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EGEE-II and Business
Review Recommendations

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Information Society
and Media

- *In dealing with industry*
  - *emphasise that the EGEE-II project is following an exemplary path towards the standardisation issue*
  - *gLite*
    - *implements a service-oriented architecture that virtualises resources*
    - *adheres to recommendations on web service interoperability*
    - *is intended to be compliant with accepted standards for the web service foundation stack as they become available*
      - *The reviewers felt this is potentially a fundamental strength of the gLite middleware*

- **Actions**
  - Invite OGF & NESSI representatives to EGEE'07 to further discuss standardisation features (I.e. ETSI, W3C, OASIS, OGF, etc.)
  - EGEE is actively participating in OGF Standards Working Group (WG)
  - EGEE and Business template emphasising the standardisation factor
    - BELIEF-EELA Conference (Rio de Janeiro, BR June 2007, >110 participants, >30 enterprise)
    - Outlined in presentation & Press Release
  - Industry Days and Business Track at EGEE'07
    - Introduce in Presentation
    - More emphasis to be given when discussing
  - Include in gLite re-branding – ITF SC
    - Information Sheets, etc.

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- ***Organise Industry Days in locations where there is a critical mass of the targeted industry sector***
  - *Finance in London UK, Pharmaceutical in Basel, CH*
- **Actions**
  - NA2 partners in above areas to be contacted
  - Application Forum created will provide the answers we need
    - Market surveys, potential end-users, expected outcomes, etc.
    - Procedure
      - *Point of contact is Industry Forum chair*
      - *Feedback from Industry Task Force*
      - *Incorporation of all feedback plus additional comments and recommendation, review and approval by IF Steering Committee*
      - *Sent back to chair of Industry Forum*
  - A-Z Guide to Organise an Industry Day created
  - Template to be created for NA2/All Partners Industrial Relations
    - Industry Days are top-level, more focused example of what we are trying to get all NA2 partners to do more regularly

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- *Plan to introduce live demonstrations into the Industry Days, focusing on relevance to the target audience and concentrating on the business value rather than the technology*
- **Action**
  - EGEE demo currently being developed
  - WISDOM demo to be shown in Bratislava Industry Day
  - Business Value
    - Industry Forum chair to closely follow organisation
    - IF SC to discuss ways of highlighting business value and identifying keys ways of making gLite and EGEE more marketable
    - Application Form will outline the concentration of this prior to Industry days
      - *First dummy run of new changes*
        - Bratislava Industry Day – 19 Sept 07, Grid & Pharmaceutical and Biomedical Challenges

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- ***Target additional grid ISVs in the EGEE Business Associates programme, particularly those who support vertical industry sectors***

- **Actions**
  - **Finalise Avanade as an EBA**
    - Finance and Insurance and Energy sectors
    - Possible invite to Business Track at EGEE'07
  - **Follow up with Excelian as potential EBA**
    - Financial and Grid consultancy
  - **Application Form to outline potential EBAs**
    - ISVs to be found in recruitment process of targeted audiences at Industry Days and EGEE'07
  - **IF SC and its focus groups**
    - Identify new potential EBAs

Enabling Grids for E-sciencE

- **Industry days from a speaker and delegate perspective are tracked very closely to ensure right balance and targets are met**

- **EGEE and gLite are taking its natural evolving path of progression from eScience to Enterprise but needs to be marketed in a user friendly way**

- **Need more policy intervention from policy bodies to pursue commercial paths**

- **The entire project needs to provide input on one level or another to ensure project results**