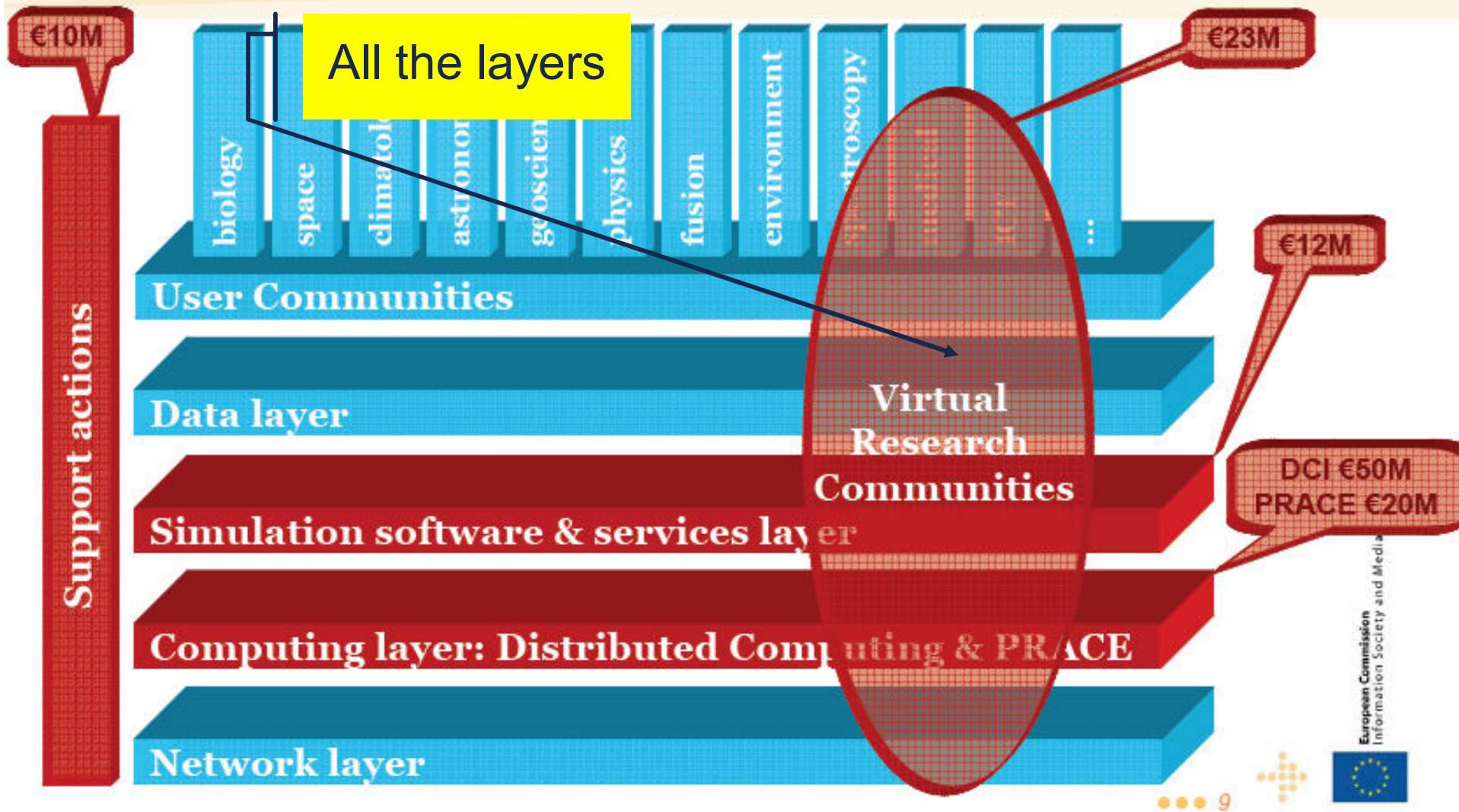


Technology Transfer New User Support SSC for EGI

*EGI SSC Meeting
Paris, France
1 July 2009*

- ***Relations to e-Infrastructure call (Info Day – Brussels)***
- ***Rationale***
- ***Organisation***
- ***Overview of main tasks, impact and outputs***
- ***Agenda questions***
- ***Moving into the future***



All the layers

- **General objectives:**
 - Enable an increasing number of users and research communities from all science and engineering disciplines to access and use e-Infrastructures
 - Remove the constraints of distance, access and usability as well as the barriers between disciplines for a more effective scientific collaboration and innovation
- **More specifically:**
 - Deployment of e-Infrastructures in research communities to enable multidisciplinary collaboration
 - Deployment of end-to-end e-Infrastructure services and tools for integrating and increasing research capacities
 - Build user configured virtual research facilities and test-beds from collection of diverse resources
 - Address human, social and economic factors to facilitate the creation, take up and maintenance of e-Infrastructure services
 - Integrate and interlink regional e-Infrastructures

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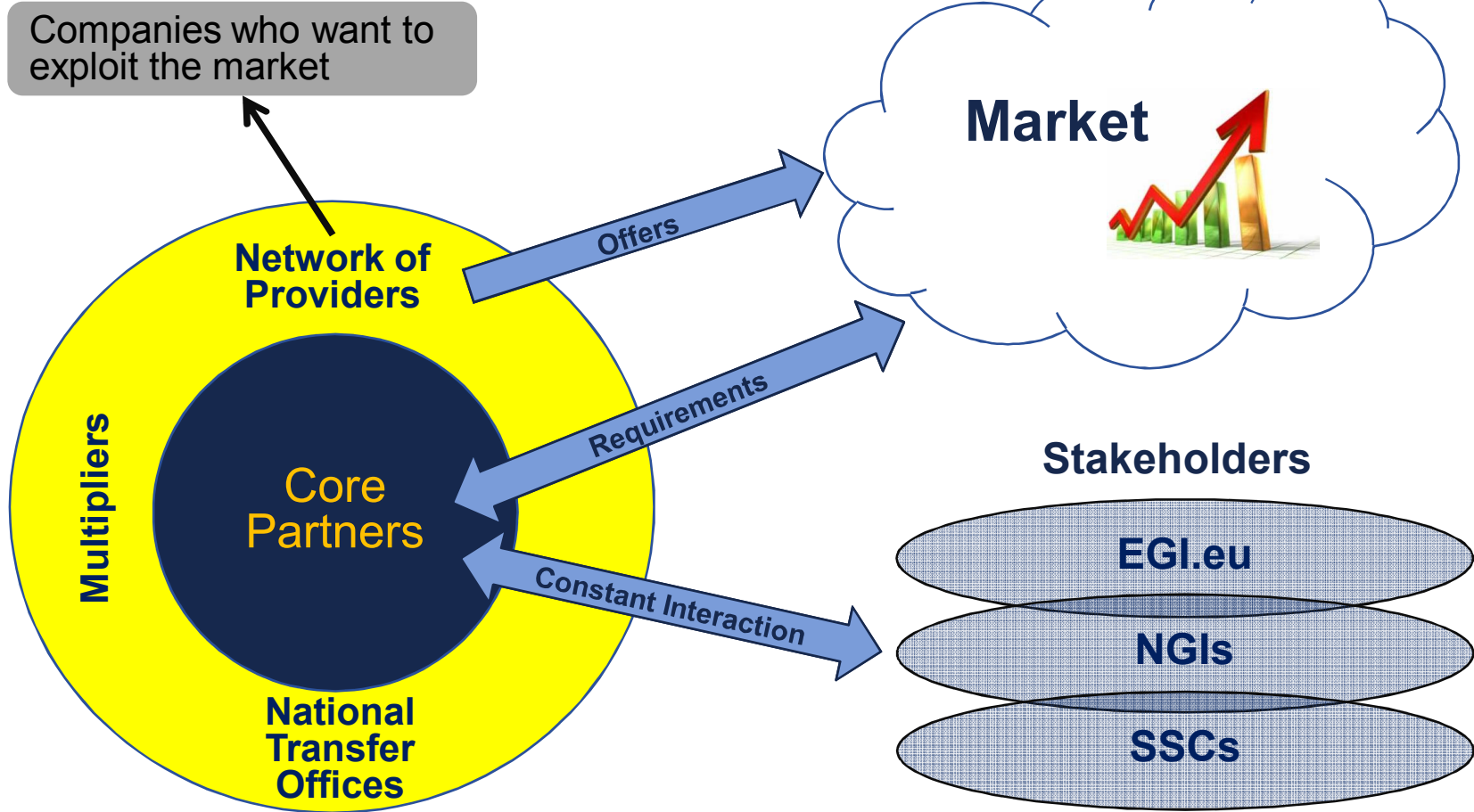
- **Rationale**
 - Evolved beyond “dissemination” - time for a dedicated Technology Transfer (TT) team to provide “marketing and sales” services for the substantial research developments achieved (as per any viable technology)

- **The TT activities are designed to:**
 - Transfer EGI technologies to Public and Private Sector Users
 - R&D scientific applications to be marketed
 - EGI technologies components
 - *gLite, ARC, UNICORE, UMD*
 - *RESPECT programme*
 - Help commercial companies to exploit EGI technologies
 - Provide feedback to EGI and NGIs aiding in concrete business exploitation and increased sustainability

- **Main tasks**
 - Technology Transfer and support
 - Marketing and Business Outreach
 - Cross activity and External Relations
 - Certification programme (e.g. CISCO/Red Hat Model) (Option to be discussed)
- **Impact**
 - Exposes scientific applications developed by EGI and NGIs commercially
 - Sustains Grid related technologies by attracting companies to offer or adopt EGI's software & services
- **Outputs**
 - Expanded network of providers as multipliers
 - Attracted new business users
 - Become a reference for open source Grid market
 - Developed Market analysis, business plans and pricing models

- **Identified areas of opportunities for EGEE technology in the business world**
 - Develop compute and data intensive applications to sell as services
 - Build a shared Grid infrastructure through technological consortium or dedicated start-up
 - Several examples of how companies have profited from or have been created as a result of pre-competitive access to e-Infrastructures (e.g. EGEE)
 - Adoption = CGGVeritas, Imense Ltd, Philips Research
 - Market Solutions = CGGVeritas, Constellation Technologies, Maat-g
 - Applications = WISDOM / Digital Ribbon
 - Collaboration = 8 EGEE Business Associates
 - Pre-competitive applications = 9 business use cases
- **Sell first solutions**
 - Promote targeted solutions based on use cases demonstrated within the EGI user community (e.g. Wisdom, Genomic, Footprint, EGEODE, Monte Carlo simulation, etc.)
 - The idea is to show that these types of applications can be provided with open source Grid technology (i.e. in a better way as Cloud will do)
- **Engage multipliers**
 - Network of companies in a targeted sector, which could be interested in offering technical support to EGI software/services/applications on a payment basis
 - Build relationships with Technology Parks, Transfer Offices, KTNs and Chambers of Commerce
- **Limited, but focused community business events**
 - at targeted sector business events rather than organizing events
 - presenting related application use cases rather than products

- **Core team (Funded)**
 - **Management:** Activity manager will be assigned to take overall responsibility of business activities to be carried out
 - **Marketing and Outreach Team:** Dedicated personnel to handle each aspect of marketing and outreach to business
 - **Business Task Force:** Body to serve as a technical group defined within the SSC to handle technical related business activities and liaise directly with companies/potential end-users
 - **Gathering Requirements:** It would be fundamental to have a contact point within the overall MCB for liaison of business user requirements
- **Partnership**
 - **Industry Expert Group:** Volunteer group of 10-15 industry leaders in distributed computing
 - Ensure that the UMD and related technologies are attractive to industrial organisations
 - Chair to be an external person with extensive experience and knowledge of European Grid activities and commercial environment
 - *Limited travel substance to be available for group*
 - **Multipliers:**
 - Network of companies in a targeted sector, which could be interested in offering technical support to EGI software/services/applications on a payment basis
 - Technology Parks, Transfer Offices, KTNs and Chambers of Commerce



- **Technology Transfer and Support**
 - Identify and support R&D scientific applications to be marketed
 - Identify and support areas of opportunities for EGI technologies components
 - Help commercial companies to exploit EGI technologies
 - Create and support a network of companies interested in offering technical support EGI software/services/applications on a payment basis
 - Offer opportunities for joint collaborations (i.e. Business Associate Programme)
 - Provides input on standardisation developments and issues
 - Entry point to setting up pre-competitive business applications
 - Gridification of applications
 - Prototype / Proof of Concept
 - Moving technology to business
 - IntraGrid
 - IaaS
 - SaaS
 - Support a Student Scholarship Programme
 - Introducing students into the commercial environment laying the foundation for future generations

- **“Sales and Marketing” for EGI and NGIs:**
 - Create marketing material
 - Case Study Booklet
 - UMD for Business Brochure including relevant applications/components
 - Articles in business journals, Press Releases, Newsletters, Short eAnnouncements, etc.
 - Website
 - Collate and update business contact database from all partners
 - Technology Parks and Transfer Offices, KTNs, Chambers of Commerce
 - Produce a market analysis and business plans
 - Limited, but focused Community Outreach Seminars
 - Showcase use cases and best practices
 - Emphasis on obtaining talks at business events and resources to obtain booths a high profile business events and dedicated one-to-one meetings
 - Pro-actively engage with enterprise through a dedicated Industry Expert Group
 - Gather business user requirements and challenges
 - 1-2-1 Meetings, feedback from partners, IEG, events

- **Cross activity**
 - Training
 - Liaison for potential business contacts to attend training events
 - Collaboration for Certification programme (e.g. CISCO/Red Hat Model)?
 - Dissemination
 - Streamline efforts
 - Leverage contacts and dynamic outreach channels
- **Other SSCs**
 - Application Porting for set up and support of business applications
 - Other domain specific SSCs willing to commercialise applications
- **EGI MCB**
 - Dedicated contact point for providing business requirements and relevant business standards
- **Collaborating Projects**
 - Establish a direct channel for creating a dialogue and/or collaboration agreements with BEinGRID, NESSI, RESERVOIR, DEISA, PRACE
- **Standardisation Bodies**
 - OGF and other related standardisation bodies

- **How will the support activity connect to and coordinate with:**
 - the other support activities?
 - Mailing lists and monthly WorkPackage leader conf calls
 - the user, user communities, and SSCs?
 - Through a “Business Forum” type structure
 - Website, newsletters, mailing lists, eAnnouncements, blog, dedicated events, etc.
- **What tools are required to provide the services and how will the support activity interact with them? (E.g. GGUS.)**
 - We are looking for customer relationship product (open source or payment basis to be provisioned)
- **What institutes/projects/teams/NGIs have been contacted about participating in this support activity?**
 - BT, CGGVeritas, Constellation Technologies, ElsagDatamat, NICE, Trust-IT
 - No NGIs have been contacted as of yet
- **Which of those are likely to be funded partners in the support activity?**
 - All
- **Which are likely to be unfunded partners?**
 - Business Associates and Industry Expert Group

- **Ultimately understand**
 - Deployment and support of a dedicated infrastructure for business on a payment on demand
 - Creating additional Grid Computing Now! Knowledge Transfer (UK) Network type initiatives in other regions throughout Europe
 - The packaging of UMD and related technologies
 - How to move EGI from linux.org to redhat.com