



# Projekt OPTICOM

Optimisation of Intercultural Communication & Collaboration

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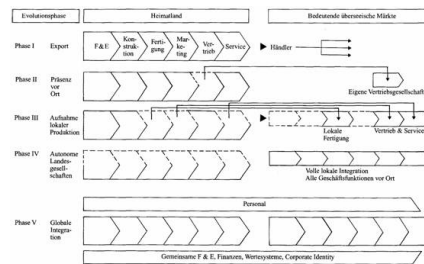
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## Internationalisation requires step-wise Transformation of the Value Chain

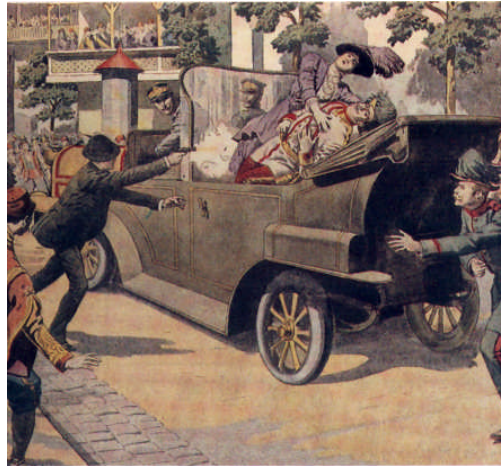
- Acquire Sales Partners
- Open local office
- Build up local Production & Service
- Establish foreign Subsidiary
- Form International Holding



Source: McKinsey, 2002

**-> Intercultural Communication & Collaboration is a Critical Success Factor**

## We know that already ... so what's new ?



Assassination of the Archduke Franz Ferdinand, Sarajevo 1914

## Web 2.0 has changed the World

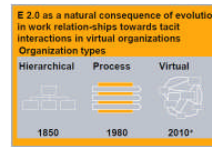
- User-centric
- Global, virtual Communities
- Communication & Collaboration
- Knowledge Management
- Wisdom of Crowds
- Cloud Computing
- Software-as-a-Service
- ...



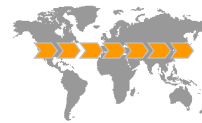
## Enterprise 2.0<sup>1)</sup> may be our Competitive Advantage

<sup>1)</sup> Term invented 2006 by Prof. Andrew P. McAfee, Harvard Business School

- In-side
  - Gain Productivity & Innovations by leveraging agile Expert Networks
- Buy-side
  - Manage Value Chains more effective by improving global Collaboration
- Sell-side
  - Tighten Customer Relationships by active Community Management



Source: McKinsey, 2008



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## New Competencies, Skills & Tools are required

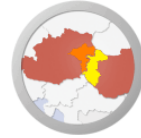
- Social Software
- Knowledge Communities, e-learning
- Unified Communication & Collaboration
- CRM / multi-channel Contact Center
- Intercultural Communication Skills
- ...



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## OPTICOM addresses these Goals

- ▶ **Improve Intercultural Understanding**  
in the economic market Austria - Hungary
- ▶ **Increase Productivity of cross-border Cooperations**  
by leveraging web-based communication & collaboration
- ▶ **Reduce Cost of Cooperation**  
by recommending free or low cost communication channels & tools

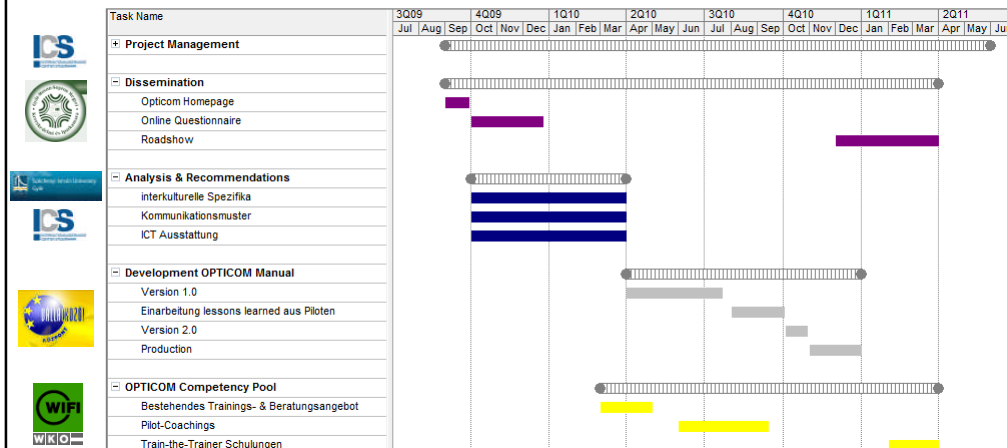


## Selected Partners for business-oriented Results

- **ICS Internationalisation Center Styria GmbH**
- Széchenyi István Universität Győr, Dpmt. International Communication
- Chamber of Commerce Komitat Győr-Moson-Sopron
- Enterprise Agency Komitat Vas, Szombathely
- Austrian Chamber of Commerce, WIFI International Network (WIN)



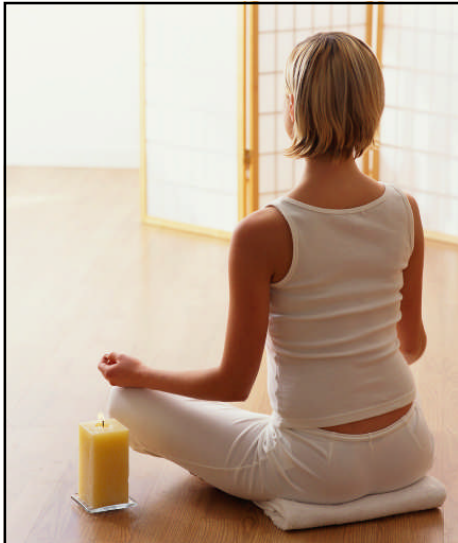
## Collaborative Approach, aligned Schedule



## Mindset for Innovation

More than the past  
 the future is on my mind,  
 because there I intend to live.

Albert Einstein



**Thank you for your interest !**

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## About osmosis consulting



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consulting

• Consulting Portfolio

- Innovation Management
- Web 2.0 / Enterprise 2.0
- Unified Communication & Collaboration
- Knowledge Management, e-learning
- Strategy – Solution Design – Project Mgmt

• Track Record

- mobilkom austria
- PricewaterhouseCoopers MC
- Ernst & Young Management Consulting
- IBM
- Softlab

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