



Empowering the Service Economy with SLA-aware Infrastructures

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Executive Summary

The SLA@SOI project has the potential to contribute significantly to the state of the art in Service Level Agreement aware Service Oriented Infrastructures. To maximise the impact and outreach of the results of the project, dedicated resources have been assigned to dissemination.

This Dissemination Plan describes the objectives for the dissemination activities of the project, presents the overall project dissemination strategy, explains some of the various tools and techniques that are being deployed to facilitate dissemination, and introduces some of the dissemination activities that have already occurred or are planned.

The tools, techniques, process and plans described in this Dissemination Plan should not be considered to be fixed, but rather a description of the current status and intent. The details of the Dissemination Plan will evolve with the needs of the project and external stakeholders, needs that will become clearer as the project matures and more concrete results become available for dissemination. The future outputs of Dissemination activities will be documented in Dissemination Reports after years two and three of the project.

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1 Introduction

The success of the SLA@SOI project will not be measured just by the quality of its scientific research and technical implementations, but on the breadth and depth of the dissemination of these results as well. The sharing of the goals, research activities, opportunities to collaborate and results of the project is perhaps as important an output as the results themselves.

This document has been drafted to help manage and coordinate all dissemination activities of the project. It builds on the experience of all the partners in the project, as solicited via a questionnaire, and also includes learnings gathered from the EU guidelines¹ on Dissemination and Communications. The questionnaire was merged with ones covering Exploitation and Collaboration to minimise the overhead on partners. The responses received are reproduced in [Appendix A](#).

¹ http://cordis.europa.eu/fp7/ict/participating/communication-best-practices_en.html

2 Dissemination Objectives

Dissemination is recognised as one of the central activities within the SLA@SOI project and all partners are contributing to the formal dissemination tasks. The objectives of the dissemination activity are:

- To establish a shared and efficient process to help identify, develop, review and make available, content which communicates the objectives and results of the activity in the project;
- To provide a process which checks for new external dissemination target audiences, and coordinates targeted engagements as appropriate;
- To facilitate dissemination activities by sharing templates, methods and tools in order to enable efficient communication. A number of templates (for Microsoft PowerPoint* and Microsoft Word*) have already been created and are available in SVN¹;
- Identify and check for new target audiences;
- To communicate project results to relevant stakeholders via various channels, in particular via a project web site;
- To generate project collateral for general use, for example brochures and posters that project partners can bring to external events such as workshops and conferences;
- Create and increase external awareness.

These dissemination objectives will ensure a broad awareness of the project activities and results, facilitating the collaboration, exploitation and standardisation initiatives of SLA@SOI.

¹ https://svn.fzi.de/svn/sla_at_soi/

3 Dissemination Strategy

3.1 Consortium-Wide Strategy

The consortium will take an integrated approach to dissemination, using shared resources and consistent processes and interfaces. The vast majority of the project output is designated 'open' and is therefore a candidate for dissemination. Some prioritisation will be necessary to select the most appropriate and useful dissemination target communities and sectors, in Europe and globally. This integrated approach will comprise templates, guidelines and approval processes on one side with a communication platform, publication, event participation and release plans on the other.

Project outputs which are key dissemination candidates include:

- The open SLA framework which allows for reusing developed technologies;
- The various industrial use-cases and evaluation reports;
- The open reference case which allows for easy demonstration but can be also used by external stakeholders to cross-check project results or even modify and extend certain features of the solution;
- The scientific and industrial assessment reports which will allow external stakeholders to precisely understand the conditions under which the project results can be successfully exploited;

In addition, the consortium will communicate specific findings during the course of the project, for example via paper submissions to conferences and publications.

Establishment of this integrated dissemination approach will include specifying clear dissemination goals, targets and success criteria. Broad categories include:

- Provision of a brochure-type web site for external reference, which communicates up to date status and plans at a high level.
- Identification and engagement of target audiences.
- Identification, development and publication of communication content.
- Sharing of methods, and communication of exploitation progress within the project.

Dissemination activities and a review of their effectiveness will be performed during the whole life-cycle of the project and will be modified and adapted according to the current project life-cycle stage.

3.2 Partner-Specific Dissemination Strategy

Each of the project partners will be actively involved in the dissemination activities and will report on their activities in their own country or in international events. Each partner will inform the consortium about potential opportunities for publications, workshops, meetings and other types of events. Activities will be agreed by the partners, with a main focus on the promotion of SLA@SOI and dissemination in their respective country.

The partner-specific dissemination strategies, in addition to the consortium-wide strategies, will significantly improve visibility and uptake of research results, as well as helping identify collaboration opportunities during the project lifetime. The table that highlights these strategies can be found in [Appendix B](#).

4 Dissemination Support

To support the dissemination of content from the SLA@SOI project, numerous supporting initiatives have already been instigated or are being planned. These concern the branding of the project, the web presence of the project, the distribution channels of the project, media generation, and event-support.

All of these are now introduced in some detail.

4.1 Branding

Consistent branding helps to reinforce the messaging of a project and strengthen the impact of dissemination activities. SLA@SOI has taken several measures to help create a strong, consistent, recognisable project identity. These measures include developing an appropriate project logo, preparing document templates, and implementing website skins.

4.1.1 Logo

To help create a strong SLA@SOI identity and brand, a project logo was designed during the project proposal stage in consultation with the consortium.



This SLA@SOI logo was designed based on the unique requirements and attributes of the project. Some considerations worth pointing out include:

- The logo was designed with the aim of communicating that SLAs are systemically propagated downwards towards, and specifically linked to, parts of an infrastructure.
- The core of this is the link between SLA and SOI and that is why the '@' symbol links both the text and the graphic elements.
- The visual dynamic of the design is that of a hurricane shape where the SOI squares on the bottom right are driven up and linked to the SLA contract on the top left. This dynamic is then carried from left to right along the logo text to begin the process again. The link between these is integrated into the logo to convey a sense that the SLA@SOI process is transparent from the first look.
- The italicisation of the text is to convey a sense of forward movement and dynamism giving the impression that SLA@SOI is moving a clear direction.
- The horizontal shape was adopted to permit use in slide titles, headers and footers where the on screen real estate is horizontal.

- The colour use is to convey a serious and trustworthy message. This is achieved by using variations on blue which are frequently used for conservative and businesslike logos.

Following feedback from within the consortium, updated logos have been recently prepared and are currently being considered for adoption by the project. The updated logos use colours and concepts consistent with the original logo to simplify the transition from the original branding, if any of them are adopted.

4.1.2 Document Templates

Both Microsoft Word* document and Microsoft PowerPoint* presentation templates have been created and made available to the consortium to help create a uniform look and feel for presentations. These templates employ a consistent colour scheme and fonts to help keep the project messaging consistent.

4.1.3 Website Skins

The consortium has several aspects that are or will be exposed on the internet, and these web-presences are all being given a consistent branding treatment via the use of appropriate skins. In particular, the web site, the wiki and the maven generated websites are all being given a consistent look and feel.

4.2 Web Presence

SLA@SOI is an advanced ICT research project and an appropriate internet presence is critical to its successful dissemination. The SLA@SOI project is represented on the internet via a brochure website, a wiki, and – in the future - by maven-generated technical websites dedicated to the software being developed. An SVN repository has also been deployed to facilitate content creation and distribution, as well as source-code management.

4.2.1 Website

The SLA@SOI project website, <http://www.sla-at-soi.eu/>, has been designed, provisioned and deployed on the internet and was initially designed to quickly address the key questions that external visitors to the website are expected to have including:

- What is the project about?
- What is the project delivering, and why?
- Who is participating in the project?
- What additional detail is available?
- Who can be contacted for more information?

The SLA@SOI project website is one of the main tools for disseminating information about the consortium and its achievements. It provides comprehensive information about the project enabling any visitor to understand its context and objectives. The current homepage is illustrated in Figure 1.



Figure 1: SLA@SOI Homepage

Its structure aims to provide easily accessible information. The design of the website also allows the display of news and events organised by the consortium. The website sections currently include:

- **Homepage:** to briefly introduces the project and provide key facts
- **What We Do:** to provide a description of the project motivations, project goal, benefits to business of the project, expected results, technical approach of the project and industrial relevance of the project;
- **Who We Are:** to list the partners participating in the project and provide some information about each partner as well as a link to their respective websites;
- **Latest News:** to provide the latest news from the project and also give access to press releases;
- **Contact Us:** to provide contact details for any follow-up questions that visitors to the website may have.

The content of the website will be updated regularly to make sure the project developments are reported in real time. Relevant news and press releases from all the relevant partners will be posted on a regular basis for interested web site users and visitors.

Since its initial deployment, the project website has received several enhancements and it will continue to evolve as the project itself matures. In particular, a port of the website to a Content Management System is currently underway. This will help facilitate the update of content, as well as integrate additional features such as RSS to support additional communication channels. Other planned enhancements include a tighter integration of the website and wiki, integration with a blog engine, and dedicated sections devoted to each partner.

The dedicated server provisioning solution that has been adopted by the project delivers the flexibility to choose the most appropriate tools and technologies to support the future web-site needs of SLA@SOI.

Google Analytics

In order to get a better understanding of the usage of the SLA@SOI project website and wiki, both were registered with the free Google Analytics*¹ facility. This enables powerful reporting on the website and wiki access statistics, giving a very clear picture of information such as:

- How many users are visiting the site
- What links and pages are more popular than others
- What websites are users coming from
- Where are visitors coming from geographically

As such, Google Analytics will help the consortium determine the effectiveness of its web tools and targeted dissemination activities. The Google Analytics Dashboard is illustrated in Figure 2.

¹ <http://www.google.com/analytics/>

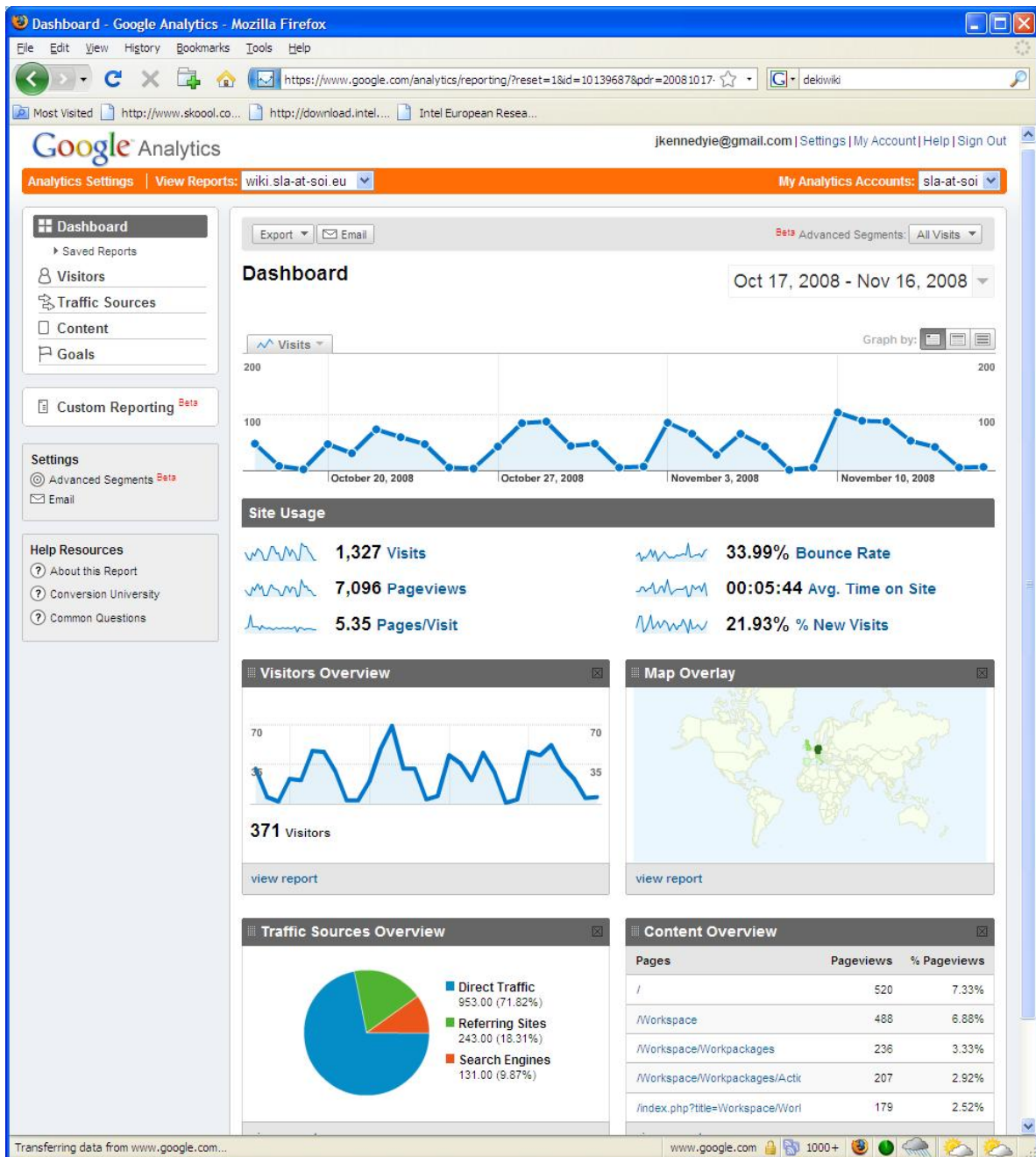


Figure 2: Google Analytics Dashboard

4.2.2 Wiki

The potential need for a project wiki was identified during the project negotiation phase and taken into consideration during the creation of the initial project website. After some analysis of the needs of the consortium, it was decided to implement a wiki using the DekiWiki¹ engine. As well as supporting user permissions (allowing consortium only areas in the wiki), this platform offered rich multimedia support, the ability to script functionality, and an easy to use hierarchical structure.

¹ <http://sourceforge.net/projects/dekiwiki/>

The wiki was configured with the SLA@SOI colours and logo, and an initial hierarchy and template pages defined to simplify initial content creation. Scripts were written to trivialise common tasks, for example the setting up of a page to run a meeting. The top level pages are publically visible and were made to mirror the content of the project website. The pages under the Workspace folder were restricted to the consortium, and are only visible to authenticated users. A snapshot of the content can be seen in Figure 3.

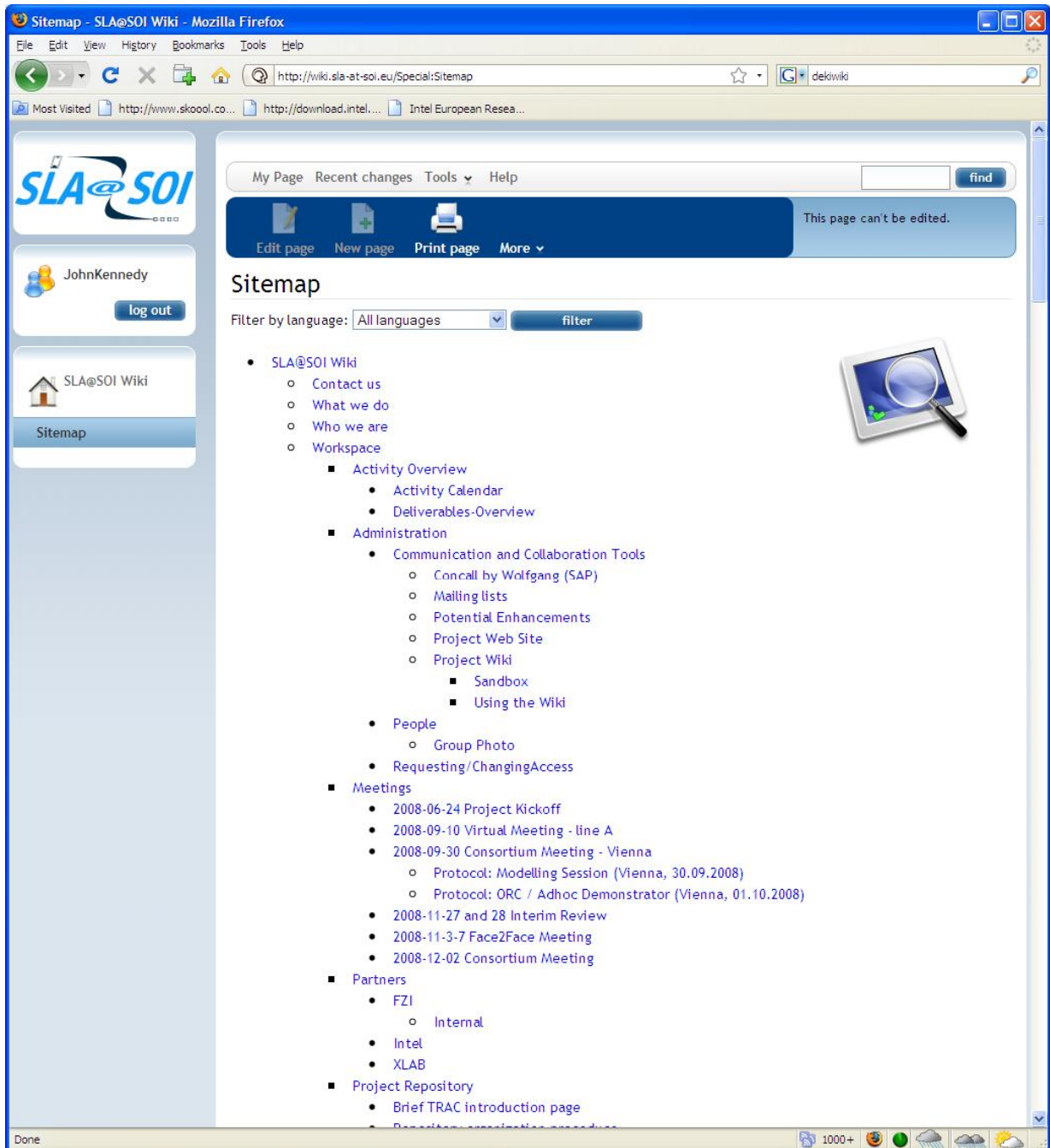


Figure 3: Wiki sitemap

The wiki has proved to be a popular and powerful tool for supporting the internal collaboration and dissemination within the consortium. Different workpackages use the wiki in different ways, but it is particularly popular for facilitating meetings (capturing logistics, agenda & minutes). Collaborative content is also housed there, including the evolving guidelines for SLA@SOI developers, and various state-of-the-art results of various tasks. The overall homepage for the Workspace is illustrated in Figure 4.

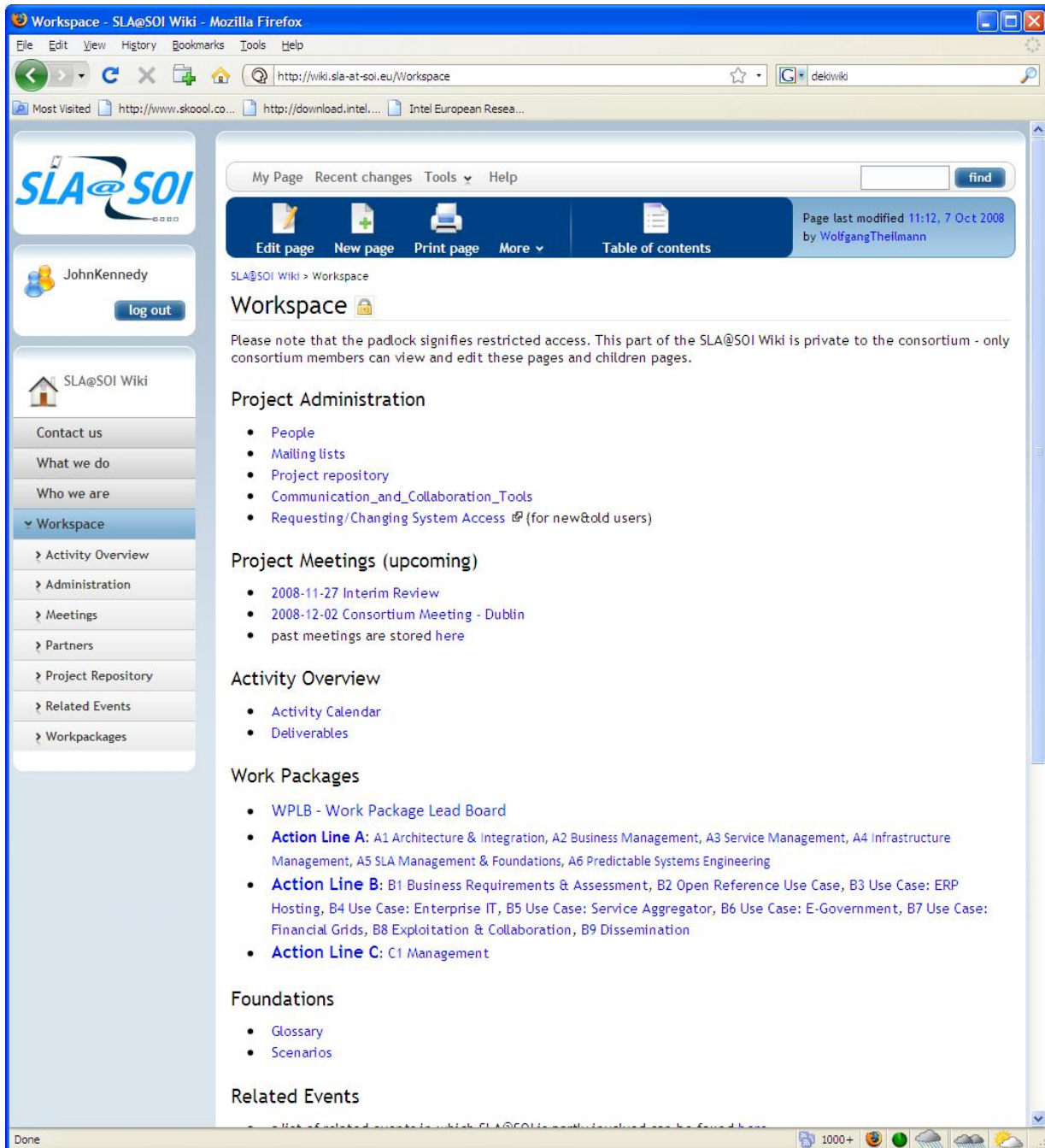


Figure 4: Consortium workspace in the SLA@SOI wiki

The project wiki currently hosts over two hundred and fifty pages which are being continuously expanded, updated and reorganised. Conveniently, as pages are relocated within the hierarchy, DekiWiki keeps track of both the old and new locations, and automatically redirects users requesting the original page to the new

location. The publically visible sections will be expanded in parallel with the project web site as the project matures and dissemination content becomes available.

4.2.3 SLA@SOI Project Document Repository

The SLA@SOI consortium has adopted the use of a subversion repository (SVN)¹ to provide a central location for sharing arbitrary project files. As well as supporting version control and change-logging, SVN has an internet interface allowing documents to be referenced by URLs. This allows emails within the consortium to include simply hyperlinks to relevant documents, rather than copies of the documents themselves.

The repository serves for storing all kinds of project relevant documents or files such as working documents, presentations, diagrams, deliverables and source code, and allows documents to be viewed and edited even whilst offline. The logging and versioning support built into SVN help avoid the inadvertent loss or overwriting of data.

By using SVN the project partners can make sure that everybody within the consortium has access to the documents and the author can also easily update documents in a clear and transparent way. Documents can be referenced via URL from the Wiki or from a web page.

The repository is structured as follows:

- **Contracts:** The project contracts (GA, CA) including Description of Work (DoW).
- **Deliverables:** All official project deliverables (internal deliverables stored by the respective work package).
- **Management:** Partner and activity reports, reviews, as well as PCC and PMT related content.
- **Meetings:** Resources for all kinds of project and review meetings (with the meeting schedules, participants and minutes preferably stored in Wiki). WP-specific meetings preferably stored in area of respective work package.
- **Resources:** Project resources such as templates, presentations, fact sheets, marketing material, publications, and images.
- **Software:** All software related artefacts such as source code, binaries, and build files.
- **Workpackages:** Work package specific information (WP A1-A6, B1-B9 and C1) including WPLB (WP Leading Board).

¹ https://svn.fzi.de/svn/sla_at_soi/project/

4.3 Distribution Channels

4.3.1 Mailing Lists

The consortium has set up numerous mailing lists to support the targeted dissemination of material from the project. Currently these lists are used for internal consortium purposes only, but external distribution lists will be set up as and when required to support external dissemination activities.

4.3.2 LinkedIn Group

Conscious of the growing importance of social networking, SLA@SOI has set up a dedicated SLA@SOI group on the popular LinkedIn social network. As LinkedIn matures, it is intended to use this group as a mechanism for spreading news of interest to group-members.

4.3.3 RSS Feeds

RSS feeds provide a means for web-users to subscribe to feeds of information that may be of interest to them. By using RSS aggregators such as Google Reader they can view all of their feeds from a central place. SLA@SOI is incorporating RSS functionality into the next iteration of its website to allow arbitrary people subscribe to any SLA@SOI newsfeeds that may be of interest to them.

4.4 Media Generation

4.4.1 Brochures, Posters and Presentation materials

General introductory brochures, posters and presentations have been created to support the dissemination of SLA@SOI at arbitrary events. Currently at a high-level, these materials include general project details such as vision, objectives, consortium makeup and approach.

This content has at this stage found its way onto the European Commission CORDIS website, into the European Commission printed literature, and is also available off the SLA@SOI website. The Intel Innovation Centre is also displaying this material in its showcase area to help increase awareness of the project.

4.4.2 Press Releases

To satisfy the more traditional forms of media, SLA@SOI press releases are being issued on an as-needed basis to highlight important milestones and events during the project lifetime. These press releases, suitable for printing, are also being made

available via the project website. The first SLA@SOI press release is reproduced in Figure 5.

SLA@SOI Empowering the Service Economy with SLA-aware infrastructures

News

Press Release #1: European research project SLA@SOI, led by SAP, has commenced.

Services as tradable goods.

The European-funded research project SLA@SOI (Empowering the Service Economy with SLA-aware Infrastructures) will enable the flexible trading of IT services as economic goods.

With a kick-off meeting on June 24, 2008 hosted by SAP in Karlsruhe (Germany), a consortium of 13 leading industrial and academic partners officially launched a significant 36 month project to drive progress in Information Technology issues critical to the evolution of a service based economy.

The transformation of Europe's economy from product-oriented to service-oriented has come to a critical point. In all industries and domains, IT has become a key factor in the provision of services. However, actual service negotiation and provisioning still requires significant, often manual effort both for the providers and customers.

The vision of SLA@SOI is the ability to flexibly trade IT-based services as economic goods, i.e. under well defined and dependable conditions, with automated negotiation and self management, and with clearly associated costs. This will constitute a milestone for the ongoing transformation of the current Internet towards an Internet of Services.

The technical approach of SLA@SOI is to define a holistic view for specifying, negotiating and managing the conditions under which services are provided. So-called service level agreements (SLAs) will allow these conditions to be expressed at both business and IT levels. An integrated management approach within a service-oriented Infrastructure (SOI) will allow for transparent management across all views and layers of a system. Industrial relevance will be assured by a range of highly complementary use cases including ERP hosting, Service Aggregation, Enterprise IT management, e-Government and Financial Grids.

SLA@SOI is a 3 year, €15.2M project funded by a €9.6M grant from the European Commission Framework 7 (FP7) Research Program.

The SLA@SOI consortium partners are: SAP AG, Engineering Ingegneria Informatica, Intel Corporation, Telefónica Investigación y Desarrollo, Universität Dortmund, FZI Research Centre for Information Technologies, Fondazione Bruno Kessler, Politecnico di Milano, City University, Queens University Belfast, XLAB, GPI and eTel.

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Website:
<http://www.sla-at-soi.eu>

Project acronym:
 SLA@SOI

Project full title:
 Empowering the Service Economy with SLA-aware Infrastructures

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Start date: 01/06/2008
End date: 31/05/2011

Sponsored by

Project Partners

contributing to NESST

Figure 5: First SLA@SOI press release

4.4.3 Newsletters

Now that the project is established, the SLA@SOI consortium plans to produce newsletters on a quarterly basis. These will highlight any recent milestones and output, summarise project progress to date, and describe short, medium and long-term plans. The consortium may also invite stakeholders external to the consortium to submit content, to help broaden the scope of the newsletter and add some external context and perspective.

4.4.4 Multimedia

As the SLA@SOI project matures, multimedia technologies will be employed where appropriate to help address particular dissemination niches. The production of targeted Flash* animations, screencasts and even YouTube* videos will all be considered when particular messages and target audiences lend themselves to these approaches.

4.5 Events

4.5.1 Calendar

The SLA@SOI consortium is large and engaged in a very active field of research. In order to help keep-pace with the plethora of potentially relevant events being held locally, in Europe and beyond, a dedicated Google Calendar* has been created and integrated with the project Wiki, as illustrated in Figure 6.

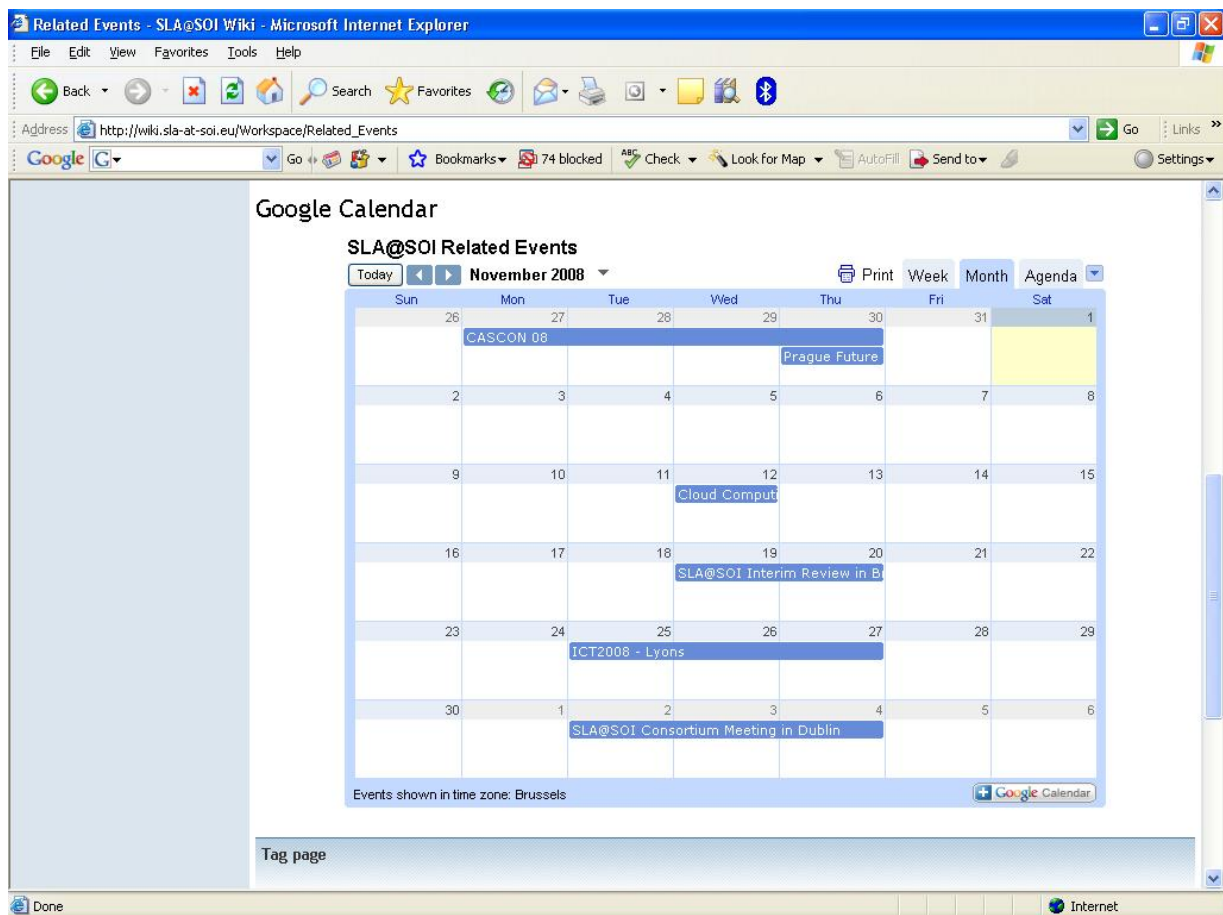


Figure 6: SLA@SOI Google Calendar

Currently available only to the consortium, this content will be made publically available on a future iteration of the project website.

4.5.2 Event Tracking

Whilst a calendar is useful for managing dates and times, other context such as reference websites, background information, SLA@SOI specific opportunities and summaries of the event outcomes should, ideally, be tracked. To this end a wiki template has been created and is being adopted as a central way to coordinate the engagement of the consortium with external events. A list of some of the events added to this list is illustrated in Figure 7.

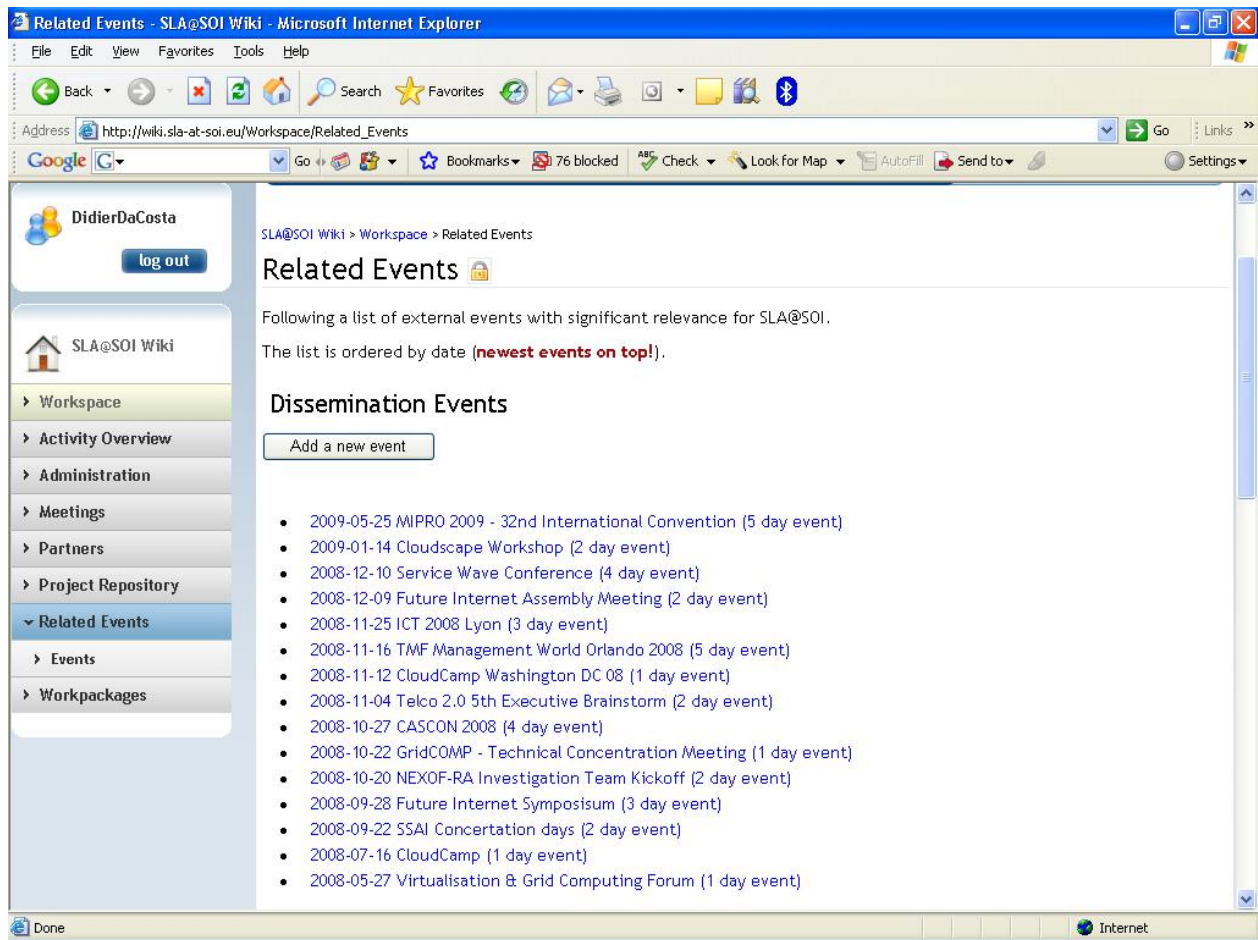



Figure 7: Dissemination Events being tracked on wiki


Each partner can add new events to the calendar of events by simply clicking on the “Add a new event” button. Once done, the partner can add additional information concerning the specific event into the template. The main categories are general information, SLA@SOI specific, and results and follow-up, and an example event is illustrated in Figure 8.

2008-10-20 NEXOF-RA Investigation Team Kickoff (2 day event)

General Information

Event Name	NEXOF-RA Investigation Team Kickoff - Call 1
URL	http://www.nexof-ra.eu/open_construction_process 
Date(s)	October 20 & 21st, 2008
Location	Brussels
Organising Group	NEXOF-RA
Description/Purpose	<p>NEXOF-RA is a 2-year long FP7 project chartered with creating a reference architecture for an SOI. It is seeking inputs from all interested bodies, projects and individuals.</p> <p>They published a call for position papers on a number of topics. This event is the gathering of those that submitted position papers to kick-off investigation teams which will report-back by January 2009.</p> <p>Position Papers were submitted in topics of</p> <ul style="list-style-type: none"> • Design-Time Service Composition • Service-Discovery • Infrastructural Services • Scalability

SLA@SOI Specific

Key Contact / Owner	Marco Pistore
Attendees - Confirmed	Marco, Annapaola (FBK), John (Intel), Keven (Eng), Jens (FZI)
Attendees - Suggested	n/a
Inputs / Opportunity	Publicise SLA@SOI positions on topics we have identified as being of interest, and get them integration into the final reference architecture being developed by NEXOF-RA.
Supporting Material/Media	See position papers and supporting presentations in SVN 
Additional Information	This event kicks-off workgroups that will conclude in mid-January 2009.

Results and Follow-up

We attended first day general introduction session at which David Callahan (European Commission) presented key note.

Met Anne-Marie, our project officer, who was happy to see SLA@SOI engaged and was encouraging our participation in Future Internet initiatives. Arian Zwegers, another PO, also in attendance.

Attended various breakout workgroups on Day 2:

- Design-Time Service Composition (Jens)
- Service-Discovery (Keven)
- Infrastructural Services (John). Team led by Mike Fisher (BT)
- Scalability (John). Team led by Ricardo Jimenez-Peris (Universidad Politecnica de Madrid)

Teams will spool up and work via concalls and wiki to produce drafts before Christmas, and final version by mid-January.

There will be follow-up calls for additional topics in the new-year.

Figure 8: Example Dissemination Event report from the wiki

5 Dissemination Activities

5.1 Collaboration

The SLA@SOI consortium will collaborate with external bodies, in particular the NESSI open framework and various other related initiatives. In fact, collaboration with external initiatives and organizations is a key for leveraging the results of SLA@SOI

The objective of the collaboration is to guarantee the long-term sustainability of the project and the outreach of the results to communities and markets out of the project consortium. The SLA@SOI consortium will achieve such objective thanks to collaboration activities both with the academic and the industry communities.

Collaboration with academics, industry and other representative groups will be planned.

We will build synergies with other European projects in the sixth and seventh framework. Other collaborations with the academy world will be achieved through participation of partner representatives to major conferences in the field, e.g., the International Conference on Service Oriented Computing (ICSOC).

We will also plan for direct actions to foster collaborations, such as dedicated seminars that will attract the key researchers in the field.

We will also collaborate with the Innovation Value Institute (IVI), a joint industrial /academic institution co-founded by INTEL. The institute researches and develops unifying frameworks to create more value from IT and better deliver IT enabled innovation in different commercial sectors. This collaboration will provide to the project insights to commercial sectors not covered by the project and to maximise the impact and visibility of the results.

The initiatives SLA@SOI is planning to collaborate in can be grouped in five different categories, namely:

- Collaborations within the SSAI&E cluster
- Collaborations with NESSI
- Collaborations with the Future Internet Assembly
- Collaboration with specific European projects
- Collaboration with specific initiatives outside FP7

As described below, for each category, we define one or more concrete collaboration tasks, which identify a specific target for the collaboration and specific collaboration goals and modalities.

Collaborations within SSAI&E

- Collaboration Task 1: SSAI&E CWG on QoS & SLA
- Collaboration Task 2: SSAI&E CWG on Standards
- Collaboration Task 3: SSAI&E CWG on Virtualization

Collaborations with NESSI and NEXOF

- Collaboration Task 4: NESSI
- Collaboration Task 5: NEXOF-RA Architecture Board
- Collaboration Task 6: Contributions to NEXOF-RA's RFP

Collaborations with the Future Internet Assembly

- Collaboration Task 7: Future Internet

Collaboration with specific European projects

- Collaboration Task 8: S-Cube
- Collaboration Task 9: Q-Impress
- Collaboration Task 10: SOA4ALL
- Collaboration Task 11: Reservoir

Collaboration with specific initiatives

- Collaboration Task 12: IVI – Innovation Value Institute
- Collaboration Task 13: Theseus - German program on services
- Collaboration Task 14: CoreGrid

Additional information concerning the collaboration strategy and activities can be found in the D.B8b Collaboration Plan.

5.2 Standardisation

Successful contribution to standards not only helps to ensure project influence and usefulness, but serves to validate the quality and relevance of the output. Therefore, all project partners will aim at influencing standards that are related to the project subjects. Furthering standardisation in this way will help realise the vision of SLA@SOI.

The SLA@SOI project aims at making the overall framework, the implementation interfaces, and the used protocols publicly available. Different models for the various SLAs on the different system levels are likely to be specified in a public document in close conjunction with public standardization bodies.

Per the SLA@SOI Description of Work, the actual standardisation of project outcomes will depend critically on development within the different standardization bodies in the near future. The consortium will contribute to the various standards where appropriate. The consortium consists of several partners that are already actively involved in standardization activities that are related to SLA@SOI:

- TID is active in the standardisation organizations Tele Management Forum (TMF) and Autonomic Communication Forum (ACF).
- UDO is member of the Open Grid Forum (OGF) Steering Group (OFSG) and can influence standards within the OGF.
- Intel is active member of OASIS, Web Services Interoperability Organization, W3C and DMTF, and can facilitate standardization as appropriate.
- FZI is involved into the standardization activities within the World Wide Web Consortium (W3C) and in the Object Management Group (OMG).
- SAP is involved in the Open Grid Forum (OGF) and the Object Management Group (OMG), in particular the DMTF.
- QUB is also heavily involved in the OGF and can influence standards there.

The standardization activities mentioned above represent a snapshot of relevant standards bodies where consortium partners are already active contributors. As part of a consortium procedure for standardization engagement, further bodies will likely be identified and engaged with during the lifetime of the project.

5.2.1 Standardization Procedure

The consortium implements a standardization procedure consisting of three main phases:

1. *Assessment:* All scientific/technical activities will examine the results of their research and consider what work and results could be enough mature to be considered for standardisation.
2. *Tracking:* The consortium will track relevant standard activities in a structured and coordinated way. All relevant activities are monitored and evaluated with respect to their relevance to the respective WPs. Project members are informed about the on-going developments in the field. Eventually, the tracking procedure will generate a number of standardization opportunities.
3. *Contribution:* For each standardization opportunity, a dedicated strategy will be developed, depending on required standardization effort, the actual linkage to the standardization bodies and possible promotion channels. Promotion channels can be for example a partners company, other NESSI projects, overall NESSI or other European area experts. The strategy also covers different engagement models such as direct participation in a committee, provisioning of external feedback or engagement via third parties.

5.2.2 Standardization Status

SLA@SOI is currently in the Assessment phase. In fact, SLA@SOI has identified a number of possibly relevant standardization activities. These and others will be further analysed during the lifetime of the project.

The project partners will embrace and enhance these standards where possible in order to allow for the best possible exploitation of the project results. Whilst many technical standards are being considered for adoption within the project implementation, those standards which the project may be able to offer enhancements to include the following:

- Service Component Architecture (SCA)
- Modelling and Analysis of Real-time and Embedded systems (MARTE)
- Common Information Model (CIM)
- WS-Agreement
- WS-Agreement-Negotiation
- Web Services Business Process Execution Language (WS-BPEL)
- Web-Based Enterprise Management (WBEM)
- Web Services for Management (WS-Management)
- Java Management Extension (JMX)
- GLUE
- System Definition Model/System Modelling Language (SDM/SML)
- Open Virtualization Format (OVF)
- Web Service Distributed Management (WSDM)

These standards are described in more detail in [Appendix C](#) and are being tracked by dedicated resources within the project, coordinated by UDO.

5.3 Conferences, Workshops & Publications

It is clear to the SLA@SOI consortium that the participation in and indeed hosting of suitable conferences, workshops and other types of events are key opportunities to network and promote the output of the project. To this end the members of the consortium have already attended, presented, and submitted papers to a number of local, national and international events. These include:

CompArch2008, Karlsruhe, October 2008: The paper “Quality Considerations in SAP Architectures” was submitted, accepted and presented.

GridCOMP, Sophia Antipolis, October 2008: The paper “Empowering the Service Economy with SLA-aware Infrastructures” was presented to this technical community.

SASO 2008, Venice, October 2008: A paper dedicated to SLA@SOI was presented at the workshop on Business Applications and Potential of Self-Adaptive and Self-Organizing Systems.

NEXOF-RA, Brussels, October 2008: Four position papers were submitted to NEXOF-RA to contribute the SLA@SOI perspective to the overall reference architecture this project is seeking to define. The specific topics addressed were:

- Design Time Service Composition
- Service Discovery
- Infrastructure Services
- Scalability

ServiceWave, Madrid, December 2008: The paper “Multi-level SLA Management for Service-Oriented Infrastructures” was submitted and accepted.

Future Internet Conference, Prague May 2009: The paper “Multi-level SLAs for Harmonized Management in the Future Internet” has been submitted to this conference.

As the project matures and results become available, the consortium will organise its own workshops, tutorials and dissemination events to increase the awareness of SLA@SOI and engage with external stakeholders. These events will also prove a useful opportunity to calibrate and gain feedback on our results.

5.4 Innovation Centre Showcase

As well as these SLA@SOI specific engagements, the Intel Innovation Centre in Ireland also presents an opportunity to disseminate the activities of the project. This centre regularly hosts delegations from government, the industry and academia for technically focused workshops and presentations. In 2007 more than four thousand people passed through its doors. SLA@SOI now has a dedicated stand in the showcase area and is frequently introduced to any visitors who may have an interest in this area. The showcase presence is illustrated in Figure 9.



Figure 9: SLA@SOI presence in Intel Innovation Centre

5.5 Developer Support

Although at an early stage, various work packages within the SLA@SOI project have already started to develop and produce source code. As SLA@SOI is envisioned to produce largely open-source code, it is important for dissemination purposes that appropriate reference material is in place to support the engagement of external developers. This should include a description of the code, its architecture, its license, and its development team. The APIs should be explained in detail, and evidence of robustness should be provided in the form of coding style violation, unit test coverage and dependency divergence reports.

To this end, as well as to address the integration challenges of large software projects, the SLA@SOI development team has chosen to adopt Apache Maven*¹ to manage software builds. It supports the automatic creation of an entire website dedicated to the software being built, including all the detail that open-source software developers have come to expect and rely on.

The SLA@SOI development team is currently testing and configuring maven, but several software components have already been integrated with it. An example of a Maven generated website is illustrated in Figure 10.

¹ <http://maven.apache.org/>

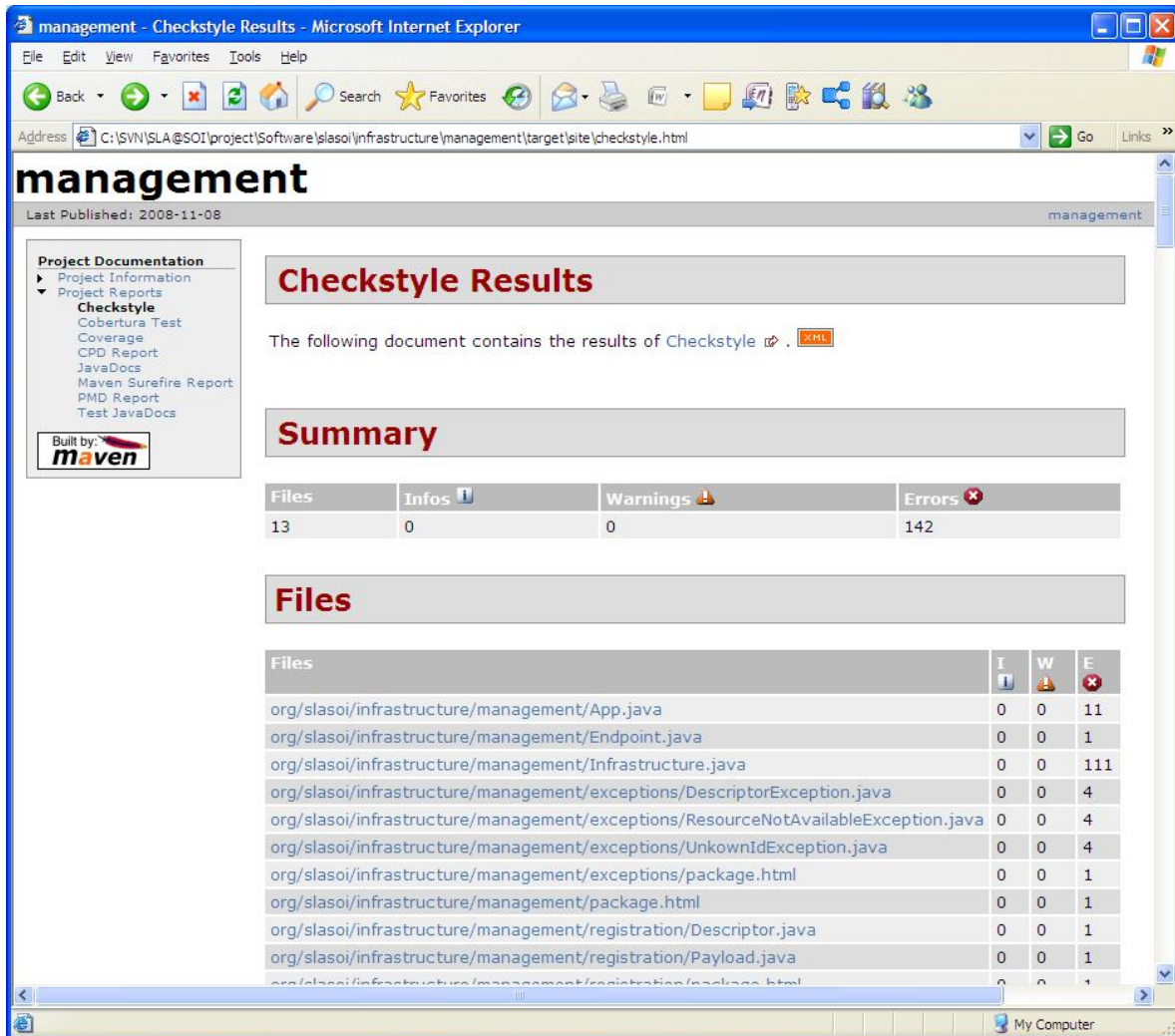


Figure 10: Automatically generated Maven website

Maven supports the customisation of the formatting of the generated website via skins. Once the configuration of Maven within SLA@SOI is complete, a skin will be created so that the SLA@SOI Maven websites will have a look and feel consistent with the overall project website and wiki.

6 Conclusion

This document has described the objectives and strategies of the dissemination activities within the SLA@SOI project. Some of the tools deployed and processes defined to support these activities have been introduced. Examples of dissemination to date have been included, as have been the dissemination plans for the project going forward.

The dissemination strategies, tools and activities of SLA@SOI will be reviewed throughout the project duration to support the emerging and evolving needs of the project. The goal will be to target the dissemination of SLA@SOI project results for maximum impact in as efficient a way as possible.

7 Appendices

7.1 Appendix A: Exploitation, Collaboration & Dissemination Questionnaire – Dissemination Section

To help inform the SLA@SOI Dissemination Plan, Intel would like each partner to answer the following questions.

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

Medium Term:

Long Term:

What requirements do you have or foresee for dissemination of SLA@SOI content?

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

7.1.1 Appendix A1: Belfast e-Science Centre

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

Papers, conferences, online news sites such as on-demand enterprise

Medium Term:

Papers, demos at conferences (e.g. Supercomputing?)

Long Term:

Too far ahead.

What requirements do you have or foresee for dissemination of SLA@SOI content?

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

7.1.2 Appendix A2: City University London

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

- Publication of papers (state of the art reports, position papers, technical papers, experimental results)
- Participation in international conferences/workshops
- Press releases covering innovative features of the project

Medium Term:

As in short term and expansion of activity to include:

- Industrial conference demos
- Scientific conference demos and tutorials
- Organisation of specialised workshops

Long Term:

As in medium term and expansion of activity to include:

- Roadshows
- Selection of champion technology from pool of project results intensive promotion of it
- Publication of a book with project's approach and results

What requirements do you have or foresee for dissemination of SLA@SOI content?

No special requirements.

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

Creation of SLA@SOI forum and blogs.

7.1.3 Appendix A3: Engineering Ingegneria Informatica S.p.A

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

- An always updated web site that possibly leave the room to be interactive on specific topics (e.g. "Topic of the months")
- Some gadgets (e.g. bookmarks, Pens, etc.) to distribute in any event we will participate to increase the awareness toward the name SLA@SOI

Medium Term:

- A Video
- Brochures
- Posters
- Workshop organization

Long Term:

SLA@SOI book

What requirements do you have or foresee for dissemination of SLA@SOI content?

As above, but to be provided by skilled people on these kind of issues. It is important to involve people able to capture the most important aspects of the project to sell it in the proper way. To improvise could imply serious drawbacks!!!

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

None at the moment!!!

7.1.4 Appendix A4: Fondazione Bruno Kessler

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

Bottom-up publication of research papers.
Publication of vision papers / project descriptions.
Participation to research and industrial events in the key areas of the project.

Medium Term:

Flyers/posters/videos with project description/results ready and distributed to main research and industrial events.
Identification of target events for research and industrial publications.
Launch of specific events for disseminating the project results.

Long Term:

Set-up of infrastructures (e.g., communities, public repositories, ...) that guarantee the accessibility of the results beyond the duration of the project.

What requirements do you have or foresee for dissemination of SLA@SOI content?

None.

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

None in addition to those already foreseen in the DOW.

7.1.5 Appendix A5: Forschungszentrum Informatik

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

- Place high-level position papers at reasonable conferences

Medium Term:

- Workpackage/Task specific technical papers at good conferences
- Make first version of ORC available to publicity

Long Term:

- Establish ORC as standard showcase/demonstrator for SLA-driven management community
- Journal publications on workpackage/task-related topics

What requirements do you have or foresee for dissemination of SLA@SOI content?

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

- Coordinate publication planning among academic partners

7.1.6 Appendix A6: GPI S.p.A

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

Web, conferences and workshops to make project objectives and first results known.

Medium Term:

Web, publications, conferences and workshops, according to the maturity-degree of the results.

Long Term:

Web, publications, conferences, workshops to show the results by the demonstrators

In each phase, we suggest do involve “final users” to get feed-back, especially on the action line B work packages.

What requirements do you have or foresee for dissemination of SLA@SOI content?

We just emphasize the stability and maturity of what we are going to disseminate, being them either papers or pieces of software.

We do not think that each content should arise from a released deliverable, but what we are going to make public should be stable and mature enough, according to the partners' evaluation.

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

At the moment, we think that it could be helpful to keep the project team informed on (proposed) dissemination actions.

We think that dissemination action can be evaluated and tested by the project team, getting feed-back before acting them. We do not think at that as a formal process, rather it should be as “simulating” actions into the team.

7.1.7 Appendix A7: Intel

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

- Blogs/websites/wiki and relating technologies e.g. Twitter, Delicious, LinkedIn group, DIGG, RSS, etc
- Upcoming (academic and tech) conferences
- Integrate with existing mailing lists

Medium Term:

- Influence standards organisations
- Influence software infrastructure providers
- Host internal or external events for the technical community (e.g. Cloud Camp)

Long Term:

- Influence standards organisations
- Influence hardware vendors and software infrastructure providers

What requirements do you have or foresee for dissemination of SLA@SOI content?

- Need to configure blog infrastructure and contents
- Need to integrate blog/wiki and web seamlessly and to avoid duplication
- Need to agree on Blog process and procedures including e.g. Deliverables summaries

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

- See previous answers
- See external wiki for suggestions
- Add dedicated sections for each partner to indicate contact details and R&Rs, interests, contributions to project

7.1.8 Appendix A8: Politecnico di Milano

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

<p><i>Short Term:</i> Press releases EC information events Conference papers</p> <p><i>Medium Term:</i> Those above plus Dedicated workshops Journal articles</p> <p><i>Long Term:</i> Those above plus Dedicated tutorials Industrial exhibitions Summer school</p>
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What requirements do you have or foresee for dissemination of SLA@SOI content?

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

7.1.9 Appendix A9: SAP AG

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

* Short term activities might centre around raising awareness for the SLA@SOI project (in the European research community but also beyond).

Medium Term:

* Mid term goal might be to attract industrial stakeholders in order to contribute to the shaping of the project and to provide requirements from their perspective.

Long Term:

* Long term goal might be to create an active community around SLA@SOI which does experiments, evaluations, mutual consultancy etc.

What requirements do you have or foresee for dissemination of SLA@SOI content?

I feel we need a careful analysis/planning about

- 1) Dissemination/communication goals
- 2) Appropriate channels
- 3) Required activities in terms of planning dissemination content and forums to address

This probably needs to be coordinated with collaboration activities.

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

It's probably less about technology/tools but more about having a careful planning and about making all the partners aware that they should spread the word.

7.1.10 Appendix A10: TELEFÓNICA INVESTIGACIÓN Y DESARROLLO

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

We are going to plan mainly internal Meetings in Telefonica I+D and in Telefonica España, in order to share the authorized information of the project (and other companies belong to the Telefonica Group like O2 that could be interested in SLA@SOI).

Medium Term:

We are going to plan mainly internal Meetings in Telefonica I+D and in Telefonica España, in order to share the authorized information of the project (and other companies belong to the Telefonica Group like O2 that could be interested in SLA@SOI).

We have plans to show some specific aspects of SLA@SOI to the TMForum.

Long Term:

We are going to plan mainly internal Meetings in Telefonica I+D and in Telefonica España, in order to share the authorized information of the project (and other companies belong to the Telefonica Group like O2 that could be interested in SLA@SOI).

What requirements do you have or foresee for dissemination of SLA@SOI content?

We need presentations, brief documents, and other training materials.

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

It could be useful to have a secure access to some parts of the final releases of the demonstrators of the SLASOI through internet.

7.1.11 Appendix A11: Dortmund University of Technology

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

ICT2008, Grids@Work, OGF, ...

Medium Term:

OGF, conferences and journals related to service orientation, EU-organized events.

Long Term:

OGF, conferences and journals related to service orientation, EU-organized events.

What requirements do you have or foresee for dissemination of SLA@SOI content?

The usefulness and added value of the framework must be proven first within the project, then in scholarly literature, and then use the latter as a facilitator for showcasing the project's results to the industry. Without any doubts, it will be major success for the project if the product of our work is taken up and integrated in commercial offerings from non-partners.

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

The project logo could be re-thought and made more modern/beautiful. Project brochures (one for the complete project, perhaps also one per WP?) would be useful to hand out at events. Also, project folders, hand-outs such as pens and memory sticks, and eventually, a professional short video explaining what the project does in a semi-technical way (i.e. something useful also to the wider audience).

7.1.12 Appendix A12: XLAB

What Dissemination Activities do you suggest SLA@SOI adopt/engage with, in the short (Month 6), medium (end of year 2) and long term (year 3 and onwards)?

Short Term:

News letter, small news posts, public presentations,

Medium Term:

Research papers, + short term

Long Term:

Workshops, trainings, + med. term

What requirements do you have or foresee for dissemination of SLA@SOI content?

A working [SLA@SOI](#) platform, that can be demonstrated (otherwise we can just focus on disseminate research results).

What suggestions do you have for improvements to support further dissemination (e.g. enhancements to the website, recommendation to adopt particular tools, etc)?

Website, wiki, \. Posts, boots at the conferences (i.e. SC, USENIX), hands on events, ...

7.2 Appendix B: Partner-Specific Dissemination Strategies

Partner	Dissemination/exploitation plans
SAP	<p>SAP increasingly uses the hosting scenario in order to deliver their services to small and medium size enterprise customers, which are themselves not able to host such large applications. Thus, the outcome of SLA@SOI is of very high interest for SAP, especially for SAP Hosting.</p> <p>One of the main outcomes of SLA@SOI is the automated SLA management that incorporates the whole stack starting from the customer SLA negotiation down to the infrastructure. Thus, SAP sees a potential integration of parts of this comprehensive and automated management combined with SLAs into their own portfolio.</p> <p>Furthermore, SAP plans to disseminate this project results on international workshops, conferences, journals as well as within internal and customer related awareness channels (such as SDN – SAP Developer network, newsletter, blogs).</p>
Engineering	<p>Engineering holds a leading position in the Italian IT market, providing mainly system and business integration projects and outsourcing services. Given this well defined business, Engineering with respect to the SLA@SOI objectives and expected results intends:</p> <ol style="list-style-type: none"> 1. to propose new paradigms and tools to manage the SLA to our customers in order to provide them more powerful and semantically rich instruments to handle with their service oriented infrastructures; 2. to develop an internal complete solution for the development of the SLA is a service based system and to provide with this one to the open source community to further reinforce our presence in the community; 3. to use the project results to provide specific training courses in order to increase the skill of our technicians in the other Company divisions and to increase the number of courses that our high formation school in Ferentino could provide; <p>To emphasise the importance of SLA@SOI outcomes for Engineering, it is important to consider that the Italian government is currently adopting a policy to simplify and to automate the “bureaucratic functions” (an e-government process) and Engineering has been invited by several Ministries to participate in a discussion table with the intent to define the reference architecture that will allow all the 20 Italian Regions to interoperate among them and the central PA by means of a SOA paradigm. Furthermore Engineering is one of the partners of LEGO, the laboratory of the Trentino system where companies and research institutions join forces to foster research and innovation in the key area of interoperability and e-Government.</p> <p>This policy for sure will have a great impact both on the actual</p>

	<p>customers because, as already said, Engineering will be able to innovate the offer and on the potential customer that will be attracted by the Competence centre on Service Oriented Computing to choose Engineering as System and business integrator.</p> <p>In conclusion, Engineering ambition is not to sell at the end of the project a new product on the market but, by means of the results achieved with SLA@SOI, to improve its competencies and skills in the SLA management applied the Service Oriented Computing to consolidate its name in the most important open source community by offering new solutions as Engineering is a member of OW2 Consortium and to improve and to constantly renew its offer.</p>
TID	<p>Telefónica Investigacion y Desarrollo SA is responsible for the Group's strategic targets and critical technical areas and one of these is helping Telefónica to develop the management solutions needed to operate its services and networks. To have an adequate management infrastructure is of utmost importance in order to be able to respond to customer needs so as to keep a pre-eminent position in a very competitive environment.</p> <p>Telefónica, as a service and network provider, is highly interested in maximising the revenue from its customer base but, at the same time, improving the quality perceived by customers and their satisfaction. In this sense, one subject need to be addressed, covering whole business interaction between service providers and customers from the commercial product definition to post-sale relationship.</p> <p>Therefore, TID plans to use SLA@SOI result to create a standardized business SLA model, interfaces and tools to cover the whole commercial lifecycle: Product definition, includes activities to create and update commercial products, Negotiation & Sale process, includes activities to customize a commercial product to specific customer, and Post-sale relationship includes activities and tools to monitor Business SLA signed and how it is carrying out in each moment for both parts</p> <p>TID is interested in translating business requirements to SOA/SOI worlds in order to offer any product/SLA grounded on the capabilities of used services and infrastructure components.</p> <p>TID recognizes the importance of contributions in specialized workshops, special journal issues and sessions at international conferences. Therefore, several different dissemination channels will be used:</p> <ul style="list-style-type: none"> • Original project results will be disseminated by writing research papers for major conferences and relevant IEEE magazines and journals • A project web site will be established acting as a central contact point and providing additional background information about the project itself. • In order to reach a broader academic and industrial audience, a workshop will be organized and tutorials will be given at major conferences. • The material used in the tutorials will be further targeted to (part

	<p>of) a book or electronic publication about the Next Generation Overlay Networks.</p> <p>In addition, special issues in publications such as IEEE Communications Magazine will be organized focusing on specific subjects covered by the project</p>
Intel	<p>Information Technology R&D at Intel is chartered with both exploratory and directed research as well as near term pathfinding. The entire portfolio comprises applied R&D, grounded on enterprise IT current and strategic issues. The output is used to inform architectural and engineering adoption and migration decisions. Proof points established through SLA@SOI will be used to inform aspects of Intel IT's SOA and SOI migration activities, and strategy to increase agility and business impact while containing Total Cost of Ownership across the IT infrastructure. We will also explore the usefulness of research output to platform groups which develop IT building blocks for the industry.</p> <p>Intel will incorporate the findings of SLA@SOI in its information sharing activities with the IT industry and market.</p>
UDO	<p>The university of Dortmund is a scientific research partner. As such it participates in several projects and also works together in commercial projects with business partners. The group will use its expertise and connection to disseminate the project results within its scientific and commercial channels to provide wide adoption of the technology platform and to achieve sustainability of the results beyond the scope of the project.</p>
FZI	<p>Since FZI is an organization specialized in technology transfer of highly innovative solutions in the ICT sector, it has an extensive network of industrial partners, especially SMEs to whom it provides consultancy and training, but also targeted research and solution customization. The SLA@SOI project will be used to consolidate our position in the strategic domains of service-oriented software and quality of service. The results of the project will be directly incorporated in our consultancy activities for this sector and will constitute a valuable basis for future national and European research and development activities.</p> <p>The research group Software Engineering (SE) involved in the SLA@SOI project has a very close cooperation with the chairs of Prof. Dr. Oberweis, Prof. Abeck and Prof. Dr. Reussner at the University of Karlsruhe and will use these channels to raise awareness for these topics in the academic world and to allow the results of the project to flow into lectures at the University of Karlsruhe (TH). FZI believes that closing the gap between expected competences of future ICT professionals and the education they receive in universities is the key to the success of the ICT industry in Europe in the years to come.</p>
FBK	<p>FBK major goals are both scientific excellence and impact to the market and society. Its dissemination strategy is therefore twofold. From the one side, FBK will actively present the results through the scientific publications in top journals and conferences in the area of software and services. In particular, key people in the project are in</p>

	<p>the steering committee and in the program committee of the major international conference on service oriented computing (ICSOC). ICSOC will constitute one of the most effective means of dissemination of the research results of the projects through papers and the organization of workshops. From the other side, FBK has well-established collaborations with local SMEs, and will promote the results of the project through technology transfer projects. Special attention will be devoted to dissemination of results in the field of eGovernment, through current and future collaborations in national projects and with public bodies like CNIPA (Centro Nazionale per l'Informatica nella Pubblica Amministrazione). Moreover, FBK has launched a laboratory on Interoperability and eGovernment, the LEGO lab, which is open to research institutions and companies that want to invest in research and development in the area of eGovernment. As mentioned in the Case Study described in WP B6, eGovernment constitutes a significant test case for the result of the project, due to the special kinds of SLAs that can be established among public bodies, companies, and citizens. The project will take advantage of the LEGO lab to share results with research institutions and companies that are involved in the laboratory.</p>
PMI	<p>PMI is a research institution and its exploitation and dissemination interests are mainly concerned with the use of project results in courses at Politecnico, new consultancy opportunities (technology transfer initiatives) in cooperation with CEFRIEL (the IT centre of excellence at Politecnico), and presentation and publication of papers at the major international conferences (as well as tutorials and special-purpose workshops) and in the most prominent journals. The exploitable results of the project relevant for PMI are: (1) the experiences learnt in the definition, design, and implementation of the SLA@SOI framework; (2) the lessons learnt from tailoring the models and meta-models for predictable and manageable service-oriented systems; (3) the lessons learnt from the development of the industrial case studies.</p> <p>Exploitation actions related to consultancy services and courses will possibly start before the end of the project, but independently from the project itself.</p>
CITY	<p>The strategy of City University is based on two broad activities, namely:</p> <ul style="list-style-type: none"> • <i>Education and training:</i> City University offers a wide undergraduate and postgraduate portfolio of professionally accredited programmes. These programmes have a strong emphasis on the development and management of complex e-business solutions using industry standards and make use of two in-house industry funded labs: the SAP and the VODAFONE laboratories. The provision of these programmes incorporates innovative schemes of <i>industrial placements</i> of students including the <i>professional pathway</i> scheme whose students work full-time in University approved jobs that contribute to their educational experience along with their studies, and a postgraduate project scheme that is based on <i>industrial</i>

	<p><i>internships</i>. These mechanisms provide a framework for effective transfer of knowledge.</p> <p><i>Industrial collaborations and technology transfer</i>. City University has a long standing expertise in transferring research outcomes to the industry. Over the last few years, it has been engaged in several research and technology transfer activities funded by industry organizations including activities funded by Eurocontrol (EU), NATS (UK), Dstl (UK), BAE SYSTEMS (UK), Philips Research Labs (UK), UN-FAO (IT), and CSW (UK). Industrial contacts like these provide the basis for a proactive communication of the results of SLA@SOI.</p>
QUB	<p>QUB has in place a technology transfer officer position with the Belfast e-Science Centre (BeSC) whose job it is to promote the activities, results etc. of the Centre. This consists of developing educational and training material etc., organising events to promote grid computing in general and focused events based on particular sectors for example media. In addition, BeSC is a member of the Advisory Board of the UK's Knowledge Transfer Network called Grid Computing Now which is funded through the Department of Trade and Industry to promote grid computing in industry and commerce. QUB will use this network to promote the results of SAL@SOI. QUB is also a member of the EU ICEAGE project to promote education and training in grid computing throughout Europe and again will use this forum when appropriate to disseminate SLA@SOI results and activities.</p>
XLAB	<p>ISL is an online multimedia collaboration and support tool developed and sold by Xlab; In the previous years we have integrated basic Grid functionality in the system, which allows us to be more reliable, and provide higher degree of scalability of the system (this improvement was also result of the knowledge gained in DeDiSys (http://www.dedisy.org) project. Using peer-to-peer infrastructure we are able to relay various media streams (audio, video, text, remote desktop) between end-points participating in the collaboration session. Relaying of these streams requires the relaying nodes to provide sufficient capabilities for unhindered, smooth multimedia experience: as an example, a node relaying real-time video or audio stream must provide sufficient bandwidth so that the end-user experience is not interrupted by large delays or jitter. The SLA@SOI project has a natural match with the requirements for media streaming, which we use in the product, and therefore we plan to extend the product to support multiple SLAs depending on the application, location and user.</p> <p>Due to the fact, we are only Slovenian partner in the consortium; we will also disseminate the results through papers presented in research conferences, congresses, journals and magazines, which will provide awareness of the project in the general public and on a national level.</p> <p>Company has also history of publishing articles in local technological journals and magazines, and we plan to present the project results and efforts in a series of articles on the topic.</p>
GPI	<p>GPI is a small but very active player in the market of IT technologies</p>

	<p>for health-care and social welfare systems The aim of the participation of GPI is focused on e-government solutions applied to the fields of e-health and welfare, with particular attention to the modelling, assessment and evaluation of SLA. One of the most important outcomes of the project for GPI is the adoption of advanced service-oriented approaches and methodologies by the company, and the possibility to offer products that include the advanced SLA-based techniques developed within SLA@SOI. Being partner of LEGO (the Laboratory of interoperability and e-Government in the Trentino Region), GPI intends to adopt this laboratory as a facility to disseminate the results of the project and to share them with academy and with other companies.</p>
eTel	eTel intends to adopt SLA management techniques for the management of their own service portfolio.

7.3 Appendix C: SLA@SOI Standards

Standard name	Organisation	Status	Version	Description	URL
Service Component Architecture (SCA)	OASIS	Different states, depending on the specification	Comprises large number of specifications	<p>Service Component Architecture (SCA) is a set of specifications which describe a model for building applications and systems using a Service-Oriented Architecture (SOA). SCA extends and complements prior approaches to implementing services, and SCA builds on open standards such as Web services.</p> <p>SCA is based on the idea that business function is provided as a series of services, which are assembled together to create solutions that serve a particular business need. These composite applications can contain both new services created specifically for the application and also business function from existing systems and applications, reused as part of the composition. SCA provides a model both for the composition of services and for the creation of service components, including the reuse of existing application function within SCA compositions.</p> <p>SCA is a model that aims to encompass a wide range of technologies for service</p>	http://www.oasis-open.org/sca

				<p>components and for the access methods which are used to connect them. For components, this includes not only different programming languages, but also frameworks and environments commonly used with those languages. For access methods, SCA compositions allow for the use of various communication and service access technologies that are in common use, including, for example, Web services, messaging systems and Remote Procedure Call (RPC).</p>	
<p>Modeling and Analysis of Real-time and Embedded systems (MARTE)</p>	<p>OMG</p>	<p>OMG Adopted Beta Specification</p>	<p>Beta 2</p>	<p>MARTE consists in defining foundations for model-based description of real time and embedded systems. These core concepts are then refined for both modeling and analyzing concerns. Modeling parts provides support required from specification to detailed design of real-time and embedded characteristics of systems. MARTE concerns also model-based analysis. In this sense, the intent is not to define new techniques for analyzing real-time and embedded systems, but to support them. Hence, it provides facilities to annotate models with information required to perform specific analysis. Especially, MARTE focuses on performance and schedulability analysis. But, it defines also a general framework for quantitative analysis which intends to refine/specialize any other kind of analysis.</p>	<p>http://www.omgmarTE.org/</p>

Common Information Model (CIM)	DMTF	Preliminary	V2.3	CIM provides a common definition of management information for systems, networks, applications and services, and allows for vendor extensions. CIM's common definitions enable vendors to exchange semantically rich management information between systems throughout the network.	http://www.dmtf.org/standards/cim/
WS-Agreement	Open Grid Forum	Proposed Recommendation	V1.0	The Web Services Agreement Specification (WS-Agreement) is a Web Services protocol for establishing agreement between two parties, such as between a service provider and consumer, using an extensible XML language for specifying the nature of the agreement, and agreement templates to facilitate discovery of compatible agreement parties. The specification consists of three parts which may be used in a composable manner: a schema for specifying an agreement, a schema for specifying an agreement template, and a set of port types and operations for managing agreement life-cycle, including creation, expiration, and monitoring of agreement states.	http://www.ogf.org/documents/GFD.107.pdf
WS-Agreement-Negotiation	Open Grid Forum	Draft	V1.0	The WS-Agreement-Negotiation protocol will be used to negotiate and agree upon Service Level Agreements. It will enhance WS-Agreement beyond the simple "accept/reject" protocol and will allow complex negotiation scenarios as well as basic ones. It is work in progress without	https://forge.gridforum.org/sf/wiki/do/viewPage/projects.graap-wg/wiki/ReNegotiationWishlists

				any draft existing yet.	
Web Services Business Process Execution Language (WS-BPEL)	OASIS	Completed	V2.0	<p>Business processes can be described in two ways. Executable business processes model actual behavior of a participant in a business interaction. Abstract business processes are partially specified processes that are not intended to be executed. An Abstract Process may hide some of the required concrete operational details. Abstract Processes serve a descriptive role, with more than one possible use case, including observable behavior and process template. WS-BPEL is meant to be used to model the behavior of both Executable and Abstract Processes.</p> <p>WS-BPEL provides a language for the specification of Executable and Abstract business processes. By doing so, it extends the Web Services interaction model and enables it to support business transactions. WS-BPEL defines an interoperable integration model that should facilitate the expansion of automated process integration in both the intra-corporate and the business-to-business spaces.</p>	http://www.oasis-open.org/committees/tc_home.php?wg_abbrev=wsbpel

Web-Based Enterprise Management (WBEM)	DMTF	Different states, depending on the specification	Comprises large number of specifications	Web-Based Enterprise Management (WBEM) is a set of management and Internet standard technologies developed to unify the management of distributed computing environments. WBEM provides the ability for the industry to deliver a well-integrated set of standard-based management tools, facilitating the exchange of data across otherwise disparate technologies and platforms	http://www.dmtf.org/standards/wbem
Web Services for Management (WS-Management)	DMTF	Final	V1.0.0	WS-Management addresses the cost and complexity of IT management by providing a common way for systems to access and exchange management information across the entire IT infrastructure. By using Web services to manage IT systems, deployments that support WS-Management will enable IT managers to remotely access devices on their networks - everything from silicon components and handheld devices to PCs, servers and large-scale data centers. WS-Management is the first specification in support of the DMTF initiative to expose CIM resources via a set of Web services protocols.	http://www.dmtf.org/standards/wsman/
Java Management Extension (JMX)	Sun	Included into Java SE platforms	Included into Java SE platforms	The JMX technology provides the tools for building distributed, Web-based, modular and dynamic solutions for managing and monitoring devices, applications, and service-driven networks. By design, this standard is suitable for adapting legacy systems, implementing	http://java.sun.com/javase/technologies/core/mntr-mgmt/javamanagement/

				new management and monitoring solutions, and plugging into those of the future.	
GLUE	Open Grid Forum	To become Proposed Recommendation	V2.0	The GLUE Working Group from OGF provides a recommendation for an abstract information model which is expressed via a schema independent of information system implementations. The information schema will define the set of attributes and attribute semantics, the relationship between the attributes and the syntax for attribute values where applicable.	http://www.ogf.org/gf/group_info/view.php?group=glue
System Definition Model/System Modeling Language (SDM/SML)	Microsoft	?	?	The Microsoft System Definition Model (SDM) and the cross-industry Service Modeling Language (SML) proposed by Microsoft and nine other leading vendors can be used to create models that capture the organizational and operational management knowledge relevant to entire distributed systems. SDM and its successor, SML, are key technical innovations of the Dynamic Systems Initiative (DSI), a technology strategy led by Microsoft to enhance the Microsoft Windows platform and deliver a coordinated set of solutions that dramatically simplify and automate how businesses design, deploy, and operate distributed systems.	http://www.microsoft.com/business/dsi/default.aspx

Open Virtualization Format (OVF)	DMTF	Preliminary Standard	V1.1.1d	The Open Virtualization Format (OVF) Specification describes an open, secure, portable, efficient and extensible format for the packaging and distribution of software to be run in virtual machines.	http://www.dmtf.org/standards/published_documents/DS_P0243_1.0.0.pdf
Web Service Distributed Management (WSDM)	OASIS	Completed	V1.1	The WSDM, or <i>Web Services Distributed Management</i> , standard is more than a management protocol, SNMP trap handler, or simple distributed management technology. As a standard, it seeks to unify management infrastructures by providing a vendor, platform, network, and protocol neutral framework for enabling management technologies to access and receive notifications of management-enabled resources. Though built upon a standardized suite of XML specifications, it provides features to enable resources that other proprietary management technologies do not. It can be used to standardize management for many devices, from network management devices as well as consumer electronic devices, such as televisions, digital video disc players, and PDAs.	http://www.oasis-open.org/committees/tc_home.php?wg_abbrev=wsdm