Menai Intelligent Tourism Network

## REGIONAL DEVELOPMENT AND THE DEPLOYMENT OF A DIGITAL BUSINESS ECOSYSTEM

DBE

- The Analog to Digital Concept
- THE CAMERA -
- Analog Photochemical Ecosystem - complex; multi stage process language ; product orientated
- Digital Binary Ecosystem – simple single language process; service orientated
- HOME HEATING –
- So What? – The Kodak Experience

- The Analog to Digital Continuum – where are we today?
  - products PRECEDE services
    - eg mobile phones; PDAs; HD televisions; ipods are common
    - The service revolution has yet to properly begin ie when the products (species) begin to interact within the ecosystem, generating added value and business opportunity

Technology Adoption Life Cycle

Early Market

Chasm
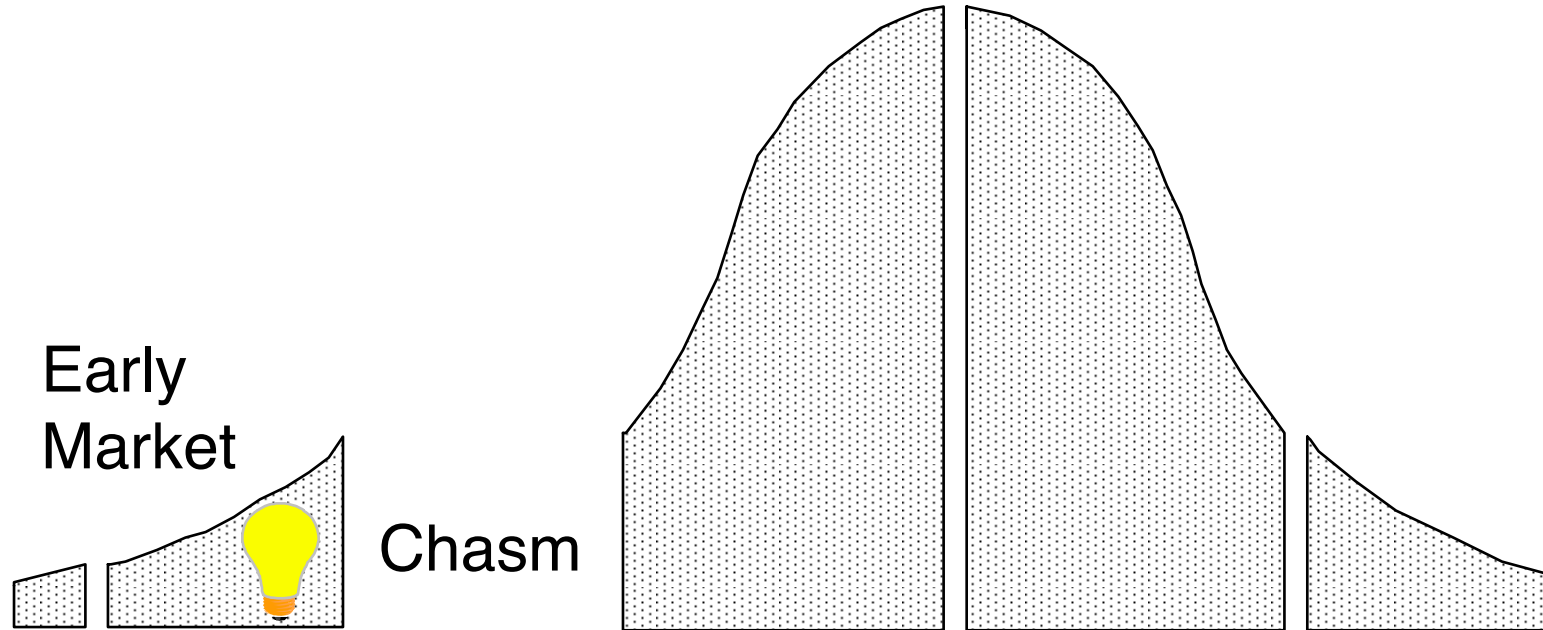
Digitalia

- **CHANGES AND TRENDS IN A DIGITAL WORLD**

- **10. Images are king.**
- 9. Songs are the spiritual property of the young.
- **8. There is no place to hide.**
- **7. Wikis rule and "crowd-sourcing" works!**
- 6. Games tell all.
- **5. Services displace products.**
- **4. Everything is media.**
- **3. Outsourcing and offshoring are inevitable.**
- **2. Symbolic competence creates competitive advantage.**
- 1. Omnipresent distractions increase the need for inner peace.

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Welsh Assembly Government

Menai Area

Process

PEARDROP toolkit:-

- Regional development and deployment
- Raising awareness and gaining the commitment of key players
- Resolving legal and governance issues
- Developing the technology platform
- Financial planning
- A timetable for implementation
- Seeking sustainability

Regional economic context

- Higher than average levels of economic inactivity and unemployment;
- A GVA per head well below the national average at 53%;
- A GVA per head deficit of £3,700 against UK average and over £2,000 against the Wales average;
- Over dependence on two large employers (Wylfa Magnox and Anglesey Aluminium) and the public sector, with 2% of companies employing 34% of the workforce;
- These two large employers threatened by decommissioning in 2010

Economic inertia
An ageing population
Large numbers of small service companies and self employed craft
No bluechip, little knowledge economy
On an Euroroute, but underutilised
Dramatic rise in VAT registrations 1994 – 2004 in food, tourism and services has slowed considerably to date

Economic Growth?

Diagnosis and symptoms are easy; prescriptions are more challenging.

The area's assets? Environment, heritage and activities cannot be ignored

Tourism is strong but seasonal; a low value employer; characterised by disparate business units and a narrow product range BUT

   If we facilitate making the right connections between:-

      The cluster of software developers based at the CAST Technium in Bangor
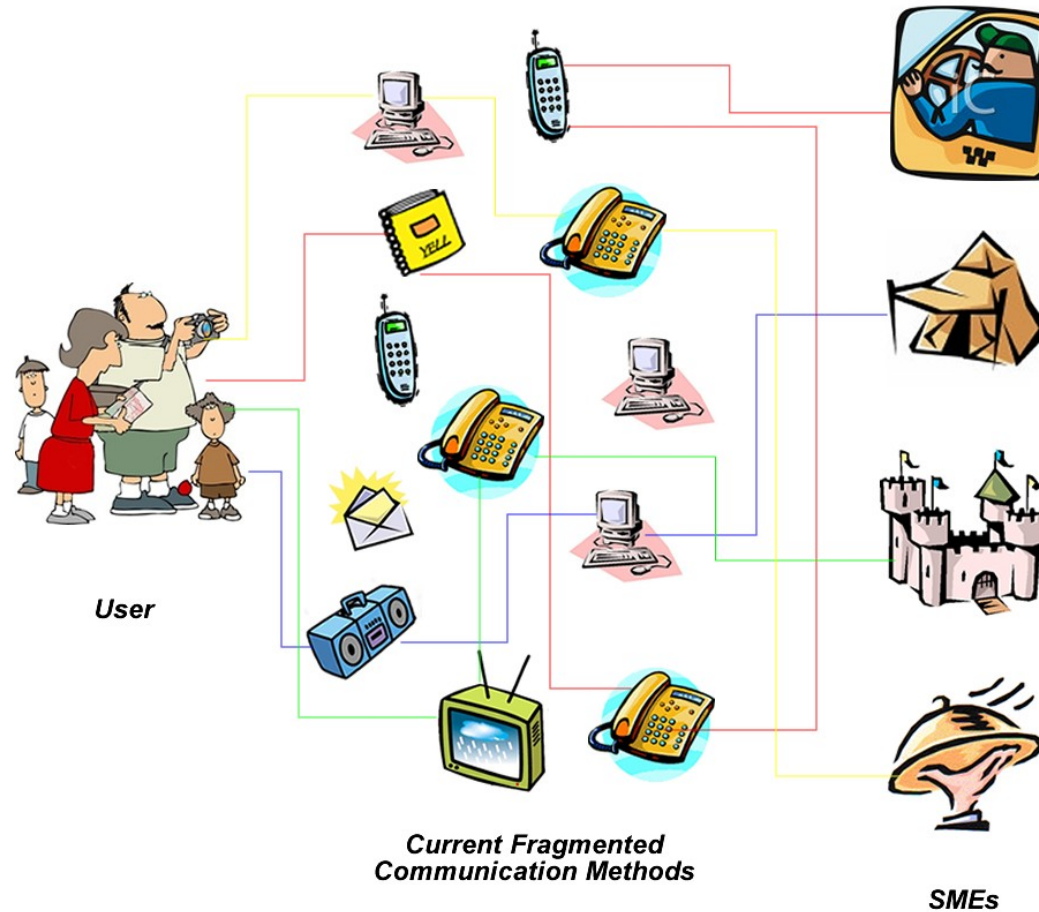
      The tourism business community of the region

   The diversity of tourism opportunity is greater than the sum of its parts; the added value product possibilities substantial.
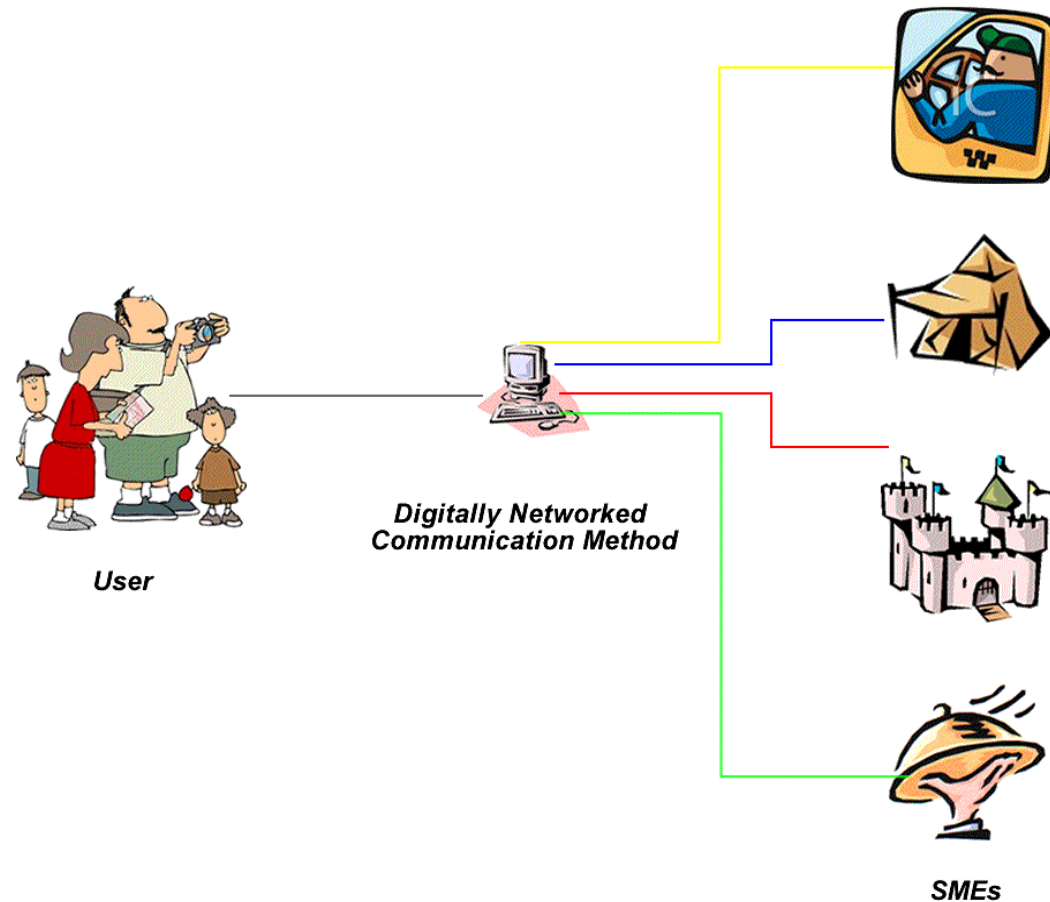
   A DBE to overcome the limits to growth; to give the region's tourism an advantage; to create new tourism products

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The functional DBE effect – from analog

User

Current Fragmented
Communication Methods

SMEs

The DBE vision – to digital

User

**Digitally Networked
Communication Method**

SMEs

The creative DBE

- The functional DBE delivers multiservices to the individual user, whether operator or customer, from any point in the network to any point in the network
- The creative DBE community amalgamates datasets, draws relationships between them, identifies new markets and provides new products for those markets

The MITN stakeholders
Champions; Discoverers; Drivers; Users

| Stakeholders	Roles
WAG - E-Business - Môn Menai	Influencers / Champions
Menter Môn	Regional Catalyst
Holyhead Port Authority	Discoverer
Anglesey Economic Development — Tourism & Marketing — Cruise Ships — Holyhead Regeneration	Discoverers
Gwynedd Economic Development - Tourism & Marketing	Discoverer
Anglesey Tourism Association	Discoverer
Anglesey Attractions	Discoverer
University of Bangor - IT Wales - CAST Technium - Centre for Business Research	Discoverer / Driver / Implementer
Anglesey Airport	Discoverer
Software Developers	Drivers
Software Developers	Implementers
Tourism SMEs	Users
Tourists	Users

Stakeholder Interaction

How stakeholders inter relate, contribute and participate
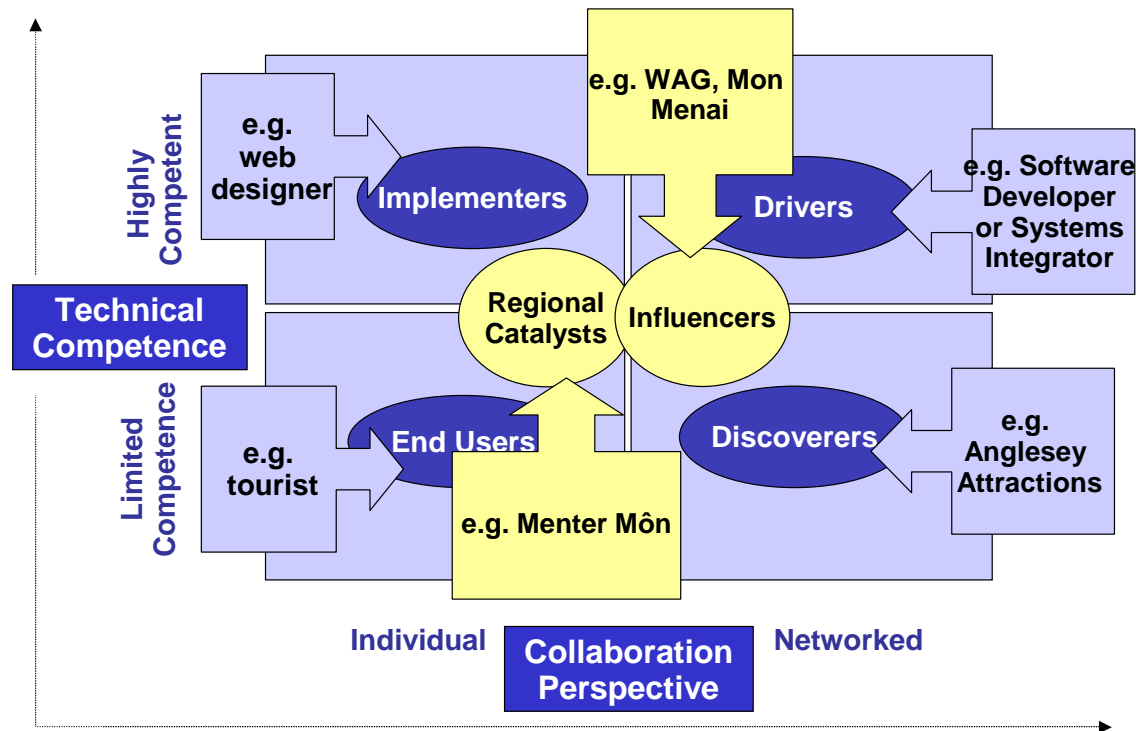
Legal & governance issues
Community Interest Company preferred option
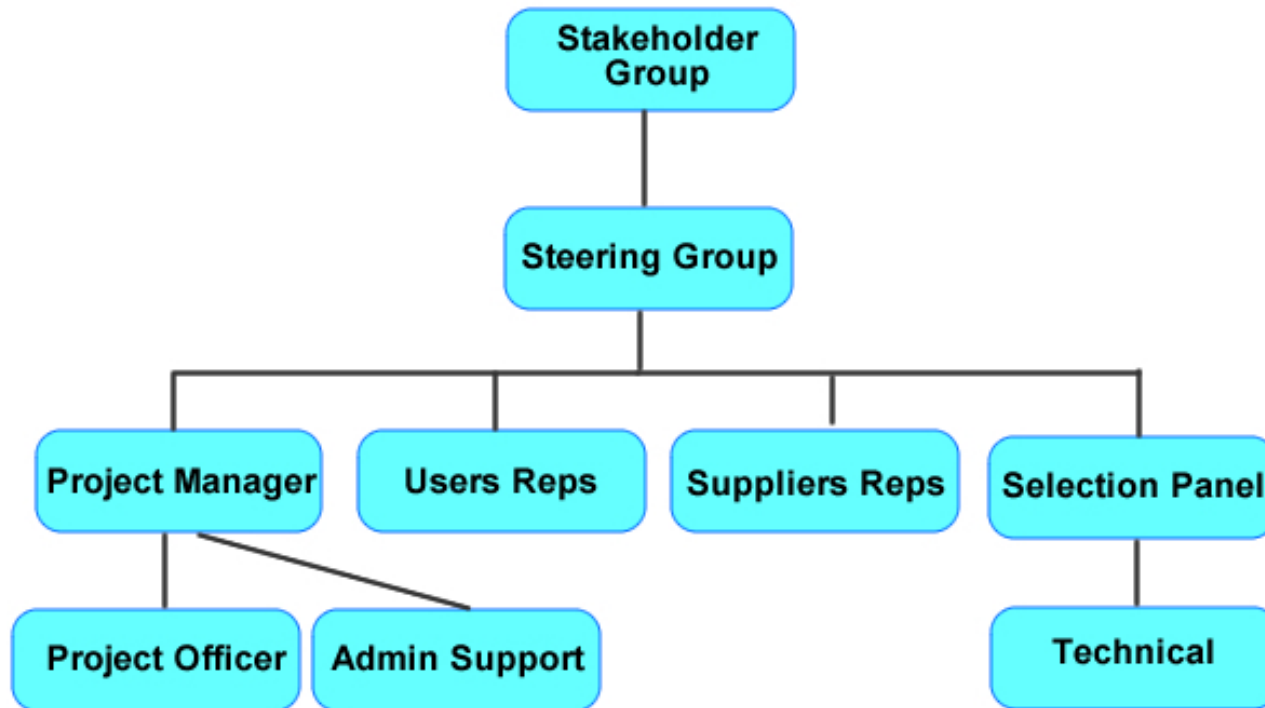
DBE Technology Platform

- Technical requirements assessment workshop

- Identification of skill gaps

- Local ICT Companies engaged as part of the assessment

- Local ICT Companies Support Plan produced to fill the skill gaps
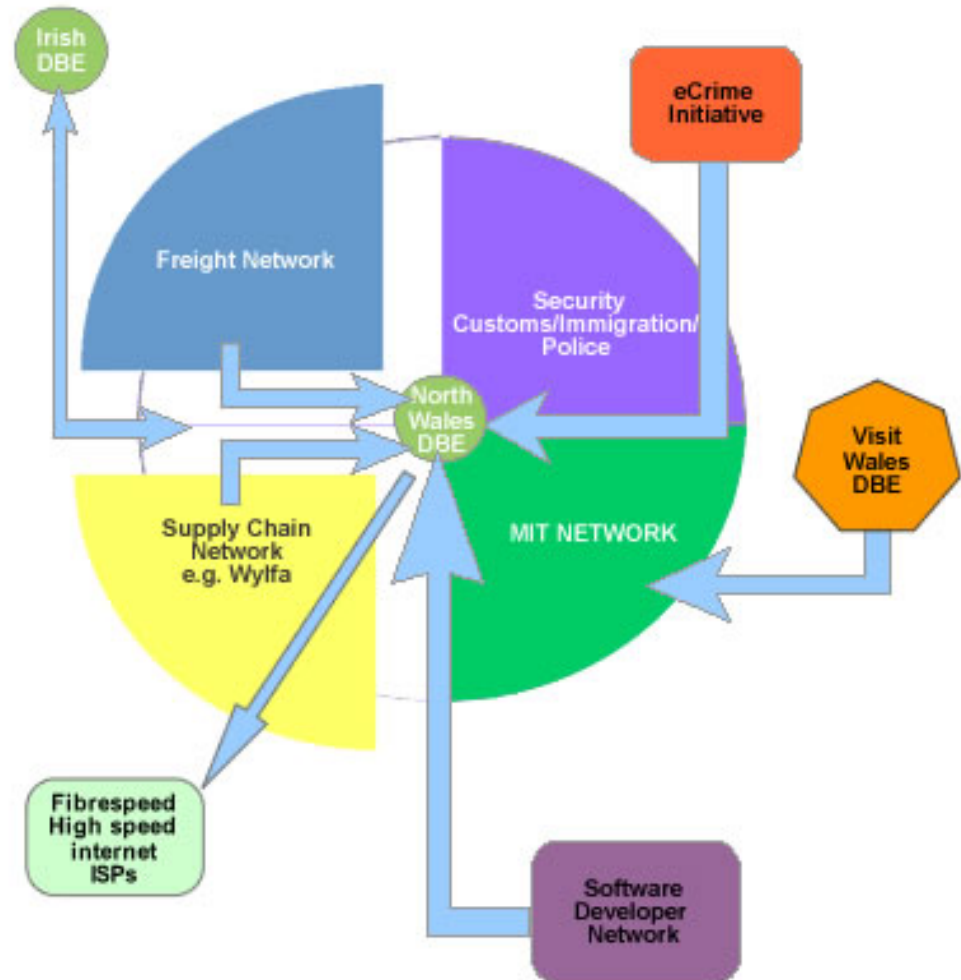
Financial planning

- Cost Benefit Analysis
  - **Financial Account**
  - **User/Consumer**
  - **Economic Development**
  - **Social Account**
- £854,000.00 : £2,788,540
- Funding options

Next steps

- Convergence and scale
  - Mon Gwynedd DBE
  - Visit Wales project
- Expansion
  - Geographic
  - Sectoral
- Cross border options
- Deployment plans for other sectors

Diolch yn fawr

- Successful DBE deployment will require intensive collaboration
- Clear communication of concepts
- Mobilisation and patient, committed participation of the sectoral business community
- An appropriate scale for initial deployment
- Early public sector investment. This is a race to embrace the inevitable. We can be the first to adopt DBE, or the last. Left to market forces, we will be among the last.
  - Kodak factor – unforeseen speed of analog to digital
  - Mobcomms factor – voice, sms, and levels of digital networking

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