank You

[Jeff.patmore@bt.com](mailto:Jeff.patmore@bt.com)