Dissemination, Communication and Outreach
NA2 Status Report

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CERN

EGEE-III Final Review, 23-24 June, 2010

www.eu-egee.org

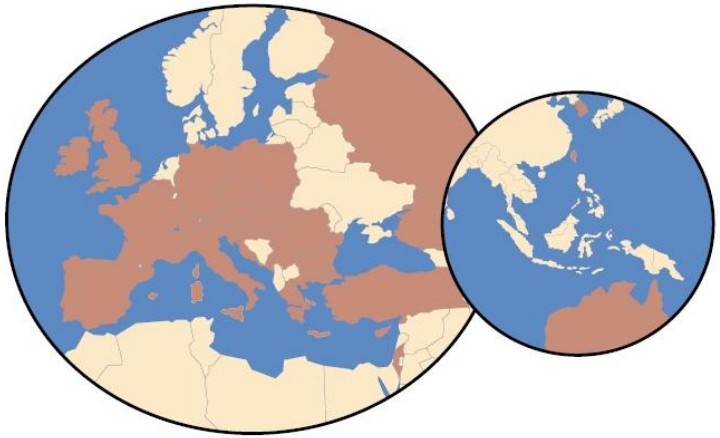
e-infrastructure

Presentation Overview

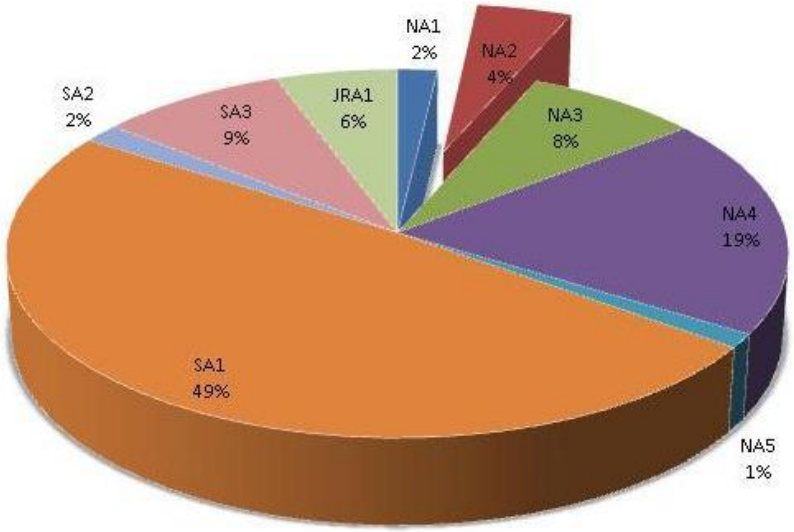
- Activity overview
- Review of objectives
- Structure of NA2 in EGEE-III
- Achievements of NA2 in Year 2
- Issues and mitigating actions
- Lessons learnt
- Summary

Activity Overview

Manpower: 27 partners, 22 countries, 15.5 FTE



NA2 Budget



Country	Total PM planned at M24	Total FTE
Austria	5	0.2
Belgium	12	0.5
Bulgaria	6	0.3
CERN	84	3.5
Croatia	6	0.3
Cyprus	6	0.3
Czech Republic	6	0.3
France	56	2.3
Germany	12	0.5
Greece	6	0.3
Hungary	12	0.5
Israel	6	0.3
Italy	47	2.0
Poland	6	0.3
Portugal	6	0.3
Romania	6	0.3
Russia	12	0.5
Serbia	6	0.3
Slovakia	6	0.3
Slovenia	6	0.3
Spain	6	0.3
Turkey	6	0.3
UK	48	2.0
Total PM planned at M24	**372**	
Total FTE		**15.5**

Objectives for NA2

The objective of the NA2 activity is to spread the word about the project's achievements, reach out to current and new adopters of the infrastructure and prepare for a sustainable infrastructure to follow after EGEE-III through a clear dissemination plan:

- **Designing and keeping the project's website up-to-date.**
- **Increasing grid awareness and knowledge through specialist and non-specialist media.**
- **Contributing to the edition of up-to-date information to users.**
- **Producing and distributing written material about the project.**
- **Ensuring journalistic and media coverage of EGEE and its activities.**
- **Attendance at key events.**
- **Liaising closely with the project management, training and business activities.**

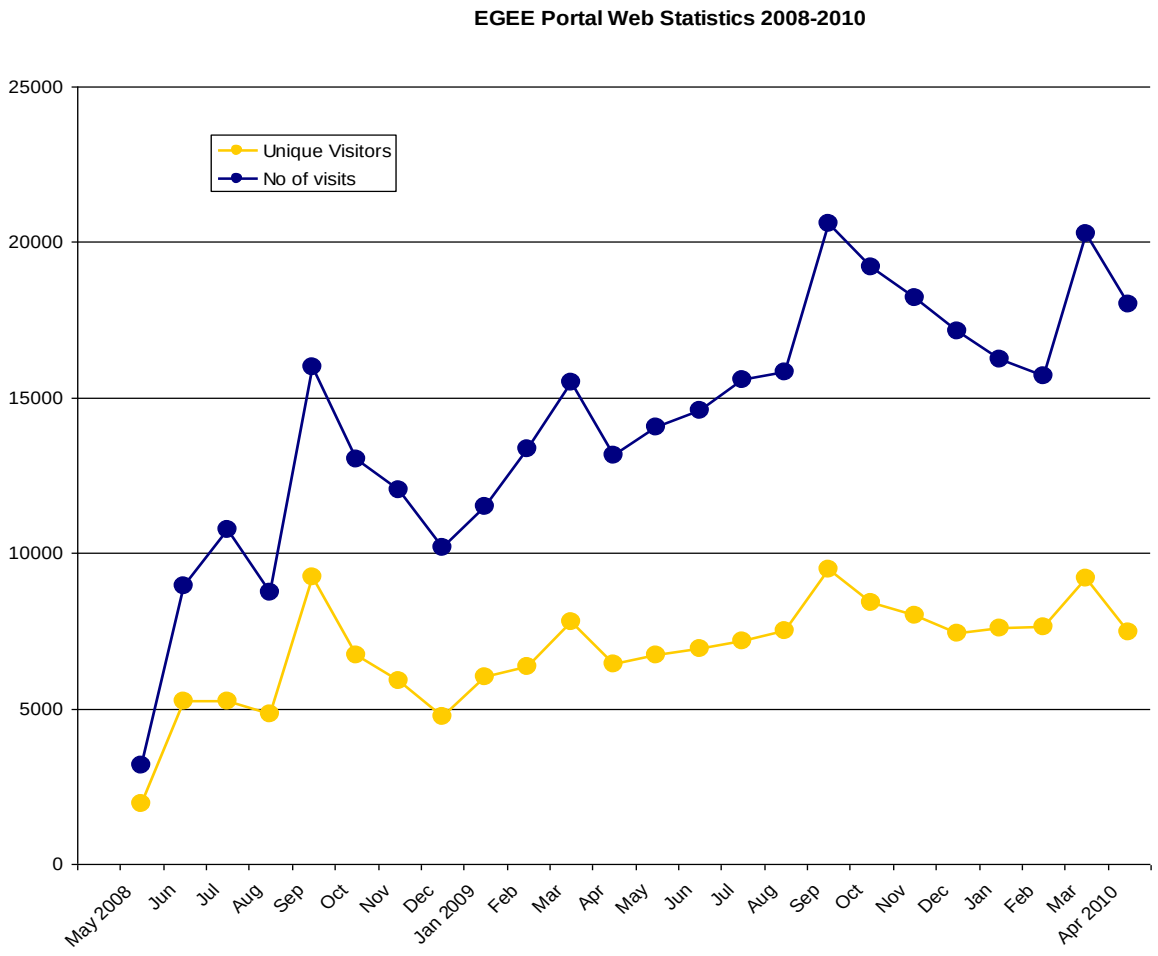
NA2 Structure for EGEE-III

- **'Clusters of competence' model**
- **Seven sub tasks**

– TNA2.1: Web pages and design	CNRS JRU (HealthGrid)
– TNA2.2: Materials and publications	CERN
– TNA2.3: Media, public relations and marketing to new users	STFC JRU (Queen Mary, Uni of Manchester, Uni of Edinburgh, Imperial College)
– TNA2.4: Regional effort	22 partners
– TNA2.5: Management, administration and coordination	CERN with TRUST-IT
– TNA2.6: Business analysis and technology transfer	Elsag Datamat, with BT Services, CNRS and TRUST-IT
– TNA2.7: Dissemination and outreach to business communities	TRUST-IT with Elsag Datamat, BT Services and CGG Veritas

EGEE Web Portal Statistics

- Launched 21 May 2008 at the London Business Day.
- Average of 6,800 unique visitors per month.
- Total of 160,000 unique visitors, or 340,000 visits over the lifetime of the project.
- Total of 8.5 million ‘hits’.
- Visitors from countries across the world, including Europe, India, Africa and the US.
- Regional web sites took visitors up 21,000 per month



EGEE Websites

EGEE Websites

- From May 2008 to April 2010, numbers of visitors per month increased from 4000 per month, to 8100 in the final quarter.
- Peaks in traffic around the 4 major EGEE events.
- Most visited pages were the home page, FAQs, Business Forum Newsletter, EGEE event pages, newsletters and publications.
- Section about the European Grid Initiative added to the website at the start of year 2.
- RSS news feed from the EGI_DS project added to the home page.
- Audit of all EGEE websites, including those maintained by NA2, regional partners and other activities carried out.

EGEE Publications

Dear EGEE-II project members,

On 20 January the policy board of the European Grid Initiative Design Study project officially endorsed the "EGI Blueprint" as the basis for the future pan-European grid organisation. (Its final version is available on www.eu-egi.eu/blueprint.pdf.) The blueprint gives a broad outline of how our project will be part of the transition to EGI and the details are still in the process of being defined.

To address this, as mentioned in last month's letter, there was an all-activity meeting 27-28 January, hosted by our colleagues at Vrije Universiteit Brussel in Belgium, to discuss the transition. About 50 project members were in attendance, with representatives from all EGEE activities, the Project Management Board and the EGI Design Study project. (The slides, programme and attendance list are available online: http://indico.cern.ch/event/48819.)

As Steven Newhouse, EGEE technical director, mentioned in his opening comments, the transition to the European Grid Initiative needs to be seamless, without any disruption to the service for user communities. To help us promote a smooth hand-over, at this meeting all activities presented where their current operations fit in the EGI world; how their tasks interact with other activities' tasks; what assumptions are being made about how EGI will operate and what unknowns still need to be addressed.

This meeting helped improve the transition model, particularly as we rewrite our Description of Work for the project's second year to adapt our structures to the EGI model.

During the meeting it became apparent that, while there are uncertainties for key tasks from all activities, the area where the EGI model is the least developed is that of the maintenance and deployment of middleware. It is a priority then to outline the responsibility, composition and funding of the Unified Middleware Distribution and its relationship to the Middleware Unit of EGI.org, the middleware consortia and the NGIs.

Also, for grid operations, the transition to EGI could be greatly simplified if the existing tools are adopted by EGI and the current organisations continue to offer these services to EGI during an initial period. Additionally, the relations with the business community are under-developed in the blueprint and could benefit from the experience gathered by EGEE and the collaborating projects.

The most important information that will allow EGEE to continue with its transition planning is a clear statement of which NGIs will become part of EGI in 2010 and which pan-European tasks they are willing to perform. To this end, we are preparing a list of tasks for each NGI.

This NGI task list will be further developed with the EGI Design Study project in time for the 4th EGEE User Forum, 2-6 March 2009, Catania, Italy. During the event the EGI Policy Board will also announce the future location of EGI.org, which will be the central organizing body of the European Grid Initiative.

It is sure to be an exciting event—looking forward to seeing you there!

Yours sincerely,

Bob Jones
EGEE-III Project Director

Director's letter, 24 monthly issues

Worldwide Grid helps in the fight against heart disease

Catania, Tuesday, 3 March 2009

PRESS RELEASE

Notes for Editors

Press releases, 28 issued by central office, 88 across NA2

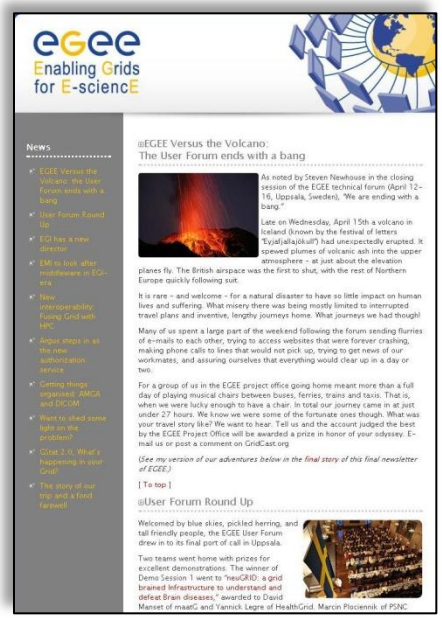
GRID OBSERVATORY

APPLICATIONS

Application webpages

Group contacts

Info sheets, 26 available in up to 6 languages



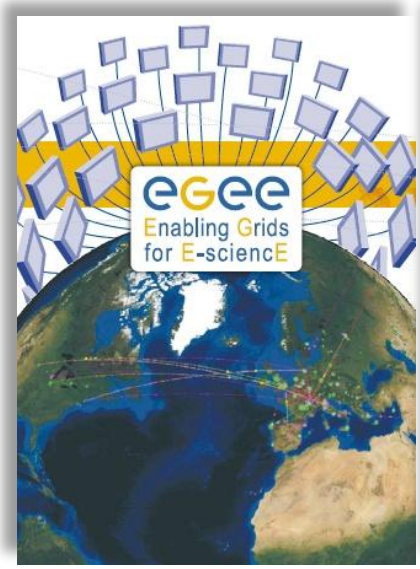
News

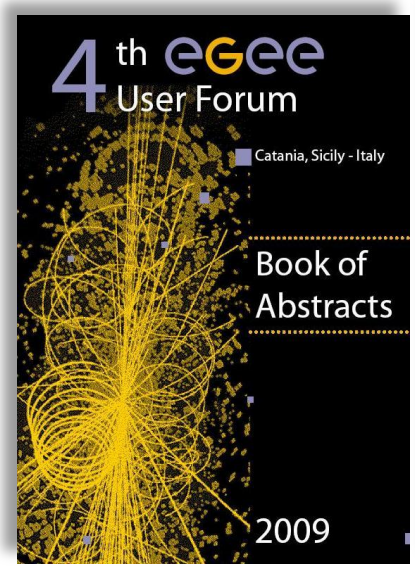
@EGEE Versus the Volcano: The User Forum ends with a bang

@User Forum Round Up

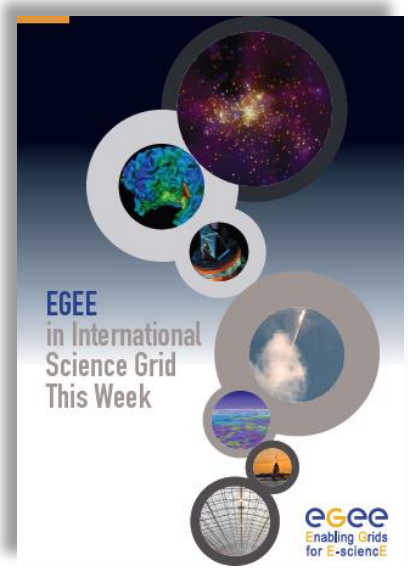
Project newsletter, issued quarterly, 1800 subscribers

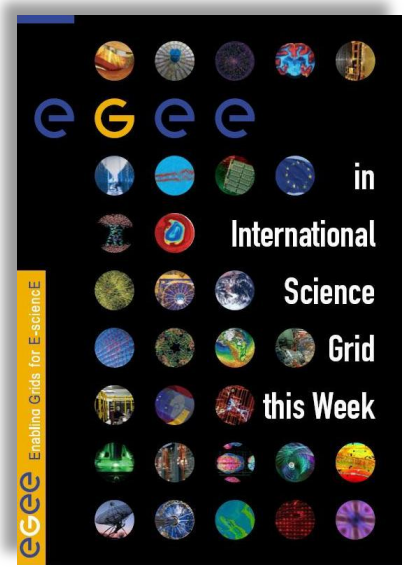
EGEE Publications





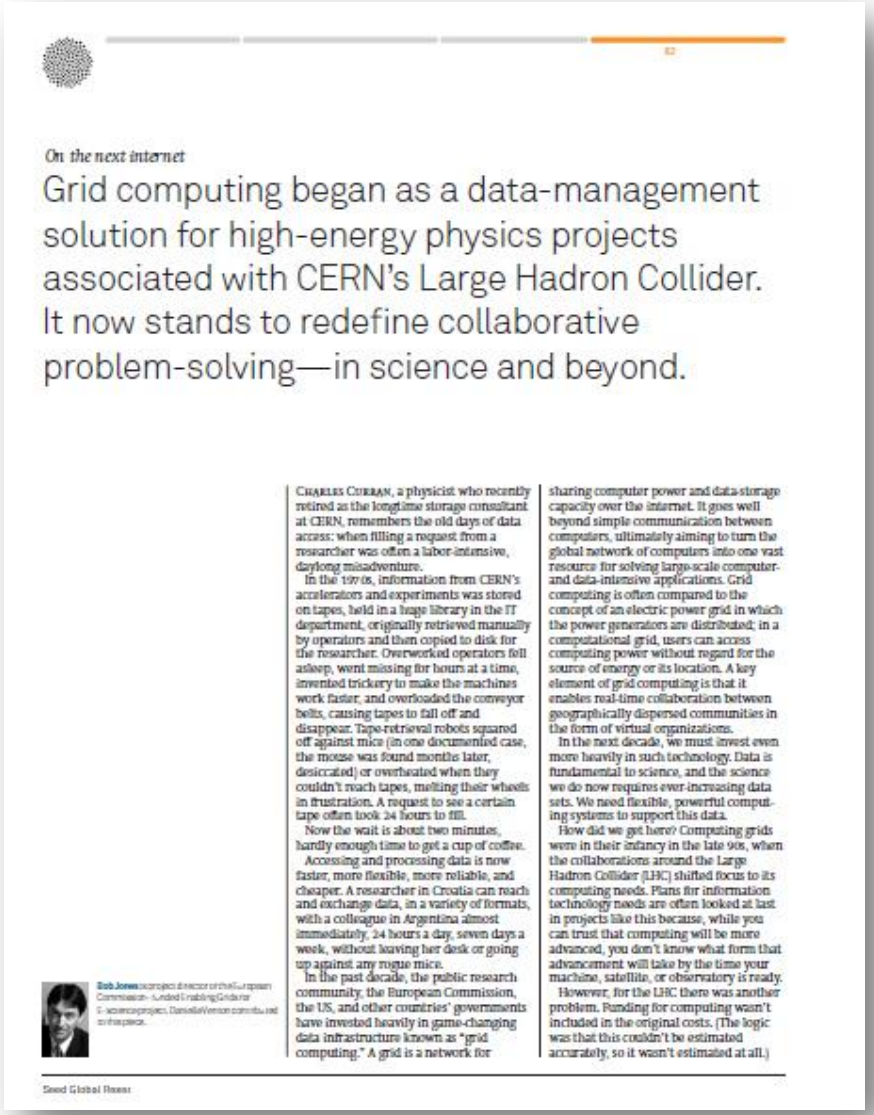
- Transition brochure.
- Final project brochure.
- New EGEE in the Headlines edition for 2009/2010.





EGEE Publications

- **Over 50 articles for *International Science Grid This Week*.**
- **Papers in *ICT Results* and *Projects* Magazine.**
- **1500 word article for *SEED* magazine.**
- **Articles for *HPCwire*, OMII-UK's Newsletter, *CERN Computer Newsletter*, *research*eu*, Belief-II's *Zero-In* magazine.**



On the next internet

Grid computing began as a data-management solution for high-energy physics projects associated with CERN's Large Hadron Collider. It now stands to redefine collaborative problem-solving—in science and beyond.

CHARLES CURRAN, a physicist who recently retired as the longtime storage consultant at CERN, remembers the old days of data access: when filling a request from a researcher was often a labor-intensive, daylong misadventure.

In the 1970s, information from CERN's accelerators and experiments was stored on tapes, held in a huge library in the IT department, originally retrieved manually by operators and then copied to disk for the researcher. Overworked operators fell asleep, went missing for hours at a time, invented trickery to make the machines work faster, and overloaded the conveyor belts, causing tapes to fall off and disappear. Tape-retrieval robots squared off against mice (in one documented case, the mouse was found months later, desiccated) or overheated when they couldn't reach tapes, melting their wheels in frustration. A request to see a certain tape often took 24 hours to fill.

Now the wait is about two minutes, hardly enough time to get a cup of coffee. Accessing and processing data is now faster, more flexible, more reliable, and cheaper. A researcher in Croatia can reach and exchange data, in a variety of formats, with a colleague in Argentina almost immediately, 24 hours a day, seven days a week, without leaving her desk or going up against any rogue mice.

In the past decade, the public research community, the European Commission, the US, and other countries' governments have invested heavily in game-changing data infrastructure known as "grid computing." A grid is a network for sharing computer power and data-storage capacity over the internet. It goes well beyond simple communication between computers, ultimately aiming to turn the global network of computers into one vast resource for solving large-scale computer- and data-intensive applications. Grid computing is often compared to the concept of an electric power grid in which the power generators are distributed; in a computational grid, users can access computing power without regard for the source of energy or its location. A key element of grid computing is that it enables real-time collaboration between geographically dispersed communities in the form of virtual organizations.

In the next decade, we must invest even more heavily in such technology. Data is fundamental to science, and the science we do now requires ever-increasing data sets. We need flexible, powerful computing systems to support this data.

How did we get here? Computing grids were in their infancy in the late 90s, when the collaborations around the Large Hadron Collider (LHC) shifted focus to its computing needs. Plans for information technology needs are often looked at last in projects like this because, while you can trust that computing will be more advanced, you don't know what form that advancement will take by the time your machine, satellite, or observatory is ready.

However, for the LHC there was another problem. Funding for computing wasn't included in the original costs. (The logic was that this couldn't be estimated accurately, so it wasn't estimated at all.)

Bob Jones is project director of the European Commission–funded Enabling Grids for E-sciencE project. Daniela Vernon contributed to this piece.

Seed Global Issue

EGEE'09, Barcelona

EGEE'09 Conference in Barcelona

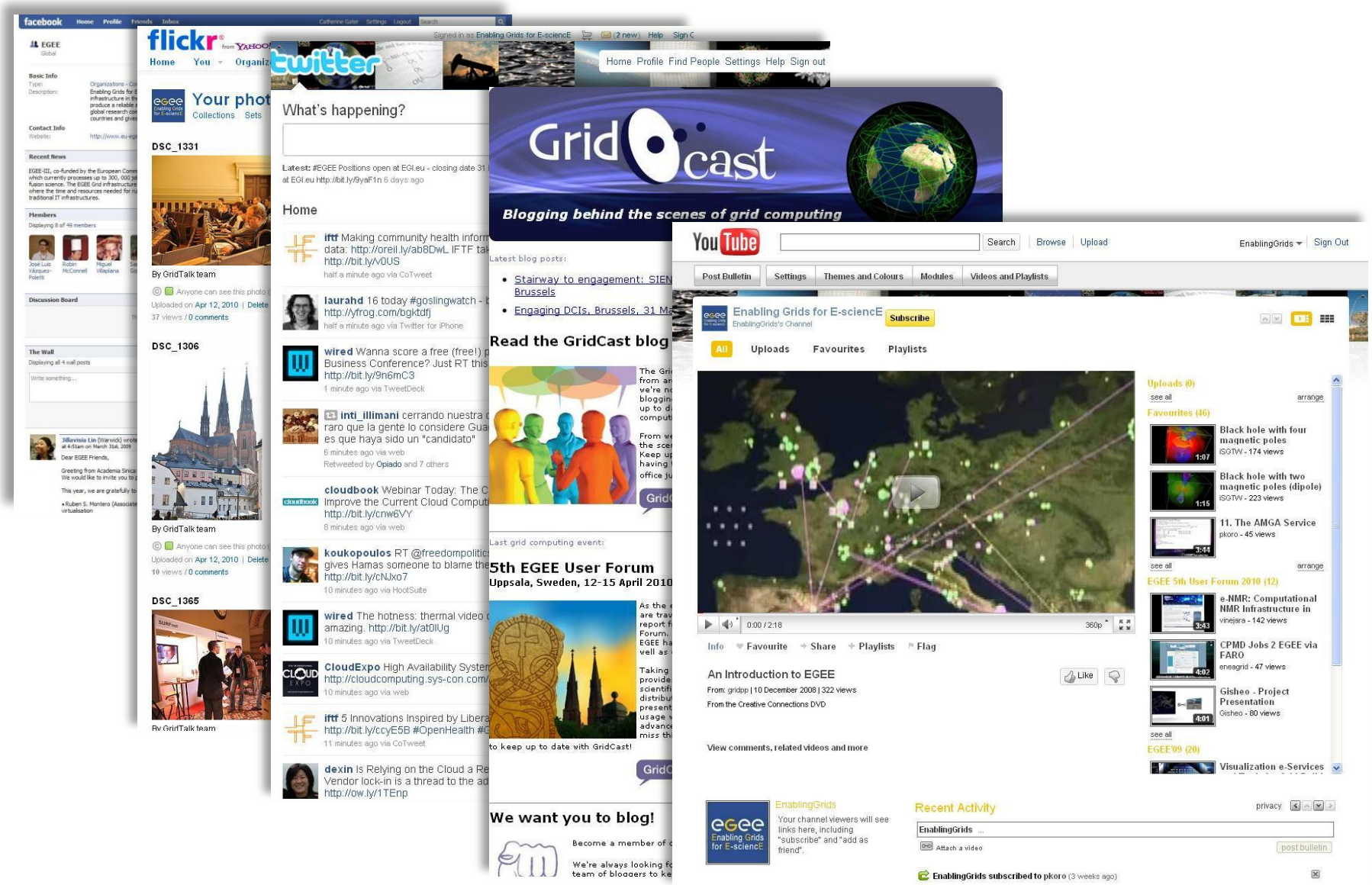
- Attended by 631 delegates from 43 countries.
- Press releases rebroadcast by *HPCwire*, *Supercomputing Online* and *Innovations Report*.
- Press releases reached 4000 journalists via AlphaGalileo and EGEE contacts lists.
- Event announced by media partners: *HPCwire*, *GridCast*, *iSGTW.*
- Hosted two sessions, one featuring a *New Scientist* journalist.
- Collaboration with GridTalk, via the GridCast website – 68 blog posts and 8 podcasts published.

EGEE 5th User Forum, Uppsala

- **Event announced by media partners: *HPCwire*, *GridCast*, *iSGTW.***
- **NA2 session on lessons learnt from dissemination activities.**
- **Collaboration with GridTalk, via the GridCast website – 56 blog posts, 247 photos on Flickr, 12 webcasts, 55 microblog posts published.**
- **Two press releases on grids and health and using the iPhone and Sony Playstation for grid applications.**
- **Coverage in *HPCwire*, *iSGTW*, *British Journal of Health Computing & Information Management*, *Eurasia Review*, *Le Scienze*, *News-Medical.net*, *Projects Magazine*, *PS3World*, *Science Daily*, *Scientific Computing World*, *Technobahn***

EGEE and social networking sites

Enabling Grids for E-sciencE



Other Events

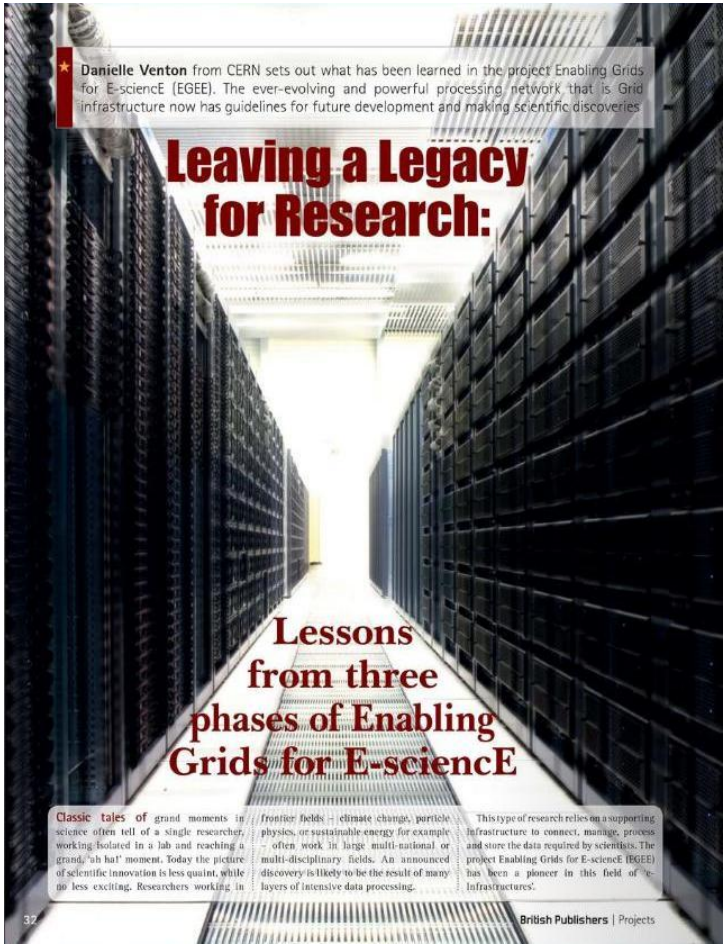
HealthGrid Conference, Jun 09

Supercomputing'09, Oregon, Nov 09

D4Science World User Meeting, Nov 09

UK eScience All Hands Meeting, Dec 09

EGEE in the media: Press cuttings



- **Projects Magazine**, Issue 15, February 2010: "Leaving a Legacy for Research: Lessons from three phases of Enabling Grids for E-sciencE“
- **ICT Results**, 6 January 2010: "The Grid: A new way of doing science“
- **ComputerWeekly.com**, 23 November 2009: "CERN's LHC pioneers quantum leap in cloud computing“
- **PhysOrg.com**, 24 September 2009: "Global grids tackle global science“
- **Nature Methods**, 9 September 2009: "CASD-NMR: critical assessment of automated structure determination by NMR“
- **iSGTW**, 26 August 2009: "Improving Alzheimer’s research, a million scans at a time“
- **Virtualization Journal**, 20 July 2009: "Europe’s Largest Grid Project Moves Closer to Cloud-style Computing“
- **iSGTW**, 1 July 2009: " Grid makes a SPLASH in underwater archaeology“
- **Supercomputingonline.com**, 8 June 2009: "MATLAB Runs on Enabling Grids for E-SciencE"

Review of Business Activities

- **Streamlining business activities with an eye to:**
  - Consolidating activities & current network
  - Collating associate insights into barriers & opportunities
    - Interviews for targeted input: Business Associates & early adopters
    - Synergies with European projects for additional insights & knowledge exchange

BEinGRID IT-Tude.com RESERVOIR OpenGridForum Europe

  - Evaluating current gLite uptake in commercial settings
    - 10 Successful Case studies analysed & published

Philips Research – Total UK – CGGVeritas – Digital Ribbon – Stock Analysis – Health-e-Child – GridVideo – WISDOM – S-Sicilia - Imense

Business Analysis (1of 3)

EGEE Business Associates – gLite offerings & uptake

Avanade (Italy) gLite integration into Avanade Grid Architecture by rendering it interoperable with Windows machines.

Constellation Technologies (UK) - "SuperCloud" solution based on gLite for variety of commercial sectors plus additional services based on market requirements & support to commercial customers.

Excelian (UK) now offer gLite as an option to their clients as part of their consultancy services for banking & financing.

GridwiseTech (Poland) integration of internal job management environment with external, on-demand resources managed by EGEE grid. Solution combines LCG/gLite to serve other industrial clients, increasing current compute capabilities at no extra hardware costs & no grid knowledge required by end-users.

Hitachi Labs (France) integration of their data grid solution with the EGEE framework, working with EGEE for latency-insensitive mechanism to transfer large quantities of data between peers.

Linalis (Switzerland) industrial Grid training services. Instrumental role in EGEE's Business Day within LinuxDays 2009 in Geneva, Switzerland.

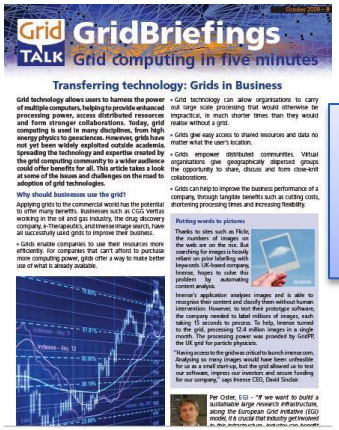
NICE (Italy) offer comprehensive Grid solutions in industrial and research Grids, Grid portals and Grid intelligence, which include gLite and EGEE related technologies.

Platform running Enterprise Grid using gLite. Improved the interoperability of gLite with their LSF (Load Sharing Facility).

Business Analysis (2 of 3)

Business Associates & Adopters – benefits of involvement

Benefits of Engagement
Important opportunity to network with élite scientific community. F2F interaction with user communities to tackle real-world problems & set realistic targets (Hitachi).
Develop new collaboration opportunities & turn "*ideas into a business*" (David Sinclair, CEO & Founder of Imense).
Early access to technology developments. Creating contacts for the short to long-term. Important knowledge exchange between innovators & user communities. Role in advancing the culture & knowledge of grid computing (All EBAs).



GridBriefing on Tech Transfer, Sept 09

Promoting Synergies

HPCWire, Sept 08

Business Analysis (3 of 3)

Business Associates & Adopters – insights on barriers & opportunities for business & sustainability

Barriers	Opportunities
Industry-quality = industry involvement, including option to "drop & replace technologies" and software development.	Grid good for large-scale computing & storage. *"Grid seems ideal for parallel spidering tasks to gather scientific papers for indexing*" (Sinclair). Pharma R&D labs.
Strong need for market requirement analysis & personalised programmes for technology transfer. Better understanding of commercial test cases.	Training personnel from enterprise & sponsorships for new applications. Applications built with businesses in mind & disseminated by business partners.
Hiding complexity from end-users is key: achieved by Health-e-Child.	New business models at national or EU level & commercial interface & brokering services.
While cloud computing may represent competition, both communities have a lot to learn from each other to gain a better understanding of Grid & cloud convergence (e.g. StratusLab) and new opportunities moving forward.	

Case Studies 1

- **Private sector**

Geosciences

CGGVeritas, France marketing Geocluster application, "Geovation", software for **seismic data processing** and **imaging** which uses gLite thanks to direct outcome of involvement with EGEE over several years. Business Pilot in BEinGrid – Seismic Processing & Reservoir Simulation – increasing visibility & fostering synergies.

Total UK, Geoscience Resource Centre running test applications on an external grid to assess advantages/disadvantages of in-house versus external applications.

New business creation

Imense, UK Testing new technology on EGEE with support from Cambridge eScience Centre. With technology transfer funding from the Science & Technology Facilities Council company set-up its Imense® Web 3.0 product to improve image search functionalities.

Testing new approaches to job submission

Digital Ribbon, U.S. a service registry company for private & public sectors. Testing new ways of sending jobs in sync with WISDOM team, demonstrating that EGEE can run well on Digital Ribbon resources.

Case Studies 2

- ## Healthcare & Life Sciences

Health-e-Child Gateway for paediatric medicine supporting personalised healthcare services underpinned by gLite. Widely recognised for its innovation value-add (e.g. ICT2008 Grand Exhibition Prize).

- **gMaat** have articulated a gLite custom solution around Grid computing technologies for a wide-range of commercial sectors

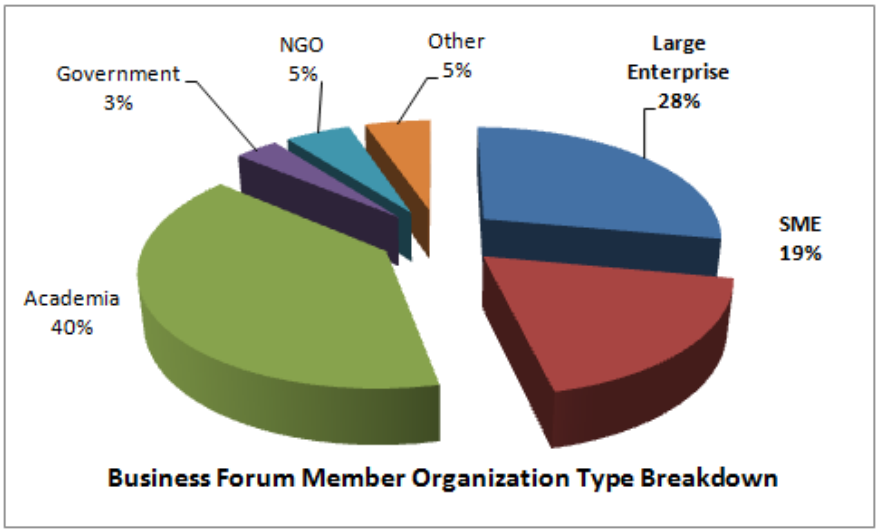
Philips Research, Netherlands investigation into grid deployment led to HPC demonstrators e.g. in the medical domain and a local "gLite/EGEE" based grid cluster which is part of DutchGrid. Involvement secured by GridwiseTech.

WISDOM – one of front runners in leveraging grid-enabled *in silico* docking on EGEE grid infrastructure for rare & neglected diseases (e.g. Malaria & Avian Flu).

- ## .Proofs of Concept & Services for Business

Stock Analysis application for financial research data intensive statistical analysis for securities. **GridVideo** for tailoring & streaming media files, demonstrating potential for grid outside eScience. **S-Sicilia grid-based infrastructure** for business to help improve performance, quality & time-to-market.

Business Community

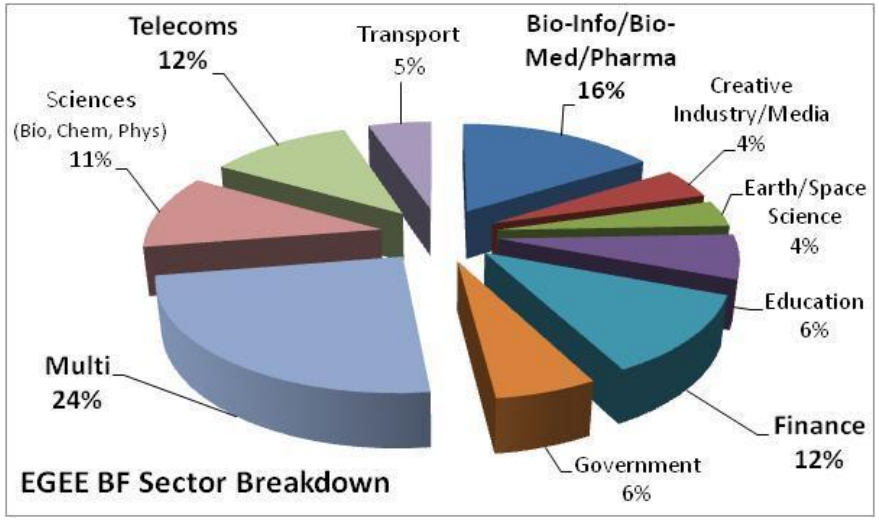


300+ members from 140+ organisations, comprising technology experts, business people & academia.
Almost 50% from SMEs.
2nd year of EGEE-III: 12 new members

Breakdown of sectors: 24% represent multiple sectors

Business Events have attracted technology innovators from public & private sector, companies of all sizes, current & potential adopters, helping to expand network.

EGEE has built a strong business community – important to take this forward!



Lessons Learnt

-There is a place for EGEE technology in the business world.

- EGEE has established strong relations with the business community, spanning technology innovators and enterprises offering or using grid-enabled solutions. Many of these relations can stand the test of time.

- Clear opportunities in several sectors, especially Geosciences & Life Sciences – industry involvement & hiding complexity from end-users bring important value-add.

BUT how do we arrive at new frontiers?:

- Cloud computing is gaining fertile ground in current economic climate & with its compelling business model. How can we capitalise on current achievements & new initiatives focused on grid & cloud convergence?

- Industry-quality is inextricably linked with industry involvement in technology developments & in conveying benefits more effectively to end-user communities from the private and public sector alike.

- Developing new brokering services and business models to ensure long-term sustainability is key.

- A clearer understanding of specific market requirements is needed.

- What success stories exist at EU national level that can be evaluated from a broader geographical scope?

Lessons Learnt

- **Geographic distribution**
  - Centralising main tasks in ‘clusters of competence’ was effective.
  - Threshold effort of around 0.5 FTE is ideal.
  - Good mix of phone meetings and face to face contact.
- **Media partners maximise impact**
  - *iSGTW* and *HPCwire* helped to reach out to the business and academic sectors.
  - Journalists as invited speakers at events also increase coverage.
- **Internal communication**
  - Regular communication with the project community via newsletters and Director’s letters
  - Web portal as a central source of information.
- **Social networking tools**
  - Help to build a community around events.
  - Demo videos from the events posted on YouTube continue to generate hits after the events are over.

Summary Metrics

INDICATORS	QR5 May – July 2009	QR6 August – October 2009	QR7 November – January 2010	QR8 February – March 2010	TOTAL (P1 + P2)
News releases issued (central, local and translations)	15	11	1	4	**88**
Number of media contacts the releases are sent to	7800	3900	2390	3593	**33,754**
Press cuttings	32	40	41	33	**318**
Interviews	6	1	0	2	**52**
Scientific papers	10	12	14	9	**213**
Industrial & governmental events organised	2	4	1	0	**24**
Industrial & governmental events attended	4	1	2	2	**40**
Number of materials produced or translated	17	55	15	16	**185**
Number of newsletters issued	19	11	27	19	**114**
Number of unique visitor per month on websites	17,000	14,700	15,700	21,040	**129,240**
Internal events organised (Project & Activity meetings)	3	2	1	1	**11**
Number of events organised	24	20	9	12	**146**
Number of events attended	18	19	25	12	**161**
Useful contacts made	2	0	0	0	**48**

Overall Project Metrics

Objectives	Metric	Q5	Q6	Q7	Q8	Target at end of Year 2 (achieved)
Dissemination & Outreach	Events attended	18	18	26	10	140 (157)
	Events organised	20	15	8	12	160 (136)
	Business events organised	2	4	1	0	20 (24)

Issues and mitigating actions

- **Internal communication**
  - A perennial issue in a project of the size and complexity of EGEE.
  - Regular sourcing of new success stories was vital to maintain the profile of EGEE externally.
  - Built on networks in NA4, NA3 and the CPLO – worked closely together to communicate with users in particular, as identified by the EAC at the end of Year 1.

Summary

- **Achievements**
  - All Deliverables, Milestones and project overall metrics achieved, apart from business events attended.
  - High profile for EGEE maintained at several key events in the grid calendar, some attracting thousands of delegates.
  - Significant contribution to EGEE'09 and EGEE 5th User Forum, including media and outreach campaign.
  - Used Web 2.0 channels such as blogs, social networking sites and micro-blogging tools to spread the word about grid success stories.
  - Several EGEE-III web sites launched, including the main portal and event websites.
  - New EGEE-III brand rolled out and maintained across all EGEE publications, including newsletters, posters, info sheets and brochures.
  - Wide range of articles published in *iSGTW*, *HPCwire*, *Zero-In* and *eStrategies Projects* Magazine.
  - Rich and varied range of dissemination activities by regional partners, including websites, original and translated materials, scientific papers, events, press releases and press cuttings.
- **Issues: Internal communication**
  - Maintain a flow of success stories from the other EGEE activities to NA2 to communicate effectively with users via the website, published materials and the trade and general press.