

ISCOC/ServiceWave2009 Business Experiences Workshop

Business Opportunities and Challenges for Grid and Cloud Computing

Tuesday, 24th of November, 9.30 – 13.30

Overview

During the last years grid technology has been considered as a potential technology that would change the way of how computing is pursued both by the single, demanding user as well as in enterprises. Recently, cloud computing has entered the role of “the” revolutionary technological framework with the expectations of high business impact. While the technical robustness of the new solutions is one of the key requirements for the new technology adoption in industrial settings, the importance of business and legal aspects is often neglected. This imbalance between technical and business focus becomes very critical taking into account the well known fact that new technology deployment and product commercialization always have to be matched with the market need, market conditions, and associated business benefits.

This workshop provides a real world view of business opportunities and challenges for grid and cloud computing. Grid and cloud experts from industry and academy share their knowledge of:

- The latest market trends in grid and cloud computing
- The business challenges the market players (users and providers) face when developing and adopting commercial solutions based on grid and cloud computing
- Business models and product strategies
- Legal safeguards every provider and user should take into careful consideration before implementing their business ideas.

Organizers

- BEinGRID project
- IT-Tude.com
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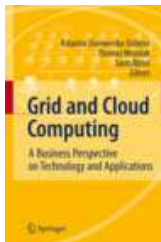


Programme

Workshop includes four presentations, one demo and industrial panel:

- *The Cloud Codex* (Keynote): John Barr, The 451 Group (45 min including Q/A)
- *From grids to clouds - the grid and cloud industry, business models, product strategies and markets*: Katarina Stanoevska-Slabeva, University of St. Gallen (25 min including Q/A)
- *Facing risks and building trust: Grid and cloud adopters and providers from a legal perspective*: Davide Maria Parrilli, Catholic University of Leuven / time.lex BVBA: (25 min including Q/A)
- *Cancer Radiotherapy Treatment Planning Tools on Grid. Cloud prospect*. Includes a demo. Andres Gomez, CESGA -The Supercomputing Center of Galicia: (35 min including Q/A)
- *Industrial panel - Grids and Clouds in Business*: John Barr (The 451 Group), Santi Ristol (Atos Origin), Katarina Stanoevska-Slabeva (University of St. Gallen), Theo Dimitrakos (BT), Davide Maria Parrilli (Catholic University of Leuven / time.lex BVBA), Andres Gomez (CESGA -The Supercomputing Center of Galicia) (80 min including Q/A)

Attendees to this workshop will be offered brand new BEinGRID publications:



Grid and Cloud Computing

A Business Perspective on Technology and Applications
Stanoevska-Slabeva, Katarina; Wozniak, Thomas; Ristol, Santi (Eds.)
2010, X, 274 p., Hardcover
ISBN: 978-3-642-05192-0

<http://www.springer.com/business/business+information+systems/book/978-3-642-05192-0>



Service Oriented Infrastructures and Cloud Service Platforms for the Enterprise

A selection of common capabilities validated in real-life business trials by the BEinGRID consortium
Dimitrakos, Theo; Martrat, Josep; Wesner, Stefan (Eds.)
2010, XV, 210 p., Hardcover
ISBN: 978-3-642-04085-6

<http://www.springer.com/computer/communications/book/978-3-642-04085-6>



Approaching the Cloud: Better Business Using Grid Solutions

Twenty-five Successful Case Studies from BEinGRID