IEEE Roadmaps and Data Strategy

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R8 Meeting
3/25/2023

**IEEE
FUTURE DIRECTIONS**

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*Advancing Technology
for Humanity*

What's an IEEE Technical Roadmap?

▸ Provide **aggregated perspectives** of Technology Trends and Forecasts in 5→10→15+ years

▸ Perspectives collated from experts from international industry, government, and all research entities

- Organized in Working Groups

▸ Serves as an **independent, unbiased REFERENCE resource**

▸ Refreshed every year, UPDATED every 2 years

▸ Multi-disciplinary, global and consolidated approach
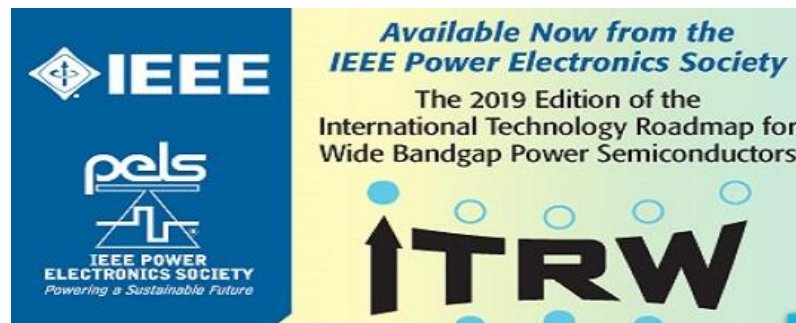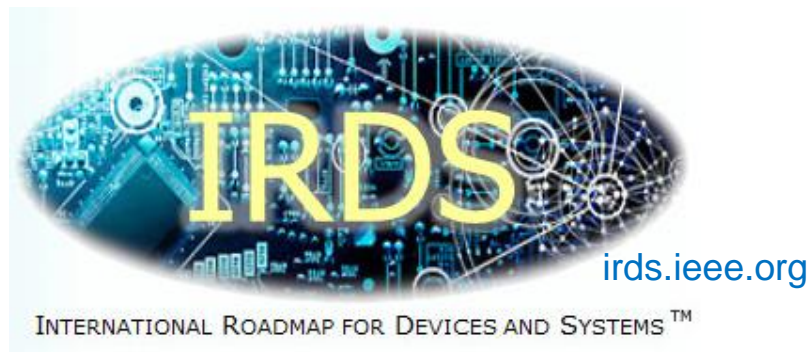
Identify Technology elements, and their Trends

Identify Gaps and "Brick Walls"

IEEE ROADMAPS™

4 Published Roadmaps – *all are "humming"!!*

https://roadmaps.ieee.org/

irds.ieee.org

"On the horizon" Roadmaps

Int'l Tech Roadmap of Power Electronics for Distributed Energy Systems

Instrumentation & Measurements for Brain [or Healthcare Systems]

Energy

Smart Lighting

Telepresence

LEOS *(Lo Earth Orbit Satellites)*

Public Safety

Reliability

https://cmte.ieee.org/**futuredirections**/joinnow/

What can you do?

▸ **Participate** in the Development

▸ **Use** the Roadmaps
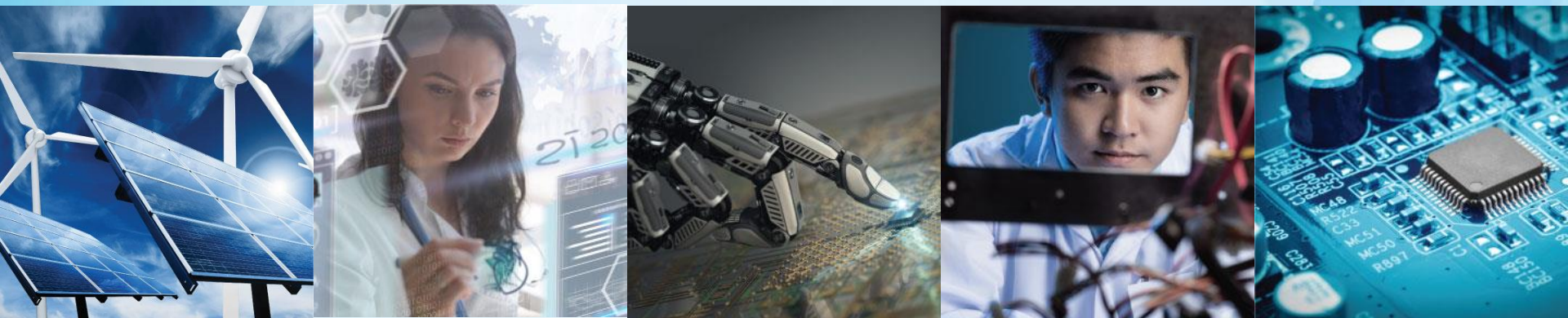
▸ Help **Develop** a Roadmap at your company

Data Based Strategy Ad Hoc Committee

AskIEEE

ForeSight

DataPort 3.0

Digital Transformation

"Ask IEEE" Initiative…

…Leverage IEEE's Trusted Resources
…and make available Quick First Answers to Tech Questions
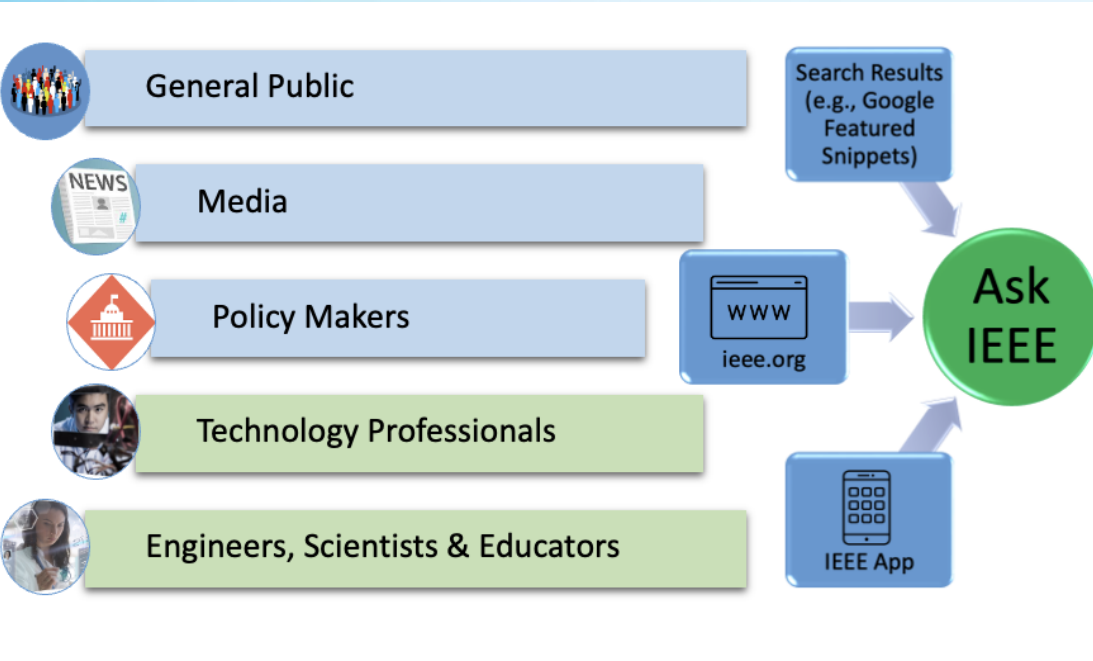
Gerardo Barbosa, Anil Roy Co-Leads
Rakesh Kumar, Chair
IEEE Board/TA Ad Hoc on Data-Based Business Strategy

16 February 2023

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Intended Audience

Potential Customer(s):
- General Public, Media, Policy Makers, Engineers, Scientists, Educators and Technology Professionals

IEEE Value/Revenue Opportunity:
- Capture user engagement and interests
- Customized/Tailored to the audience

- Branding and indirect revenue opportunities
- Cross-marketing of other IEEE Resources (e.g., Xplore articles, ILN courses)

The Expectations

- Access from the IEEE App [seamless], or the Web Browser [with Login]

- A tiered response…
  - Simplest answer shows up first
  - User has a choice to request a more detailed answer
  - User will have a choice to enter at an "expert" level
  - References provided to delve deeper into the IEEE resources

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The Benefits

▸ Draw in the "Novice" – students [STEM or college], YP's, Media, Policy Makers, Analysts ,…

▸ Service our Members with cross-functional interests

▸ Potentially draw in new Members

▸ Brand enhancement

▸ Cross-marketing of IEEE resources

▸ Indirect Revenue opportunities

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Results of the Proof of Concept using HelloNesh

The video demo is 5 minutes long and narrated by HelloNesh. The second link is for new users to enter their email address and create a password. From then on, they can go straight to https://ieee.hellonesh.io and login.

1. Video: https://www.loom.com/share/55f157a9a6e346019bcec32c73695e60

2. Link to request access: https://ieee.hellonesh.io/request-access

3. Link to sign-in, after requesting access: https://ieee.hellonesh.io/login

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The Plan moving forward…
…a 2-year engagement with Nesh

- Start with ingesting…
  - IEEE Access
  - 2-3 Society Resource Centers/Magazines
  - Climate Change Open Access papers
  - Open Access papers
  - TechNav resources
  - Possible create 'abstracts' from Webinars
- Web access, and via the App

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