





The PROMISE R&D implementation plan includes fundamental and applied research activities in the disciplines of information systems modelling, smart embedded systems, short and long distance wireless communication technologies, data management and modelling, statistical methods for preventive maintenance, End Of Life planning, Adaptive production management and Design for X. PROMISE integrates **Research Cluster** activities which will result in a prototype *PROMISE PLM System (Product Lifecycle Management)*, **Application Cluster** activities covering applications of the PROMISE concepts with 11 *PROMISE Demonstrators* in the Automotive, Railway, Heavy Load Vehicle, EEE and White goods sectors, **Innovation Cluster** activities covering *Integration & Standardisation* and *Business Development* issues and **Training Cluster** activities covering development and delivery of *specific training packages* for an extended trainee audience involving potential PROMISE technology developers as well as end-users.

PROMISE offers the following business proposition to the Product Lifecycle stakeholders: **to create value by transforming information to knowledge at all phases of the product lifecycle and thus improve product and service quality, efficiency and sustainability.** The product and service value may be created at various levels, with respect to the above statement, as follows:

- **Technical:** optimal accomplishment of the expected functions and user expressed and unexpressed needs, after exploiting "field" knowledge gathered through the product lifecycle.
- **Economical:** creation of value for the producer (better products, better CRM (Customer Relation Management)), for the service provider (new business opportunities, better CRM), for the product owner (extended product life).
- **Environmental:** minimisation of pollution, of resources and of energy consumption by applying optimal BOL (Beginning of Life), MOL (Middle of Life) and EOL (End of Life) planning.
- **Social:** comfort, safety, security and satisfaction of the product user, either the operator of the product (e.g. the driver of a truck) and /or the user of the service (e.g. the passenger of a bus, the user of an elevator, etc.).

The development of Product Embedded Information Devices (PEID) is expected to progress rapidly and be largely used for advanced Product Lifecycle Management and real-time data-monitoring throughout the Product Supply Chain and it will expand greatly and explode into a **multi-billion dollar market in 2006 and beyond.** This technology will particularly allow producers to dramatically increase their capability and capacity to **offer high-quality after-sales services** while, at the same time, being able to **demonstrate responsibility as producers of environmental friendly and sustainable products.** Some examples of new after-sales services and breakthrough improvements that will become possible through PROMISE are: new types of leasing services, closing of the information gap in customer relationship management, proof of producer, damage management, and enhancement of security.

The PROMISE consortium consists of 22 partners from 8 EU member states and 3 Swiss partners including end-users, world leaders in their respective domains, a world leader in PLM (Product Lifecycle Management) software, 6 high-tech SMEs, reserving about 30% of the requested funding, in the domains of transponder applications and associated software development and 4 well known Universities and 4 Research Institutes. In addition to this, PROMISE also cooperate and integrates research activities performed in different private, national and EU projects.

PROMISE is also an **endorsed IMS project** (PROMISE IMS project no. 01008) and brings together a large international partnership involving five IMS regions: **EU, Switzerland, Japan, Australia and USA.** This kind of integration of research efforts with common or similar objectives contributes to develop synergies at four levels: **private, national, EU and international.**

Project Reference: PROMISE FP6 - 507100  
Start Date: 15-11-2004  
Duration: 42 months  
Project Cost: 14.560.000 Euro  
Contract Type: IP  
End Date: 15-05-2008  
URL: <http://www.promise.no>  
Contact person: Asbjørn Rolstadås  
Tel:+47 73593800 E-mail: [asbjorn.rolstadas@ntnu.no](mailto:asbjorn.rolstadas@ntnu.no)