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University

UNSW Computer Science and Engineering

“UNSW COMPUTER
SCIENCE AND
ENGINEERING
ARE A TEAM OF
SMART PEOPLE
SOLVING DIFFICULT
PROBLEMS”

Nick Ellsmore
Co-founder Hivint and Security Colony
Director Delling Advisory

Open for business

How working with UNSW offers you a competitive advantage – your step-by-step guide and FAQs

When businesses and university experts work together, they can solve industry's problems and push the frontiers of knowledge. When companies tap into the resources and expertise of University of NSW Computer Science and Engineering (CSE) – a leading Australian centre of research and learning – they gain a competitive edge and an outlook on new technologies over the horizon.

Industry and university alliances are not just about developing technology and innovative techniques. Businesses that collaborate with us form relationships that foster trust and understanding, with both sides working towards commercial opportunities and preparing solutions for industry challenges. Businesses also get to work with some of the country's brightest stars (and potential hires) in areas such as big data analytics, artificial intelligence and machine learning, cyber security and Internet of Things.

Our industry partners include Fairfax Media (<https://www.engineering.unsw.edu.au/news/it-started-with-a-kiss>) Commonwealth Bank, Cisco, Canon Research, Microsoft, Atlassian and others.

UNSW Computer Science and Engineering are a team of smart people solving difficult problems. We offer you an academically-rigorous consulting engagement. We're committed to helping businesses solve real-life problems. We want to share in your success.

Having such a partnership can be rewarding and surprisingly cost-effective. Below are our tried-and-tested steps for getting started, and FAQs to help answer your questions.

Four steps to a successful collaboration with UNSW CSE

1.

Contact Maurice Pagnucco at UNSW to discuss ways we can form a partnership to help your business. (Contact details are below).

We can work with you on short-term technology problem solving or “over the horizon” research. We can also assist with student hiring, education projects, or just providing opportunities for you to “give back” to the community.

UNSW can set up and facilitate a “sandpit” exploratory meeting with your group.

We discuss your key challenges and common areas of interest, including UNSW’s capabilities in your area, and a starting point for us. There is no cost for this. (See “Sandpit” question in FAQs.)

Identify a starter project.

We’re happy to start small by developing “quick wins” and building up from there. UNSW can provide a costed proposal that includes project objectives, timeframes and deliverables.

2.

Discuss what resources will be needed for the project.

UNSW will provide a project leader and any additional team members to work on the project. We recommend companies identify an executive champion as well as a project leader as your key point of contact. **Longer-term projects:** UNSW can advise on applying for competitive government grants. (See FAQs.)

Identify initial goals, timeline and outcomes or deliverables. As needed, clarify intellectual property and other contractual issues.

UNSW can provide draft contracts to suit requirements. As much as possible, we prefer to be flexible and work out details as they arise. (See FAQs)

3.

Project gets underway. UNSW team takes the lead and starts working on the joint project.

We adopt an Agile approach to project management, emphasizing communication and collaboration, regular refinement of project objectives, and iterative software development.

Project deliverables start flowing to you.

We hold regular progress meetings with key participants.

4.

Project complete!

Use the knowledge and outcomes from the partnership to improve your business today and help you prepare for the future. We hope to set the stage to work with you on future opportunities.

Why work with UNSW Computer Science and Engineering (CSE)

Do you see yourself having any of these problems:

- Do you have potentially good projects sitting on the shelf due to lack of time or expertise?
- Do you want commercially unbiased guidance about your current technology, or regarding emerging issues and technology.
- Do you want to look at new ways that technology can automate tasks or reduce costs?
- Are you able to successfully mine your business data for useful insights about existing or potential clients?
- Have you tested whether your business data is secure?

UNSW Computer Science and Engineering (CSE) would be happy to talk with you.

UNSW CSE is one of the largest and most highly ranked in its field in Australia. We attract bright, ambitious computing students and top technology researchers. Some facts about us:

- UNSW Computer Science and Engineering is part of UNSW Faculty of Engineering, ranked No.1 Engineering faculty in Australia, with a solid history of industry engagement. <https://www.engineering.unsw.edu.au/industry/industry-partners>
- The Australian Research Council has rated our overall research “well above world standard” in a recent national assessment
- UNSW Engineering has produced more millionaires and more technology entrepreneurs than any other Australian university. (Spier’s List; Crunchbase Report)

FAQs

Why do we do it?

We like creating things and being at the forefront of industry success. Working with businesses ensures our teaching, problem solving and research activities are relevant to the industries we serve. It also gives companies such as yourselves the chance to work with (and potentially hire) some of our brightest young stars in your field.

What is a UNSW “Sandpit”?

These small, facilitated meetings bring together company and CSE representatives to brainstorm creative approaches to existing business issues or identify new technology opportunities. We map key challenges, questions and common areas of interest. Through this meeting, we hope to identify an initial project to work on together.

What can we achieve together?

We can develop customised ways to solve unique problems in your industry or explore and help you develop future business areas.

How long will the project run?

“Quick win” projects may take several weeks. Larger exploratory projects can take up to a year, with deliverables provided throughout the period. We are conscious of your annual budgets cycles. Our most successful partnerships are ongoing and create important professional ties and shared benefits.

Can we seek a government grant?

Yes, depending on the scope of the project. UNSW can advise and jointly apply for government funding on behalf of all parties. The government is boosting its funding to increase the success of industry-university collaborations.

What about legal and intellectual property (IP) issues?

Collaborations may aim to develop IP with a commercial value, and partners can gain access to technology through licensing or acquisition. But legal and IP issues should not be blocking points when forming academic and business relationships. It’s important for both sides to be flexible, agree on an overarching framework and work out details as they arise.

UNSW has a range of short standard contracts covering various types of collaborations. IP arrangements can vary depending on the type of collaboration. We are happy to discuss this with you and send you a draft contract to review.

How will we measure success?

Partnerships might be limited to solving a single business problem or tackling broad technology issues with longer-term timeframes. To help achieve success, partners should align budget and funding cycles and be clear about timelines and expectations.

How to get started or find out more:

For more information about getting started or if you have any questions, please contact:

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