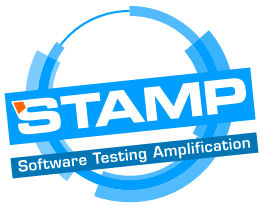
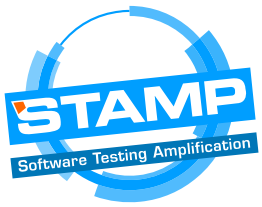


European Commission
Horizon 2020
Communications Networks, Content & Technology
Cloud & Software
Research & Innovation Action
Grant agreement n° 731529

Title:	WP6 – D62 – Communication Material
Date:	March 31, 2017
Writer:	OW2
Reviewers:	INRIA, TellU

Table of Contents

Table of Figures



European Commission
Horizon 2020
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Cloud & Software
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1. Summary

This report compiles the initial communication material developed to support the communication and dissemination activities – updated at each project review..

2. Revision History

Date	Version	Author	Comments
17-Mar-2017	1.0	Olivier Bouzereau (OW2)	Structure, initial content
27-Mar-2017	1.1	Olivier Bouzereau (OW2)	Corrections, updated figures

3. Objectives

This report lists the communication materials, non technical and outreach tools to be provided during IT industry events, open source community events, DevOps workshops and conferences.

This document should be updated at each project review.

4. Introduction

The Stamp project has multiple communication activities to reach as much as possible audience. The communication activities are divided by channel type such as scientific dissemination and industrial and community dissemination.

The implemented resources, as of February 2017, can be segmented between internal communication tools and external communication tools. Internal communication tools are detailed in D71 Quality Plan report.

This report summarizes the main resources offered to the consortium, listed by category of external communication tools (section 7). Five dissemination performance indicators are described (section 8) before the conclusion (section 9).

The following sections describes these resources, the technologies involved, and detailed information about their respective set-up to match the project objectives.

5. References

[1] Stamp quality plan: d71_stamp_quality_plan.docx

[2] Stamp Dissemination Plan: d61_stamp_dissemination_plan.odt

[3] Stamp Communication Materlal: D62_stamp_communication_material.odt
A link to the most recent version of this document.

6. Acronyms

EC	European Commission
DoA	Description of Actions
KPI	Key Performance Indicator
SQA	Software Quality Assurance
WP	Work Package

7. Communication material objectives

The project communication material is designed to convey the project approach and its open source results. They respect a common graphic identity and follow a production workflow allowing them to be rapidly suggested, designed and validated by the consortium members.

During the first quarter of the project lifecycle, the communication material provided so far are:

1. Stamp Logo and variations
2. Use Case Icons
3. Stamp QR Code
4. Stamp Business Cards
5. Stamp Stickers
6. Stamp FactSheet
7. Stamp Initial Project Presentation
8. Stamp floor standing Poster, a roll-up totem to be used at meetings and public events

More communication material, such as business and technical white papers, are planned and detailed in the D61 Dissemination Plan.

For instance, the STAMP consortium is presently preparing an illustrated leaflet with a CommitStrip. This communication material will serve the scientific popularization needs of the project.

7.1. Project Logo and Variations

A common graphic identity in all dissemination tasks allows for better visibility and recognition as well as branding of the project.

All dissemination tools and activities should refer to the name of the project, to the project's website URL (https://www.stamp-project.eu) and to the graphic elements and specifications described below.

The Stamp logo is used for all internal and external communication. Variations of the logo can be used if necessary (logo with baseline, S-logo, monochrome logo, favicon, etc.).

The Stamp logo and its variations are broadly shared on the private wiki as well as on the website, and on the project repositories. Stamp Partners can download the project logos on the public website[1]

The European Commission logo is also used for external deliverables, reports and communication materials. It is also embedded in the Stamp project document templates.

The following table summarizes the initial project logo that are shared in printed and online communication supports, as well as social networks (more information in D61 Dissemination Plan).

1 Stamp logos: https://stamp.ow2.org/bin/view/main/stamp-logo

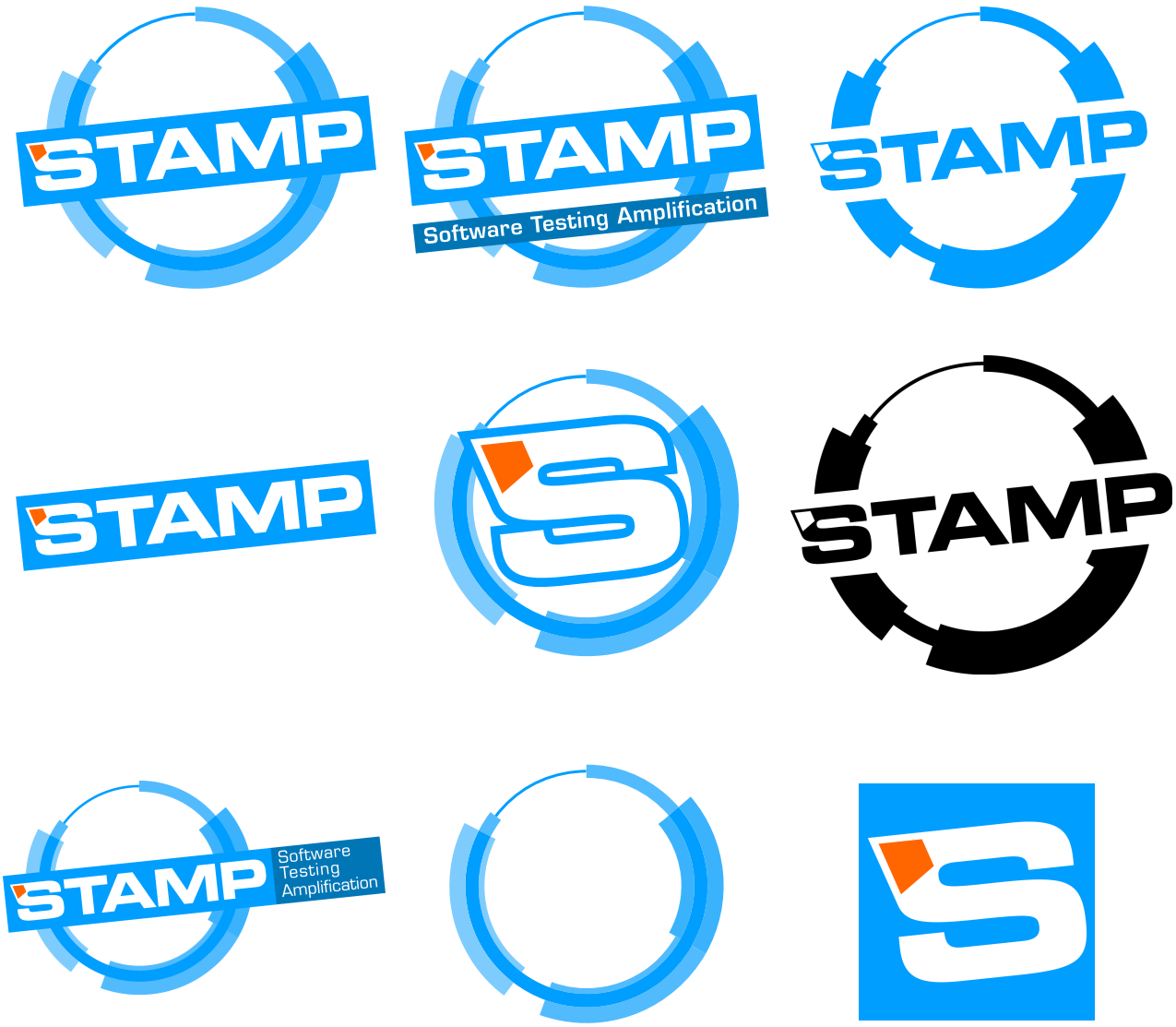


Figure 1: Stamp Logo and variation

7.2. Use Case Icons

The Stamp Project provides five use cases. Each one can now be represented by its own Stamp icon, based on the “stamp circle”. This graphical identity suggests a common design line, with shared technologies, concepts and/or open components.

Figure 2: Stamp Use Cases Icons

7.3. QR Code

Several interaction channels are offered from the Stamp project website. As more and more internet users and developers are consulting Internet services through their mobile devices, we are fostering the use of a Stamp QR Code on all printed communication material.

The QR Code (check Figure 3) will guide all smartphone and tablet users to the Stamp website. This should contribute to grow the Stamp community composed of developers and DevOps experts, a generation that is used to scan QR codes instead of browsing from a keyboard.

7.4. Business Card

The Stamp team is now able to distribute project business cards while interacting with potential partners or stakeholders.

Such business cards can be inserted in the communication kits provided at IT conferences, community events and workshops. The communication kit may also include, according to the participants, a project factsheet, a press release, Stamp white papers, tutorials, technical guides and stickers, for instance.

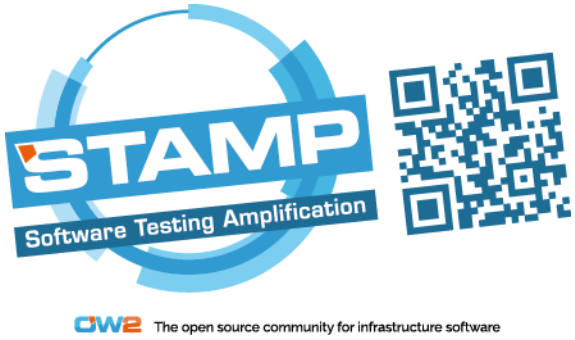


Figure 3: The Stamp Business Card includes the project QRCode

7.5. Stickers

The Stamp Project is targeting a community of developers and DevOps professionals who love to claim their open source software usage and contribution, using stickers placed on the backscreen of their laptops.

This attachment signals a development culture. Displaying creative tools software names, designers and automation experts are revealing how they can address their daily challenges.

That's the reason why we decided to offer printed Stamp stickers (with Stamp project name, and the custom 'S' logo) to build a Stamp community, proud to use open source software testing amplification.

Figure 4: Stamp Stickers

7.6. FactSheet

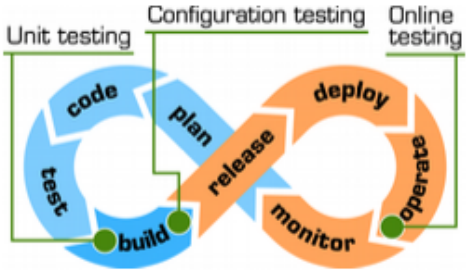
The project Factsheet is a single page document that summarizes the project objectives and DevOps benefits using Stamp open source microservices. The five use cases and the consortium members are also mentioned.

Increase Test Automation In Cloud Application Development

More automation. Leveraging advanced research in automatic test generation, STAMP aims at pushing automation in DevOps one step further through innovative methods of test amplification. Re-using existing assets (test cases, API descriptions, dependency models) STAMP can generate more test cases and test configurations each time the application is updated.

Less bugs. STAMP techniques aim at reducing the number and cost of regression bugs at unit level, configuration level and production stage. STAMP raises confidence and fosters adoption of DevOps by the European IT industry.

Industry-near, open source. Our industry-near research addresses concrete, business-oriented objectives. All results are open source and developed as micro-services to facilitate exploitation.



- Detect more regression bugs in the continuous integration phase
- Reduce configuration and scalability bugs before application deployment
- Identify more operation bugs in edge cases thanks to semantic logging

Five Use Cases

ProActive Workflows and Scheduling experiments configuration testing and runtime tests amplification.

ATOS FIWARE Smart City Ecosystem provides accurate testing support to FIWARE Generic Enablers.

TelluCloud e-health uses STAMP tools and methodologies to augment existing IoT/cloud test suites.

XWiki SAS hybrid Open Source business/project is using test amplification within its continuous integration server.

OW2 Software Quality Platform is applying STAMP three axis test amplification on a selection of open source software.

STAMP is developed by a consortium of nine partners bringing together excellence for research, innovation, education and industrial partnerships.

Project Partners: ActiveEon, Atos, Engineering, INRIA, OW2, Sintef, TU Delft, Tell.U, XWiki

Project Dates: December 2016 - November 2019

STAMP has received funding from the European Union's H2020 research and innovation programme.

More information: https://stamp-project.eu - **Contacts:** Olivier Bouzereau - OW2 Community - ob@ow2.org

Figure 5: Stamp Factsheet

7.7. Initial Project Presentation

The Stamp Project initial presentation is a short slideshow describing the consortium members, their missions, current needs in DevOps teams, continuous test amplification benefits, examples of test suites (DSpot JUnit, Descartes Mutation Engine), five Stamp use cases and five useful links.

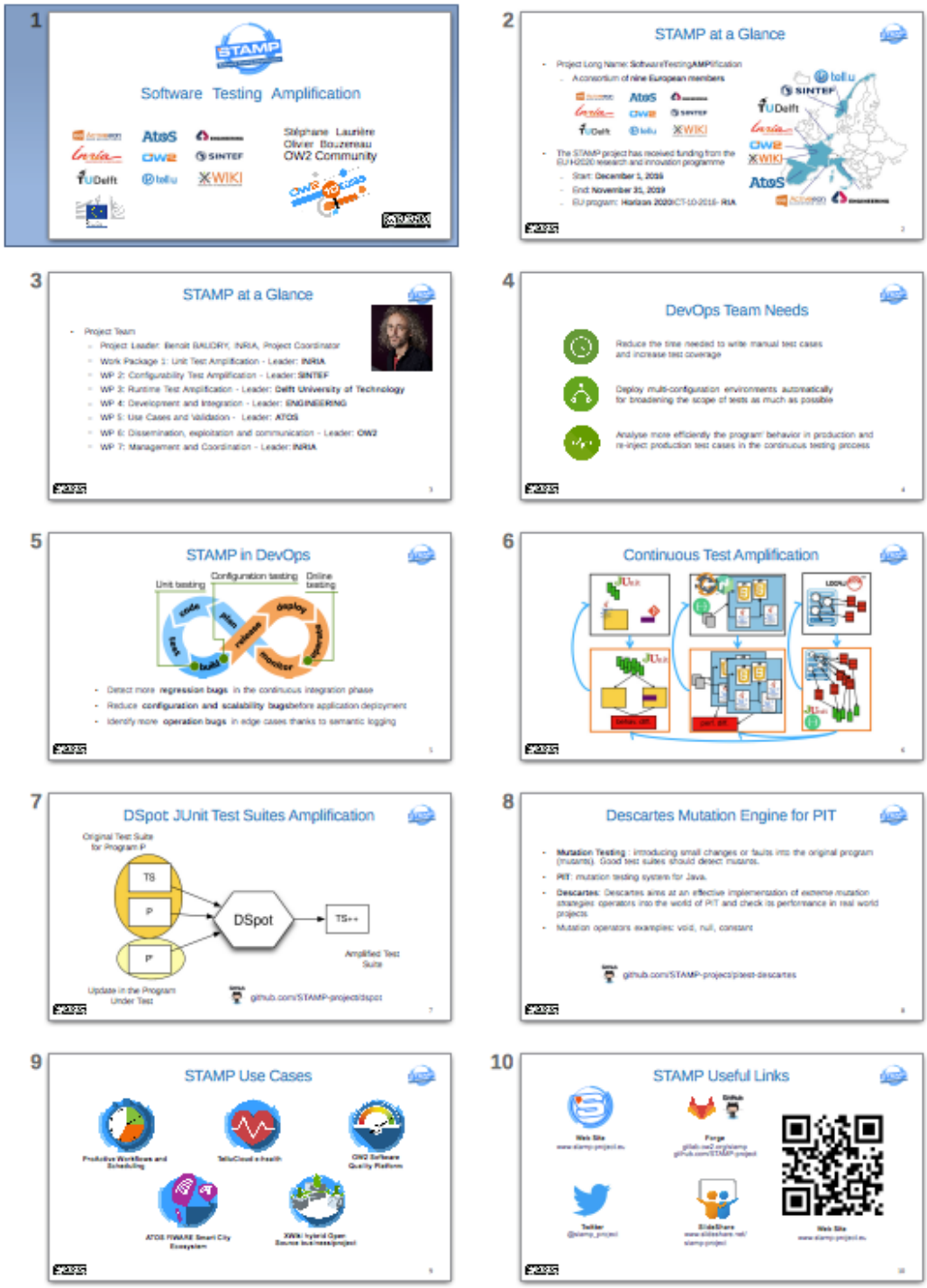


Figure 6: Stamp Initial Presentation

7.8. Floor Standing Poster

A floor standing poster has been designed to clarify the objectives of the Stamp open source results. It is an important communication material for face-to-face education, provided at IT conferences and workshops.

The roll-up totem central figure places three Stamp technical assets on the DevOps lifecycle, combined to reduce the number and the cost of regression bugs at unit level, configuration level and production stage.

The main benefits resulting from the Stamp tools usage also appear on this floor standing poster, along with consortium partners logos and the support of the European Commission, through the H2020 research and innovation programme.

Figure 7: Stamp Roll-up Totem

8. Conclusion

Eight different communication material have been designed and printed since the beginning of the project, four month ago. More material will be provided in a near future, as stated in D61 Dissemination Plan, including business and technical white papers, and an illustrated flyer.

Please, check out the collateral section of the website for up-to-date communication material: https://www.stamp-project.eu/bin/view/main/collateral

According to the project needs, the OW2 team will continue to design, print and share communication material, with more software details, such as hands-on installation and development guides.

Members of the consortium are invited to provide suggestions regarding communication material they would like to share with their partners, by contacting OW2 Management Office (mo AT ow2.org).

Regular updates of this report will be provided at each project review.