

ARTIST
FP7-317859



*Advanced software-based seRvice provisioning and
migrATion of legacy Software*

Deliverable D4.1
Initial Publication Material

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Abstract:	This deliverable focuses on the publication of the initial set of material that will define and promote project's identity. It includes the creation of a project logo, a project factsheet, an MS PowerPoint presentation providing a general description of ARTIST, project's official web site and templates for the official documents to be developed within the project. An initial Press Release was issued in diverse languages and will be promoted in different countries.
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Executive Summary

This deliverable focuses on the publication of the initial set of material that will define and promote project's identity. It includes information about the project logo, the project factsheet that was done at the beginning of the project, the MS PowerPoint presentation providing a general description of ARTIST; also it contains the project's official web site and all templates for official documents to be use within the project. An initial set of Press Releases were also written in diverse languages and will be promoted in different countries. Some proposed sites are: Grid Today, Computing Today, BBC science correspondent, national newspapers such as [The Guardian technology](#), Network Today, InfoWorld, Silicon republic, cio.com, ZDnet, GSGTW, Hola portal, Cordis, etc.

The material will be distributed through several dissemination channels with the ultimate goal to pave the way for the creation of an ARTIST community awareness that will be kept alive during project's lifecycle and engaged whenever is needed assuring an outcome that will not only be user-friendly but will fit to all the relevant stakeholders needs.

It must be mentioned that some of the initial set of publication material is part of ARTIST dissemination strategy and has been designed as a forerunner activity to results commercialisation. Thus, a detailed description of all dissemination proposed activities, including those mentioned in the current report, will be included in an upcoming WP4 deliverable, namely D4.2 "Dissemination strategy" due in M3 (December 2012).

Together with the current report, the following publication material/files are submitted:

- ARTIST logo,
- ARTIST Factsheet,
- ARTIST general presentation (MS PowerPoint file),
- Project web site (www.artist-project.eu),
- Press release (Issue 1) in 6 diverse languages, one content published in two different formats for two types of audiences,
- PowerPoint template to be used by partners when participating in respective events,
- Templates for project's official documentation and reporting
- Template to report partner's dissemination and promotion activity

1 Introduction

The present deliverable, D4.1 Initial Publication Material, as its name indicates, is a first and initial document produced in WP4 which deals with the dissemination activities of the project. The present deliverable also intends to provide consortium partners a guideline and reference to be used while creating awareness to the target community around ARTIST.

The initial publication material consists of a project logo, a project factsheet, an MS PowerPoint presentation providing a general description of ARTIST, project's official web site and templates for official documents to be developed within the project. An initial set of Press Releases were also created/written in diverse languages and will be promoted in different countries.

The following section briefly describes the ARTIST initial publication material.

2 Initial publication material

The project developed various resources to be used by the project partners. Common colour schemes and formats throughout the material help build brand identity and consistency.

For distribution purposes, a project logo, factsheet and web site were designed in conformance to the ARTIST style. Following the same style, an MS PowerPoint presentation and templates for official projects documentation were also created. The Press Release (Issue 1) aims to promote the project objectives and expected benefits for the software community and users willing to migrate to cloud their proprietary applications.

Promotion set of material is available to all partners and will be used in all dissemination activities carried out in our project.

2.1 ARTIST logo

Communication and branding is nowadays essential to enhance visibility and awareness of a project. The logo is the main graphic identity element and the key to build a successful dissemination campaign.

The logo is in all graphic material and documents related to the project. Therefore, the logo's design has been carried out in a way that can be a representative of ARTIST concept and vision.

The following figure (Figure 1) presents the ARTIST logo.



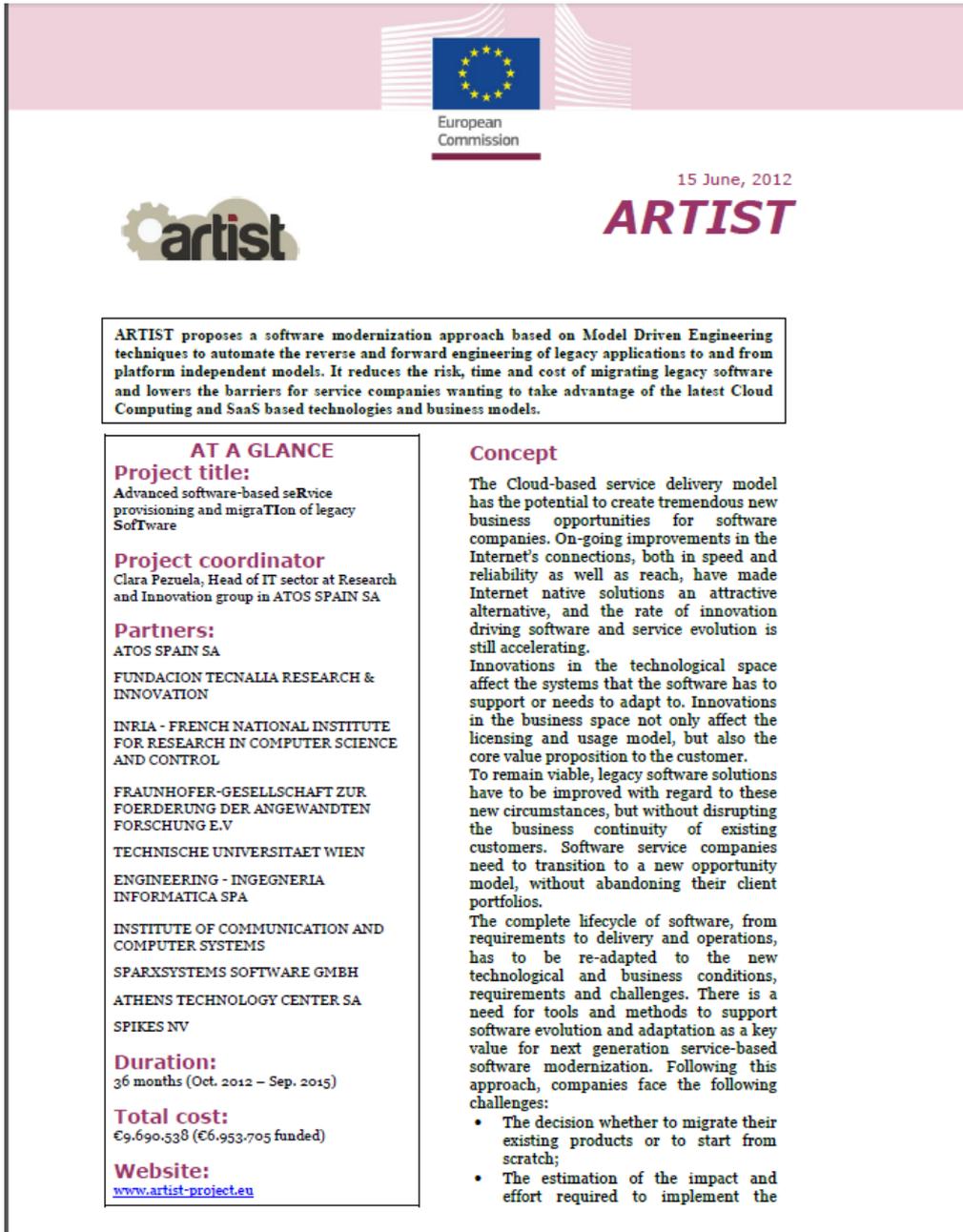
Figure 1: Project logo

The logo is reproduced in all reports and deliverables by the project and aid recognition in the audience. The audience can better associate different reports from the project and it gives the work and website a more professional look.

2.2 Factsheet

Before the project started, a factsheet was designed and created for dissemination purposes. The goal of the factsheet is to summarize briefly the core characteristics of the project and shows with more detail -compared to the poster- what the project key objectives and goals are. It presents the idea of the project, its objectives, challenges, as well as advantages and overall impact. All project partners' names are displayed, the total cost and the duration of the project.

The following figure (Figure 2) presents the ARTIST factsheet.



The figure shows a project factsheet for ARTIST. At the top, there is the European Commission logo and the date 15 June, 2012. The ARTIST logo is prominently displayed. A summary box states: "ARTIST proposes a software modernization approach based on Model Driven Engineering techniques to automate the reverse and forward engineering of legacy applications to and from platform independent models. It reduces the risk, time and cost of migrating legacy software and lowers the barriers for service companies wanting to take advantage of the latest Cloud Computing and SaaS based technologies and business models." Below this, the factsheet is divided into two columns. The left column, titled "AT A GLANCE", lists the project title, coordinator, partners, duration, and total cost. The right column, titled "Concept", describes the cloud-based service delivery model and lists challenges.

European Commission

15 June, 2012

artist

ARTIST

ARTIST proposes a software modernization approach based on Model Driven Engineering techniques to automate the reverse and forward engineering of legacy applications to and from platform independent models. It reduces the risk, time and cost of migrating legacy software and lowers the barriers for service companies wanting to take advantage of the latest Cloud Computing and SaaS based technologies and business models.

AT A GLANCE

Project title:
Advanced software-based service provisioning and migration of legacy Software

Project coordinator:
Clara Pezuela, Head of IT sector at Research and Innovation group in ATOS SPAIN SA

Partners:
ATOS SPAIN SA
FUNDACION TECNALIA RESEARCH & INNOVATION
INRIA - FRENCH NATIONAL INSTITUTE FOR RESEARCH IN COMPUTER SCIENCE AND CONTROL
FRAUNHOFER-GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V
TECHNISCHE UNIVERSITAET WIEN
ENGINEERING - INGEGNERIA INFORMATICA SPA
INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS
SPARKSYSTEMS SOFTWARE GMBH
ATHENS TECHNOLOGY CENTER SA
SPIKES NV

Duration:
36 months (Oct. 2012 – Sep. 2015)

Total cost:
€9.690.530 (€6.953.705 funded)

Website:
www.artist-project.eu

Concept

The Cloud-based service delivery model has the potential to create tremendous new business opportunities for software companies. On-going improvements in the Internet's connections, both in speed and reliability as well as reach, have made Internet native solutions an attractive alternative, and the rate of innovation driving software and service evolution is still accelerating.

Innovations in the technological space affect the systems that the software has to support or needs to adapt to. Innovations in the business space not only affect the licensing and usage model, but also the core value proposition to the customer. To remain viable, legacy software solutions have to be improved with regard to these new circumstances, but without disrupting the business continuity of existing customers. Software service companies need to transition to a new opportunity model, without abandoning their client portfolios.

The complete lifecycle of software, from requirements to delivery and operations, has to be re-adapted to the new technological and business conditions, requirements and challenges. There is a need for tools and methods to support software evolution and adaptation as a key value for next generation service-based software modernization. Following this approach, companies face the following challenges:

- The decision whether to migrate their existing products or to start from scratch;
- The estimation of the impact and effort required to implement the

Figure 2: Project factsheet

ARTIST factsheet can be found in the [website](http://www.artist-project.eu).

2.3 ARTIST general presentation (MS PowerPoint presentation)

ARTIST Project Presentation is part of the different dissemination tools designed to support the ARTIST dissemination efforts. This task includes the production/design of the project's presentation template and a project presentation. The template shall be used in all events and meetings where ARTIST results and activities are presented. It has been designed to facilitate the recognition of the project.

The ARTIST project Power Point presentation provides a general project overview, background information, objectives, rationale, partners and first results. This presentation will be continuously updated during the course of the project.

The following table (Table 1) summarizes the main characteristics of the ARTIST PowerPoint presentation.

Table 1: ARTIST MS PowerPoint presentation (template and overview)

Characteristics	Description
Objective	To be used during various conferences, and events
Key Message/Content	Convey ARTIST results
Target Stakeholder	Mainly public at conferences and events
Information Required & Level of Detail	About the ARTIST approach and components in the English language. The template forms the basis of presentations about the project at events
Information Providers	WP leaders
Communication Methods	The main presentation will be developed further with additional modules according to needs, geographical locations and languages
Activity Required for Production & Delivery	Local distribution and translations
Frequency & Timing	Update of the presentation based upon milestones
Feedback and Follow Up Activity	Get remarks from audience and make changes accordingly

ARTIST general presentation can be found in the [website](#).

2.4 The ARTIST Web site

As a central point for dissemination purposes, the ARTIST consortium has created the project website available since November 2012 at www.artist-project.eu. As we were working on this report the initial version of the website has been deployed, using the graphical features explained before. The content of the website will be incrementally posted and change frequently as the project evolves. We want to have a “vivid website” and publish relevant information about the project and highlight key results. Now only just a preliminary overview of the content is placed.

The ARTIST website contains, information regarding the project, its objectives, expected results, news, upcoming relevant events and project partners. Under the homepage, the web site provides a summary of the most important project information. Thus, there is an overview of ARTIST Facebook posts, released tweets, most recent news and upcoming events.

The main parts of ARTIST website are summarized below:

- **The Overview section (Home page)**, consisting of the project objectives, current status, the ARTIST vision and the selected approach.
- **The Community section**, consisting of the consortium table, the “contact us” page and links and forums relevant to ARTIST context.
- **The Downloads section**, to make accessible any related “public” dissemination material like publications, software and documents.
- **The Target section**, presenting the results and project’s potential impact for the relevant stakeholders.

- **The News section**, containing all ARTIST relevant news and events (past and upcoming) as well as all projects' collaborations.
- **The Private section**, through this area all partners have access to the project repository which enables all partners to communicate and exchange working papers, deliverables, etc.

The following table (Table 2) summarizes the main characteristics of the ARTIST website and Figure 3 presents ARTIST home page.

Table 2: Web site (www.artist-project.eu)

Characteristics	Description
Objective	The website will be visited universally by people outside the project.
Key Message/Content	The vision of ARTIST The use and value of the ARTIST context and objectives
Target Stakeholder	Users & Beneficiaries Influencers Providers
Information Required & Level of Detail	All internal and external documentation and material Extensive detail
Information Providers	All Project Partners
Communication Methods	Internet, social networks
Activity Required for Production & Delivery	Gathering various content from the partners Gathering content from other sources (e.g. other sites) Content/comments from users Website content managers insert all information through relevant functions of the website CMS
Frequency & Timing	Created at the very early beginning of the project and updated throughout the lifecycle of the project
Feedback and Follow Up Activity	ATC to ensure information is timely and relevant

The screenshot shows the ARTIST project website. At the top, there are social media icons for Facebook, Twitter, and LinkedIn, followed by navigation tabs: Overview, Community, Downloads, Target, News, and Private Area. The main header features the ARTIST logo and the tagline "Advanced software-based seRvice provisioning and migraTion of legacy SoftWare". Below this is a large image of a perspective grid on a glowing yellow surface. To the right of the image is a "Current status" section with a text block and three numbered buttons (1, 2, 3). The "Overview" section contains several paragraphs of text and a central circular diagram. The diagram shows a central "Repository" with arrows pointing to "Evolve" (top), "Migrate" (bottom), "Reverse Engineering" (left), and "Forward Engineering" (right). Other stages include "Legacy Product", "Migrated Product", "Certify", and "Test Deploy". Below the diagram is a list of challenges. The right sidebar includes "Upcoming Events" (IFIP IDMAN 2013, IFIPTM 2013), "Recent Content" (Project meetings), and "Twitter Posts" with two tweets. At the bottom, there is a footer with logos for the project and the European Union, a copyright notice, and a secondary navigation menu.

Overview

The Cloud-based service delivery model has the potential to create tremendous new business opportunities for software companies. On-going improvements in the Internet's connections, both in speed and reliability as well as reach, have made Internet native solutions an attractive alternative, and the rate of innovation driving software and service evolution is still accelerating. Innovations in the technological space affect the systems that the software has to support or needs to adapt to. Innovations in the business space not only affect the licensing and usage model, but also the core value proposition to the customer. To remain viable, legacy software solutions have to be improved with regard to these new circumstances, but without disrupting the business continuity of existing customers. Software service companies need to transition to a new opportunity model, without abandoning their client portfolios.

The complete lifecycle of software, from requirements to delivery and operations, has to be re-adapted to the new technological and business conditions, requirements and challenges. There is a need for tools and methods to support software evolution and adaptation as a key value for next generation service-based software modernization. Following this approach, companies face the following challenges:

- The decision whether to migrate their existing products or to start from scratch;
- The estimation of the impact and effort required to implement the modernization of a system is difficult and uncertain;
- Time-to-market is critical. Therefore the software development cycles need to change;
- High requirements for specialized skills due to a low degree of process automation.

A complete approach is needed that helps companies bring their applications and services into the Internet of Services, taking into account the implications of current architectures, and forecasting the implications of future ones. This requires the development of a new vendor and platform independent methodology and a new automation oriented toolset for reengineering, migration, maintenance and evolution. This is the mission of ARTIST.

Upcoming Events

- ▶ IFIP IDMAN 2013
- ▶ IFIPTM 2013

Recent Content

- ▶ Project meetings

Twitter Posts

ARTIST project
ARTISTeu

ARTISTeu ARTIST will be presented in the Collaboration Event organized by European Commission on the 16th October in Diamant Centre in Brussels 33 days ago · reply · retweet · favorite

ARTISTeu #IOSFuture Inclusion of productivity of software in H2020 agenda is significantly supported in the
 Join the conversation

Overview | **Community** | **Downloads** | **Target** | **News**

Current Status | Consortium Links | Material Publications | Results Impact | Artist News Related Events

Copyright © 2012, Website created by Athens Technology Center

Figure 3: ARTIST web site

2.5 Press Release

At the beginning of the project a press release was produced to promote the project objectives and expected benefits to the software community and users willing to migrate to cloud their applications. A second one will also be produced at the end of the project to elaborate the conclusions of the achieved results and fostering the adoption of project outcomes.

The press release was written in a way that is comprehensive for a wide range of people from the general public to scientific experts. Using metaphors tries to capture people’s attention with the ultimate goal to first of all be printed and secondly read by people. Trying to avoid being a boring and factual project abstract, thus not be circulated nor read, the consortium used a more journalist-oriented style with eye-catching key messages posted having always in mind that technical undercurrent should be both factually correct and not



misleading in claims. To this end, as press release is about making people aware that the project exists, the higher possible impact is envisioned.

Press release Issue 1 will be published in two different formats addressing different types of audiences. Even though ARTIST stakeholders will be defined in the following months when the ARTIST consortium will finalize the market analysis and dissemination strategy, it was decided that based on ARTIST initial approach regarding the stakeholders, the press release should vary according to the type of audience addressed to. Thus, the first format was based on a metaphor forming a 'fun' and light hearted document that will not only aim to grab people's attention but to capture people's imagination in order first of all to be printed and secondly read, while the second is based on a more serious and pragmatic/practical style mentioning the basic scientific challenges and objectives that ARTIST will be working on and subsequently trying to attract basically software practitioners/decision makers. The first version will be distributed to the press community and industry organizations, while the second to politicians (Members of the Parliament) and scientific community.

All partners will release it in their respective and relevant communication channels within their countries and markets, both in English and the local language, so it will be translated into Spanish, German, Greek, etc, thus reaching people from several countries in Europe and beyond. It will also be distributed to local press and local MEPs (Member of European Parliament) in each of the represented countries in the project.

3 Project templates

Aiming at facilitating the generation of documents, reports and presentations to be produced by the partners along the project, several templates have been included in this deliverable.

All the project templates can be found in a dedicated folder at ARTIST repository.

3.1 Deliverables template

Based on ARTIST image and style, a Microsoft Word template has been provided to the consortium for the generation of formal deliverables. Having a common template warrants the consistency among deliverables in format, structure and style.

Dx.x - <Deliverable Title> Version: v0.x - Draft, Date: xx/xx/2012

ARTIST
FP7-317859

artist

Advanced software-based service provisioning and migration of legacy Software

Deliverable D.x.x
<Deliverable Title>

Editor(s):	<Editor names>
Responsible Partner:	<Full name of company/organisation>
Status-Version:	Draft - v0.x
Date:	xx/xx/2012
Distribution level (CO, PU):	<Deliverable type e.g. Restricted, Public etc.>

Project Title: ARTIST Contract No. FP7-317859
Page 1 of 9 www.artist-project.eu

Figure 4: Deliverables template

3.2 Presentations template

In a similar way, a Microsoft Power Point template has been elaborated for allowing partners to use it in events, reviews, meetings or internal presentations related to ARTIST. This provides a homogeneous view and reinforces the project image.

3.3 Dissemination activity reporting template

Finally, a report template has been generated to facilitate the gathering of dissemination actions from partners. Information about publications submitted, events attended, blogs posted, etc will be collected from partners. Partners will be requested to provide this information in due reporting periods.

Artist Dissemination, Collaboration and Communication Report

1.1 List of Scientific publications

Title of the article	Items and Publications (Name, date, other info)	Name of author and Organisations

Table 1. List of Scientific Publications

1.2 General and Business publications

Title	Link or reference	Date	Partner/Institute (organisations)

Table 2. List of General & Business Publications

1.3 Events, Conferences, seminars, workshops, and webinars

Event	Date	Name and type of audience	Countries addressed	Size of audience	People attending

Table 3. List of events

ARTIST Consortium Page 3 of 3

Figure 5: Dissemination actions reporting template

4 Conclusions

This deliverable describes the initial set of publication material that will define and promote project's identity immediately after its official kick-off. The described means of dissemination is part of ARTIST dissemination strategy that will be detailed in deliverable D.4.2 "Dissemination strategy" due M3 (December 2012).

The initial set consist of a project logo, a project factsheet, an MS PowerPoint presentation providing a general description of ARTIST, project's official web site and templates for official documents to be developed within the project. An initial Press Release was also written in diverse languages and will be promoted in different countries. This set will pave the way to all ARTIST dissemination activities and will try to achieve early in the project the ultimate goals of dissemination, such as creating and/or enhancing public awareness, ensuring the involvement of targeted stakeholders in order to raise awareness of the work, activities and outcomes of the project.