

Grid technology is in a critical transition as it moves from research and academic use to wider adoption by business and enterprise. The use of Grid technology brings many benefits such as the greater utilization of IT resources and increased business flexibility with consequent reductions in overall cost for end-users, including security enhancements. Grid enables large, complex systems to be utilised effectively, promoting the sharing of networked resources and supporting new business processes across distributed administrative domains.

The lack of business reference cases to persuade potential users to explore the economic benefits of this important new technology is hampering commercial exploitation of Grid solutions across the European Union (EU). Increased general deployment of Grid technologies into the market will strengthen the EU's competitiveness and leadership in this key area.

The mission of BEinGRID is to establish effective routes to foster the adoption of Grid technologies across the EU and to stimulate research into innovative business models using Grid technologies.

The **strategic objectives** of BEinGRID are:

- To understand the requirements for Grid uptake in the commercial environment, involving software vendors, IT integrators, service providers and end-users.
- To enable and validate the adoption of Grid technologies by business.
- To design and build a Grid toolset repository with components and solutions based on the main Grid software distributions including: the Globus Toolkit, gLite, Unicore, Gria and basic Web Service specifications.
- To develop and deploy a critical mass of Grid-enabled pilots, embracing a broad spectrum of economic sectors with different needs and requirements in terms of technological Grid challenges.

Contract number
034702

Type of project
Integrated Project

Project coordinator
ATOS ORIGIN

Contact person
Mr. Santi Ristol
Diagonal Av. 200
08018 Barcelona
Spain
santi.ristol@atosorigin.com

Project websites
www.beingrid.eu
www.gridipedia.eu

Budget:
24.8 M euros
Maximum community contribution
15.7 M euros

Project start date
1st June 2006

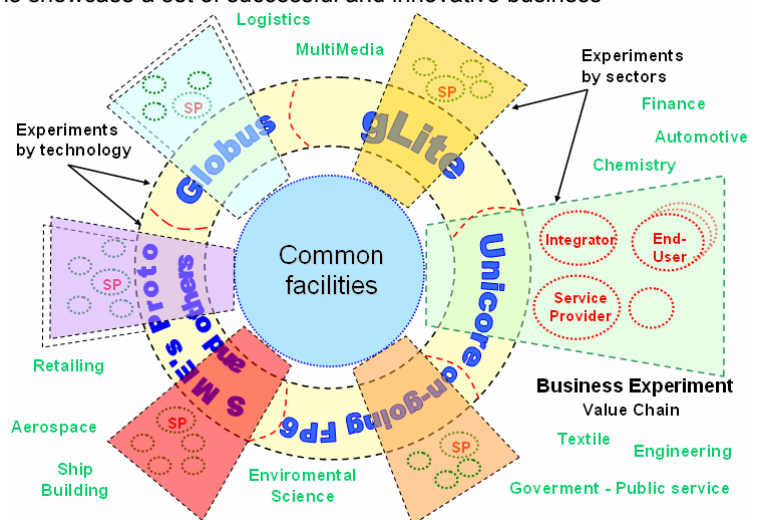
Duration
42 months

To meet these objectives, BEinGRID is undertaking a series of targeted **Business Experiments (BEs)** designed to implement and deploy Grid solutions across a broad spectrum of European business sectors (including the media, financial, logistics, manufacturing, retail and textile sectors among others). BEinGRID runs twenty-five BEs. The first eighteen BEs were launched at the outset of the project in June 2006. The second wave of seven BEs started in March 2008.

The project's wide variety of real Grid pilot applications showcase a set of successful and innovative business leading edge technology.

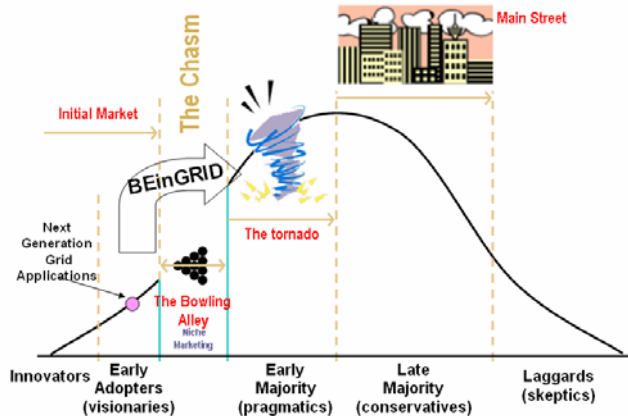
To minimise redevelopment of software components, BEinGRID will deploy innovative Grid solutions using existing Grid components from across the EU and beyond.

The partnership in each BE cuts across the full value chain of the targeted economic sector; from technology providers to different levels of users. Involvement of end users and service providers in the vertical business experiments pilots is considered crucial to produce successful case studies that support the transition of Grid technologies from an academic context to widespread enterprise adoption by building on the success of the early adopters of Grid solutions.





BUSINESS EXPERIMENTS IN GRID



It is well known that the point of greatest peril in the development of a market for new technology, such as the Grid, lies in making the transition from an early market dominated by a few visionary customers to a mainstream market dominated by a large block of customers who are predominantly pragmatists in orientation. The gap between these two markets is so significant as to warrant being called a chasm. Crossing this chasm must be the primary focus of any long-term high-technology marketing plan. A successful crossing is known to lead to success.

In essence, BEinGRID wants to find a *small niche* of mainstream organisations for which the deployment of Grid technologies will demonstrate a clear business advantage.

The BEinGRID Consortium is composed of 96 partners, led by ATOS Origin. Partners are drawn from across the EU and represent the leading Grid research organizations and a broad spectrum of companies keen to assess the benefits to their productivity, competitiveness and profitability from using Grid solutions.

The BEinGRID result repository has evolved as a professional web site called IT-Tude.com. IT-Tude.com connects emerging ICT research with business solutions, and offers your organization the opportunity to use this new and dynamic online platform for your own outreach. The website covers the newest and most promising technology and services: Cloud and Grid Computing, Virtualization, Software as a Service (SaaS) and more.

IT-Tude.com delivers:

- use-cases to relate to your business needs, especially for the SME
- neutral and dependable analysis to better advise you
- technology expertise to fulfill your IT side of operations
- emerging services and technologies to highlight future research
- and most of all: the link and online visibility that lets your organization jump onboard



Reach us at connect@it-tude.com

