

Disseminating the Grid: An essential guide

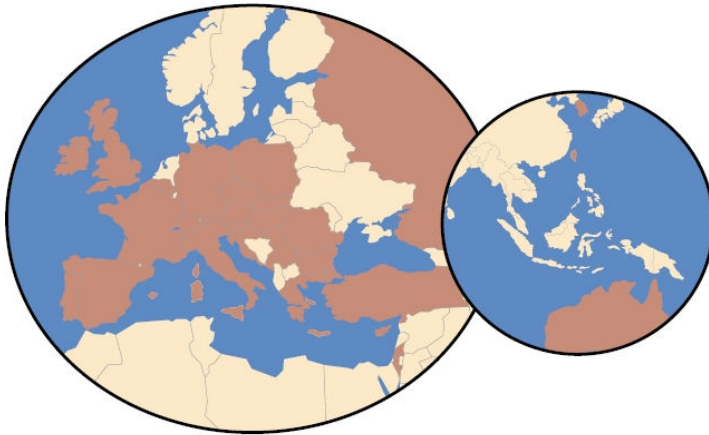
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Coordinator*

EGEE 5th User Forum, Uppsala, 14 April 2010

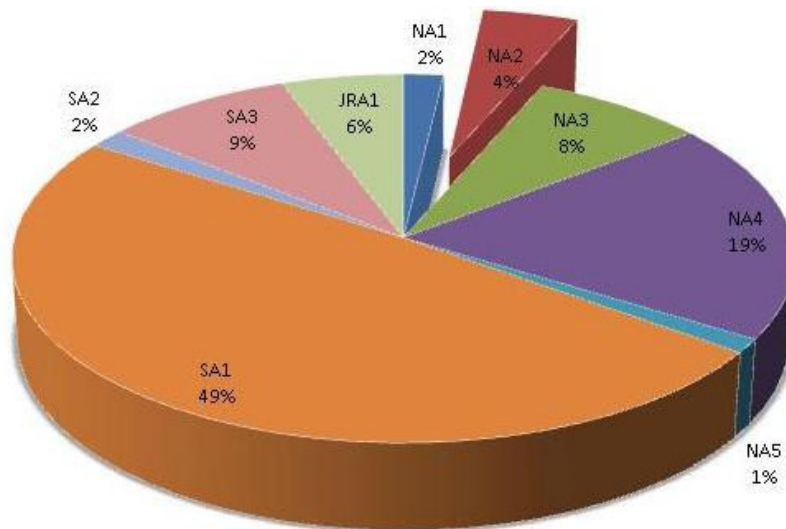
- **Dissemination: What efforts and costs are involved?**
- **What has EGEE been doing?**
- **Who are we trying to reach and how?**
- **Why is it important and what impact can it have?**
- **Examples of best practices – networking, business, events, media outreach**
- **What's next for grid dissemination?**

Manpower: 29 partners, 24 countries, 15.5 FTE (funded)



Austria, Australia, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, France, Germany, Greece, Hungary, Israel, Italy, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Taiwan, Turkey, UK

Dissemination Activity Budget



4% of total EGEE budget (1.6M Euros)

102k Euros printing, exhibition booths, promotional materials, business speaker travel, students

- Websites
- Design
- Publications
- Events
- Media relations
- Business outreach
- Commercial exploitation
- Social media



January 2009 Edition

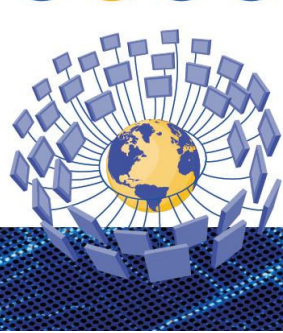
Editorial

The **Business Track during EGEE08** in Turkey focus the headway being made through the event placed special emphasis on **glite** adopt (EBA) success stories, challenges and opportu the relation between grids and emerging techi virtualisation, bringing multiple perspectives fr the research community. A special report in th main highlights of the Business Track.

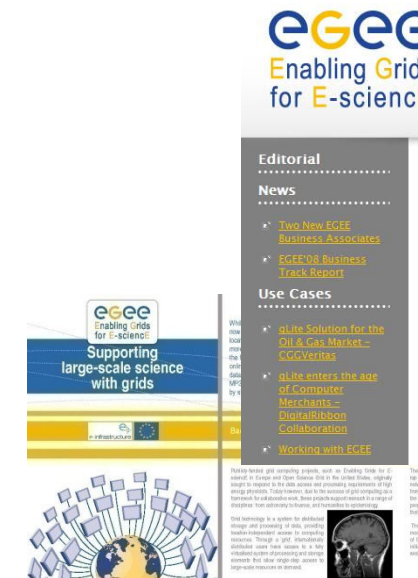
The EBA programme is an important comp Interviews with **two new Business A**: Constellation Technologies (UK) and Steve Ad (Switzerland), serve to highlight the mutual be offer a sample of current and future collabora

The Newsletter also features the first in a serie **source technologies**, specifically its **glite** n centres on CCGVeritas (Compagnie Générale) poised to market its grid-enabled technolo

Doing Business with



in
International
Science
Grid
this Week





Audiences and outreach



- Journalists
- General public
- New user communities eg social sciences, environmental sciences, fusion
- Existing user communities eg life science, physics, earth sciences
- Business communities
- Grid research and standards communities
- Resource providers
- Collaborating projects
- Decision makers
- Governmental representatives

PLUS

- Schools, educational institutions
- Local communities in the partner countries



- **Regardless of project size, collaborating with other projects and organizations can reach a wider range of audiences:**

- New user groups
- New regions e.g. beyond the EU



- **Networking**

- Attending policy meetings
- Attending conferences
- Business days

- **Collaborations**

- GridTalk dissemination project
- OGF-Europe



- **Memoranda of Understanding**

- Formalise collaborations
- Agreed schedule of collaboration for events, press releases etc

- **Media and event sponsorships**

- International Science Grid This Week
- HPCwire
- British Publishers
- Public Service Review





The collage displays various online platforms and their interactions related to the EGEE project in 2009:

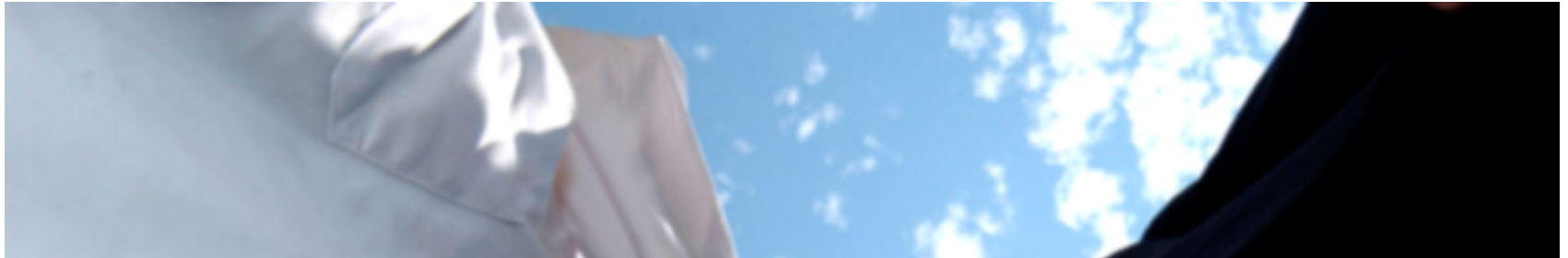
- Facebook:** Shows the EGEE profile page with basic information, members, and a discussion board.
- ResearchGate:** Displays the EGEE profile, including a description of the project and a list of members.
- Flickr:** Shows a photo stream with images of the EGEE project, including a photo of a building in Prague.
- GridCast:** Features a "FACES & PLACES" section with a welcome message and a link to a podcast.
- Twitter:** Includes a tweet from EnablingGrids: "Hey there! EnablingGrids is using Twitter." and a link to join today.
- YouTube:** Shows a video titled "An Introduction to EGEE" with a play button overlay.
- EnablingGrids:** Displays a YouTube channel page for "EnablingGrids" with a description of the project and a list of recent activity.
- GridCast:** Features a "Meet some of our members" section with photos and names of project members.
- ResearchGate:** Shows a "Podcasts from EGEE" section with a link to a podcast.
- GridCast:** Includes a "STOP PRESS: New between EDS and connecting desktop in South East Europe" announcement.
- GridCast:** Features a "More GridCasts..." section with a link to a podcast.
- GridCast:** Includes a "SSOKU09" section with a link to a podcast.
- GridCast:** Features a "BBC reports from Research Center" section with a link to a podcast.
- GridCast:** Includes a "#EGEE Registration now open for" section with a link to a podcast.



Impact and importance



- **Major events can attract ten thousand or more delegates from the existing and new user communities e.g. SC10, CeBIT**
- **Press releases are circulated to thousands of journalists across dozens of countries**
- **Articles and interviews in the specialist and general press can reach a huge audience and are also picked up by blogs and other social media channels**
- **Articles in the general press influence not only the general public but policy makers as well**
 - Policy makers make decisions about funding for future e-Infrastructures, particularly at a national level – essential for NGI funding
- **The grid only thrives through its active user communities**
 - By reaching out to new and existing users through publications, events, social media and community-building websites, dissemination activities help to bring these communities together and enable collaboration
 - Future development relies on the development of common standards
- **Business communities can drive the development and adoption of the grid beyond the academic community, generating wealth in the European Research Area**
 - Only when the commercial market is offering grid services, related technologies and application concepts will we ever reach true sustainability and this can only become a reality when governments begin to see an economic return on their investment into R&D



Disseminating grid to industry



- **Creating effective core messaging around business**
 - Main target audiences
 - General Business Community
 - Decision Makers – CEOs, CIOs, CTOs, etc.
 - R&D Community
 - Content focus
 - Use Cases – who else is doing it
 - Paths to adoption – how to do it
 - Testimonials – what are they saying about it
 - Training and Support – not being left alone to do it
- **The difference**
 - Businesses simply want to know the benefits answering the “Why” and what is costs in terms of money and effort answering the “How much”
 - They are not interested in the technological details (at least initially)

- **Desk Research**
 - Read selected publications from related technologies
 - Keep up-to-date with market trends and achievements
 - Select white papers and published case studies
- **Market Analysis**
 - Link trends and requirements (SWOT)
- **Possible Pitfalls**
 - Spot and communicate potential obstacles facing adopters
 - Unsure about the potential? Seek advice
- **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 and most importantly, builds trust
- **Surveys**
 - Developing well-planned and well-designed surveys tailored to specific goals and audiences
 - Keep them short and focused (length is a main deterrent)
 - Evaluating and taking on board the outcomes

- **Media Channels**

- Online newsletters/magazines
- Trade Press
- Business and Technology Journals

- **Support Channels**

- Chambers of Commerce & Development Agencies (what sector info is available?)
- Technology Transfer Offices & Research Councils
 - Technology Parks
 - Knowledge Transfer Networks (KTNs – UK)
- EU-funded projects with a business focus (RESERVOIR; BEinGRID; EGEE)
- 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; area of interest
- Time-pressured business players need focused, targeted information

- **Business Forum**

- A forum designed to champion the business benefits of grid/cloud computing:
 - Showcasing use cases & achievements from a business perspective
 - Evaluating current & future potential for technology adoption
- Business focused newsletters
- Industry Expert or Focus Groups:

- **Business Task Force**

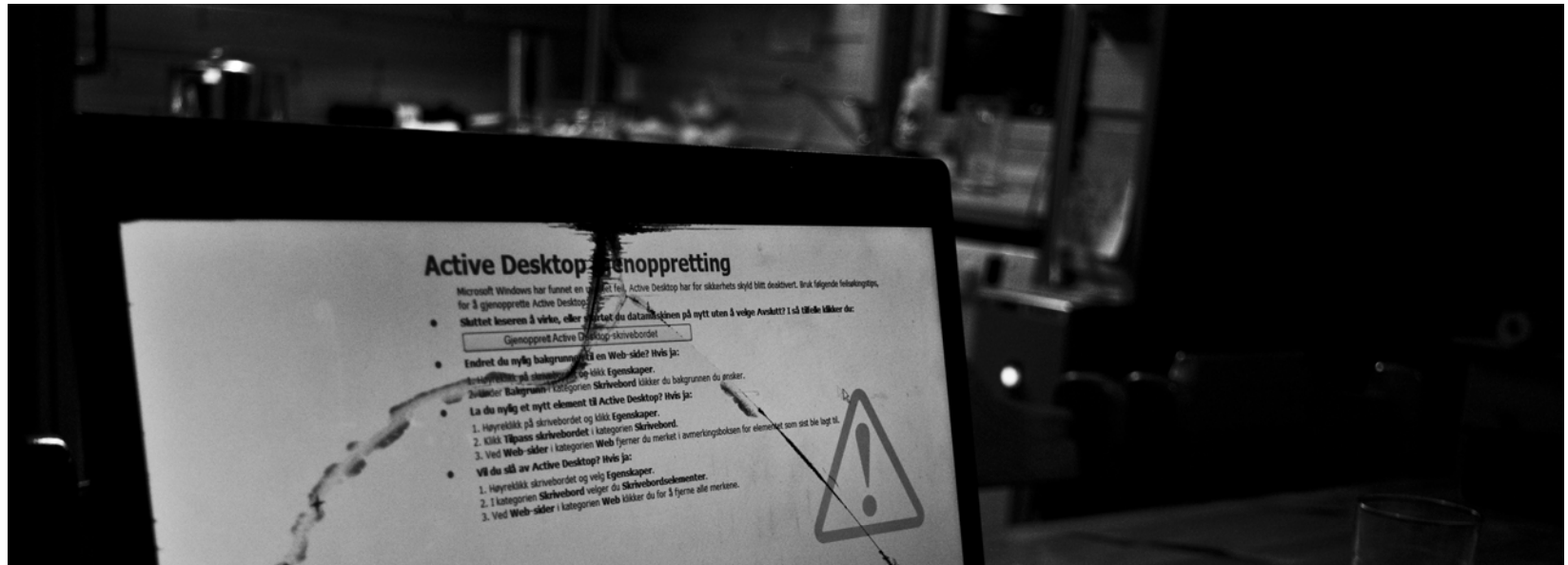
- Assess scientific/research technology in industrial contexts
- Define technical requirements for industry
- Support channel for commercial requirements for industrial take-up
- Support Business Applications (e.g. proof of concept)

- **Business Events/Workshops**

- Short 1-day events to showcase the technology's potential, use cases and present overall landscape (viewed positively by business community)
- Sessions at conferences (can be more technically focused)
- Present and exhibit at business events and conferences (go to them)

- **Business Associates**

- Provides an opportunity for joint technical work and/or non-technical collaborations for increased visibility and networking



Has it worked?



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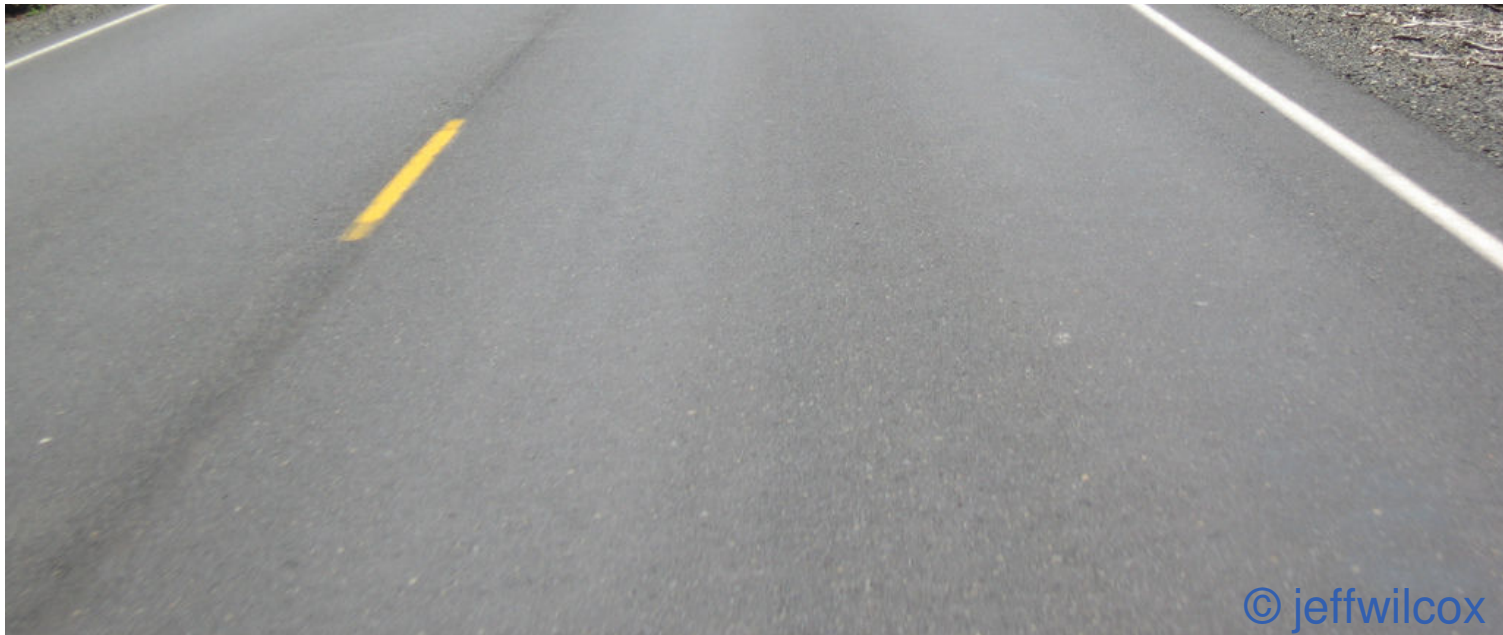
Impact – have we been successful?

- **Case studies**
- **Website**
 - average of 7500 visitors per month
 - 8 million hits
- **Events**
 - booths at 20 events, large and small
 - over 350 events organized or attended by NA2
- **Media and publications**
 - 30 press releases issued from central office
 - 80 press releases by regional partners
 - 70 newsletters issued
 - 150 materials produced or translated
 - 250 press cuttings
- **Business**
 - >20 Events/Workshops organized
 - 7 Business Forum Newsletters
 - >300 Business Forum members
 - 8 EGEE Business Associates
 - 9 Business Applications
 - 25 one-to-one business meetings and interviews
 - Analysis of EGEE commercial exploitation





What's next for grid dissemination?



GridBriefings

- Distributed to EGEE members and media contacts by email.
- Two GridBriefings (Women in ICT and ICT in Health) launched at EGEE events.
- Contributions from EGEE to the briefings, including case studies and contacts.
- Distributed at EGEE events and on EGEE booths.



Transferring technology: Grids in Business

Grid technology allows users to harness the power of multiple computers, helping to provide enhanced processing power, access distributed resources and form stronger collaborations. Today, grid computing is used in many disciplines, from high energy physics to geosciences. However, grids have not yet been widely exploited outside academia. Spreading the technology and expertise created by the grid computing community to a wider audience could offer benefits for all. This article takes a look at some of the issues and challenges on the road to adoption of grid technologies.

Why should businesses use the grid?

Applying grids to the commercial world has the potential to offer many benefits. Businesses such as CGG Veritas working in the oil and gas industry, the drug discovery company e-Therapeutics, and Inverse Image Search, have all successfully used grids to improve their business.

Grids enable companies to use their resources more efficiently. For companies that can't afford to purchase more computing power, grids offer a way to make better use of what is already available.

Grid technology can allow organisations to carry out large scale processing that would otherwise be impractical. In much shorter times than they would realise without a grid.

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The Future of Healthcare: eHealth and Grid Computing

From a patient's heart monitor to electronic health records, eHealth has integrated itself into all aspects of healthcare. Grid computing is playing a key role in this growing area, providing storage and computing power for initiatives in several biomedical disciplines. These tools enable researchers to investigate diseases and rare conditions, as well as providing doctors with new ways to diagnose and treat patients. And by integrating the vast amount of medical data available, they could herald the beginning of personalised treatments for patients.

Together, eHealth and grids are shaping the future of healthcare. This briefing examines some of the key eHealth projects in Europe, looks at the challenges involved and presents opinions from experts in the field.

Safeguarding Europe's health

Information and Communication Technologies (ICT) are becoming more integrated into our lives, and healthcare has grown no exception. For clinicians, researchers and patients, eHealth is making healthcare more efficient, accessible and personalised.

Since the early 1990s, the EU has invested more than €500 million in the development of eHealth tools and systems. Consortia such as the Assembly of European Regions e-Health Network work together with policy makers, medical personnel and IT experts to further eHealth. And, due to a heavy emphasis on ICT research and improving public services, the EU's 2010 strategy (see box) has ensured that the subject has been firmly on Europe's agenda.

Grids for healthcare

Grid computing allows users to share computer power and data storage capacity over the internet. Today grids facilitate work done in many areas of healthcare, with initiatives such as HealthGrid working with both clinicians and researchers to promote awareness of the advantages linked to deploying grid technologies.

Grid technologies are being used in many areas:

- Researchers can use grid computing's processing power to hunt for new viruses, search for new drugs, model disease outbreaks, image the body's organs and determine treatments for patients
- Doctors can gain access to relevant health data regardless of where it is stored
- Patients can receive a more individualised form of healthcare
- Healthcare workers are better able to collaborate and share large amounts of information



The i2010 vision

The 2010 strategy is the EU policy framework for information society and media. Running from 2005 to 2010, it aims to:

1. establish a single European information space
2. reinforce innovation and investment in ICT research
3. promote inclusion, public services and quality of life



Samuel Keuchkerian, HealthGrid - "Enhancing the capacity of the biomedicine and medical communities with the power of grids and cloud provides the opportunity for new fields of operations where diagnosis, drug discovery, exchange and monitoring of health related data will become increasingly fast, accurate and easy to handle. HealthGrids are the right innovation for health professionals to use applications saving time, money and allowing an increase in scope and results that could not be provided through traditional IT services. Grids and clouds are therefore the future for medical and biomedical applications"

- **GridCast**

- GridCast team has broadcast multimedia content, including blogs, Twitter and videocasts from EGEE'08, EGEE'09 and the 4th User Forum.
- EGEE has provided bloggers and contributed guest posts from key staff.
- Joint EGEE and GridTalk booths at events such as Research Connections 2009 in Prague and eChallenges 2009 in Istanbul, reported through GridCast.



Latest blog posts:

Read the GridCast blog



The GridCast team cover grid conferences from around the world. But even when we're not at a particular event our regular blogging team are on hand to keep you up to date with the latest news in grid computing.

From webcasts to photos we give a behind the scenes look at the world of grids. Keep up with the latest grid-action without having to set a foot outside your own office just by logging onto GridCast.

GridCast

Bloggers

Welcome

These GridCast podcasts and blogposts give you a grassroots view of the hottest news at the cutting edge of scientific grid computing.

What is GridCast?

GridCast takes you behind the scenes of the most exciting grid computing events. Share in the excitement as renowned speakers reveal the latest in grid technologies and grid-powered scientific results. Also check out what happens after dark at the post-conference parties - it's where much of the real networking happens....

Meet some of our GridCast blogging team...

More GridCasts...

21th - 24th September 2009
EGEE 09
Barcelona, Spain

16th - 17th July 2009:
4th BELIEF International
Symposium
São Paulo, Brazil

29 June - 1st July 2009
HealthGrid 2009

Last grid computing event:

EGEE'09

Barcelona, Spain, 21-24 September 2009



We're going to be jetting off to EGEE'09 to bring you a GridCast from (hopefully!) sunny Barcelona!

This year's EGEE conference will be focusing on the transition from EGEE to EGI. Running from 21 - 25 September, it marks the end of the pioneering developments within EDG and EGEE, and the transition to a sustainable European e-Infrastructure as defined by EGI.

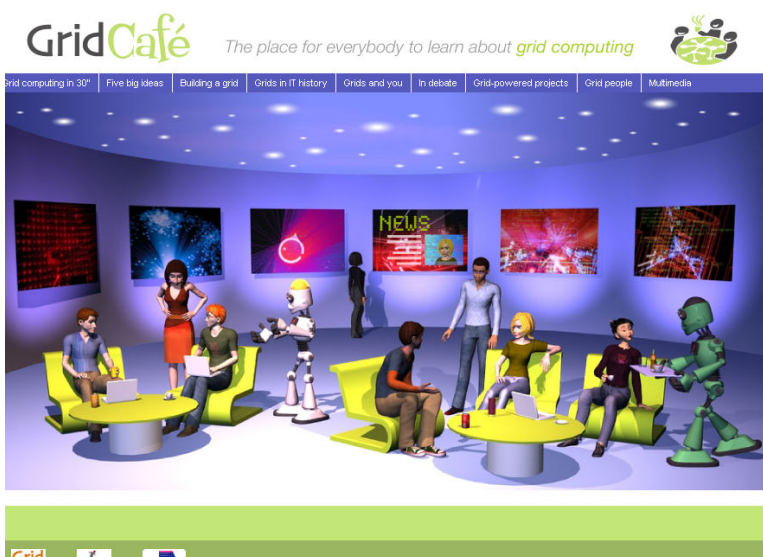
We've assembled a fantastic team to keep you up to date with all the latest news and views live from the event. With the help of our bloggers you'll feel like you're right here with us!

GridCast

Bloggers

GridGuide

- EGEE sites and project members featured on the site.
- Links from the EGEE website.
- Posters at EGEE events.



GridCafé

- Case studies from EGEE featured.
- Shared translators and contributors.

International Science Grid This Week

- Over 60 articles featured describing work carried out using EGEE resources.
- EGEE publication produced from the year's articles.
- Regular contributions to the publication by EGEE writers and researchers.
- Media sponsors of EGEE events, leading to increased subscriptions for iSGTW and publicity for the event.
- Editor attends EGEE events to source stories.
- iSGTW promotional material featured at EGEE events.



- Project in negotiation with EC under “Research Infrastructures” call.
- GridTalk-II to start 1 September 2010, 33 month project.
- Expand to cover broader e-Infrastructure eg cloud, volunteer, HPC.
- Work with projects from a wider geographical area eg Europe, US, Asia, Latin America, Africa.
- Expand consortium to include Imperial College – Real Time Monitor.
- New network of contacts in EGI.eu, and NGIs’.
- Concertation meetings between ESFRI and EIRO.
- Explore Web 3.0 technologies to appeal to a younger audience eg Second Life.

