SeaClouds Project

D1.7.4

2nd SeaClouds Industrial Workshop

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PU	Public	X
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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Executive Summary

The Second Industrial workshop of the SeaClouds project took place under the framework of the **Cloud Expo Europe**[1], held on November 10th and 11th, 2015 in Frankfurt, Germany.

The goal of this workshop was two-fold: on one hand to present the new outcomes of SeaClouds to a professional audience, to attract potential stakeholders/adopters for our solution, and on the other hand, to obtain feedback from market experts that can help the SeaClouds Consortium keeping the last release of the platform aligned with the market trends and needs.

In order to draw the attention of a larger audience and to maximize the impact, the workshop was organized in conjunction with other four projects of the **Cluster on Software Engineering for Cloud Services and Applications**[2], of which SeaClouds is an active member. The objective of this cluster is to facilitate discussion and interaction among experts in the area, exchanging experiences and identifying research directions or challenges as well as common plans to address them.

The participation of other projects from the cluster allowed us not only to have a bigger stand in a more strategic location (which provided us a better visibility and relevance) but also to organize presentations/demos of each project in a dedicated theatre and to organize a round table about cluster-related topics.
Both our stand and our speaking sessions were quite interesting for the multiple visitors approaching our booth, many of which requested more information about the different projects involved.

This workshop was useful to raise the interest of top-level vendors like **IBM** or smaller telecommunication companies like **Iskratel**, from Estonia. The next months will be crucial to determine whether these connections can turn into concrete opportunities.
From a more internal point of view, this association with other projects of the cluster was useful to try to identify and analyze potential ways of collaboration, both within the cluster and with next year´s call for proposals.

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[1] http://www.cloudexpoeurope.de/
[2] https://eucloudclusters.wordpress.com/software-engineering-for-services-and-applications/

1. Introduction

1.1 Objectives

As we have already mentioned i previous deliverables, **dissemination** and **communication** activities comprise an important part of the **sustainability strategy** defined for **SeaClouds**. As a part of this strategy, SeaClouds has attended to many events and conferences, published many papers and scientific articles, and organized 4 workshops (2 scientific and 2 industrial ones), as described on the last dissemination deliverable D1.5.3.

Figure 1: Cloud Expo Europe Logo

The objectives of this strategy and therefore of the organized workshop, involve:
- Raising awareness about the project, its functionalities and its benefits.
- Present the new release of the software platform, obtaining feedback from industry players in order to validate the alignment of SeaClouds with current market needs.
- Engage potential stakeholders and adopters of our technology that could ensure the project continuity beyond the funding period.
- Identify some common ground with other projects that could lead to future collaborations.

With those objectives in mind, and with the size and type of audience attending this event, the **Cloud Expo Europe** represented the perfect scenario to present and evaluate the new version of the SeaClouds platform.

1.2 Why Cloud Expo Europe?

As reflected in the DoW, the SeaClouds project was committed to celebrate a second workshop at an industrial event. After celebrating the first one in the **Cloud World Forum**[3], the selected for the second one was **Cloud Expo Europe.**

This important and reputed series of events has its greatest exponent on the London show, with more than **15.000 visitors**. Since the dates for the 2016 edition were beyond the boundaries of the project´s lifecycle, we decided to

Figure 2: Exhibitors and sponsors

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[3] **http://cloudanddevopswf.com/**

attend the Frankfurt venue, celebrated on November 2015.

In the Frankfurt venue, figures for 2014 exceeded the 3.000 visitors (increasing an 83% from the previous year), more than **5.000 visitors** expected for the 2015 show.
In addition the number of visitors, the presence of more than 200 world-class high profile speakers and 200 leading international suppliers (like IBM, NetApp, RackSpace, Interoute, etc.) turned Cloud Expo Europe into the perfect scenario for the celebration of this workshop.

Attending the **Cloud Expo Europe** has allowed SeaClouds not only to present the new release of the platform to a business-oriented and highly specialized audience, but also to hear first-hand about the latest innovations and developments from the most definitive gathering of cloud technology leaders in Europe.

Besides showcasing SeaClouds and the other projects on a strategically-located booth (right behind a big vendor like IBM), Cloud Expo Europe offered us the possibility of presenting each project individually on a dedicated theatre, as well as organizing a round table about cluster-related topics with experts related to different projects of the cluster.

1.3 Agenda

The agenda of the Cloud Expo Europe was full of presentations, speaking sessions and networking opportunities. All these alternatives involved speakers in relevant positions **(CEOs, VPs, CIOs, etc.)** from top-level companies **(IBM, RackSpace, NetApp, etc.)**, which demonstrates the relevance of such event.

During the two days of the venue, stand number **455** of the **Cloud Expo Europe** hosted the booth of the Cluster on Software Engineering for Cloud Services and Applications, in which five different projects (**CloudTeams[4], CloudWave[5] , SeaClouds[6], SWITCH[7] and S-CASE[8]**) were represented.

Additionally to this, the theatre for **"Private & Hybrid Cloud / Service Providers & the Cloud Ecosystem"** hosted the presentation of each project and also a round table organized by the cluster. Further details on the presentations and round table are provided on section 2.2.

The full version of the complex agenda of the Cloud Expo Europe celebrated in Frankfurt, which held multiple sessions running in parallel in different theatres, is available at **http://www.cloudexpoeurope.de/files/ce_complete_211015_v2.pdf.**
An extract of this is shown in **Figure 2**, where all cluster-related sessions are displayed.

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[4] http://www.cloudteams.eu/

[5] http://cloudwave-fp7.eu/

[6] http://www.seaclouds-project.eu/

[7] http://www.switchproject.eu/

[8] http://www.scasefp7.eu/

MITTWOCH, 11. NOVEMBER 2015:

09:20 – 09:45		The Future workspace is no place! / Die Lösung ist "Login Online Desktop"!	Matthias Wessner, *Principal Architect, Login Consultants Germany GmbH*
09:50 – 10:15		Internationale Märkte erobern ohne eigene Telekommunikationsinfrastruktur – Wie Kreditech mit Twilio weltweit erstklassige Kundenkommunikation umsetzt	Till Kothe, *Business Architect, Kreditech*; Kai Boyd, *Director DACH, Twilio*
10:20 – 10:45		Panel: what are the different security implications of private, public and hybrid cloud for service providers, telcos and cloud ecosystems?	Perry Robinson, *Vice President & General Manager, Rackspace Managed Security*; Eric Vredeveldt, *CEO, Previder*
10:50 – 11:15		Commvault as a Cloud Enabler	Rick Hebly, *Cloud Solutions Consultant, Commvault Systems EMEA*
11:20 – 11:55		Panel: Pro und Contra für Open Source Cloud Lösungen	Moderator: John Fitzgerald, *Geschäftsführer & Leiter EuroCloud Kompetenzgruppe, Interactive Network Communications & Open Cloud*; Speakers: Andreas Jaeger, *Product Manager, SUSE*; Matthias Pfützner, *Solution Architect Cloud – DACH, Red Hat*
12:00 – 12:25		Panel: Cloud Compliance und Sicherheit – Die gemeinsame Verantwortung von CSP und Kunde	Moderator: Dr. Tobias Höllwarth, *Vorstandssprecher, EuroCloud Austria*; Speakers: Marius Vöhringer, *Principal DCX, Capgemini*; Rüdiger Giebichenstein, *Partner Cyber Security, IT-Compliance & Datenschutz, WTS Group*
12:30 – 12:55		Tschüss ISDN – willkommen in der Cloud	Jürgen Städing, *Chief Product Officer, NFON AG*
13:00 – 13:20		Reaching for the Cloud - Getting the Best of Both Worlds	Markus Zappolino, *SNIA Europe Germany Committee (EMC)*
13:25 – 13:50		Hybrid Cloud mit voller Kontrolle über die Daten – Ist das möglich?	Herbert Bild, *Sen. Solutions Marketing Manager CEMEA, NetApp Deutschland GmbH*
13:55 – 14:20		How Merck's 'cloud first' principle accelerates the digital transformation	Dr. Bernhard Schaffrik, *Head of Enterprise Architecture, Merck KGaA*
14:25 – 14:35		S-CASE presentation: S-CASE – a handly tool for rapid web service development	Andreas Symeonidis, *Ass. Professor Software Engineering, Aristotle University of Thessaloniki*
14:35 – 14:45		SWITCH presentation: SWITCH – software workbench for interactive, time critical and highly self-adaptive cloud applications	Alexandre Ulisses, *(R&D, innovation and funding manager), MOG*
14:45 – 14:55		SeaClouds presentation: seamless adaptive multi-cloud management of service-based applications	Javier Cubo, *University of Malaga*
14:55 – 15:05		CloudWave presentation: CloudWave: agile service engineering for the future internet	Ivan Febles, *Business Consultant, ATOS*
15:05 – 15:15		CloudTeams presentation: cloudteams: boosting collaboration of developers and end users together for better software	Dr. Sotirios Koussouris, *Project & Innovation Manager, NTUA Greece*
15:25 – 15:50		Panel: Software engineering for cloud services and applications

Figure 3: Agenda for the second day.

2 Outcome analysis

The outcome balance for the second industrial workshop organized by SeaClouds is quite positive. Besides supporting the dissemination and communication tasks defined for the project, this event has strongly contributed to raising awareness about SeaClouds. It has also been quite useful for collecting very valuable feedback from potential users that can help us improving the quality of the final solution.
Additionally, the workshop allowed us to establish some connections with key industry players (like IBM or Atos´ Canopy, who again visited our stand) who could be extremely important for the SeaClouds exploitation. The links and relationships established with other projects of the **Cluster on Software Engineering for Cloud Services and Applications** are also important for the potential adoption of SeaClouds technology or also for the potential collaboration on future research projects.
The following sections will detail a bit more these possibilities.

2.1 Stand Visitors and potential collaboration opportunities

Whether it was due to our strategic location (next to the stand of a big vendor like IBM), the increased visibility provided by a larger stand or by the greater uptake potential achieved by joining the cluster, the number of visitors (prowling the 50s) during the two days of the venue was quite important.

Although this gathering power cannot be fully attributed to SeaClouds (there were other four projects there), we can affirm (according to the feedback received) that it was one of the projects that aroused more interest.

This can be stated from the interest of multiple companies and organizations that visited our stand and speaking session, requested more info about the project, or attended the software demo.
One example of that is the interest shown by Gorazd Kovacic and Marko Potocnik, from **Iskratel** [9]. Based in Slovenia, Iskratel is one of the world´s important telecommunications equipment and solutions providers, with more than 800 employees across 30 countries.
They were mainly interested in how SeaClouds was doing the planning and the deployment on multiple and heterogeneous clouds and appreciated the demo. So, we showed them the demo. Since they were interested in a follow up of SeaClouds´ outcomes, we exchanged contact info and committed to stay in touch in the following weeks.

Another interesting visitor was **Nanno van der Laan**, from **Liquid Sequence**[10]**.** This company, which is based in the Netherlands, has a Digital Services Platform called **Harmony**. Built on top of Google spreadsheets, Harmony uses plain/natural language commands to allow developing, running and maintaining complex IT solutions.
After explaining him SeaClouds and how it works, we exchanged contact info to elucidate, in future conversations, the potential overlaps and opportunities that the SeaClouds-Harmony collaboration could have.

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[9] http://iskratel.com/
[10] http://www.liquidsequence.com/

Another important relationship established on this venue was with IBM. Javier Cubo, from UMA, showcased a demo of the SeaClouds platform to **IBM representatives** (see **Figure 5**). As a direct consequence of this demo, **Manuel Daza** the **SoftLayer Sales Representative for IBM in Europe** contacted us and we could discuss, in a telco, the possibility of including SeaClouds in the **IBM Marketplace** when a more stable/final version was available. Basically, Manuel Daza explained that sometimes, their customers need other providers different than SoftLayer or Bluemix. Therefore, they were considering on an open source solution such SeaClouds which maybe could solve this issue, with the possibility to include our SeaClouds platform, specifically the parts related to the multi-deployment on multiple providers.

Many other visitors from different companies (Seagate[11], Super Admins[12], Cogent Communications[13], Ipcom[14], Bulpros[15], etc.) approached our stand during the two days of the venue. Although the feasibility of these potential collaborations/adoptions is still being considered, first contacts to elucidate this have already taken place.

As happened on the previous industrial event, we also received the visit of a Canopy representative in our stand. In this case it was **Rainer Mewaldt, Vice President SaaS at Canopy**. Mr Rainer had already heard about SeaClouds and was interested on its functionalities and also it's potential to be offered as a service.

If the connections made on the first meeting were more oriented towards including SeaClouds in Canopy´s incubation program, the interest of Mr. Mewaldt was more oriented towards SeaClouds as a SaaS.

However, since our first face to face meeting with Canopy representatives was scheduled for the week after the Expo, no specific action points were defined. Instead, we agreed that after the f2f meeting, we would retake the conversations and decide the steps to follow.

To finalize with this visitors´ analysis we have to say that our audience on the **Cloud World Forum** also included the visit of representatives from the **European Commission**. In particular, we had the chance to talk with **Francisco Medeiros**, Deputy Head of Unit (Software and Services, Cloud Computing), who visited our stand and seemed very pleased with our initiative.

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[11] http://www.seagate.com/
[12] http://www.superadmins.com/
[13] http://www.cogentco.com/
[14] http://www.ipcom.at/
[15] http://www.bulpros.com/

Some pictures of the stand visitors are shown below.

Figure 4: Several visitors approached our stand

Figure 5: Showcasing a demo to IBM representatives

Figure 6: Our Stand on the venue

Figure 7: SeaClouds presentation, by Javier Cubo (UMA)

2.2 Cluster workshop

The theatre for **"Private & Hybrid Cloud / Service Providers & the Cloud Ecosystem"** hosted the presentation of each cluster partner project and also a round table organized by the cluster. As stated previously this workshop has been organized in conjunction with other four projects (SWITCH, CloudWave, CloudTeams and S-CASE), all of them members of the **Cluster on Software Engineering for Cloud Services and Applications**[16].

The reason for this is double. On one hand, it maximizes the impact of the workshop by having a bigger stand, a speaking slot for the project´s presentations, greater promotion within the venue, etc.

On the other hand, to contribute the promotion of the cluster and to foster collaboration among the cluster members.

Despite the reduced time frame of the round table, where a representative from each project participated, it faced interesting questions like:

- How could software engineering help software development to create better tools, enabling new and more agile workflows?

- What is the biggest challenge to software development productivity in the emerging Cloud/IoT/Big Data world?

- Can current interoperability problems be solved without the participation of the providers?

At this point, no specific actions have been defined, but the presence of the cluster for the first time, in an industrial event of this magnitude, and represented by so many different projects, has contributed to lay the foundations that may lead to future collaborations, whether this involves already existing projects or new proposals to be submitted.

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[16] https://eucloudclusters.wordpress.com/software-engineering-for-services-and-applications/

3 Conclusion and next steps

The general feeling after the event from the cluster members was quite positive. Although in some cases, no specific actions were defined as regards to exploitation of the projects or collaboration with other entities; on a more general level we have laid the foundation stone of a path that, in the long term, may be very important for the development of the each project and the cluster in general.

The positive reinforcement that this workshop and an event such the Cloud Expo Europe provide to the SeaClouds´ dissemination and therefore to its sustainability, is extremely important. Exhibiting the project to a highly-qualified audience with a more business-oriented profile was extremely useful not only for raising awareness among potential stakeholders but also to check the quality of our solution, assessing its alignment with current market needs and obtaining feedback from potential/future users.

In the specific case of SeaClouds, our visitors were impressed by the features offered by SeaClouds and the potential and the flexibility it offers by being an open source solution. As regards to the technical solution´s feedback, in general, the visitors were very interested in the possibility of SeaClouds providing a multi-deployment on different providers at the same time. Additionally, some visitors showed their interest on the possibility offered by SeaClouds to check if some violations were happening, as well as the connection between the deployment, the monitor and SLA components.

The relevance and effectiveness of the established connections will be elucidated in the following months, after the required teleconferences to determine the potential ways of collaboration and their feasibility. However, as described on the exploitation deliverable D7.4, one example of success connection is the one developed with Canopy as it has already yielded its first results with the SeaClouds incorporation to its incubation program.