



European Commission



Information Society
Technologies



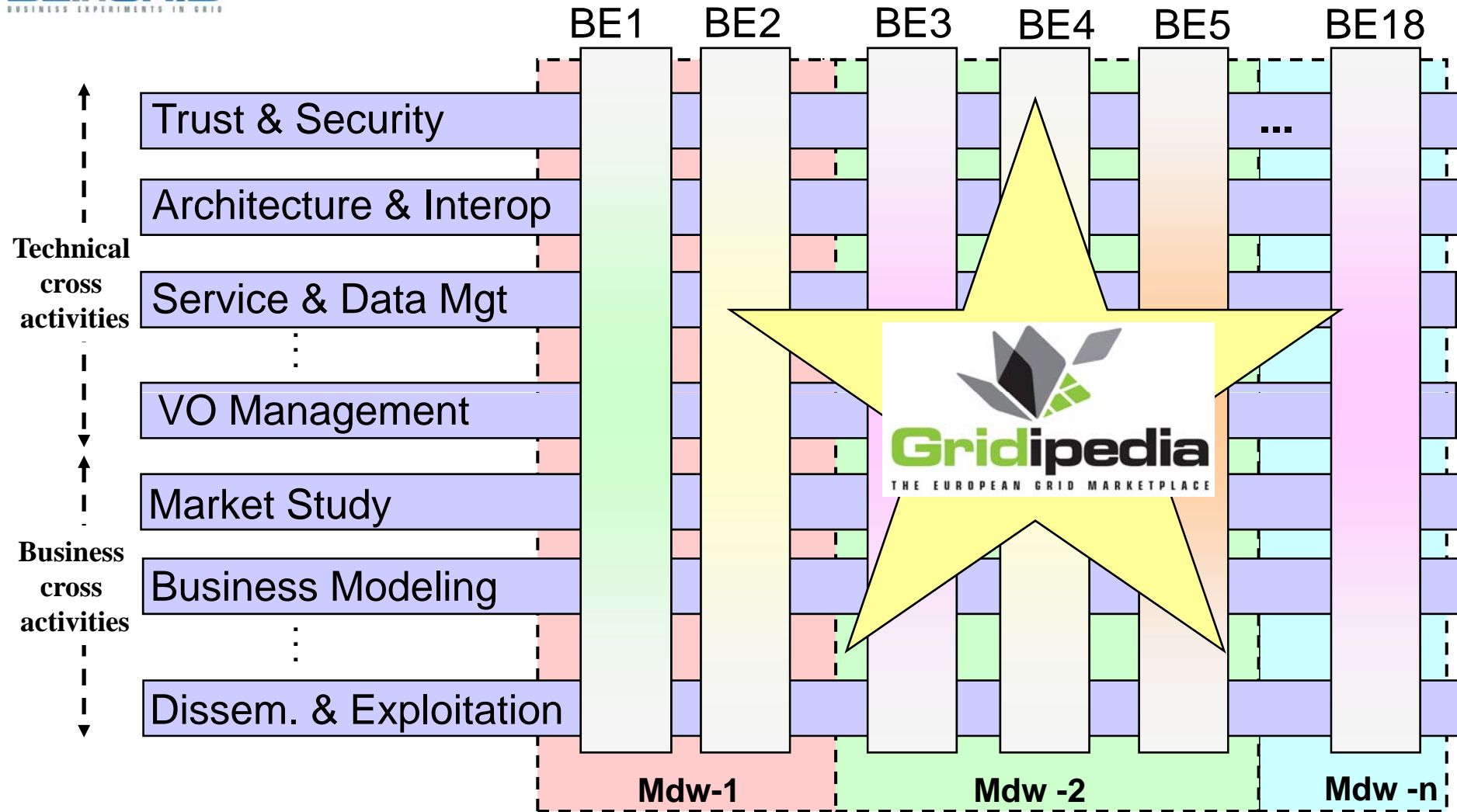
BEInGRID
BUSINESS EXPERIMENTS IN GRID



Grid Business
EGEE'07 business track
Budapest, 2 October 2007

Csilla Zsigri
csilla.zsigri@atosorigin.com

BEinGRID setup



Selected branches: GTv4, UNICORE/GS, g-Lite, GRIA, WS-*

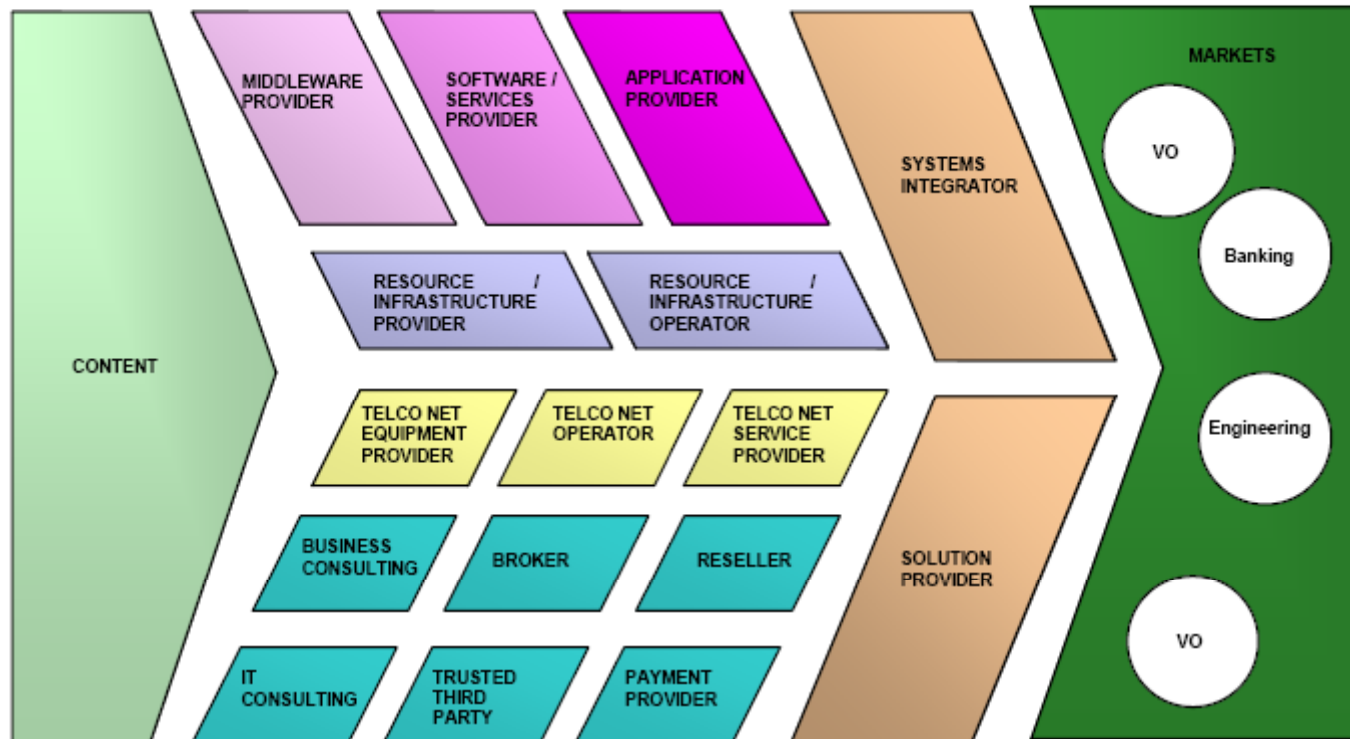
High-level classification of BEs Business Models (1)

- **3 generic categories of Business Cases:**
 - **Category 1:** “Grid Business Cases with a **clear performance associated benefit**”
 - **Category 2:** “Grid Business Cases with a **highly collaborative benefit**”
 - **Category 3:** “Grid Business Cases **exploiting the SOA and component-based software paradigm**”.
- **3 generic Business Models:**
 - **The Open Market BM (category 1)**
Marketplace where buyers & sellers of computing capacity meet
 - **The Collaborative /VO BM (category 2)**
Collaboration for common benefits (intra- & inter-enterprise)
 - **The software as a service BM (category 3)**
In-house hosting model, ASP, true grid model

High-level classification of BEs Business Models (2)

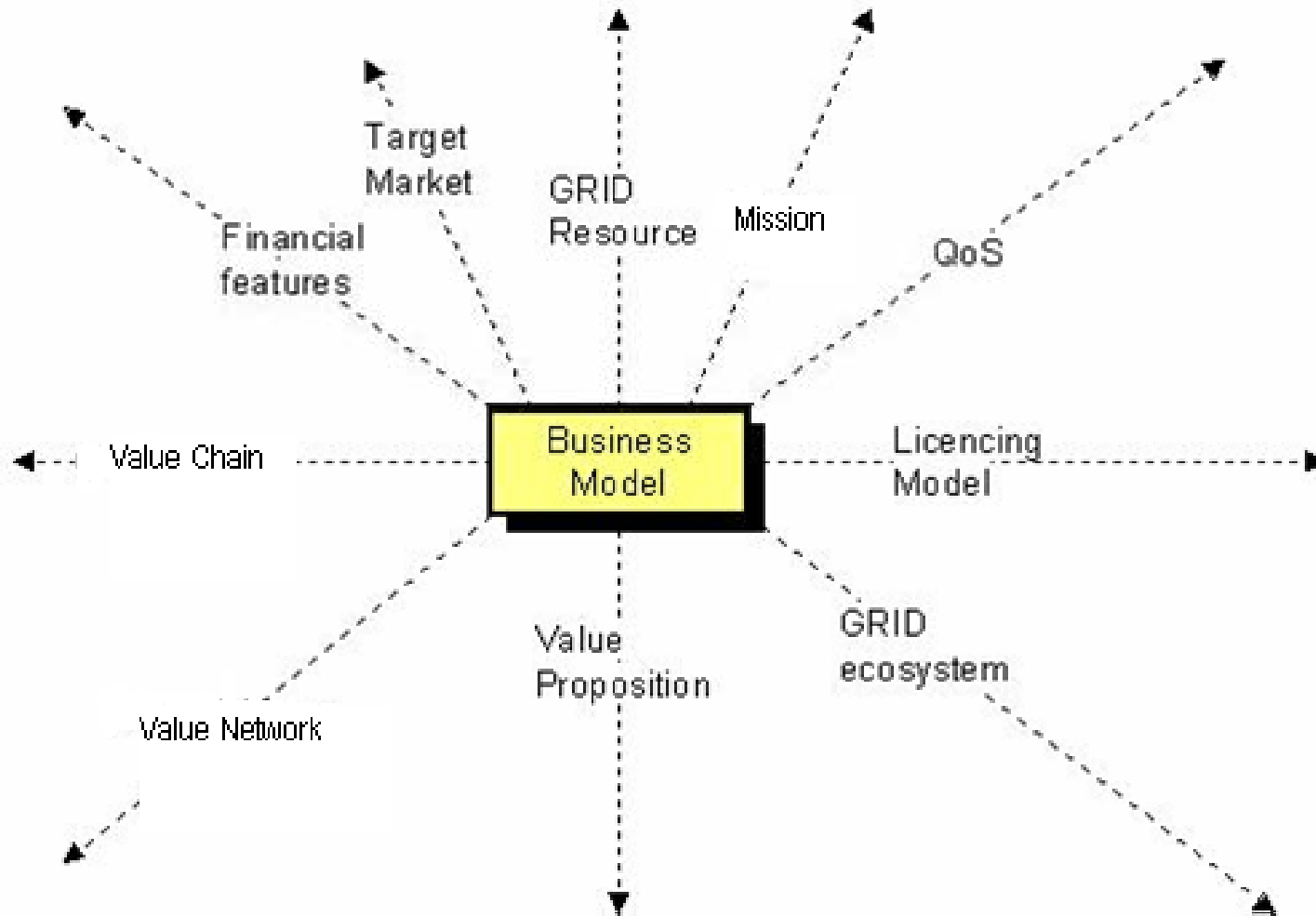
BE	Application	Sector & category
BE01	Computational fluid dynamics&computer aid design	Advanced manufacturing 1
BE08	Integration of engineering and business processes in metal forming	Advanced manufacturing 2
BE10	Collaborative environment in the supply chain management	Advanced manufacturing 2
BE14	New product & process development	Advanced manufacturing 1
BE16	Ship building	Advanced manufacturing 3
BE02	Movie post-production workflow	Media 1 & 3
BE03	Visualization&virtual reality	Media 3
BE09	Distributed online gaming	Media 2 & 3
BE15	Data Recovery Service	Media 3
BE04	Financial portfolio management	Financial 3
BE11	Risk management	Financial 1
BE05	Retail management	Retail/logistics 1
BE12	Sales management system	Retail/logistics 1
BE13	Textile grid portal	Retail/logistics 2
BE17	Logistics & distribution	Retail/logistics 1
BE06	Groundwater modeling	Environment/eScience 1
BE07	Earth observation	Environment/eScience 1
BE18	Seismic imaging & reservoir simulations	Environment/eScience 1 & 2

A Consolidated Value Chain for the Grid Market



The BEinGRID Consolidated Value Chain

Case-specific scenarios



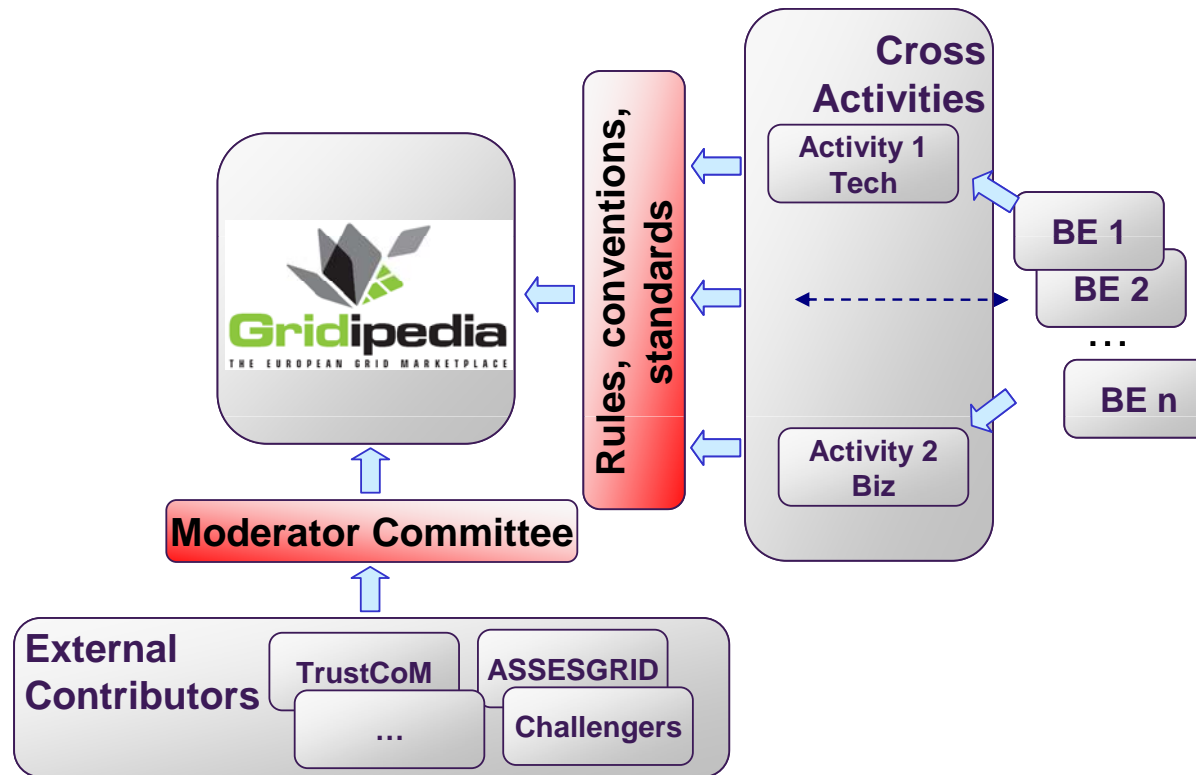
**Official launch of
GRIDIPEDIA**
www.gridipedia.eu



2M € Call for proposals
Draft text available
Call opens mid-October

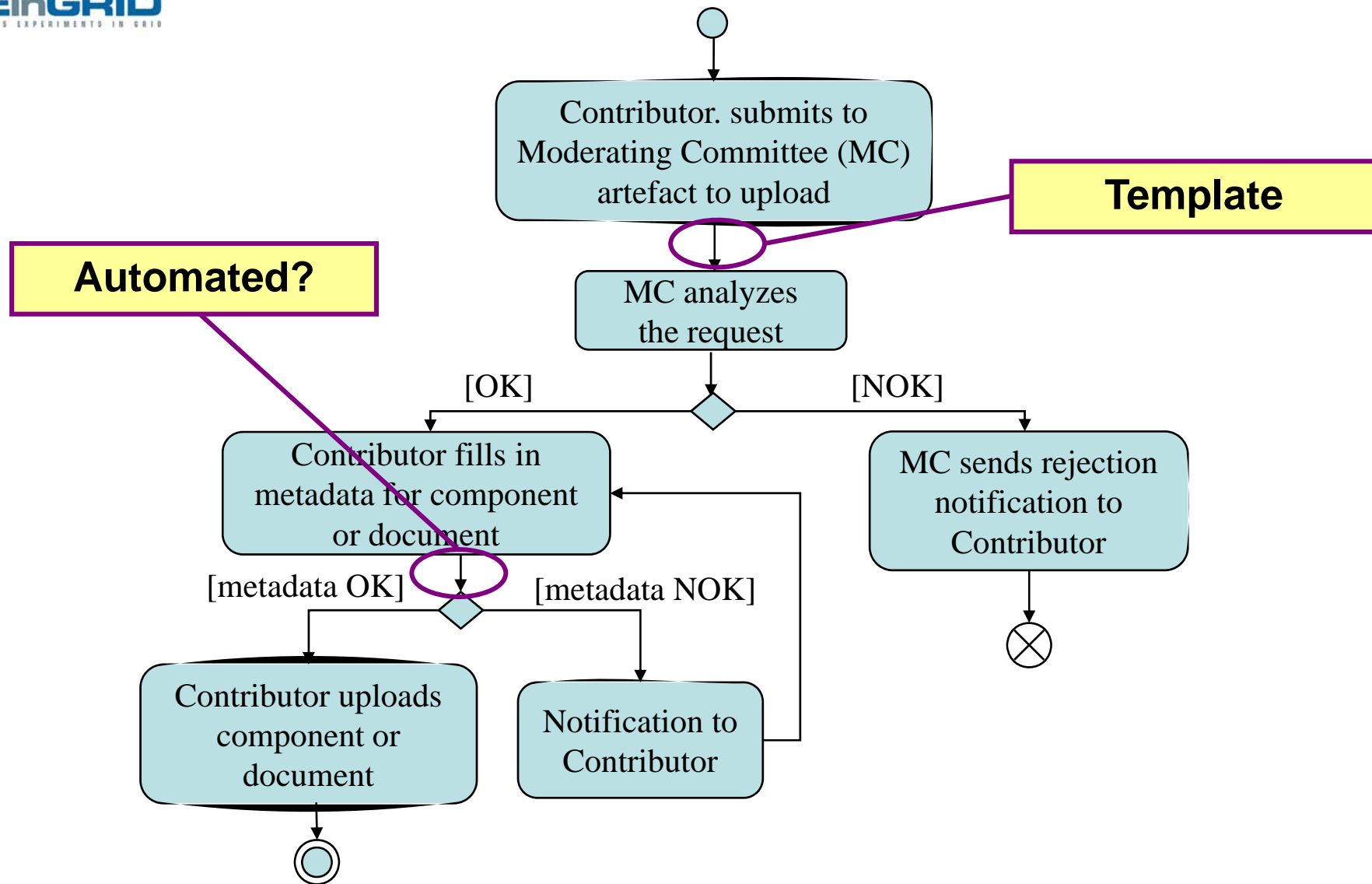
BEinGRID Industrial Event
Madrid, 20-21 May 2008

Gridipedia - Filling strategy



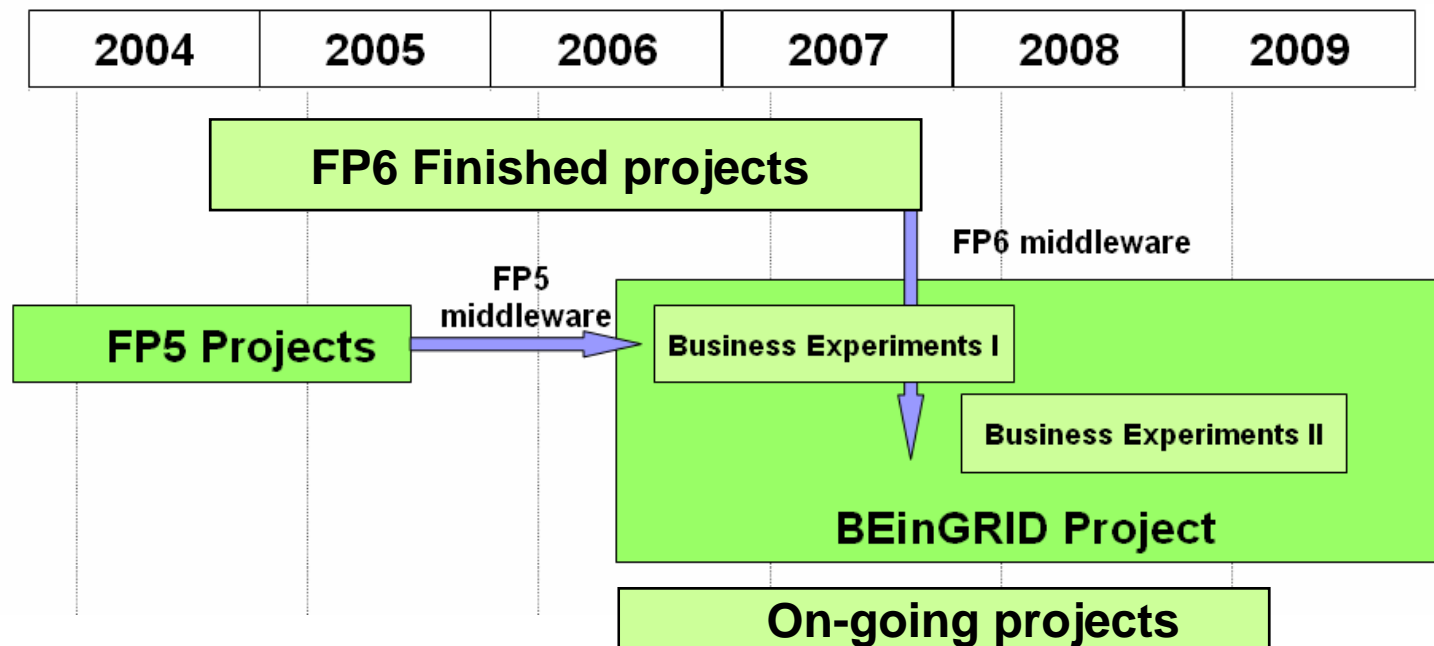
So, what goes in?

- **Gridipedia is artefact-based:**
 - Software and associated documentation, manuals
 - Documents (case studies, biz related materials, etc)
 - Links (to relevant sites and distributions)
 - Media files
- **The structure is flat – (metadata)**
 - Categorisation possible through metadata-based searches
 - This will allow to group artefacts per business or technological area



2nd wave of business experiments

- Open call for 5-6 new Business Experiments
- Duration around **12 months**
- Available **300K€** (aprox) funding per business experiment
- Start on Feb/March 2008
- BE based on semi-mature technology, include the **full value chain** (End-User, Integrator and Serv Provider) and **present a preliminary business plan**
- The BE must respect European Legal framework (please refer to legal recommendations)





Competitive open objective and call timeline

- *Main objective is to validate and evaluate the usefulness and reusability of the common functions identified in the first half of the project*
- *New BE should consider the use / uptake of generic components available in gridipedia*
- *Industry verticals not represented in the 1st wave are welcome*
- *BE must demonstrate that the use of the proposed Grid technology is key (the only solution or the best solution) to solve a business problem*
- *BEinGRID does not deal with e-Science scenarios*
- *Looking for service and knowledge based models and not traditional pure HPC static ones*

Action	When	Month in BEinGRID
Call announcement to the Project Officer	day minus 90	M14 – Jul'07
Call text to the PO	day minus 50	M15 – Aug'07
<i>Call publication</i>	<i>day 0</i>	<i>M17 – Oct'07</i>
Close of call	day 35	M18 – Nov'07
End of evaluation [EXTERNAL EXPERTS]	day 49	M18 – Nov'07
Report to Commission	day 63	M19 - Dec'07
Commission approval of result	day 91	M20 – Jan'08
Commencement of contract discussions	day 92	M20 – Jan'08
Commencement of selected experiments	day 120	M21 – Feb'08

**DRAFT TEXT
ALREADY
AVAILABLE
AT PROJECT
WEBSITE**



European Commission



Information Society
Technologies



BEInGRID

BUSINESS EXPERIMENTS IN GRID

Thank you for your attention!