



Driving Grid Adoption, Fostering IT Innovation

EGEE'08 Business Track, 22-23 September 2008, Istanbul, Turkey

EGEE's Business Forum is chartered with helping businesses capitalise on open source grid technologies by championing adoption success stories and addressing top-level challenges in the changing IT landscape. The EGEE'08 Business Track, 22-23 September 2008 in Istanbul Turkey, is the third in a successful series of dedicated sessions designed to bring the benefits of grid and related technologies to the attention of businesses that have not yet looked at these for their innovation. The Business Track will connect grid experts, end users and IT innovators to explore new opportunities for the adoption of distributed computing by engaging with EGEE through set processes designed to promote industrial involvement and collaborative developments.

The various sessions will address areas of interest to the international business community, exploring trends in distributed computing as we move towards new frontiers. In the Business Track Open Plenary, Erwin Laure, EGEE Technical Director, will present EGEE's Vision and Roadmap for commercial adoption and chart the course to face the new challenges ahead. Charles Brett, Forrester, offers insight into Forrester View on Grids, Cloud Computing and Ultra Modular Computing in a commercial environment. Imense, a UK-based SME, presents a use case illustrating how grid access can level the playing field for new companies wishing to demonstrate internet scale technology. David Sinclair will illustrate how involvement with EGEE and funding from STFC PIPSS have served as a catalyst enabling Imense to raise commercial funding and turn an idea into a business.

The increasing interest surrounding cloud computing, and its relation to grids, makes the Business Track and a conference keynote especially timely. On Wednesday, 24 September, Peter Vosshall, Vice President and Distinguished Engineer at Amazon.com will present "Web Scale Computing: The Power of Infrastructure as a Service." The Business Track Session on clouds & grids will explore the sea-change surrounding cloud computing and how it fits in the bigger grid picture. Talks focus on:

- Grids & Clouds: Evolution or Revolution, Marc-Elian Bégin, Six²; Cloud Computing - The New IT Economy, Avner Algom, IGT along with presentations from two new EBAs. Nick Trigg from Constellation Technologies presents the "SuperCloud" on the Net, while Steve Adams from Linalis outlines EGEE's training programme to companies and



individuals looking to leverage the power of the grid using gLite in their business.

The Business Track also features sessions dedicated to Data Management & Virtualisation; Modelling & Simulation; and Grid Economics & Business Models. Participants will gain new knowledge on:

- The benefits to be gained from the shift towards low-cost virtualisation from both a developer's and use case perspective with talks by Luca Regini on Avande Virtualised Grids. Shimon Agassi, IBM Haifa, offering an overview of the RESERVOIR project. Grid Services for Industry offered by the COMETA Consortium is explained by Roberto Barbara, COMETA; while a talk on Outsourcing applications using Virtualisation is presented by Kalle Happonen, HIP-TEK.
- The potential of modelling & simulation across a range of commercial sectors, with examples of how grids are enhancing real-time simulations from both European and international perspectives. Talks are delivered by Gaël Youinou, CGG Veritas, focusing on a Solution to Execute Geocluster on a Grid Environment; Jochen Krebs, Altair on the PBS Gridworks suite of tools; Marco Di Girolamo, HP (Italy) discussing Securing Grid-based Supply Chains; and Stefano Cozzini, ICTP & EUIndiaGrid on "BEmuse - A tool for drug design on the Grid".
- The current and future development and deployment of grids through new business models and best practices with particular reference to SMEs. Chris Bannick from Logica Management Consulting showcases the Economic and Business Modelling of Grid Computing developed by the GridEcon project. Perspectives from Turkey are brought by Yildiray Kabak, Software Research & Development/iSURF, focusing on Semantic Support for the Interoperability of Electronic Business Documents. Antonio Puliafito, University of Messina, presents PI2S2 and S-Sicilia towards the industrial world: services and applications. Bernhard Schott from Platform Computing (EBA), offers insight into the economic impact of business drivers for energy efficiency.

"The Business Track offers a prime opportunity to learn from an expert panel of developers and users, showcase success stories and pave the ground for future collaborative developments supported by EGEE's Business Programme", says Bob Jones, EGEE Project Director.

EGEE'08 and the Business Track also look at the future of grids in Europe. The concluding interactive panel discussion within the Business Track will offer an overview of the EGI (<http://web.eu-egi.eu/>) Blueprint in relation to industry, as



well as highlight best practices and key milestones. “We stand at a pivot point in distributed computing with a new push-pull towards both lowest common denominator components and higher level services. Coupled with the transition to a new model in grid infrastructures, moving towards a sustainable, long-term European Grid Initiative, the Business Track will offer valuable insight into current and future trends and requirements within the commercial sector”, concludes Jones.

EGEE’08 Registration: <http://egee08.eu-egee.org/index.php?id=345>

To join the EGEE Community & Business Forum:
<http://eu-egee.com/index.php?id=374>

Stephanie Parker, EGEE Business Forum