

OGF Marketing Workshop

OGF 21
Monday October 15, 2007
3:15 – 4:45 PM

Agenda

- Review the current state of Grid and OGF
- Review Marketing Goals
- Open Discussion
 - Where do we go from here
- Formulate Tactical Plan

Current State of Grid

- No shortage of confusion
- Grid adoption progressing...but slow
- Differing perceptions...
 - US and media-centric view - Virtualization and other technologies are hot, grid is not
 - Europe and Asia view - Grid is warm-hot
 - e-Science view – Accepted and moving on
 - Enterprise view - Not on the radar

Current State of OGF

- OGF's value (perceived or real?)
 - Standards development - documents
 - Bringing the community together - events
 - Solving today's adoption issues - community practices
- Funding, participation and satisfaction issues
- How to stay relevant?...when will need for standards kick in?
- Needing to balance core while grow

Marketing Goals

- Promoting the adoption of OGF standards
- Marketing OGF as the go-to organization for information and engagement in standards development and the promotion of grids
- Marketing “grid” as a key enabler for the 21st century knowledge economy and clarifying the role of grid within the distributed computing landscape
- Recruiting and Retaining members

Where do we go from here?

Discussion Starters:

- Are the goals complete? Have we missed anything?
- What are the priorities...what must be done...what can not get done?
- What are the impediments to each?
- Can we do anything to augment resources – people? money?
- Which specs should be marketed (a prioritized list would be helpful) and how and to who (what does standards want, need, and expect from marketing)
- Who is the audience (HPC, academics, IT (C-level, manager, programmer?) and what vehicles (press, website, email, etc) should we be focusing on?
- Why are we losing members? How can OGF be more valuable to members?