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D12.2.2 First Generation of SOA4All Publicity Material

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PP	Restricted to other programme participants (including the Commission)	
RE	Restricted to a group specified by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

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Glossary of Acronyms

Acronym	Definition
D	Deliverable
EC	European Commission
WP	Work Package

Executive summary

This deliverable describes the SOA4All publicity material created during the first year of the project. Such material is mainly targeted to external audience. Examples of publicity material include: poster, flyer, brochure and banner stand.

1. Introduction

1.1 Introductory explanation of the deliverable

The purpose of this deliverable is to describe the publicity material created in the SOA4All project.

1.2 Purpose and scope

The publicity material created in SOA4All is mainly targeted to external audience. Examples of publicity material include: poster, flyer, brochure and banner stand.

This document covers the publicity material produced during the first year of the project.

1.3 Structure of the document

This document is structured as follows. Section 2 illustrates the publicity material currently available in SOA4All. Section 3 draws some conclusions.

2.2 Banner stand

The banner stand (see Figure 2) can be shown at different dissemination venues where the SOA4All project is represented, such as conferences, symposia, project meetings and other similar events.



Figure 2 – SOA4All banner stand

2.3 Brochure

Also the brochure (see Figure 3 and Figure 4) is intended to be let available or handed out at different dissemination venues where SOA4All is represented, such as conferences, symposia, project meetings and other similar events.

The brochure features a 'Consortium' section with a group photo and logos for Atos Origin, SAP, BT, TXT e-solutions, ebm, ontotext, HANIVAL, seekda!, iSOCO, TIE, CEFRIEL, KIT, INRIA, The Open University, and STI - INNSBRUCK, MANCHESTER. A central text box states: 'SOA4All will help to realize a world where billions of parties are exposing and consuming services via advanced Web technology. SOA4All will provide a comprehensive framework and infrastructure that integrates five complementary and evolutionary technical advances into a coherent and domain-independent service delivery platform: SOA, Context Management, Web principles, Web 2.0 and Semantic Web'. A diagram shows 'Web' at the center, surrounded by SOA, Context, Web 2.0, and Semantic Web. A 'Project facts' box notes it is a Large-Scale Integrating Project funded by the European Seventh Framework Programme, under the Service and Software Architectures, Infrastructures and Engineering research area, endorsed by the Networked European Software and Services Initiative (NESSI), with reference 215219 and duration from 1 March 2008 to 28 February 2011. The right side features the SOA4All logo, the tagline 'SOA4All enabling a Web of billions of services', and an illustration of a globe with people icons. Logos for the European Commission, INRIA, and the Seventh Framework Programme are also present.

www.soa4all.eu www.nessi-europe.eu www.soa4all.eu

Figure 3 – SOA4All brochure (outer side)

A Web of billions of Services

SOA4All will help to realize a world where billions of parties are exposing and consuming services via advanced Web technology. The project will provide a *comprehensive framework and infrastructure* (the SOA4All Studio) that integrates five complementary and revolutionary technical advances into a coherent and domain independent service delivery platform:

- **SOA** as the emerging dominant paradigm for application development which abstracts from software to the notion of service.
- **Context management**, i.e., adapting services to meet local environmental constraints, organizational policies and personal preferences.
- **Web principles** to scale SOA to a world wide Web communications infrastructure.
- **Web 2.0** as a means to structure human-machine cooperation in an efficient and cost-effective manner.
- **Semantic Web** to automate service discovery, mediation and composition.

Incorporating Web principles into SOA

SOA4All aims at transforming service-oriented environments into architectures of billion of services. With this purpose it will integrate the principles which made the Web such a successful platform for the worldwide sharing of content. SOA4All seeks that everybody could be able participate either as a provider or consumer of information beyond the boundaries of enterprises, meaning that different roles will be made possible depending on the circumstances, and also means that the provisioning and modification of services must be under the distributed control of peers rather than being controlled by a central authority.

Incorporating Semantic Web into SOA

Service operations such as discovery, selection, composition, mediation and invocation in a world of numerous services need an advanced as self-managed as possible infrastructure. In order to achieve this we need to provide semantic descriptions for Web Services at many different levels, the creation of service locators based upon these descriptions and the creation of grounding mechanisms for invoking these services.

Incorporating Web 2.0 into SOA

SOA4All will make use of Web 2.0 technology as means to generate and access the semantic service layer. Properly including human interaction and cooperation will enable us to provide solution to certain tasks such as service ranking or mediation that remain otherwise unfeasible. Web 2.0 and human computing approaches together with their underlying social consensus building

Incorporating context into SOA

SOA4All will incorporate context in SOA as a means to customize service usage and provisioning on a worldwide scale, customizing the consumption of a service from the user perspective and from the provider expectations. The mix of semantic and context technologies in the SOA4All infrastructure will be a key enabler of dynamic adaptation of services to their context of use. To facilitate the deployment of semantic services on a global scale, context will cover a series of aspects ranging from system and location information to social settings and legal regulations.

Use cases

SOA4All use-cases investigate:

- How enterprise services can be integrated into the SOA4All service platform
- Creating the future of BTs Web21c/Rabbit infrastructure based on SOA4All technology
- How to apply the SOA4All results to the C2C domain.

The diagram illustrates the SOA4All Studio architecture. At the top is the SOA4All Studio, which includes a Processing Pattern, Consumption Pattern, and Analysis Pattern. Below this is the SOA4All API, which is semantically annotated and connects to the SOA4All Services Cloud (Semantic Spaces + ESS). The SOA4All Services Cloud is supported by a SOA4All API Semantically Annotated layer. At the bottom, the SOA4All Infrastructure Services are shown, including an Execution Engine, Reasoning Engine, Service Ranking & Selection Engine, and Discovery Engine. The entire system is supported by a Priority National WSSU Services layer.

Figure 4 – SOA4All brochure (inner side)

2.4 Poster

The SOA4All poster (Figure 5) is meant to be shown at dissemination venues where SOA4All is represented, such as conferences, symposia, project meetings and other similar events.

SOA4All A Web of billions of services

SOA4All contributing to the Future of Internet

SOA: as the emerging dominant paradigm for application development which abstracts from software to the notion of a service

Context: adapting to meet local environmental constraints, organizational policies and personal preferences

Web 2.0: as a means to structure human-machine cooperation in an efficient and cost-effective manner.

Semantic Web: to automate service discovery, mediation and composition

Web principles: To scale SOA to a world wide web communications infrastructure

Use Cases

End-user Integrated Enterprise Service Delivery Platform Investigates the possibilities and challenges related to the integration of new, dynamic, end-user driven service construction and delivery platforms associated with existing Enterprise SOA infrastructures such as SAP's NetWeaver.

BT W21C builds on the BT Web21c infrastructure and leverages SOA4All research and technology to allow end-users to access, use and create services based on BT's 'capabilities' including VOIP and SMS.

C2C eCommerce provides a reference service application that supports the setup of eCommerce applications in customer to customer (C2C) exchange settings, as designated by HANIVAL, TIE, TXT and Seekda, by integrating services over the Web.

Consortium Partners

Industrial partners: Atos Origin, BT, IBM, SAP, TXT

SMEs: ebim, HANIVAL, ISOCO, antotext, seekda, TIE

Academic / Research: SERIEL, INRIA, IRI, KIT, The Open University, MAREL

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Figure 5 – SOA4All poster

2.5 Other publicity material

Other SOA4All publicity material include:

- Factsheet
- Logo
- Slide template (for MS PowerPoint presentations)

Such material is already described in deliverable D12.2.1 “SOA4All branding” [2].

3. Conclusions

This document presented the first generation of SOA4All publicity material. Most of the project publicity material is available through the project Website [1], in the 'Resources' section, 'Publicity material' folder.

Some publicity material is undergoing some redesign, e.g., in order to achieve a common graphical style.

Moreover, publicity material could be updated or extended in order to reflect and disseminate new project results as they become available.

4. References

1. SOA4All Website: <http://www.SOA4All.eu/>
2. D12.2.1 SOA4All Branding, public deliverable, May 2008.