



European Commission



Information Society
Technologies



Before on-boarding, *board-rooming*

OGF22 Boston, 26th February 2008

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Agenda

- Overview: **Business Experiments in GRID**
- Business vs technical language
- Demonstrating grid for business

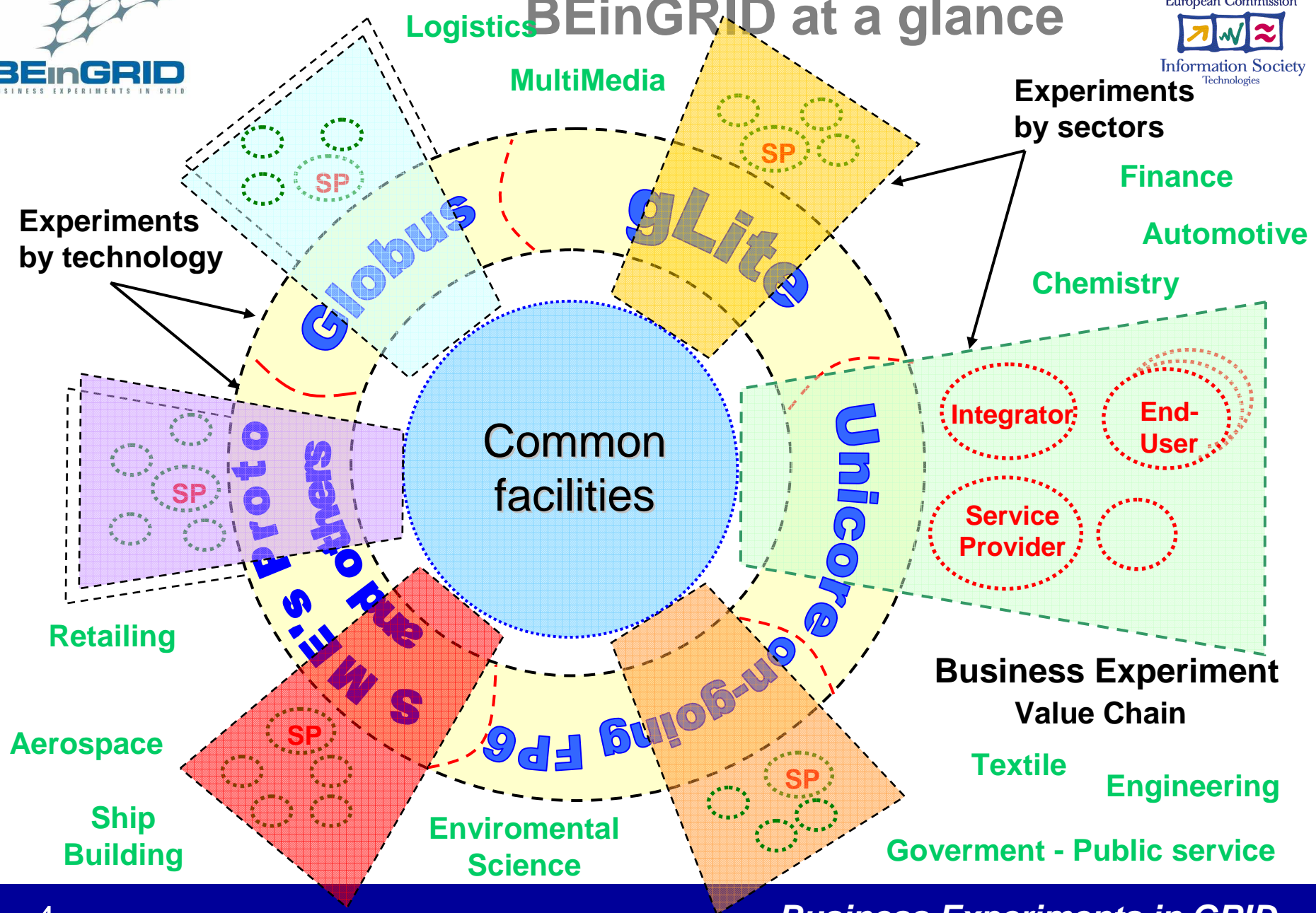
Project Data Sheet

- **Type of project:** Integrated Project
- **Project coordinator:** Mr. Santi Ristol (Atos Origin)
- **Project start date:** 1st June 2006
- **Duration:** 42 months (Nov 2009)
- **Budget:** 24.7 M Euros
- **Max EC contribution:** 15.7 M euros
- **Effort:** 2713 PM (226 PY, 65 P, 360.000h)
- **Consortium:** 96 partners
- **Website:** www.beingrid.eu

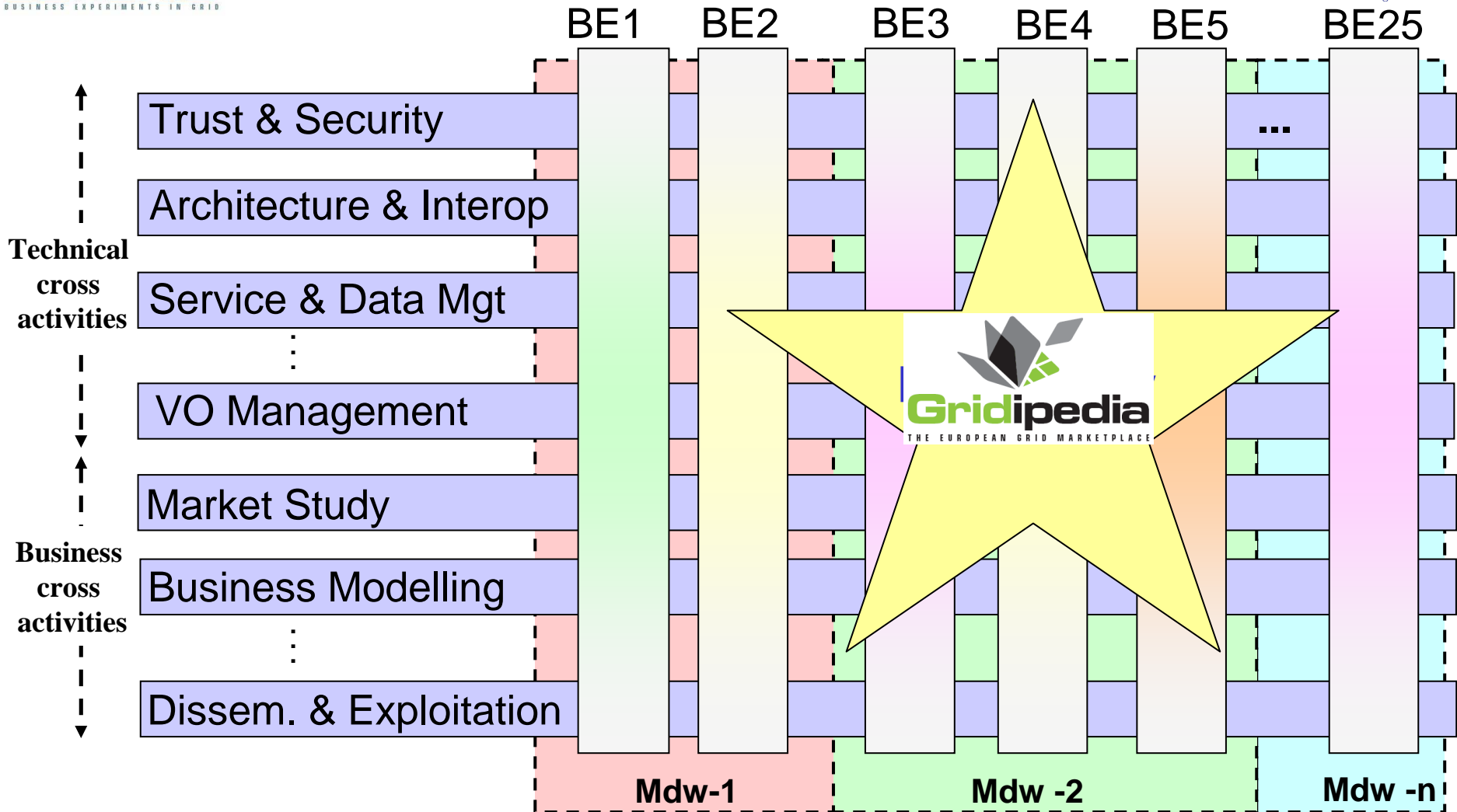


The mission of BEINGRID is to Exploit European Grid middleware by creating a *toolset repository* of Grid services from across the Grid research domain and to use these services to deliver a set of *successful business experiments* that stimulate the early adoption of Grid technologies across the European Union.

BEinGRID at a glance



BEinGRID S&T Approach



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

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The promise seems a good value-proposition

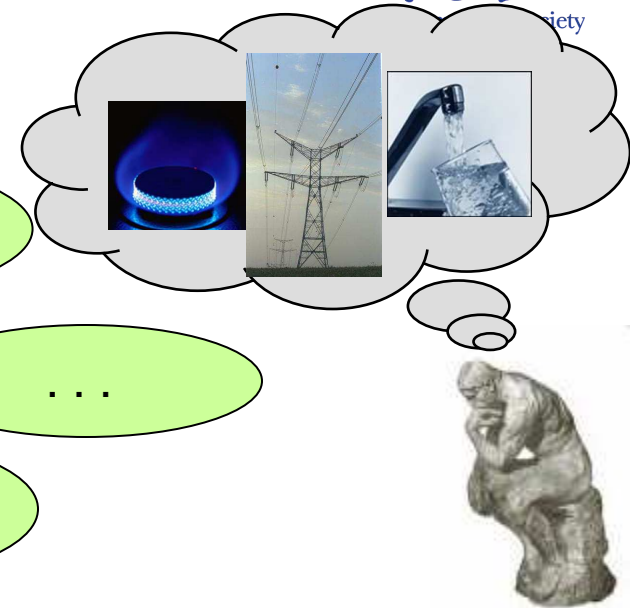
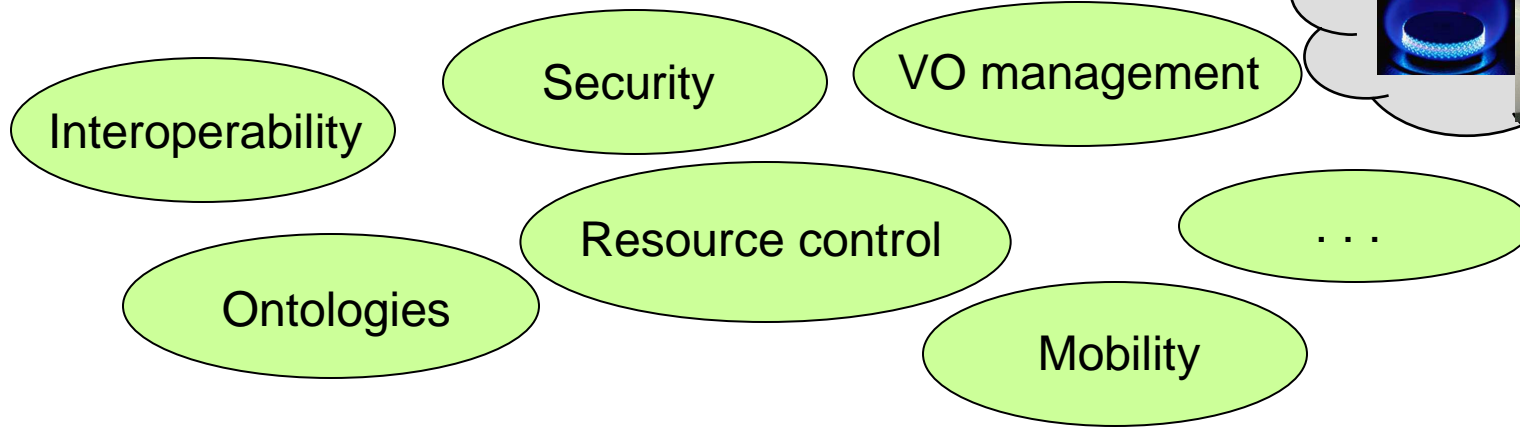
- Flexible and efficient virtualisation of IT infrastructure
- Collaborative distributed environments (VOs)
- Grid-middleware will allow on-demand, flexible allocation of the data and computational resources
- Global IT cost reduction... and more!

The situation: are **grid/service-oriented infrastructures** ready?

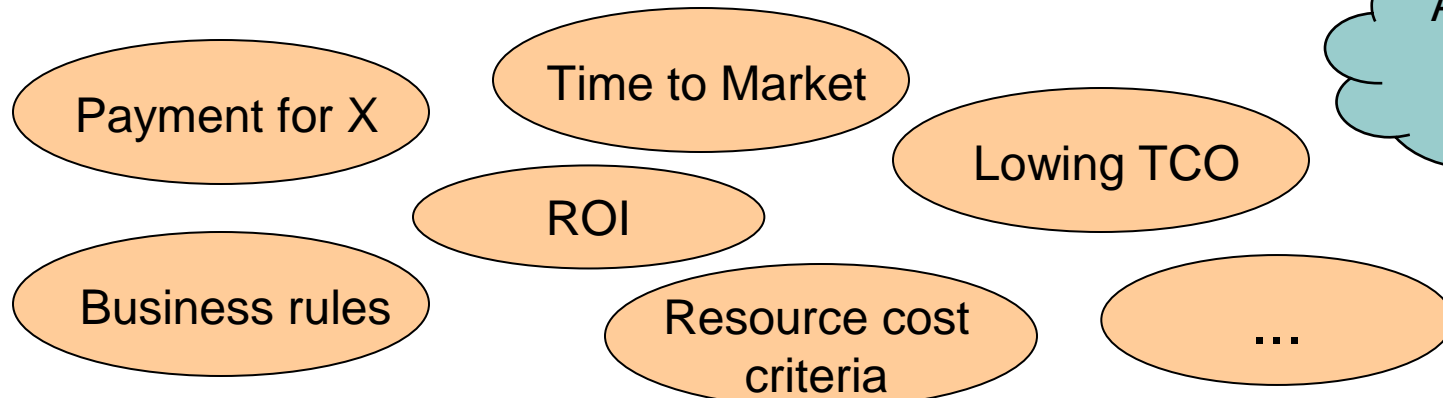
- Grid, Service-oriented infrastructures, Virtualization, Cloud computing, is “confusing” – no common consensus what it means
- Is a “cost effective” solution?
- High availability, full functionality, fault-tolerant, secure, low maintenance ...
- Is this technology mature? is a risk to be an adopter?

The promise

The promise: middlewares → utilities



The situation: is the market ready for that ?

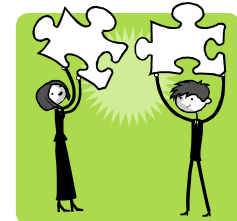


Better, Faster, Transparent, Control, Low Risk

“Board-rooming”

How to translate the promise to the boardroom?

- Simplify the message
- Keep to the essential elements
- Focus on the key business factors
 - Efficiency
 - Effectiveness
 - Business edge
- “Hide” technical complexity
- Provide real world examples – convincing stories



Elements of business value



Efficiency Effectiveness Business edge

Doing the same job **faster, cheaper, or with fewer resources** than before

Doing a **better** job than before, improving **quality**, making other resources more **productive**.

Changing some aspect of what the business does, resulting in **strategic advantages** such as **growth, new value capture, mitigation of business risk**

Agenda

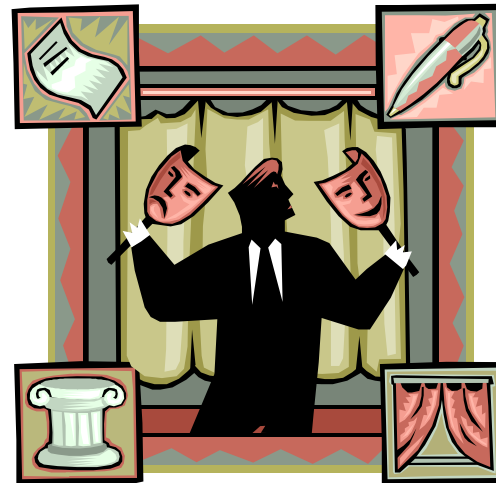
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Demonstrating grid for business

- **Successful business cases to demonstrators**
- **Selection criteria: business, technical and legal**
 - subcriteria: measurable criteria; coverage criteria
- **Show stoppers (ie):**
 - Demo dataset not available
 - Unwilling to share information
- **Target audience:**
 - The *business partners* into their industrial sectors
 - Technical profile

Demonstrator structure

- Act I: Why?
- Act II: How? (demo)
- Act III: What next?



Overall message: you can use grid to get ahead but ignore it at your peril because your competitors may not

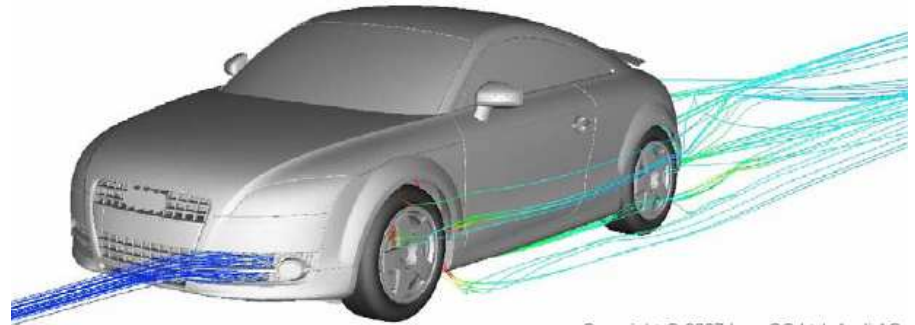
Demonstrator 1: CFD

Computational Fluid Dynamics & Computer Aid Design

The *actors*:

- ICONas the end-user
- ICCS / NTUAas the pilot coordinator and grid expert
- OpenCFDas the solution provider

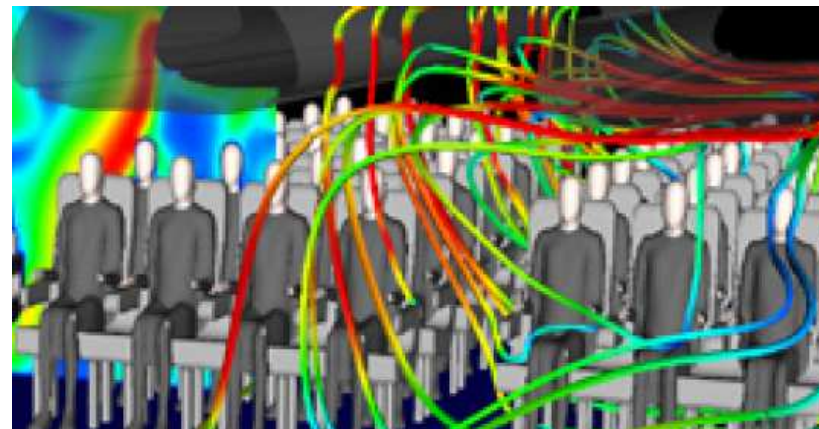
The *plot*: emphasize the business benefits of performing Computational Fluid Dynamics (CFD) simulation of fluid flow for aircrafts or automotive vehicles within a grid environment (Airbus / Audi)



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Demonstrator 1: CFD

- **Act I: Why does GRID make Icon a more competitive company?**
 - Faster turnaround and more complex models will result in key advantage
 - Each ICON consultant will be more productive
 - More complex modeling may permit a new pricing model
 - Reaching new clients



Demonstrator 1: CFD

- **Act II: Why does it beat the competition**
 - the actual demo. Key to convince the audience it is credible, valuable and novel.
 - Convince both technical users familiar with current trends and capabilities and people with limited knowledge of under-the-hood computing.
 - How it is better than the competitors? (ie. ANSYS and HP offer an on-demand, Grid -based solution for CFD calculations).
- **Act III: What next? Is it worth the investment?**
 - Analysing the drivers of industry structure will help predict competitor behaviour and if ICON can create a *sustainable advantage*
 - Overall pricing trends in the industry
 - First mover advantage?

Demonstrator 2: Virtual reality

Virtualization and virtual reality

The actors:

- Art&Buildas the end-user
- CETICas the coordinator and grid expert
- Fac. Polytechnique Monsas grid expert
- Mental Imagesas the technology provider

The plot: drastically increase performance of 3D rendering used by architects without expensive additional hardware investment by distributing rendering services using Grid technologies.

Rendering software as SaaS backed up on Grid to small architecture firms (<10 employees)

Demonstrator 2: Virtual reality

Act I: Demonstrating the need for the service

- Increases the **value of the service** offered by the architects (building design) – **improved customer experience**
- **Reduces time to market** - quicker response to trends and more chance of winning contracts.
- Reduces **costs**: quicker design means less wages / improved productivity and so increased competitive advantage for low cost firms
- Small firms cannot invest in own infrastructure



Demonstrator 2: Virtual reality

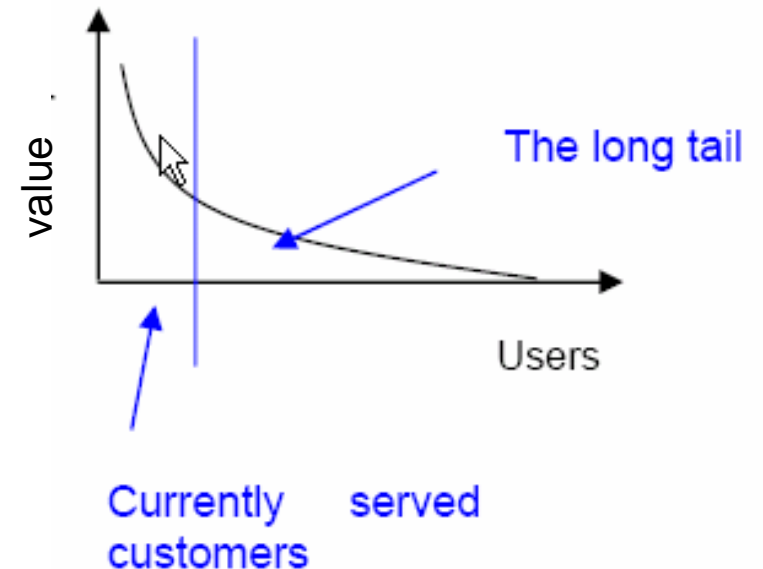
Act II: Feasibility and need for the service (“how”)

- concentrating on the capabilities, reliability, stability and novelty of the system
- the extent to which it can be protected (barriers-to-entry, first-mover-advantage)
- The most technical part of the demonstration
 - showcase the technical innovation but with business focus
 - provide compelling argument that this is a **fully-functioning solution capable of fulfilling user needs**
 - better than its rivals

Demonstrator 2: Virtual Reality

Act III: Creating confidence in long-term profitability

- Architect industry has a “long tail” (high number of firms <10 employees - added sales from small customers)
- SaaS is a growing trend
- Still has novelty coupled with grid



Further information

For further information:

- **Business Experiment descriptions**
- **Fact sheets**

www.beingrid.eu

- **Information on applying grid technology to business**
- **Business models**
- **Technical solutions**

www.gridipedia.com



Looking forward ...

- **Co-located events: OGF23 & OGF-Europe / BEinGRID**
- **Barcelona, June 3-5, 2008**
- **BEinGRID business focus / sectorial and transversal sessions**
- **Internal and external (to BEinGRID) experts**
- **Demos of most relevant Business Experiments**

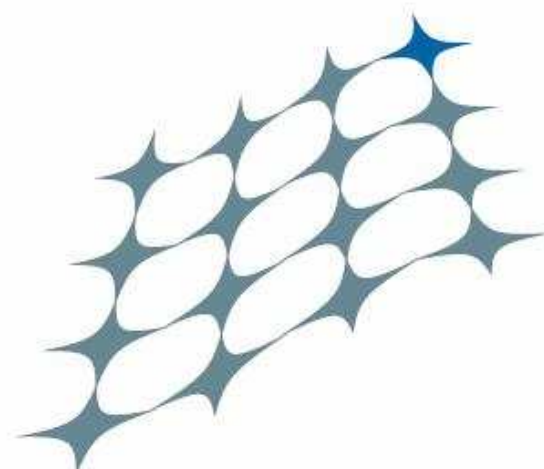




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BEInGRID
BUSINESS EXPERIMENTS IN GRID

Thank you for your attention