



 Øresund IT  
Annual Report 2008





## **ØRESUND IT**

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# STRONGER TOGETHER

Despite financial turmoil, the ICT sector has been keeping up fairly well and many of our members have seen continued growth. So has Øresund IT, and we today count 101 companies, universities and authorities as our members. We will continue to work hard to take care of all of you who have trusted us with your business, even more so now when the times are getting tougher and tougher.

To remain successful, Øresund IT believes that collaboration and joint initiatives will be essential. It will become even more crucial than before to create the required meetings, supply the tools and the talent while running the processes. There are numerous demands that need to be met and lots of ideas that we want to make into real projects together with our members. We know that ICT is embedded in all parts of society, but it needs to reach further and involve many more parts of our society. For such projects, Øresund IT has the right skills building both on

our experience as project managers, in-depth knowledge of living labs and user-driven innovation as well as our network into all parts of the ICT sector. We also have a neutral position and a good view on funding sources, as evidenced by the funding events that we have organized during 2008.

Another part of Øresund IT is all about deliver relevant services. During 2008 we have organized hundreds of personal visits or links to the right sources. Just to name a few things, we have set up guided tours in Skåne for Danish venture capital as well as business matchmaking between large Danish buyers and Swedish suppliers. We have also supported our universities through project applications, cluster initiatives and match-making with companies.

Recruitment and access to talent keeps being high on the agenda for our members. We have accordingly run some large



*Niels Bo Theilgaard  
Chairman, Øresund IT*



*Peter Höjerback  
CEO, Øresund IT*

projects to support the attractiveness of Øresund as a great place to work and live. It has been a pleasure to cooperate with both Microsoft and SonyEricsson in a joint awareness campaign aimed at attracting Polish ICT employees with mobile skills to the region.

Another huge project is Living Labs Øresund. This method of bringing users into the design process has gathered international attention and both our own team and the participating members have learned a lot. The project has also established useful links to resources in many other places with the EU. This will be a great platform for new projects during 2009.

There are also some challenges ahead. The organization wants to keep growing to be able to add even more value to the members, but doing this with

small financial resources is hard. We also have to become better to run projects in Denmark, where several of our applications have failed to win the support of the approving boards.

We are truly glad to work for you and we hope to be able to delight you with relevant projects, useful contacts and new knowledge also during 2009.

*Niels Bo Theilgaard  
Chairman, Øresund IT*

*Peter Höjerback  
CEO, Øresund IT*

# FUTURE CHALLENGES

KEEPING THE TALENT IN THE REGION AND INCREASING BUSINESS

In last years report a key topic was how to attract talent and also to increase knowledge amongst those working in the ICT-sector. Øresund IT was heavily involved in several projects around recruitment, knowledge development and regional attraction also during 2008. But of course, the economical setback has slightly changed the companies agenda regarding their need for competence in the short term. This means that organizations as Øresund IT has an even more challenging task in looking into the future and the upcoming needs for knowledge.

Talking to the major players in the regional ICT sector give us quite a clear picture. Everybody is aware of the short term economical situation and that this also will affect their need for competence during the coming two year period. Both large and small companies will probably be forced to decrease their working force, increasing unemployment amongst ICT-workers in our region. But everyone is also aware of the fact that in three or four years we will with great probability have a new and even stronger period of lack of competence. We must all remember that we still lack


about 3 000 ICT people in the region, even though most of them today are specialists that are hard to find. In a three year period the lack of people probably will increase.

## **How to maintain knowledge in the region**

One of the largest challenges during the next years will in fact be how to keep the persons that now are searching for a new assignment in our region. Because if they leave the region they probably will be hard to convince to move back when we need the competence again. And we can assume that this will happen sometime during the next upcoming four years. Maybe one thing to do is actually to look for the possibilities we have in the present instead of looking at the problems.

## **A great possibility for SME:s**

During the last years the price for a well educated engineer has increased to levels that are hard for a small company to live up to. But right now, when many larger companies will decrease their working force, there will be highly skilled engineers available on the market. This means that those companies that have innovations that still aren't developed have some opportunities



to find the persons that are missing to full-fill the development work. With a positive mindset we can see this as a great opportunity for the region to further increase the level of innovations. With help from public organizations and the academia, the next two years could be the time to start something new and build a large number of new start ups within the ICT field.

### **Being the gateway between academia and industry**

If we are going to succeed with the mission to increase the number of SME:s in the region it is not only the number of available engineers on the market that creates the soil for new success stories. We must also increase the cooperation between industry and researchers at the universities. Here Øresund IT plays an important role standing with our legs both in the academia and the industry. During the year we will therefore do concrete activities in order to help researchers meet with the industry, but also try to increase the number of EU funded projects that are taking place in the Øresund region. This will be done both in physical workshops and seminars and in different virtual communities.

# PROJECTS 2008

## Recruiting to the Øresund Region

During 2008 Øresund IT initiated a project together with Microsoft Development Center Copenhagen and SonyEricsson in order to recruit talent to the Øresund Region. The idea was that the number of potential candidates would increase if the companies combined their recruitment efforts. Due to its IT talents and high level of education, Poland was chosen as the first country where to launch a campaign running May-June 2008. The result was really satisfying with a large number of applications and many interviews. During 2009 the project will be followed up with further activities.

## The IT Region

The co-operation with the regional marketing organizations Invest in Skåne and Copenhagen Capacity has continued. A basic news service has been going to keep our international contacts up to date. The regional marketing information has also been integrated into the home page of Øresund IT where it fits nicely with current lists of events and projects. The project will continue during 2009 with a redesigned newsletter, common activities and a workshop in order to find a

shared vision for how to continue building the brand around Øresund as the IT Region.

## Living Labs Øresund

The Vinnova funded project further developed during the past year. A website, [www.livinglabsoresund.com](http://www.livinglabsoresund.com) was created where the results of the project are published. Also several different workshops and public seminars were held. One of the more popular was when a teenagers told representatives from the telecom companies about their mobile phone habits. Sending over 3 000 SMS every month, these young people are one of the interesting target groups for the telecom industries and their habits will certainly affect tomorrow's mobile services.

## Baltic Sea Region (BSR) Inno Net ICT Pilot

Our close co-operation with the newly formed sub cluster initiative Mobile Heights led by Region Skåne has given us the opportunity to lead a transnational cluster co-operation project. The project is financed with national innovation funds from participating nations in the BSR and focus on three short term goals as a proof of concept of the value of cluster-to-cluster synergies. Follow the progress on [www.bsriict.org](http://www.bsriict.org).

# EVENTS 2008

## EASY FAIRS

27<sup>th</sup> - 28<sup>th</sup> February

Bella Center, Copenhagen

Øresund IT had a stand at this years Easy Fairs event in Copenhagen that gathered many of the actors in the ICT sector in Øresund. Meeting the companies in this surrounding gave ØIT valuable input of what to focus on during 2008 and also a lot of new contacts.

## DSE

12<sup>th</sup> - 13<sup>th</sup> of March

DTU, Lyngby

Messe in Lyngby is Denmark's largest job fair for engineer undergraduates. Øresund IT was there to inform Danish undergraduates about possibilities regarding studies and work on the Swedish side of the sound. Present was also, for the first time, a Swedish exhibitor, Ericsson Mobile Platforms from Lund.

## BUSINESS TO BUTTONS (B2B)

12<sup>th</sup> - 13<sup>th</sup> June

Malmö

Øresund IT acted as co-host of this years B2B conference which was held at the University in Malmö. The conference

focused on how to increase the use of new application, with topics as human-computer interaction, new mobile services, user driven design and webb 2.0.

## AMUSE ME—OR I WILL HANG UP

18<sup>th</sup> June

Lund

As a part of the dissemination for Living Labs Øresund, ØIT arranged a seminar with focus on new mobile services. The large audience got to listen to how the progress is in Living Labs Øresund and how TeliaSonera launches new services on their webb community Innovation World. As a closing we met one of the teenagers that had been attending our workshops, who told us about her mobile habits, living in a world where communication, availability and networks are essential.

## MOBILE MATCHMAKING EVENT IN STUTT GART

14<sup>th</sup> - 16<sup>th</sup> of May

Stuttgart

As a part of the European project mCluster, Øresund IT was one of the participating clusters on the first match-making event

for mobile services. Several of the regions exciting companies developing new mobile services followed us to the event and managed to get interesting contacts with potential partners and customers.

## BROADBAND DAYS IN DENMARK

16<sup>th</sup> - 17<sup>th</sup> of September

Copenhagen

This encompassing conference gave a very good platform for Øresund IT to present its offer to key actors in both industry and public sector. The presentation led to several hands-on project ideas that we hope will be financed during 2009.

## TECH FEST 2008

6<sup>th</sup> of November

Microsoft Development Center

Copenhagen

Again this year technical and innovative front-runners in the Øresund Region were invited to Microsoft Development Center Copenhagen to participate and showcase new innovative technologies for Microsoft representatives, press, venture capitalists and industry organizations.

President of the Microsoft Business Division, Stephen Elop and General Director of The National IT and Telecom Agency Jørgen Abild Andersen were some of the special guests to visit the TechFest and IT innovators, engineers, system architects and students had the opportunity to showcase their new technologies to them. A number of Øresund IT members were represented and had a great day with networking, knowledge sharing and new friends.

## ARKAD 2008

12<sup>th</sup> - 13<sup>th</sup> of November 2007

Lund University, LTH, Lund

Arkad is the job fair for engineers from mainly the Lund University, Faculty of Engineering (LTH). Attracting over 160 companies it has become a meeting place not only for those looking for a new assignment, but also for the technology companies in the region.

As usual Øresund IT was at the fair both to meet the next generation of knowledge workers and to meet the companies in the region. A reflection from the fair was that even though the financial

crisis had hit us, many companies still looked for new employees. On the evening Øresund IT arranged our traditional (and very popular) champagne tasting event with exhibiting members and the management of LTH.

## SUPPORTING INNOVATION WITH EU FUNDING

14<sup>th</sup> November

Lund

Together with IK2, Øresund IT arranged a seminar about how to find new funding for ICT-investments. At the seminar, where about 50 people attended, Nutek told about the different innovations programs.

We also got statements from Informator and Blekinge Health Care about their experience from similar projects.

## ØREDEV

17<sup>th</sup> – 21<sup>th</sup> of November

Malmö

Øredev has evolved into a significant event and this year it gathered some 900 developers. This is a huge success for the region and it really attracts many talents

from all around the world. The conference is created and led by Jayway and Dotway from the Way Group, a Swedish member of Øresund IT.

## BALTIC DEVELOPMENT FORUM

30<sup>th</sup> November - 2<sup>nd</sup> December

Bella Center, Copenhagen

Øresund IT gave a presentation concerning how to develop cooperation between the countries in the Baltic Sea Region and also about how to further develop clusters. The audience where representatives from the different countries and some of them will for certain be potential partners in the upcoming years.

# A NEW WAY TO COLLABORATE

"If HP knew what HP know, we would be three times as profitable"

- Lewis Platt, Former CEO, Hewlett Packard

During the year Øresund IT has proceeded in creating a new web partly based on a collaborative system developed by our members Mindroute. The system is in many ways like Wikipedia - the encyclopedia where the users write the articles. Here we can let our visitors create the content.

Øresund IT believes that collecting all the knowledge from a project in a great collaborative environment may work as a catalyst for development. And since the information is public it can generate new ways of thinking, new border-crossing projects and great synergies making ØIT a center for new, ground breaking ideas. The vision is that the members of a project should have easy access to their co-partners' work and at the same time get teasers of what's going on in other projects – with the opportunity to read more if they are interested.

## But more has happend

At the same time, we have migrated our old web site to a new, world class web pub-

lishing enviornment. This has made news and events publishing easier then ever before. This should mean more news and more events in the future - making the ØIT-web even more alive and interesting.

The solution allows for quick creation of new project homepages, like the Living Labs Øresund-site, and all administration from one system. This will make it easy to show progress in our projects. With wikis and blogs at a base of our web we can allow other collaborators, like bloggers, to show what is going on.

Moving to the new system a redesign of oresundit.org was made to give it a new, fresh feel. A site was also made for Living Labs Øresund. To give the project members a common meeting ground, we also developed know.oresundit.org. Here the latest information from Incentive is presented together with the latest information from Øresund IT and a great search field for further exploration.

The team at ØIT is excited about the new opportunities and will during 2009 explore them together with our members.

# BOARD OF DIRECTORS

The board was elected at the Annual Meeting in March. We welcomed Henrik Bengtsson from SonyEricsson Research Center, André Rogaczewski from NetCompany and Örjan Johansson (re-election) from Conveneer as additions to the board. The appointments of Helena Svedberg from Region Skåne to the board and Niels Bo Theilgaard as chairman of the board were also approved. Finally, the members decided on new fees for 2008.

As always, the Annual Meeting also served as a meeting place for members and the Øresund IT team. It was an excellent opportunity to listen to your need and it helped us develop the services you need during the year. Please join at next year's meeting, which will take place at Copenhagen Business School in Copenhagen on March 24<sup>th</sup>, 2009.

Chairman	Niels Bo Theilgaard	NBTI A/S
Industry SE	Henrik Bengtsson	SonyEricsson AB
Industry SE	Örjan Johansson	Conveneer AB
Industry DK	Kim Østrup	IBM A/S
Industry DK	André Rogaczewski	Netcompany A/S
University SE	Björn Wittenmark	LU/LTH
University DK	Kaj Madsen	DTU/IMM
University DK	Jan Damsgaard	CBS/CAICT
University SE	Eva Engquist	MAH
Public SE	Helena Svedberg	Region Skåne
Public DK	(Eskil Thuesen)	Kbh Kommune
Public DK	Sam Steffensen	Million Brains
Public SE	Hans Henecke	Region Skåne

# FINANCIAL

The turnover during 2008 was approx 4.4 MSEK. Contributions from the public sector amounted to 1.1 MSEK, member contributions amounted to 0.9 MSEK and the rest a related to projects that we carried out.

Costs were primarily salary for employees. Other costs are general administrative expenses, information and travel. The result is expected to balance.



## The Øresund IT team 2008

(from left)  
Anne Mette Bronbjerg  
Doris Søgaard  
Micael Gustafsson  
Rikke Bagesen  
Alfred Gunnarsson  
Philip Stankovski  
Peter Höjerback  
Erik Stenberg

# ØRESUND IT 2009

The upcoming year will probably be one of the most challenging years for Øresund IT, that we have seen since the start. The financial crisis will of course affect many of the companies and other actors in the Øresund ICT-cluster. On the other hand we are sure that this also will lead to new innovations, new business models and hopefully new opportunities for our members.

The ongoing situation on the market will also affect our goals and visions during the next (and maybe the following) year. We will put more effort on finding new opportunities for the ICT-sector and also increase our efforts in attracting investment funds to the region, together with the other actors in our nearby environment. Some of the opportunities that we are heading against are:

#### Closer cooperation with other R & D areas

The Øresund region is unique in its kind with the cooperation within the Øresund Science Region, which got the Euro Star Award during 2008 for excellent cluster development (competing with 88 other

regions in Europe). Until now we haven't really taken advantage of the strengths, something we will focus on during 2009. This has already shown in a cooperation within the sustainability field, where cooperation between Øresund IT and Øresund Environment Network will result in common applications for new research funds.

During spring a tighter and more focused ØSR also will form a more clear platform for ØIT to work from and to increase cooperation even more with the other cluster platforms. A common vision and goals for the different cluster organizations will also be formed during the spring.

#### International network increases possibilities

ØIT have during autumn 2008 started to build a network with other ICT clusters in Europe. A European network will certainly help us to get access to those EU funds that are dedicated towards the ICT-industry. For instance, during 2009 and 2010, EU will put about 2 billion Euros into research within ICT only from



Micael Gustafsson,  
Øresund IT

the DG Research field. In addition to this other programs within DG Enterprise will invest further billions into the sector. The Scandinavian countries have traditionally been very little represented in these programs, but with a growing network our chances to get larger EU funding to the region will increase. The clusters that Øresund IT has created relations with are situated in for instance Germany, Great Britain, Portugal, Spain, Finland, Poland, Latvia, Norway, Taiwan and Japan.

#### Further focus on projects

The work that ØIT started during 2007 and 2008 to work with different projects within our members interest will continue. Our experience from the ongoing projects, as BSR-Innonet and Living Labs Øresund, is that they create great value for our members and also for the region. Creating new projects and follow up projects on the existing ones will be an important task during 2009.

#### Changing mindsets

An economic downturn is as much created by psychology and mindset as by market fluctuations. In order to balance the negative views given us, especially by media, ØIT will show good examples of how companies develop and how new ideas grow during the year. This will be done by showing success stories on our website, writing positive blog posts, giving media positive stories to write about but also engaging our members in workshops and seminars in order to increase innovation and business opportunities.

Micael Gustafsson  
Acting CEO, Øresund IT

# MEMBERS LIST 2008

- 5te - IT væksthuse og 5te Unit**  
www.5te.dk  
www.5teunit.dk
- Anoto**  
www.anoto.com
- Apptus Technologies**  
www.apptus.com
- new Atrendia Aps**  
www.atrendia.com
- Avensia Innovation AB**  
www.avensia.se
- Axis Communications**  
www.axis.com
- Bitsim**  
www.bitsim.com
- CapGemini**  
www.capgemini.com
- Connecta**  
www.connecta.se
- ConsignIT**  
www.consignit.se
- Copenhagen Business School, Informatics**  
www.cbs.dk
- Copenhagen Capacity**  
www.copcap.com
- Cybercom AB**  
www.cybercomgroup.com
- Danmarks Tekniske Universitet (DTU), COM Centret**  
www.com.dtu.dk
- Danmarks Tekniske Universitet (DTU), Informatik og Matematisk Modellering**  
www.imm.dtu.dk
- Danmarks Tekniske Universitet (DTU), MIC**  
www.mic.dtu.dk
- DI ITEK**  
www.itek.dk
- Doro AB**  
www.doro.com
- Elan IT**  
www.elanit.dk
- Epsilon**  
www.epsilon.nu
- Ericsson Mobile Platforms**  
www.ericsson.com
- Experian Innovation Lab**  
www.neozone.com
- new Extransit**  
www.extransit.com
- new Frederiksbergs Kommune**  
www.frederiksberg.dk
- new HiQ**  
www.hiq.se
- IBM**  
www.ibm.dk
- IDEON**  
www.ideon.se
- IDG Danmark A/S**  
www.idg.dk  
www.computerworld.dk  
www.jobworld.dk
- IKEA IT**  
www.ikea.se
- new Informator Utbildning Svenska AB**  
www.informator.se
- IT Universitetet**  
www.itu.dk
- Kapow Technologies**  
www.kapowtech.com
- KLP-Ejendomme**  
www.klp-ejendomme.dk
- new Konsultmarknaden Sverige AB**  
www.konsultmarknaden.se
- Københavns Kommune**  
www.kk.dk
- Københavns Universitet, Datalogisk Institut**  
www.ku.dk
- Københavns Universitet, IT-afdelingen**  
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- LiveJob A/S**  
www.livejob.dk
- new Lund University, School of Economics and Management**  
www.ehl.lu.se
- new Lundinova**  
www.lundinova.se
- Lunds Kommun, Näringslivsenheten**  
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- Lund University, Faculty of Engineering**  
www.lth.se
- Lund University, Faculty of Engineering, Electrical and Information Technology**  
www.eit.lth.se
- Lund University, Faculty of Engineering, Automatic Control**  
www.control.lth.se
- Make IT in India AB**  
www.make-it-in-india.se
- Malmö Högskola, K3**  
www.mah.se
- Malmö Högskola, Teknik och Samhälle**  
www.mah.se
- Malmö stad, Näringslivskontoret**  
www.malmo.se
- new Mediehuset Ingeniøren A/S**  
www.ing.dk

**Microsoft**  
www.microsoft.com/businesssolutions

**Milestone Systems**  
www.milestone.dk

**new** **Millionbrains A/S**  
www.millionbrains.com

**new** **MINC**  
www.minc.se

**new** **Mindroute Software AB**  
www.mindroute.com

**Mitrionics AB**  
www.mitrionics.com

**Mogul**  
www.mogul.com

**Mondo A/S**  
www.mondo.dk

**new** **Netcompany A/S**  
www.netcompany.com

**NNIT (Novo Nordisk IT)**  
www.nnit.com

**Nordea**  
www.nordea.com

**new** **Nordic Game Resources**  
www.nordicgameresources.com

**NorthCap Partners**  
www.northcappartners.com

**new** **Omicron**  
www.omicron.se

**Ortelius**  
www.ortelius.se

**new** **Peak IT**  
www.peak-it.se

**new** **Persistent Systems Ltd**  
www.persistentssys.com

**Invest in Skåne**  
www.skane.com

**Precise Biometrics**  
www.precisebiometrics.com

**Prevas AB**  
www.prevas.se

**Region Skåne**  
www.skane.com

**Roskilde Universitetscenter,  
Datalogiafdelingen**  
www.dat.ruc.dk

**Scalado AB**  
www.scalado.com

**Scion-DTU A/S**  
www.sciondtu.dk

**Seavus AB**  
www.seavus.com

**Siemens Enterprise Communication AB**  
www.siemens.se/enterprise

**Sigma Exallon**  
www.sigma.se

**Softhouse Consulting Øresund AB**  
www.softhouse.se

**new** **Sogeti Sverige AB**  
www.sogeti.se

**SonyEricsson**  
www.sonyericsson.com

**Sparbanken Finn**  
www.sparbankenfinn.se

**SVEP**  
www.svep.se

**Symbion**  
www.symbion.dk

**System Verification**  
www.systemverification.com

**TAT**  
www.tat.se  
**Teknoseed**  
www.teknoseed.se

**Teleca AB**  
www.teleca.com

**TeliaSonera**  
www.teliasonera.com

**Terranet**  
www.terranet.se

**Universitetsjukhuset i Lund**  
www.usil.se www.skane.se/usil/

**Utrikesdepartementet**  
www.ud.se

**Velocity Management Group AB /  
Goldratt Implementation Group**  
www.gig-europe.com

**Økonomi- og Erhvervsministeriet**  
www.oem.dk

**Øresund Environment Academy**  
www.oresund-environment.org

**Øresund Entrepreneurship Academy**  
www.oecademy.org

**Øresund Food Network**  
www.oresundffod.org

**Øresund Logistics**  
www.orelog.org

**Øresund Network**  
www.oresundnetwork.com

**Øresund Science Region**  
www.oresundscienceregion.org

**Øresunddirekt**  
www.oresunddirekt.com

**Öresundskomiteen**  
www.oresundskomiteen.dk

**Øresundsuniversitetet**  
www.uni.oresund.org





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