FUTURE NETWORK

Network and Cooperation Platform for ICT Decision Makers in Business and Research

► Who we are

► What we want to achieve

► Why it's well worth participating

What is the Future Network?

The Future Network is a neutral platform for decision makers in business and research with a focus on IT themes. Since 1997, when the Future Network was founded, we have connected technology and business for future-oriented, practical everyday applications. Based on the specific knowledge of more than 1000 experts, the Future Network connects application-oriented research and user experience. Moreover, the Future Network Cert offers certifications in the fields of Requirements Engineering and Software Architecture.

What are our aims?

As a neutral forum, we discuss trends in information technology and social as well as commercial opportunities and challenges. We are convinced that researchers, experts and users can learn from one another. At our online and live events, decision-makers meet providers of IT solutions, scientists and users in order to select essential knowledge, to utilise it for their own business success and to find partnerships.

Why is it well worth participating?

Our members benefit from maintaining personal contact with research institutes, top-level enter-prises and colleagues from their lines of business. We provide strategic cutting-edge knowledge. Our international network gives you an overview of trending technology and market develop-ments as a basis for your decisions. Become a member and take an active role in the selection of topics, address your target group, gain new business partners and help to shape joint events!

Whom will you meet at the Future Network?

- IT decision-makers and CIOs
- IT architects
- Company managers
- Business analysts and requirements engineers
- Data analysts
- Digital officers
- Developers
- R & D experts
- ICT marketeers and business developers, product owners
- IT strategy managers and technology managers
- Project managers
- Security managers
- Risk & compliance managers

Our services

A networking platform

We connect education, research and businesses through personal conversations and direct exchange with experts and users. To date, over 700 theme-specific events have focused on target groups such as: IT decision makers, process managers, finance and controlling managers, marketing and sales managers, developers, project managers for IT strategy, security, compliance, new technologies as well as personnel managers and lawyers.

Info talks

provide an opportunity to learn about trending business topics, cutting-edge technologies and developments in applied research.

Round table discussions and management forums

are held in an exclusive setting, each for a specific target group. The focus of these events is the presentation of studies and analyses by top international consultants. Every year, the highlight is the overview of the domestic IT market provided by PAC market research, presented in cooperation with the Economic Research Institute.

Workshops and case studies

convey knowledge and skills on the implementation of technologies for efficient applications and for corporate organisation.

Study trips

As a member, you'll have the special opportunity to look behind the scenes at companies and experience trend research and applications at first hand.

The Future Network Journal

Our newsletter provides follow-up reports on events as well as literature and research tips to members and customers.

The Future Network Web

In order to keep you up to date at all times, our exclusive web service features comprehensive information on focal themes as well as opportunities for online dialogue and networking.

Extensive archive of papers

Via the Future Network website, you will have free access to our comprehensive archive of papers, offering you information on topics, IT market data and events that you may have missed.

Certification centre

Certifications as a proof of qualification: Since 2007, Future Network Cert has functioned as an international certification centre for Certified Professionals for Requirements Engineering – CPRE and for Certified Professionals for Software Architecture – CPSA.

What is unique about the Future Network? What is the benefit for partners and members in being part of this network?

Here are the testimonials of members and partners:

"The Future Network is a well-proven platform to bring people with similar interests together and provide a suitable setting for further exchange with interesting people."
Prof. Clemens Cap, *Chair of Information and Communication Services, University of Rostock, Germany*

"The events also provide an informal setting in which participants talk to the top-level speakers directly and exchange opinions. This makes for a successful combination of expert knowledge from various fields and an appealing range of IT subjects covered."
Peter Kieseberg, *Lecturer at St. Pölten University of Applied Sciences (FH), Head of Research Institute of IT Security Research, Head of Josef Ressel Center for Blockchain Technologies and Security Management*

"Its focus on themes, cross-sectoral applications and the extensive network of renowned organisations are USPs for Future Network in Austria. There is a clearly defined benefit for members: the opportunity for networking and exchanging views on topical themes, technological trends and studies."
Dr Klaus Pirklbauer, *CEO Austrian Blockchain Center*

"There is a strong emphasis on personal contact among members through regular meetings. The network connects major representatives of businesses, research centres and universities in the IT sector, thus promoting an important professional dialogue. The Future Network is like a treasure chest filled with productive ideas, inspirations and cooperation projects. The events give our Software Competence Center at Hagenberg opportunities to present cutting-edge research topics and project outcomes, which also helps to make the Center better known."
Markus Manz, *CEO at Software Competence Center Hagenberg*

"The Future Network is unique in Austria. It brings together a wide variety of ICT players in a forum that goes far beyond the usual dialogue among suppliers and users. The Future Network links scientific experts with industry associations and representatives of interest groups, independent consultants and start-ups. This approach is ideally suited for the actual challenges and opportunities of digitalisation that we are facing today."
Salomé Wagner, *Sparx Services CE and Member of the Administrative Board of the Austrian crafts and trades association ÖGV*

"Through its events, the Future Network provides an ideal platform for businesses, experts and scientists, often in informal settings. Especially in the field of IT security, this is a basic prerequisite for jointly meeting the challenges of our times."
Michael Strametz, *Site Director for Austria, SySS Cyber Security*

New Technologies and Business Models — Current Focal Topics of the Future Network

Digital Transformation

Flexible infrastructures, cloud computing and edge computing, machine-to-machine communication and a growing "as a service" economy: digital transformation is multifaceted and concerns our society as a whole. According to the Capgemini Survey on IT Trends in 2021, IT enables business despite restrictions on contact: 87% of businesses and authorities have further expanded their digitalisation strategies during the COVID-19 pandemic. Digitalisation is the top priority for 2021.

Hybrid workspace

The workspace of the future has become a present-day reality: during the pandemic, those companies whose staff worked from home and could render services contactlessly have managed to maintain or even increase their turnover. Collaboration tools facilitate cooperation even for geographically scattered teams – with new challenges for innovative projects and business processes in organisations.

Secure systems

The security of infrastructures and product safety has become a key challenge of our times. Whether production safety and security, threats posed by IoT-enabled devices, or ransomware attacks on company networks: resilience and data protection are the mainstays of a functioning economy and society, increasingly supported by modelling tools and cybersecurity management systems as well as blockchain solutions.

Smart technologies

Ranging from the simplification of manual work by means of Robotic Process Automation to Artificial Intelligence, autonomous systems will bring the greatest transformation for humankind in the coming years. What are the opportunities and challenges caused by this development – on the economic, societal, ethical and legal level? According to Capgemini, AI systems will require specific IT architectures with powerful networks in order to process large data volumes at high speed.

New job profiles

The digital world requires new job profiles. Occupational images in IT are set to change massively in the years to come. Businesses as well as providers of education and training should prepare in advance for the new requirements and offer study programmes for data scientists, systems architects and AI trainers. In addition to sound technical knowledge, data scientists will need to have a high degree of coordination and communication skills, as well as a great deal of creativity.

Capgemini: Survey on IT trends 2021

IT makes business possible despite restrictions on contact
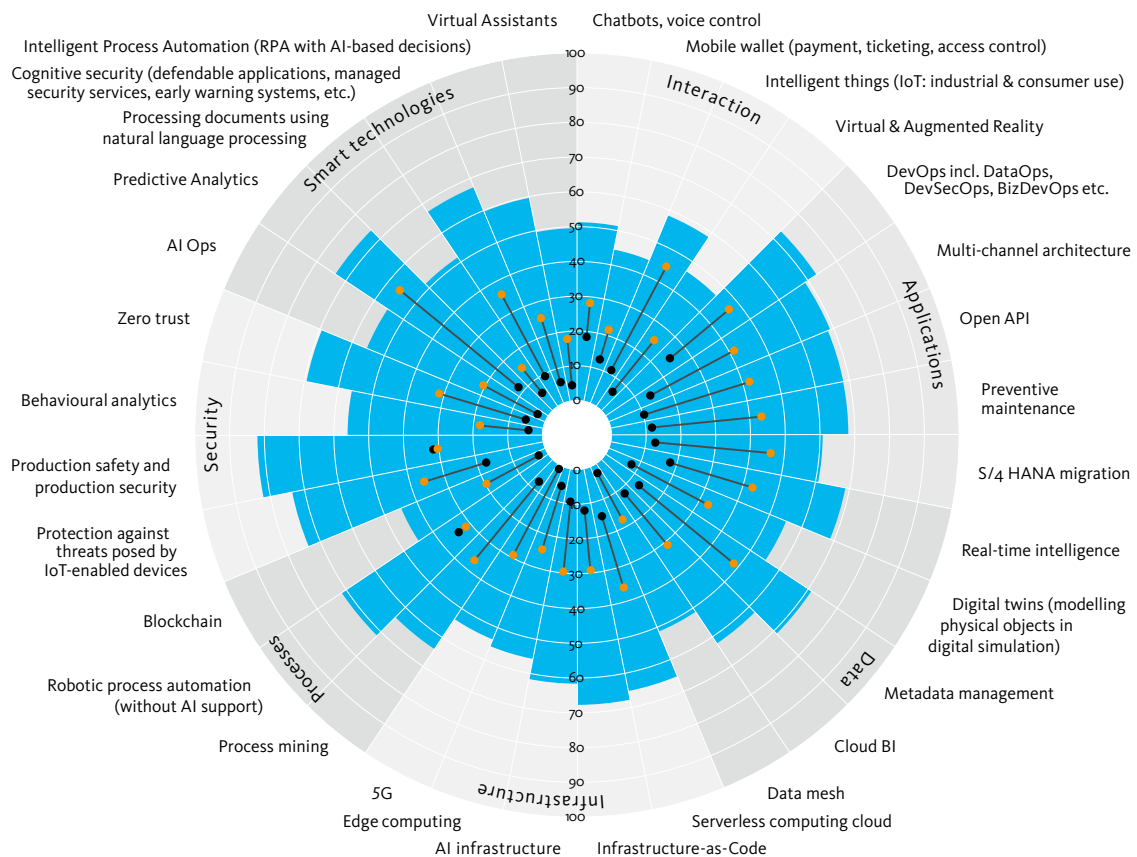
Technology investment and aims

At the time of the survey, in September and October 2020, the economic prospects were uncertain due to the Covid-19 pandemic. In such a situation, one would expect companies to make severe budget cuts. However, only around 15 per cent of the participating companies have in fact reduced their IT expenses, which corresponds approximately to last year's level. A larger proportion of respondents (around 27 per cent) have frozen their IT budgets. 48.4 per cent are increasing their IT expenses, compared to 63.1 per cent last year.

Occasioned by the pandemic, 87 per cent of businesses and public authorities have expanded digitalisation. More-over, CIOs seem to be focusing more on adapting their IT to the needs of the end customers. Data security, im-proved analysis and use of data, shorter release cycles and the creation of partner networks are also gaining im-portance, whereas flexibility and efficiency are viewed as being less significant.

On average, almost 47 per cent of all IT expenditure is used for the maintenance of systems. CIOs spend around 27 per cent of the IT budget on modernisations and some 26 per cent on developing and implementing innovations. These figures correspond approximately to the level of three years ago.

How important will the following topics be for your business in the next few years?
What is the current stage of development of your projects in these fields?

Virtual Assistants • Chatbots, voice control • Intelligent Process Automation (RPA with AI-based decisions) • Mobile wallet (payment, ticketing, access control) • Cognitive security (defendable applications, managed security services, early warning systems, etc.) • Intelligent things (IoT: industrial & consumer use) • Processing documents using natural language processing • Virtual & Augmented Reality • Predictive Analytics • DevOps incl. DataOps, DevSecOps, BizDevOps etc. • AI Ops • Multi-channel architecture • Zero trust • Open API • Behavioural analytics • Preventive maintenance • Production safety and production security • S/4 HANA migration • Protection against threats posed by IoT-enabled devices • Real-time intelligence • Blockchain • Digital twins (modelling physical objects in digital simulation) • Robotic process automation (without AI support) • Metadata management • Process mining • Cloud BI • 5G • Data mesh • Edge computing • Serverless computing cloud • AI infrastructure • Infrastructure-as-Code

Categories: Smart technologies · Interaction · Applications · Data · Infrastructure · Processes · Security

Basis: IT decision makers (n = 87)

■ Importance in the next few years (100 = very important, 1 = of no importance at all)
● In operation (percentage)   ● Being planned, or implementation underway (percentage)

Source: Capgemini, IT Trends Survey 2021

Smart technologies

On average, the use of smart technologies has slightly risen over the past 12 months.
The priorities as to the areas of use are similar to last year's, with automation of manual tasks still in the lead. However, all the responding CIOs view the value of the individual measures for users more critically than other decision makers in the business.

Technological trends

This year, the participants attach the greatest importance to production safety and security, predictive analytics, protection against threats posed by IoT-enabled devices, DevOps and Robotic Process Automation (RPA) without AI support. Least important are chatbots, voice control, virtual assistants, virtual and augmented reality applications, blockchain technologies and mobile wallets.

Cloud and data

Data provide the basis for smart technologies. Data platforms are integrated technology solutions that make it possible to manage and access information from various sources and make it available to users, applications or other technologies. As a data platform is, to a certain extent, a prerequisite for business-wide digitalisation, its use has become increasingly widespread. At present, more than two thirds of the respondents operate a data platform and, as a rule, view it as a strategic component of their IT infrastructure.

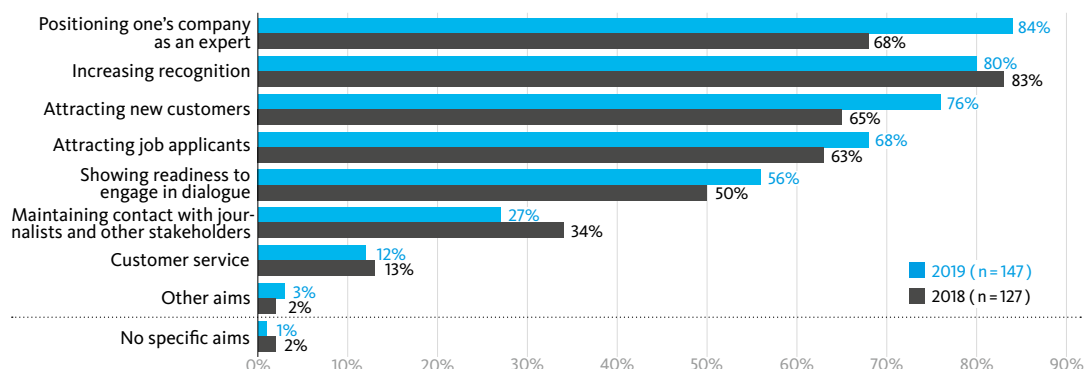## Data exchange is increasing in every area

Moreover, as data platforms have become increasingly easy to build and operate, the acceptance and dissemination of interface standards is growing. The result is a higher volume of data exchange, which has risen enormously within the companies' own supply chains this year. Obviously, closely interconnected supply chains offer great potential for businesses, such as the possibility of exchanging information on the availability of goods or coordinating delivery times. The exchange of data with supervisory authorities has also risen markedly. As one would expect, the proportion of businesses making use of this possibility is highest among providers of financial services, at over 90 per cent.

Companies should continue to invest in building platforms and utilising the data that they yield. As the quality of AI services of cloud providers continues to improve, businesses with adequate datasets will be able to use smart technologies ever more easily and in ever more areas.

Social media activities

Positioning one's company as an expert has even higher priority than recognition

What is your aim and what are the tasks delivered by your social media activities?

	2019 (n = 147)	2018 (n = 127)
Positioning one's company as an expert	84%	68%
Increasing recognition	80%	83%
Attracting new customers	76%	65%
Attracting job applicants	68%	63%
Showing readiness to engage in dialogue	56%	50%
Maintaining contact with journalists and other stakeholders	27%	34%
Customer service	12%	13%
Other aims	3%	2%
No specific aims	1%	2%

Basis: All surveyed marketing/communication managers and CEOs who use social media applications (n = see diagram).
Multiple answers possible.

Source: bitkom

Companies who Attend Future Network Events
(Excerpt, in alphabetical order)

A1 Telekom Austria AG
Agrarmarkt Austria
ANECON Software Design und Beratung GmbH
APA Austria Presse Agentur
ATOS
Austrian Institute of Technology – AIT
Austria Pro
BAWAG P.S.K. Gruppe
Boehringer Ingelheim Austria GmbH
Bundesministerium f. soziale Sicherheit u. Generationen
Erste Bank der österreichischen Sparkassen AG
Gemeinde Wien
Hewlett Packard Ges.m.b.H.
IBM Österreich
Kapsch BusinessCom AG
ÖBB-Dienstleistungs GmbH
OÖ Gesundheits- und Spitals-AG Gesundheitsinformatik

OÖ Gebietskrankenkasse
Österreichische Lotterien
OMV Solutions GmbH.
Raiffeisen Zentralbank
SAP Österreich GmbH
Salzburg Research Forschungs GesmbH
Sit Solutions
OMV AG
Softwarepark Hagenberg
SVA der gewerblichen Wirtschaft
Tele2 Telecommunication GmbH.
T-Systems
TÜV Austria Holding AG
UPC Austria GmbH
Uniqa Software-Service GmbH
Wirtschaftsuniversität Wien
Wirtschaftskammer Österreich

Future Network's Top Speakers (Excerpt)

Alexander Breznik (OMNINET)

Dr. Jan Camenisch (IBM Zürich)

Stefan Craß (Austrian Blockchain Center)

Mag. Martin Dusek-Lippach (Wiener Linien)

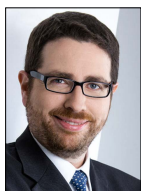**Dr. Markus Frank** (Rechtsanwalt, Frank Law)

Gerald Friedberger (Software AG)

Theodorich Kopetzky (SCCH)

Peter Lieber (LieberLieber, Präsident des Verbandes der Österreichischen Softwareindustrie)

Andreas Pirkner (Erste Assetmanagement)

Franz Christoph Raith (LEAN)

Christoph Schmittner, MSc. (AIT)

Mag. Jochen Seiner (Bundesrechenzentrum GmbH)

Jörg Steinbauer (Bearingpoint)

Dipl.-Ing. Erwin Schoitsch (AIT)

Dipl.-Ing. Ernst Tiemeyer (Consultant)

OSR Dipl.-Ing. Norbert Weidinger (Magistratsdirektion der Stadt Wien)

Dr. Thomas Ziebermayer (SCCH)

Helmut Zsifkovits (Montanuniversität Leoben, BVL – Bundesvereinigung Logistik)

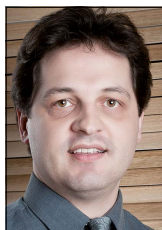# The Board

Hans Müller
Präsident

David Steinmetz
Vizepräsident

Bettina Hainschink
Generalsekretärin

Sonja Haberl
Finanzreferentin

Roland Kreutzer

Erwin Bratengeyer

Clemens Cap

Markus Manz
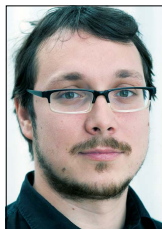
Peter Kieseberg

Klaus Pirklbauer

Jörg Steinbauer

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Mag. David Steinmetz (HPC Consulting) – Vice President
Mag. Bettina Hainschink (Future Network) – Secretary General
Sonja Haberl (Future Network Cert) – Finances
Roland Kreutzer (Tripple)
DI Dr. Erwin Bratengeyer (Donau-Universität Krems)
Univ.-Prof. Dr. Clemens Cap (Universität Rostock)
Mag. Markus Manz (Software Competence Center Hagenberg GmbH)
DI Peter Kieseberg (FH St. Pölten)
Dr. Klaus Pirklbauer (ABC Research)
Jörg Steinbauer (BearingPoint)

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Gerhard Göschl (Microsoft)
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DI Sandra Heissenberger (Magistratsdirektion d. Stadt Wien)
Mag. Martina Höller (SCCH)
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Mag. Markus Klemen (SBA Research)
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Mag. Martin Jan Stepanek (Online-Journalist)
Mag. Alexander Stoik (PIDAS)
Michael Strametz (Syss)
Martin Szelgrad (Technik Report)
DI (FH) Peter Voith (Atos)
Dr. Manfred Weiss (Computerwelt)
und die Mitglieder des Vorstands

Chairperson of the Advisory Board:

Mag. Bettina Hainschink (Secretary General)

Cooperation partners

Austrian Institute of Technology. As Austria's largest non-university research institution operating ten centres and subsidiaries, the Austrian Institute of Technology makes a major contribution in terms of strengthening the technological knowledge base of Austria's economy and thus helping to secure its business locations in the face of international competition.

BITSeN.ch — Among service providers, the model of comprehensive service is increasingly catching on. IT organisations can learn from this model and, conversely, providers of all kinds of services can benefit from the means and methods of IT. Therefore, at our forum events we welcome ever more speakers who show how service management can be successfully implemented in routine processes.
Link: BITSeN.ch — The Forum

Trending business IT news for Austria. **COMPUTERWELT** is Austria's leading IT magazine for the whole range of IT and telecommunication topics.
Link: Computerwelt — News for IT decision makers

itSMF is an independent, non-profit association whose aim is to promote and disseminate current findings and methods in the field of IT management. As a platform for exchanging information and experience, itSMF organises conferences, meetings, seminars and working groups and publishes the results on its website and in other media.

The **KDZ** — Centre for Public Administration Research functions as a competence centre for governance and public management consulting, public quality management, public business administration, e-government and public finance. The KDZ offers tailored concepts and implementation assistance.
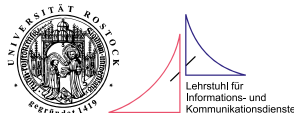
University of Rostock. Faculty of Computer Science and Electrical Engineering, Chair of Information and Communication Services.

Association of the Austrian Software Industry (VÖSI)
VÖSI is an interest group of the key Austrian IT businesses. Networking and the timely recognition of trends and topics, as well as the provision of a platform for discussing IT-specific topics, are important tasks within VÖSI.
Link: https://www.voesi.or.at/

Austrian Economic Chamber. Trade group for business consulting and IT / data processing.
Link: WKO.at portal of the Austrian Economic Chambers — Service — WKO.at

Become a Future Network partner

As a Future Network partner, you'll have the opportunity to reach IT decision-makers as well as new potential customers and business partners. You'll be able to present your expertise to an audience of IT professionals, exchange experiences with peers at our Trend Talks, Business Breakfasts, Brunches or Meetings. Moreover, you'll benefit from our marketing activities via social networks and newsletters. We will support you in successfully establishing your position as a player in the DACH area (Germany, Austria and Switzerland).

Please contact us to schedule an appointment for discussing the details in person!

APPLICATION FOR MEMBERSHIP

☐ I would like to become member of the Future Network and hereby apply for acceptance as a member in the following category:

ANNUAL MEMBERSHIP FEES:
(valid from November 2002)

Company memberships:
☐ User companies with up to 10 employees . €   370.00
☐ User companies and software developers
with up to 50 employees: . . . . €   740.00
☐ User companies with over 50 employees: . € 1,110.00
☐ System providers and software developers
with over 50 employees: . . . . € 1,480.00

Sponsoring memberships (financial donation):
☐ by agreement with the Board, but at least: € 1,850.00
☐ Members of the Advisory Board as well as
software developers and system providers,
at least: . . . . € 3,700.00

Membership of public corporations:
☐ Educational institutions, universities etc.: . €   370.00
☐ Public corporations
with less than 100 employees: . . . . €   740.00
☐ Public corporations
with 100 or more employees:. . . . . € 1,110.00

Personal membership:
☐ Individual membership: . . . . €   75.00
☐ Student membership (on submission
of valid confirmation of enrolment): . . . . . €   37.00

Termination of membership must be carried out by means of a written declaration addressed to the Board, by giving 3 months' notice to the end of a calendar year.

To: Future Network — Association
for the Promotion of Networking
in Information Technology
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1070 Vienna, Austria

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office@future-network.at
www.future-network.at

Company

| Title | First name |

Family name

Job title

Address

| ZIP / postal code | City |

| Phone | Fax |

E-mail address

| City, date | Signature |

▶ I agree that the above information is managed electronically and that my name or company name will be published in the Membership Directory.
☐ I do not want to be named in the Membership Directory (on request please tick).

☐ I do not want to be a member, but would like more information and regular program submissions.

FUTURE NETWORK

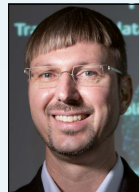## Future Network's experts (excerpt)

Clemens Cap (Universität Rostock)

Markus Frank (Frank Law)

Kurt Glatz (Alcatel-Lucent Enterprise)

Prof. Dr. Dr. h.c. Dirk Helbing (ETH Zürich)

Markus Manz (SCCH)

Gerwald Oberleitner (Microsoft)

Klaus Pirklbauer (ABC Research)

Corporate members (excerpt)

A1   ABC RESEARCH Austrian Blockchain Center   AIT AUSTRIAN INSTITUTE OF TECHNOLOGY   Alcatel·Lucent Enterprise   Atos

BearingPoint®   EBCONT proconsult   advant EDGE   eyepin® eMarketing Software   FH TECHNIKUM WIEN University of Applied Sciences

LieberLieber   Microsoft   SBA Research   scch { } software competence center hagenberg   SECURDATA

SPARX SERVICES CENTRAL EUROPE   Tripple@ Die Vorreiter.   SySS THE PENTEST EXPERTS.   VÖSI VERBAND ÖSTERREICHISCHER SOFTWARE INDUSTRIE   ZTP IT-PRÜFSTELLE

Corporation partners

AUSTRIA PRO   BITSεN.ch   COMPUTERWELT   DONAU UNIVERSITÄT KREMS   /fh/// st. pölten

GI   ZENTRUM FÜR VERWALTUNGSFORSCHUNG KDZ   ÖVO   www.swissinformatics.org schweizer informatik gesellschaft société suisse d'informatique società svizzera per l'informatica swiss informatics society   UNIVERSITÄT ROSTOCK Lehrstuhl für Informations- und Kommunikationsdienste   WKO WIRTSCHAFTSKAMMER ÖSTERREICH

CONECT EVENTMANAGEMENT   CONECT .VIDEO

Contact

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