NEXOF-RA

NESSI Open Framework - Reference Architecture

IST- FP7-216446



Deliverable D 11.2h Dissemination Means

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Change History

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1.0	09/07/2010	Final	Clara Pezuela	Submission to EC

EXECUTIVE SUMMARY

This document constitutes the final collection of all means used in NEXOF-RA for disseminating the project.

This document has been continuously updated with the produced dissemination tools.

This document is related to D11.1c Dissemination Report M28.



Document Information

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1 DISSEMINATION MEANS

To ensure the timely awareness and dissemination of the NEXOF-RA results in Europe, a number of the dissemination tools have been identified, addressing the target audience mentioned in section.3, these comprise:

- The project logo
- The web- site
- The brochure
- The slide –based presentation
- The fact -sheet
- The poster

1.1 The logo

The project consortium has selected a logo to be the project's identity and to create a well-distinguishable brand of the project. This logo is employed on all project related resources and many other material in order to make this brand known.



Figure 1: NEXOF-RA logo

We produced a volume logo for being used in stands (it was used in Nessi Project Summit stand, for example). It is a set of logo letters and symbols that are stick on the wall.



Figure 2: NEXOF-RA volume logo

1.2 Web-site

NEXOF-RA public web-site is the most important part of the communication plan and rapidly allows establishes links with interested parties: partners, users and decision makers. Through this portal, http://www.nexof-ra.eu/ the public documents and publications produced within the project are accessible, along



with links to specific sites. It also contains a password protected area for project partners.



Figure 3: NEXOF-RA web site homepage

The public area features the following:

- The Homepage, which includes links to the NESSI Strategic Projects (SOA4AII, Sla@Soi, Reservoir, Ezweb), National Technology Platforms or to European Institutions. It also includes next events to come and latest news, calendar and login area to restricted users. The web site has also embedded the NEXOF repository, highlighting the latest repository files related to Open Construction Process, Reference Architecture, pattern specifications, roadmap among others. The central area of the homepage is allocated for important events, news or information about the project. Currently the homepage gives direct access to the open contributions requests (for Roadmap, Requirements and Proof of Concepts).
- The Navigation menu which links the main sections and the NEXOF-RA website visible from all pages:
 - Home
 - What is NEXOF-RA
 - Consortium
 - Glossary
 - Newsroom
 - Open Contribution to NEXOF

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- Section pages collect specific information about related items to the project.
 - The What is NEXOF-RA section describes what NEXOF-RA is and expected outcomes of this project.
 - The Consortium section provides an overview of all NEXOF-RA partners as well as a link to their own websites.
 - The *Newsroom* section contains links to main publications, news, press releases, events and conferences attended by partners.
 - The Glossary section is divided into two categories: NEXOF-RAspecific and Not-NEXOF-RA-specific terms. NEXOF-RA-specific terms include all terms which are key for to the NEXOF-RA scope.
 - The Open Contribution to NEXOF section is based on what this process consists of and collects detailed information concerning all the Invitations to Contribute launched by NEXOF-RA. See D11.3d Collaboration Report for more information about received contributions here.

For restricted users (project's members), additional internal information and documentation about the project is available.

The portal is powered by Drupal and hosted at Atos Origin. The selection of Drupal has been based on the facilities this Content Management System offer for creating interest networks and after analyzing several choices. Different user roles are created in order to allow access to different site functionalities (internal project users and public in general).

The web-site has been periodically updated as new information becomes available when new achievements are reached within the consortium.

In the last period (M13-M28) the updating features of the web site have been:

- Publication of patterns (Enterprise SOA patterns, Internet of Services patterns and Cloud and IaaS patterns). They can be checked online in order to contribute by the NESSI Strategic or Compliant projects. Please visit www.nexof-ra.eu/?q=node/526 to start navigating online. The figure below shows and example of pattern:



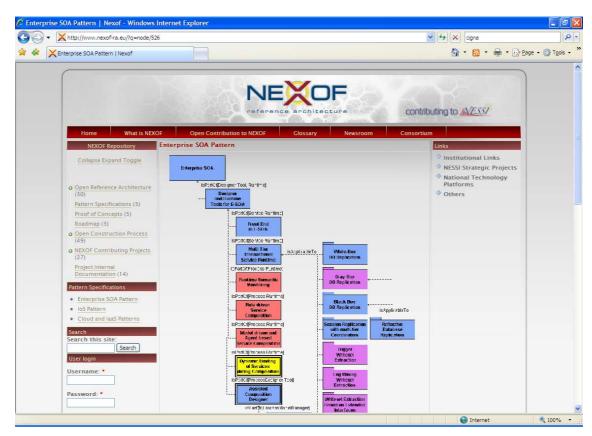


Figure 4: NEXOF-RA patterns example



Figure 5: NEXOF-RA patterns details example



- Adding of images to RSS feeds
- Uploading all the project deliverables in a proper format for external readers
- Improving the accessibility to the most relevant content in the repository (patterns, conceptual model, roadmap and PoCs results)

Currently, NEXOF-RA has still opened three open calls for contributions through the web site:

- A <u>public consultation of the NEXOF Roadmap</u> for comments in order to define the evolution of the NESSI Open Framework. The roadmap, issued in March 2010, is available on line at <u>www.nexof-ra.eu/?q=node/646</u> and the online feedback form is accessible at <u>www.nexof-ra.eu/?q=node/645</u>. Two contributions we have received through this public consultation.
- An Open Contribution for PoCs. This call intends to gain some additional support for what concerns validation of the selected architectural patterns promoted by NEXOF-RA until the end of the project. As the call will remains open after the end of the project, this call will be useful also to provide necessary information for other community project to continue the work and validate through PoC architectural patterns we defined but that we did not manage to assess during the project lifetime.
- An <u>Open Contribution for Requirements process</u>. This call has been open almost during the whole project. It is addressed to collect requirements for the reference architecture from external stakeholders of the project. Two contributions have been received through this process:
 - SOA Harbor (scenario S20), a scenario is about a simulation of a harbor in which packages are loaded or unloaded from/to ships and trucks, submitted by Students of the University of Duisburg Essen
 - Software as a Service (SaaS) CRM Multi Tier Enterprise Application in the Cloud (scenario S21), a scenario describing two architectural options for a Customer Relationship Management (CRM) solution that represent to ends of a continuum: on one hand a "classical fixed allocation of computed resources", on the other hand the "scalable allocation of laaS resources from a federated group of providers" submitted by IBM (Haifa)

1.3 The project brochure

A general project presentation brochure has been prepared. The aim of the brochure is to present the project to the general public. General information of the project as well as the project partner's list will be described.





NEXOF-RA is an specific project intended to deliver the inaugural part of NEXOF which is the architecture specifications. To build the specifications for the Open Framework Architecture, an open process of contribution has been defined to allow the involvement of all relevant initiatives and organizations concerned on building this Reference Architecture.

NessI is a European initiative in the field of Software in Services and involving a sortware in Services and involving a membership of over 300 organisations representing leading players including industries, SMEs, academia and users sharing the vision of a common long term strategy on software and services to contribute to Europe's competitiveness, job sustainability and curities of life. sustainability and quality of life.

One of its goals is NEXOF, the NESSI Open Framework, which is an integrated, consistent and coherent set of technologies, associated methods and tools intended to:

- □ provide European Industry and the Public Sector with efficient services and software.
- □ infrastructures to improve flexibility, interoperability and quality. □ master complex software systems and their
- provision as service-oriented utilities.

 destablish the technological basis, the strategies and deployment policies to speed up the dynamics of the services eco-system.

Open Construction Process

NEXOF-RA invites to join leading actors from both industry and academia, and contribute to this important community effort, in order to influence and build the service architecture of the future

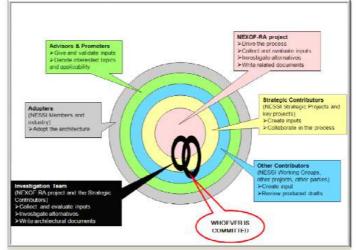


Figure 6: NEXOF-RA brochure

1.4 Communication slide-based presentation

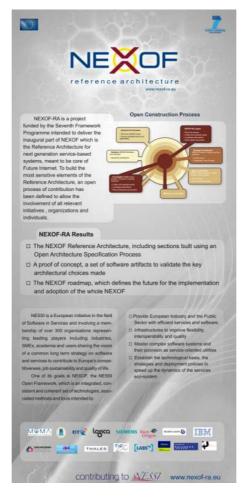
A master PowerPoint presentation for the NEXOF-RA project has been developed and made available for all partners to use as appropriate. The project presentation shows in a graphical way, what NEXOF and NEXOF-RA are, why NEXOF is innovative and how NEXOF will become the future infrastructure for a service-based economy. It is intended for a wide range of audiences. This presentation is already available in the NEXOF-RA website. In particular in the Newsroom section within the material. (http://www.nexof-ra.eu/?q=taxonomy/term/18)

1.5 Fact Sheet

Besides the brochure, additional promotional material has been produced from the start date of the project to for the NEXOF-RA dissemination. In this sense, the Consortium has created a fact —sheet to give a general overview of the project in terms of goals and expected outcomes. The fact sheet is available in the NEXOF-RA website. In particular in the Newsroom section within the material. http://www.nexof-ra.eu/sites/default/files/nexof_fact_sheet.pdf.

1.1 The Poster

A generic poster has been used in different events where NEXOF-RA has been presented.



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Figure 7: NEXOF-RA standard poster

It was also produced a specific poster for the FIA 2009.

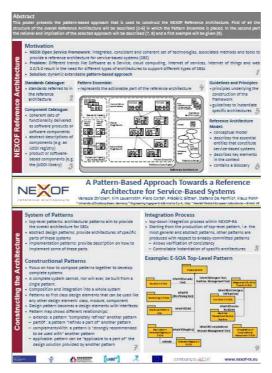


Figure 8: NEXOF-RA poster for FIA Stockholm

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