



Swiss Institute of Service Science
c/o Prof. Dr. Christoph Heitz, President
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To whom it may concern

Winterthur, 1. Dez 2010

Support of FuturICT FET Flagship proposal

As Chair of the Swiss Institute of Service Science (SISS) I would like to express our strong interest in and support for the FuturICT FET Flagship proposal.

The FuturICT Flagship project is an ambitious, cross-cutting, interdisciplinary project that aims at understanding and managing our complex global social system through bringing together the fields of ICT, Complexity Science and Social Science. The FuturICT research themes are highly relevant for Service Science, with a large potential for application in this area.

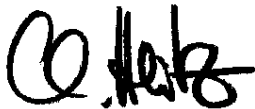
SISS is a unique and powerful think-tank with a strong impact on the Swiss service economy. It is organized as a joint venture of the School of Engineering at Zurich University of Applied Sciences, the Geneva School of Business Administration of the University of Applied Sciences Western Switzerland, the School of Applied Psychology of the University of Applied Sciences North-West Switzerland and the Institute of Technology Management and Transfer Center for Technology Management of the University of St. Gallen, and supported by KTI/CTI the Swiss agency for promotion to innovation. Each of the participating institutes already has a history of interdisciplinary research, in particular of trying to bring together the business perspective, the engineering perspective, and the human factors perspective.

SISS's mission is to serve the Swiss service sector as well as the service-related part of the Swiss manufacturing industry by generating innovation and knowledge by integrating business, engineering, and human factors into a joint scientific research agenda for service, supporting the implementation and dissemination of knowledge in Switzerland by close cooperation with companies, bringing together researchers and practitioners for creating innovation and smart solutions, and using its international network for stimulating innovation in Switzerland. The main activity of

the institute is to perform applied research projects, typically together with one or more Swiss companies, and led by one or several of the participating researchers, and to disseminate the results within Switzerland.

A cooperation of the FuturICT Project and SISS will be mutual beneficial in giving SISS members access to the latest developments and creating leverage for the FuturICT Flagship by implementing the concepts in cooperation with and through industry partners.

Sincerely

A handwritten signature in black ink, appearing to read 'C. Heitz', with a stylized, cursive script.

Swiss Institute of Service Science
Prof. Dr. Christoph Heitz, President