

CRA Snowbird Panel: Industry/Academic Collaboration



Tom Henderson

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SCHOOL OF
COMPUTING





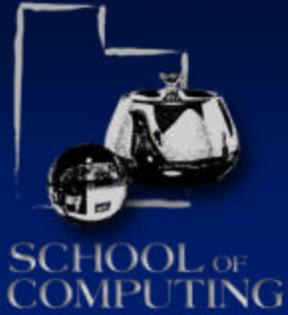
1st Principles: Academic

- Open research
- Dissemination of results
- Long-term impact



1st Principles: Industry

- Improve products
- Increase markets
- Increase profit
- Increase near and long-term impact

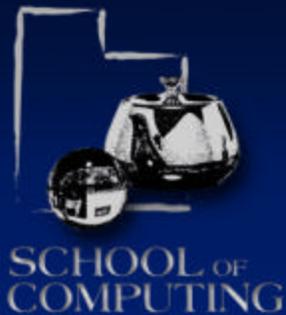


Role Swapping

- Universities are a business
- Industry builds research labs

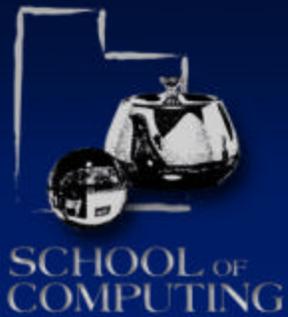
→ Can mean identity crisis

Collaborations should be based on clear agreement



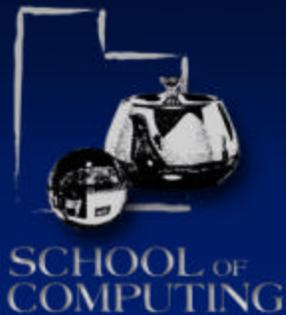
Some Data for SoC:

- Number of collaborations:
 - ~40
- Overall fraction of research:
 - 5% (500K of \$11M annual exp.)
- How is IP handled:
 - Each case handled individually
- What is exchanged:
 - H/W, staff, speakers, S/W, interns, \$



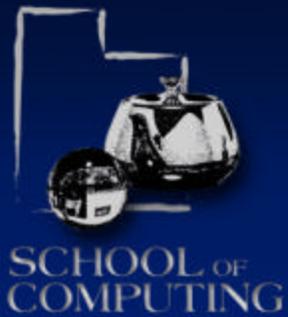
Other Aspects

- Type industry:
 - Spinoffs, Major Corporations, Law firms
- Other interactions/exchanges:
 - Sabbaticals
 - Auxiliary appointments
(teaching, student advising)
 - Recruiting opportunities, speaker series



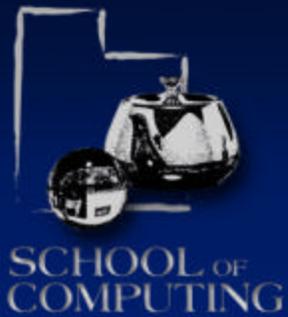
Best Collaboration: HP

- Long duration: ~20 years
- Major Collaborators:
 - Martin Griss (HP)
 - Bob Kessler (Utah)
- Area: Software Reuse, Agent Technology



Worst Collaboration: Non SoC case

- Contract for Mega \$
- Difficult set of deliverables
- Huge expenditures run up, but industry refused to pay
- Profs claimed university did not provide adequate environment for work
- Law suits, large costs



Major Challenges

- Common goals
- Cultural awareness
- Clear expectations
- Community building

