



Enabling Grids for E-science

**EGEE'08 Conference**

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Harbiye Askeri Museum, Istanbul - Turkey

## **EGEE and Business Outreach Opportunities and Challenges**

*Sy Holsinger*  
*EGEE NA2 Deputy Manager*  
*Trust-IT Services Ltd.*

*Stephanie Parker*  
*Chair of Business Forum*  
*Trust-IT Services Ltd.*

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[www.eu-egee.org](http://www.eu-egee.org)



- **EGEE's Programme for Business – Objectives and achievements**
- **Dissemination strategy**
- **Guide to core messaging**
- **Communication avenues and resources**
- **Challenges**
- **Summary**

# EGEE's Programme for Industry



- Business Partners
- Business Associates
- Business Forum & Task Force



- **Business Forum**

- A forum designed to champion the business benefits of grid computing:
  - Showcasing use cases & EGEE achievements from a business perspective
  - Evaluating current & future potential for adoption
- Business Forum Newsletters
- Industry Committee & Focus Groups:
  - Support for Commercial Adoption of gLite
  - SMEs & Start-ups
  - Industry Requirements for Grid Standardization



- **Business Task Force**

- Assess gLite in industrial contexts
- Define EGEE technical requirements for industry
- Support channel for commercial requirements for industrial take-up
- Support gLite Business Applications



- **Business events**

- Business Days (total of 12 organized)
- Business Tracks at EGEE Annual Conferences (total of 3 organized)

- **Business Associates**

<http://business.eu-egee.org>

- **Outreach to businesses across EU27**
  - Championing the benefits of grid computing & collaborative developments through EGEE's Business Forum.
  - Sharp focus on:
    - SMEs & Start-ups (prime beneficiaries)
    - Collaborative developments
  - Developing a network of companies as potential adopters of EGEE technology
    - EGEE Business Associates (EBAs)
    - Independent Software Vendors (ISVs) & software integrators
    - IT Service providers
- **Key objectives**
  - Increase Business Forum Membership
  - Expand the Business Associate Programme
  - Organize business events
    - Business Days
    - Business Tracks at EGEE Conferences
  - Set up site-visits to specifically target enterprises & analyze needs

- **Making it happen!**
  - Understanding the positioning of EGEE's technology on the market
  - Analyzing business user requirements through surveys & site visits
  - Developing an effective strategy for commercial adoption
  - Promoting the value-add of higher level services &
  - Tweaking EGEE's technology with businesses firmly in mind
  - Simplifying the adoption process with user-friendly guidelines & support from EGEE's Business Task Force & Training Programme
- **Pursuing collaborations with EU Projects & platforms**
  - BEinGRID; NESSI; OGF-Europe; RESERVOIR
  - Other collaborating projects
- **Synergies with SDOs (Standard Development Organizations)**
  - Understanding current & emerging standards developed by OGF, ETSI, W3G, OASIS and DMTF
  - OGF-Europe as a strategic project for EGEE with Industry Expert Group (EGEE as member as well as 2 EBAs) bringing thought leadership on commercial adoption

- **Technology Transfer to drive potential commercial adoption**
  - Pinpointing potential areas for collaborative developments
  - Pursuing synergies with R&D communities across a focused set of sectors
    - Outreach through events; newsletters; eAnnouncements
  - Build on current network of multipliers
    - Technology Parks
    - Chambers of Commerce
    - Business Associations & SME support organizations
    - Domain-specific research organizations
- **Expanding the current set of business applications**
  - Keeping up-to-date with technology trends (e.g. via NESSI-GRID SRA)
  - Building an effective two-way dialogue with the R&D Community
  - Synergies with Technology Transfer Offices & Research Councils (e.g. STFC – UK & DESY – DE)
  - Understanding the potential funding needed (often small investments) & the role of Venture Capitalists
  - Showcasing outcomes & impact



- **Adopted gLite on own infrastructure**

- BEinGRID

- Earth Sciences; Finance



- EU-IndiaGrid

- Financial Stock Analysis application using gLite



- Health-e-Child

- Biomedical information platform for Pediatrics



- Imense Ltd

- gLite-based Grid computing for large scale image indexing and retrieval



- Philips Research

- Using gLite for medical imaging, bio-informatics and simulation



- **Proof of Concept**

- GridVideo

- gLite-based multimedia application



- TOTAL, UK

- Application to assess the usefulness of External Grids using GILDA testbed



- **Application and Development**

- CERN Openlab

- CERN and industrial partners to develop data-intensive Grid solutions



- WISDOM

- Using EGEE infrastructure for drug discovery



- Provides an important opportunity for companies to engage in technical work in collaboration with EGEE
- Now 8 EGEE Business Associates
  - Avanade
    - Expertise on .NET Tech. to exploit gLite interoperability with Windows machines
  - Constellation Technologies (New)
    - Will offer additional gLite services and support to commercial customers
  - Excelian
    - High-level consultancy for the positioning gLite to business
  - Hitachi
    - Plans to integrate their data transfer solution with the EGEE framework
  - Linalis (New)
    - Provide gLite training to companies and individuals
  - GridwiseTech
    - Grid tutorials to Industrial Mgt. and outreach to Business
  - NICE
    - EGEE compatible GENIUS Grid portal and EnginFrame Framework
  - Platform Computing
    - Improving gLite middleware by exploiting LSF local resources mgt. system



# Disseminating Grid to Industry

- **Creating effective core messaging around business**
  - Main target audiences
    - General Business Community
    - Technical personnel – CTOs, Developers, etc.
    - R&D Community
  - Content focus
    - Use Cases
    - Paths to adoption
    - Training and Support
    - Testimonials
- **Paths to adoption**
  - The set processes need to be clear & simple
- **Measuring impact/potential**
  - Each piece of the dissemination puzzle should be part of the bigger picture
  - Important to set expected impacts & measure tangible outcomes
  - Use the core messaging as a dissemination guide & help others (the Business Forum) expand & improve it with your experiences

- **Benefits**

- Keeping it short & simple! The benefits should be clear & easy to understand.
- Use cases can be an effective dissemination tool!
  - What, How & Why (drivers) - The most effective message for target audience

- **Set of processes for engagement**

- Contact point for people interested in learning more (Business Forum)
- Technical guidance (Business Task Force)
- Joint collaboration opportunities (Business Associates)
  - What would be the mutual benefits? What would the impact be?
- Providing step by step guide on how to become an adopter
- Ensuring support after application

- **Dissemination tools**

- Newsletters (Business Forum Newsletter)
- eAnnouncements (short & snappy updates)
- Event announcements
- Articles & features
- The GridCasts powered by the GridTalk project & Grid Briefings
- Attending targeted events; supporting business events & project synergies

- **Media Channels**
  - On-Demand Enterprise (formally known as GRIDtoday)
  - iSGTW
  - Trade Press
- **Support Channels**
  - Chambers of Commerce & Development Agencies (what sector info is available?)
  - Technology Transfer Offices & Research Councils
    - Technology Parks
    - Knowledge Transfer Networks (KTNs – UK)
  - Other EU-funded projects with a business focus (RESERVOIR; BEinGRID)
    - Keeping up-to-date on latest developments & new potential areas for outreach & T.T.
  - Funding agencies
    - Pinpointing research trends & opportunities for funding technology transfer (PIPPS – UK; Venture Capitalists)
  - R&D Labs of private enterprises
- **Databases: a vital resource!**
  - Ensure comprehensive information of contacts
    - Indicating sectors; organization type; focus & current adopters

- **Desk Research**
  - Reading selected publications from EGEE & the outside world
    - Keep up-to-date with market trends & achievements
  - Selected white papers
- **Market Analysis**
  - Linking trends & requirements (SWOT)
- **Possible Pitfalls**
  - Spotting & communicating potential obstacles facing adopters
  - Unsure about the potential? Seeking advice within EGEE or others (see slide 11)
- **Face-to-face Meetings**
  - One-on-one meetings are a crucial means for understanding requirements
  - Dedicated time with a specific company or support channel enables attendants to focus on issues that are important to them
- **Surveys**
  - Developing well-planned & well-designed surveys tailored to specific goals & audiences (Zoomerang)
    - Keep them short & focused (length is a main deterrent)
    - Evaluating & taking on board the outcomes

Challenges	Suggested Solutions
<p>Effective communication between dissemination team</p>	<p><b>Strengthening Partner Synergies</b></p> <ul style="list-style-type: none"> <li>• Regular meetings/conference calls for updates &amp; planning ahead</li> <li>• Truly sharing ideas &amp; effectively pooling resources</li> </ul>
<p>Developing effective, win-win synergies with companies &amp; business focused EU projects /initiatives</p>	<p><b>Targeted Synergies</b></p> <ul style="list-style-type: none"> <li>• Signed agreements or MoUs with clearly-defined expected outcomes</li> <li>• Co-organise an event with clear objectives in mind</li> </ul>
<p>Communicating benefits &amp; support – raising &amp; sustaining awareness</p>	<p><b>Guide to Core Messaging &amp; Dissemination Plans</b></p> <ul style="list-style-type: none"> <li>• Developing core messaging around target audience</li> <li>• Creating effective dissemination strategies &amp; detailed plans</li> <li>• User-friendly material &amp; documents (translated as needed)</li> </ul>
<p>Effective Outreach (events, surveys, general engagement with business community)</p>	<p><b>Transform DBs into an Information Asset</b></p> <ul style="list-style-type: none"> <li>• Build on current contacts &amp; include relevant details</li> <li>• Identify local &amp; global media channels; &amp; support agencies</li> <li>• Carefully plan outreach activities (contribute to the Business Forum activities)</li> <li>• Define target audience(s) and adapt messages accordingly</li> <li>• Clearly convey the value-add</li> <li>• Set feasible targets &amp; report on impact</li> </ul>



- **Security**

- control/secure access to data/applications as well as “privacy” for sensitive data with sensitive applications
  - gLite has prototype secure data management facilities
  - Favorable security review performed by CNES



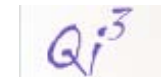
- **Standards & Policies**

- to encourage long-term investment
  - EGEE driving standards via Open Grid Forum



- **Training**

- need to offer training tailored to businesses
  - Survey of commercial grid training needs completed and published:
    - [https://edms.cern.ch/file/794178/2/EGEE-II-DNA3.2-794178-v3.0\\_Final.pdf](https://edms.cern.ch/file/794178/2/EGEE-II-DNA3.2-794178-v3.0_Final.pdf)



- **Software license management**

- how users access commercial packages & how ISPs generate revenue
  - Working with ISVs to explore grid license management possibilities



- **Networking**

- costs of network services is prohibitive
  - In contact with networking companies to determine if dual network sites are feasible



- **EGEE Programme for Business**
  - Achievements
    - gLite adoption success stories
    - From 3 to 8 EBAs in just over 12 months
    - 12 Business Days and 3 business tracks at EGEE Conferences
  - Looking Ahead
    - Marketing analysis - understanding the positioning of EGEE's technology
    - Obtaining business user requirements through surveys & site visits
    - Pursuing collaborations with EU Projects & platforms (BEinGRID; NESSI; OGF-Europe; RESERVOIR)
    - Increasing synergies with EBA programme and standards organizations
- **Disseminating Grid to business**
  - Create effective core messaging around main target audiences
  - Set processes need to be clear & simple measuring impact/potential
  - Keep benefits short and simple for greater impact; supported by dissemination tools (e.g. newsletters) & media and support channel available
  - Underscored databases as a vital resource
  - Highlighted desk research and surveys as important tool for obtaining information
- **Identify & Analyze challenges – both technical and non-technical**