Innovation Together - Effective Collaboration With MIT

iSoftStone CEO   Tianwen Liu

iSoftStone
软通动力

CONTENTS

iSoftStone 软通动力

01 | iSoftStone Introduction

- **Found in 2001, with headquarter in Beijing serving the global market**

- **140 offices in 61 cities, 33 global delivery centers**

- **Serving 1000+ domestic and global enterprises, covering 10+ key industries**

- **40,000+ employees around the world**

Major Business

IT Outsourcing Services

Enterprise Digital Transformation Services

Smart City Services

Cloud & Platform of Internet Services

Distributed Network
Software Development & Technology Services

Innovation and R&D
Innovation Research Institute and Technology Engineering Research Institute
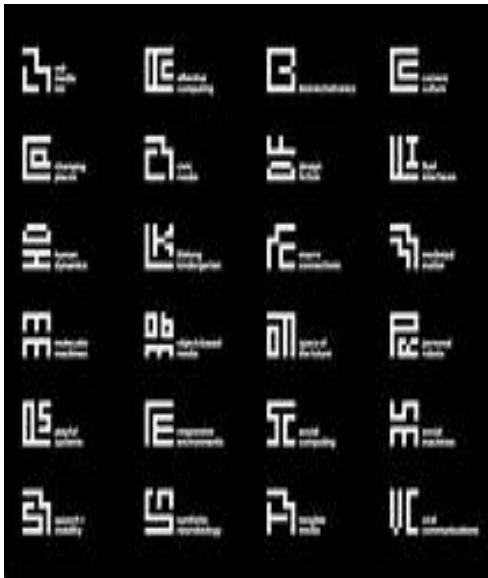
Talents Development
iSoftStone University

iSoftStone 软通动力
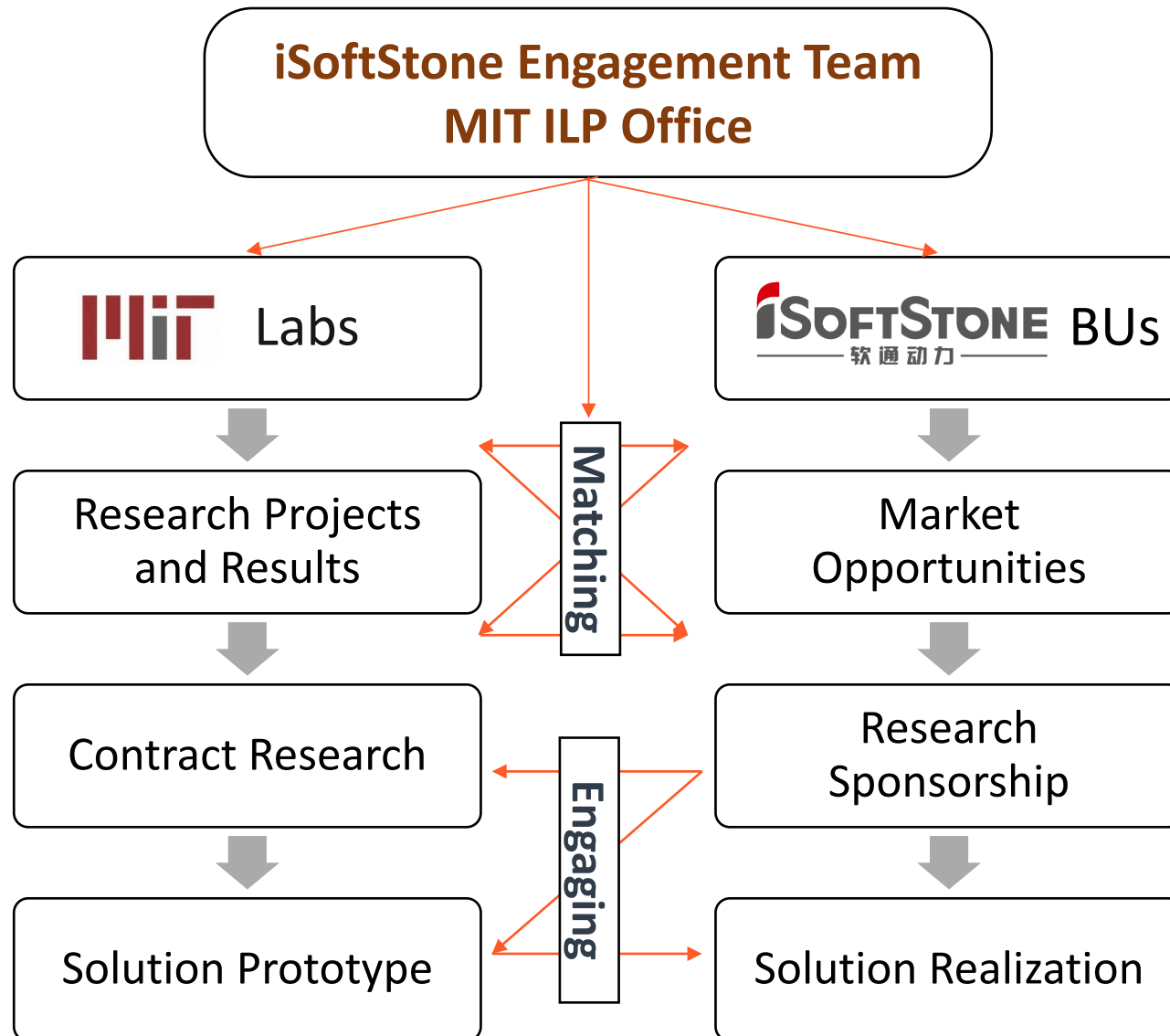
02 iSoftStone – MIT Collaboration Model

Solution Development Collaboration

**iSoftStone Engagement Team
MIT ILP Office**

MIT Labs

iSoftStone BUs

Research Projects and Results

Market Opportunities

Matching

Contract Research

Research Sponsorship

Engaging

Solution Prototype

Solution Realization

Success Factors

Engagement — Dedicated engagement team

- Dual shore presence
- Regular contact with ILP and professors
- Participate in MIT conferences

R&D — Dedicated R&D team

- Assign strong R&D teams to work with MIT labs on the engaged projects
- Define specific deliverables that MIT lab project team should provide

Expectation — Have the right expectation

- MIT is not a commercial service or product provider. It is an educational and research institution
- DON'T expect MIT Labs have any ready products or solutions for you. You have to develop products yourself.
- MIT Labs are freely set up by professors based on their research needs. They often are cross departments and disciplines.
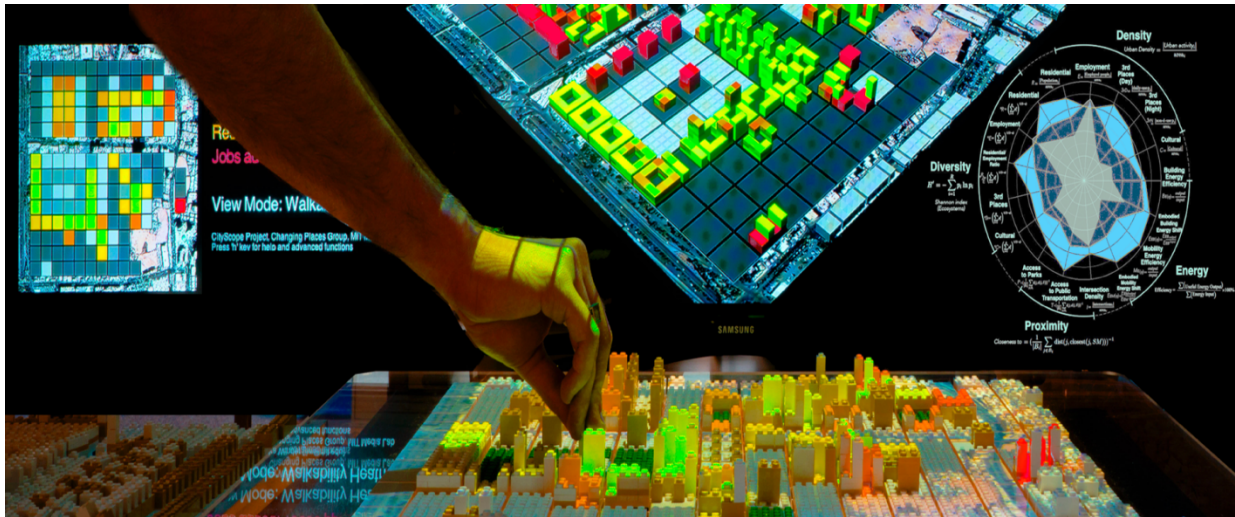
ILP Office — Work closely with ILP to navigate within MIT

- ILP office can facilitate interactions between you and MIT labs and/or Professors
- They have large amount of information about MIT research projects and officers who can speak Chinese

iSoftStone
软通动力

03 | **Collaboration Projects**

iSoftStone
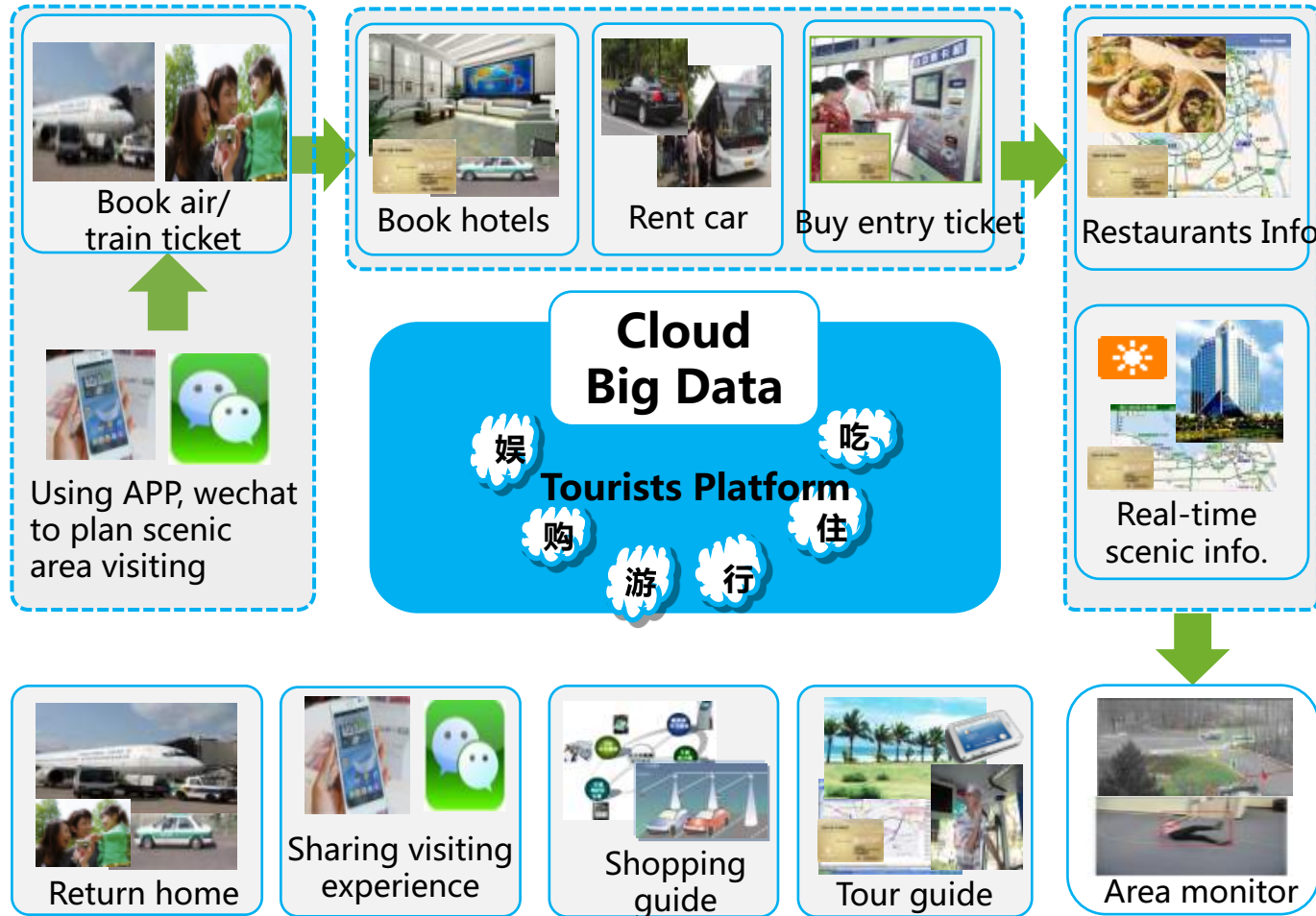软通动力

(1) Media Lab – CityFusion Project

- Introduced *CityScope* prototype, a 3D simulation decision-making tool for urban land of use planning with LEGO
- Research scientists visited us twice a year to deploy the latest data models and conduct workshops

- Localized CityScope and integrated with international urban sustainable development standard *ISO 37120*
- Added more functions to meet China cities development demands
- Further developed to iSoftStone own product *CityFusion*

(2) Mobile Experience Lab – Tourism Project

Book air/ train ticket

Using APP, wechat to plan scenic area visiting

Book hotels

Rent car

Buy entry ticket

Restaurants Info

Cloud Big Data

娱 吃

Tourists Platform

购 住

游 行

Real-time scenic info.

Return home

Sharing visiting experience

Shopping guide

Tour guide

Area monitor

- Developing a visualization platform for tourism organizations in information search, reservation and ticket booking and scenic area monitoring
- Researchers visited us and met our clients to learn China tourism industry

- Integrating the platform with the existing application to empower the system functionally and visualization
- Building a physical interactives system (smart tablet) for tourists with scenic data to improve tourists user experience before and/or on-site

(3) Sloan Business School – China Food Supply Chain Safety Research
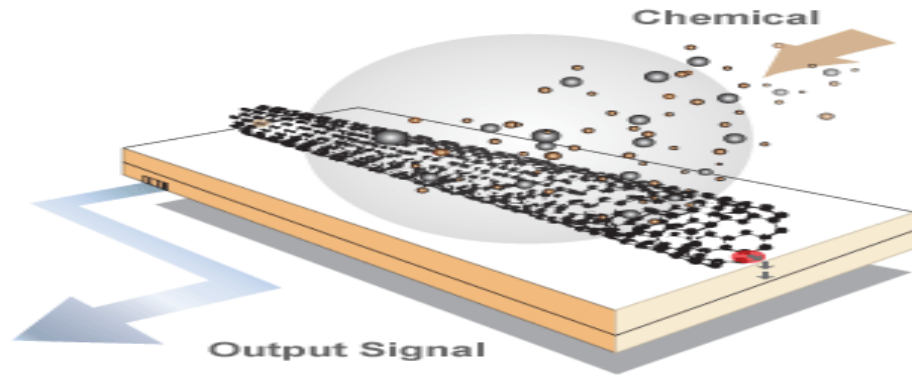

- Led by Sloan school professors with 4-ways collaboration among Zhejiang University, China Federation of Supply and Marketing Cooperatives and iSoftStone as core team members
- Identifying the contents and scope of the economic-driven adulteration-related risks by collecting & analyzing related data in China

- Building the food supply chain visualization and analytics platform to show research results
- Working with MIT researchers to explore the impact of environment to food safety in China
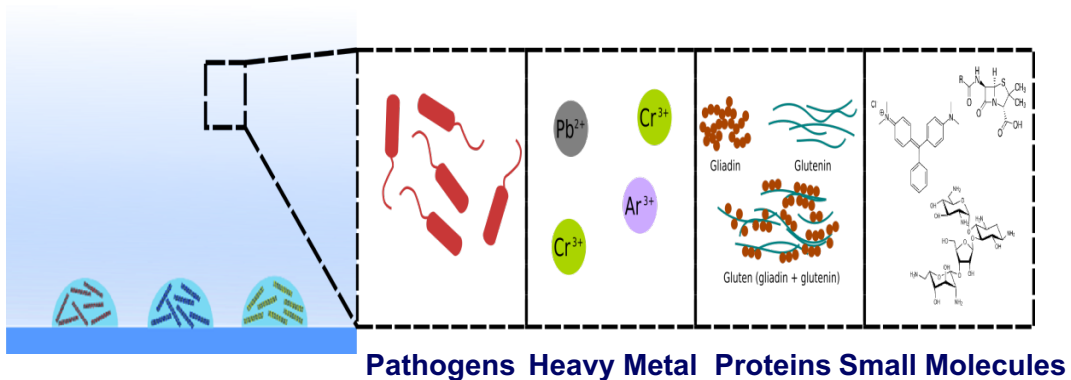
(4) Center for Biomedical Innovation– Environmental Protection

Chemical

Output Signal

Pathogens Heavy Metal Proteins Small Molecules

Gliadin   Glutenin

Gluten (gliadin + glutenin)

MIT CBI
Center for Biomedical Innovation

- Introduced innovative rapid detective food and water

  contaminant sensors – Carbon Nanotube-based Optical Device
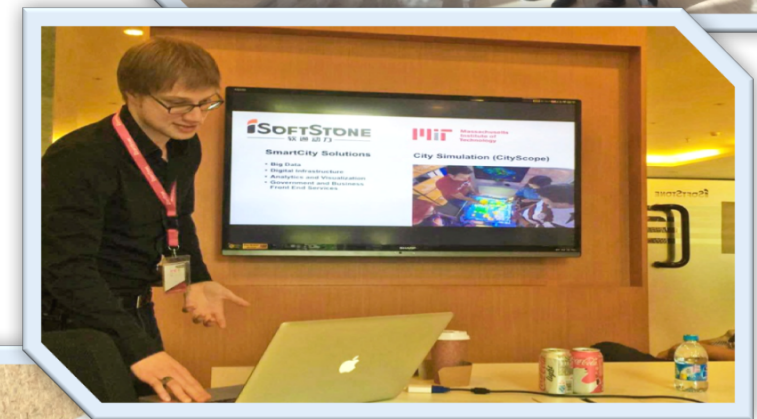
iSoftStone 软通动力

- Exchanged information and provided environment monitor

  parameters including water and air to MIT researchers to learn

  China environmental development
- Explore the opportunity to incorporate the optical sensors into

  iSoftStone environment monitoring solutions

iSoftStone 软通动力

Connecting with MIT Professors Constantly

Sr. Industry liaison officer *Dr. Graham Rong* bridges us with MIT professors to conduct workshops in the company

- *Dr. Kent Larson, director of City Science from Media Lab*
- *Dr. Federico Casalegno, director of Mobile Experience Lab*
- *Dr. Leo Celi, principle scientist from Computation Physiology Lab*
- *Dr. Sherry Lassiter, director from Fab Lab & CBA*
- *Dr. Yajun Fang, research scientist from CS and AI Lab*
- *Dr. Retsef Levi, professor at MIT Sloan*
- *Dr. Stacy Springs, executive director of CBI*
- *Dr. Jason Jay, director sustainability initiative at MIT Sloan*
- *Dr. Michael Schrage, research fellow at MIT Sloan*
- *Dr. Peter Gloor, research fellow at MIT Sloan*
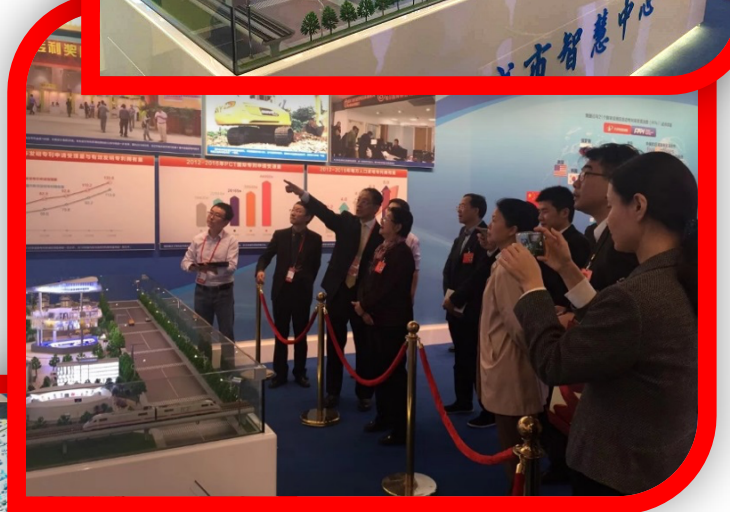- *Dr. Valerie Karplus, research follow at MIT Sloan*

@Five Years of Sheer Endeavor exhibition

Chosen for presenting to
the delegation of
19th CPC National Congress
Beijing Exhibition Hall
Zone 2   Section 4

实施创新驱动发展战略
Innovation-Driven Development

THANK YOU

iSoftStone
软通动力