

### ABOUT US

The Smart Services CRC is a \$120m, commercially focused collaborative research initiative, developing innovation, foresight and productivity improvements for the services sector. Services is the largest sector of the economy representing approximately 80% of Australia's GDP and 85% of employment. Within the services industries Smart Services' initial programmes will be customer-focused with outcomes translatable across the whole services sector. Initial research outcomes and demonstrators will principally be associated with the digital media, finance and government sectors (including the health sector) to develop exciting new capabilities and demonstrate the breadth of the applicability of our work.

Smart Services is a research and development partnership between 12 major industry players and six Australian universities, funded by the private sector and governments under the Australian Government's Cooperative Research Centre program. Its aim is the creation of research-enabled commercial outcomes for its partners.

Major investors and partners include Fairfax Digital, Infosys, RACQ, SAP, Sensis, Suncorp-Metway, Telstra Business, Telstra Enterprise & Government, AARNet, Austin Health, the NSW and Queensland State Governments, Queensland University of Technology, the Royal Melbourne Institute of Technology, Swinburne University of Technology, University of New South Wales, University of Sydney, and University of Wollongong.

### SCHOLARSHIP PROGRAM

During the next decade, an extraordinary opportunity exists for Australians to capitalise on the rapid growth of the services sector. A Smart Services Scholarship is your chance to be part of the research and development team that is focused on developing innovation, foresight and productivity improvements for the services sector.

As a highly talented student you will undertake your post graduate studies (PhD) at one of our prestigious Australian Partner Universities. These include:

- ▶ Queensland University of Technology
- ▶ The Royal Melbourne Institute of Technology
- ▶ Swinburne University of Technology
- ▶ University of New South Wales
- ▶ University of Sydney
- ▶ University of Wollongong

Post graduates sponsored by the CRC will benefit from our extensive and vibrant collaborative environment encompassing a wide range of projects and talented R&D personnel among our University and Commercial Partners. They will be assisted in many instances by both academic and industry supervisors working in R&D projects that are multidisciplinary in nature. Post-graduates will be included in all our R&D activities, including participation at yearly CRC Sponsored Conferences and workshops.

The CRC has full ownership to all research results, for Full Scholarships or Top-Up Scholarships, with moral right and Thesis copyright rights to the Student.

### WHO IS ELIGIBLE FOR SCHOLARSHIPS

Potential candidates must submit evidence of academic and/or research ability. At a minimum, a candidate is expected to hold first class honours degree or its equivalent. Entrance to the PhD Program is competitive and depends on the candidate's academic record, research capability and availability of supervisory resources.

The candidate must have, or good prospects of obtaining:

- ▶ A first class honours degree
- ▶ A research interest in one of the Smart Services project areas
- ▶ An APA or other base scholarship (for top-up scholarships)
- ▶ Australian citizens, Australian permanent residents or valid study visa

### OUR RESEARCH

**The Smart Services CRC research expertise covers:** Content delivery networking; information security; digital asset management; advanced computational systems; digital media; flexible learning; agent technologies; multimedia content delivery; artificial intelligence; medical informatics; language learning model; multi-modal & immersive interfaces; machine learning; data mining; wireless mobility; information management systems; user modelling; user centre design; service oriented architecture; software as a service; social networks; user generated innovation; law; marketing & advertising; strategic business and market foresight; business process re-engineering; service delivery tools and platforms.

Research projects are developed in collaboration with the CRC's Participants under three major themes:

**Servicing Customer Needs:** The Smart Services CRC will emphasise the importance of putting the user at the centre of its research. With a strong emphasis on the social sciences, key to understanding the customer and trends for consumption of "anyway, anytime", research projects will explore customer behaviour and deliver strategic knowledge and tools in social media, personalisation and audience and market foresight.

**Ecosystems for Service Delivery:** In public administration, telecommunications, banking and other sectors, significant investments are underway to increase the value, market penetration and delivery of services. In line with business restructures towards service provisioning efficiency, SOA technologies are being adopted to establish Web services out of business applications. Smart Services CRC research projects will provide frameworks and tools to identify services, aggregate services and deliver services across private and public boundaries, across finance, government, health and media industries, and with multi-channel, including mobile distribution.

**Services of the Future:** The service industries find themselves at an historic moment pivoting between enormous opportunities and intimidating risk. Advances in software and popular penetration of the global internet present an enormous opportunity for innovation while many of the outcomes of the industrial era and the birth of globalisation provide a broad array of intimidating risks to viability and predictability: mass demographic shifts, climate change, global inequality and resulting social instability and the apparent fragility of the global financial system. It is difficult for most organisations in the services sector to maintain a constant, organisation-wide eye on these strategic issues and a balanced view of the threats and opportunities of this landscape. Smart Services CRC research projects will deliver strategic foresight, tools and technologies through projects looking at education and new media, immersive multi-media services and services 2020.

### OUR PROJECTS

The Smart Services CRC Horizon 2 (H2) round will commence in October 2009 and consist of nine research and development projects:

**Business Services Management:** Develop and establish Business Service Management (BSM) as the business discipline dedicated to the holistic management of services in an organisation to ensure alignment with the needs of the customer and the objectives of the organisation.

**Immersive Service Interfaces:** Creates world-leading technology for online collaborative immersive environments that combines virtual worlds with live video and audio streams in a scalable fashion. This project also studies the social context of how individuals and organisations use or will use immersive environment for education, training, collaboration and overall service delivery.

**Multi-channel Content Distribution & Mobile Personalisation:** Conveys to all CRC participants an understanding of current and emerging mobile network and platform environments and their impact on service delivery capabilities by developing and trialling techniques and mechanisms for customised service delivery and adaptive mobile platforms.

**New Financial Services:** This project looks at innovation in the Financial sector from different angles: what would a next-generation Internet Banking solution look like? What are the key inhibitors and motivators for mobile financial services? How can we improve young people's financial literacy? What can we learn by studying banking with and within developing countries?

**New Media Services:** Explores innovative business models for new and existing media services, technology-driven innovation for the news media and methodologies for non-media organisations to nurture online communities and expose their media assets to the public in a meaningful way.

**Personalisation:** Develops novel techniques for user profiling and market segmentation including dynamic segmentation and use these for the construction of user profiles and new market segmentation models of customers and social networks of customers.

**Service Aggregation:** Addresses the issue of building reliable, scalable, large-scale aggregations of online services, and how Cloud Computing offerings can best be leveraged in this context, with a key focus on Enterprise services and location-based services.

**Service Delivery Framework:** This project aims at improving the productivity of online service delivery and enabling the creation of new online services by addressing all the elements of the service delivery chain, from service provision to repurposing and consumption. One key aspect is the development of the Unified Service Description Language (USDL) and the corresponding repository of service descriptions.

**Services 2020:** Develops and applies foresighting methods in order to anticipate disruptive change and deliver focused, actionable foresight to CRC participant organisations and the services industry as a whole. Also develops and maintain a conceptual framework for services and performs focused foresight on the topic of broadband-enabled services.

## THE FOUNDRY

### Prototyping and Test Marketing

Smart Services have established a Services Innovation Foundry in Sydney and Brisbane comprising physical and virtual spaces dedicated to fast-prototyping and testing of new services concepts while protecting participants' brands. This concept is focused on reducing the time from proof of concept to a deployed product in the market by allowing regular and fast testing of R&D outcomes against a relevant test market.

The Foundry is an essential component in the path to the adoption of Smart Services innovations by our industry participants and other commercial, industrial and government organisations. The Foundry will support the activities of a dynamic group of associated researchers, students and industry participant staff with infrastructure in the form of software, networks and computational facilities; provide researchers and students an opportunity to work on industry projects; and industry a forum for recruiting talent to their organisations.

### Foundry Purpose

- ▶ Develop pre-commercial demonstrators, proofs-of-concept, pilots and prototypes to meet expressed participant needs for on-line and mobile service innovations
- ▶ Dynamically test, conduct in-house and field trials, adapt and improve these trial-services together with the interested participants
- ▶ Transition the resulting services to one or more participants to be further developed to become production services
- ▶ Showcase the innovations developed by the CRC and its capabilities to enhance online and mobile service provision
- ▶ Accelerate participant interaction to facilitate service innovation, particularly industry-to-industry and industry-to-research interaction
- ▶ Develop skills and provide repository services for tools and methodologies developed by Smart Services and provided to the Foundry by participants, and develop and promote effective collaborative work practices within the CRC

## APPLICATION PROCESS

If you wish to apply, please complete the PhD Scholarship Application Form and attach the following:

- ▶ Your Curriculum Vitae
- ▶ Copies of academic records or transcripts
- ▶ Research proposal
- ▶ Referee's report

# Smart Services CRC

## Post Graduate Scholarship Flyer

Please submit your application and additional documentation with a covering letter to the Smart Services Scholarships contact at your University no later than:

- ▶ For Australian Residents: By 30 September 2009
- ▶ For International Students: By 15 October 2009

### University Scholarship Contact Details:

Prof Kerry Raymond  
Queensland University of Technology  
[k.raymond@qut.edu.au](mailto:k.raymond@qut.edu.au)

Prof Margaret Jackson / Prof Ian Burnett  
The Royal Melbourne Institute of Technology  
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Prof Farzad Safaei  
University of Wollongong  
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### Guidelines for the PhD Application Research Proposal

- ▶ Clear statement of your topic
- ▶ Include evidence that you have read academic literature in the area of your chosen topic
- ▶ Significance of the proposed area of research to the academic discipline, current research trends and industry
- ▶ Your aims in undertaking a PhD

### CONTACT DETAILS

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