CYCLONE

Complete Dynamic Multi-cloud Application Management

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Innovation Action



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Final Dissemination and Communication Plan

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Editors list: Y. Demchenko (UvA)

Dissemination Level

\boxtimes	PU:	Public
	PP:	Restricted to other programme participants (including the Commission Services)
	RE:	Restricted to a group specified by the consortium (including the Commission Services)
	CO:	Confidential, only for members of the consortium (including the Commission Services)

List of Contributors

Participant	Short Name	Contributor
Interoute S.P.A.	IRT	Matteo Biancani, Domenico Gallico
Sixsq SARL	SIXSQ	Charles (CAL) Loomis
Technische Universitaet Berlin	TUB	Slawik, Mathias, Beguem Ilke Zilci
Fundacio Privada I2CAT, Internet I Innovacio Digital A Catalunya	I2CAT	José Ignacio Aznar Baranda, Eduard Escalona
Universiteit Van Amsterdam	UVA	Yuri Demchenko, Miroslav Zivkovic
Centre National De La Recherche Scientifique	CNRS	C. Blanchet, B. Brancotte, JF. Gibrat

CYCLONE-D2.4-v_Final Page 2 of 23

Change history

Version	Date	Partners	Description/Comments	
0.1	1/11/2016	UVA	Initial version and placeholders for data collection	
0.2	22/11/2016	UVA	First full version for internal review	
0.3	27/11/2016	UvA	Final draft	
	27/11/2016	IRT	Document Review	
0.4	30/11/2016	UvA	Final version	

CYCLONE-D2.4-v_Final Page 3 of 23

Executive Summary

Effective dissemination and communication activities are especially important for the CYCLONE project as an Innovation Action to ensure adoption of the project developments and products during and after the project duration.

CYCLONE Dissemination and Communication Plan (DCP) has been delivered in M3 and updated in M11 based of experience of the first year activities. Current deliverable provide another planned update in M23 based on the recent project developments in Year 2, experience and analysis of ongoing dissemination and communication activities. Updated DCP uses the same structure as previous DCP documents and outlines all the major activities and instruments that will be used by the project in Year3 to communicate the project results to the target communities. In Year 3 the main approach will be to use actively the project achievements, success stories and answer the user needs not only related to the main project's products but also inform users (including researchers, developers and cloud applications providers or operators) on the whole ecosystems of the successful implementation and use of cloud based applications in heterogeneous multi-cloud and multi-provider environment.

This update provides information about changes and forthcoming activities by the project to improve dissemination and communication activities, including publications, events organisation and attendance. The whole dissemination and communication activity actively involves existing partner network and their involvement into research and professional communities that would improve exploitation of the project results.

The presented updates are based on analysis of past activities, their effectiveness, and presents new planned activities, responding to new technology trends, suggestions from developer communities and demands from target user groups.

CYCLONE-D2.4-v_Final Page 4 of 23

Table of Contents

Lis	st of Contributors	2
Cł	nange history	3
Ex	ecutive Summary	4
1.	Introduction	6
2.	General Strategy Implementation and Update	7
	2.1. Dissemination and communication strategy in Year 3	7
	2.2. Branding, co-branding and communication channels	
	2.3. Maintaining Key Performance Indicators (KPI)	7
3.	Target Communities: Identifying and responding to needs of target communities	9
4.	Communication Channels	10
	4.1. Using CYCLONE network to disseminate and promote the project results and products	10
	4.2. Social Media	10
	4.3. Coordination and cooperation with the cluster projects	11
5.	DCP implementation: Activities plan for 2017	12
	5.1. Project website operation and improvement	12
	5.2. Dissemination materials and branding	12
	5.3. Planned conferences and other events attendance	13
	5.4. Planned contribution to standardisation activity in 2017	15
6.	Conclusions	16
7.	References	17
8.	Abbreviations and Definitions	19
	8.1. Definitions	19
	8.2 Ahhreviations	19

1.Introduction

The CYCLONE project aims at providing integrated service deployment and management platform for application service providers and individual cloud based services developers to simplify the services and applications development, deployment and test. The project targets integrating services from multiple providers and working with different stakeholders and user communities.

Effective dissemination and communication activities are especially important for the CYCLONE project as an Innovation Action to ensure adoption of the project developments and products during and after the project duration.

CYCLONE Dissemination and Communication Plan (DCP) has been delivered in M3 and updated in M11 in order to create a basis for coordinated and effective dissemination and communication activity for the first two years of the project development, building the prospective user community for the project products. The DCP describes channels, mechanisms and activities to deliver the main project results and products to different target groups identified by the project using targeted messages.

This update provides additional information about changes and forthcoming activities by the project to improve dissemination and communication activities, including publications, events organisation and attendance, which is based on existing partner network and involvement into research and professional community activity, with focus on more effective exploitation of the project results.

The deliverable provides short analysis of the past activities, their effectiveness and lessons learned. The presented updates includes new planned activities, responding to new technology trends, suggestions from developer communities and demands from target user groups.

The presented document has the same high-level structure as the previous D2.2 and D2.3 deliverables to allow easier linking of the proposed changes and updates with the original activities that remain in general not changed.

CYCLONE-D2.4-v_Final Page 6 of 23

2. General Strategy Implementation and Update

This chapter provides short analysis of the general DCP strategy based on the experience of the past 23 months of the project development and provide additional suggestions for improvement of DCP activities in the final project year 2017. This section doesn't provide report on DCP activities what will be the subject of the next WP2 deliverable D2.6 (M24).

Please refer to Chapter 2 General Strategy of the deliverable D2.2. Dissemination and Communication Plan for details on the DCP strategy adopted by the project and project objectives.

2.1. Dissemination and communication strategy in Year 3

The project has followed the DCP strategy presented in the deliverable D2.2 and revised in deliverable D2.3 which is proven successful even though it needs to be slightly refocused on promoting the current project results and products to build a sustainable user community and achieve positive effect on extending adoption of the major project tools, deployment models and approaches. Corresponding minor updates and extensions are presented along the whole document to address new priorities.

The project benefitted from the wide partner networks and multiple channels used by partners. This integration between the project network and partner networks will continue as project delivers new exploitable results.

2.2. Branding, co-branding and communication channels

The DCP implementation and activities have proved importance of well-defined branding strategy for effective dissemination and communication activity and building a consistent image of the project. The branding strategy has been developed at the early stage of the project and documented in deliverable D2.1 Branding Strategy (see deliverable D2.1, 2015).

This allowed to build continuous and consistent dissemination activity during first two years with gradually changing focus from rising awareness about the project in order to promote the project products and deliver success stories with first implemented bioinformatics use cases that is followed by the energy use cases (see Appendix A for the list of events in 2016 and corresponding publications).

Co-branding strategy is especially important for CYCLONE that builds the novel platform by integrating a number of components contributed by the project partners. Co-branding will also provide a basis for future CYCLONE results exploitation by partners after the project ends.

2.3. Maintaining Key Performance Indicators (KPI)

The WP2 dissemination activity maintains a number of KPI related to the Objective 8 - Disseminate the results of CYCLONE to a wide audience using diverse methods, such as a strong online presence and scientific publications

The project uses multiple channels to disseminate project results with primary focus on the target communities that are cloud based applications developers in research and industry. Results of first year and projected results of the second demonstrated fulfilment of the declared KPI. The first statistics on the KPIs has been provided in the first annual DCP reports D2.5 (M12) and in the midterm report. Final statistics for Year 2 will be presented in D2.6 (24) DCP Report for Year 2.

CYCLONE-D2.4-v_Final Page 7 of 23

Table 2.1. KPI statistics for the first 18 month (midterm review period)

KPI-8.1: Number of unique visitors to the CYCLONE online presence per week (Target: 50)

Web site visitor's statistic shows that CYCLONE website has in average 57 visitors per week during data collection period from November 2015 till July 2016, with variation from 25 to 100 visitors per week.

KPI-8.2: Number of CYCLONE software downloads per week (Target: 20) - not measured.

KPI-8.3: Number of news items on social media platforms per week (Target: 5)

The project uses two major channels for publishing regular news about the project: news items on the project website (average 1 news bi-weekly), LinkedIn forum messages and Twitter.

Twitter (account @h2020_cyclone) is the main news publishing channel, at the moment of reporting there is 366 tweets and 118 followers what averages to more than 5 tweets per week.

There are in total published 50 news articles on the project website covering project development updates, events, publications and presentations.

KPI-8.4: Number of scientific publications per year on CYCLONE topics (Target: 10)

This dissemination channel has long term impact as published papers are effectively cited many years after publishing. The project has strong research team what allows producing sufficient number of scientific publications. Current results include

- 10 publications in 2015, and
- 8 publications plus 3 submitted papers in year 2016

All publications are on the main research topics related to CYCLONE developments and practical use. All papers and publications are archived in one of recognized by academic community open access self-archiving service such as Arxiv,org, Researchgate.net, OpenAIRE or Zenodo.

CYCLONE-D2.4-v Final Page 8 of 23

3. Target Communities: Identifying and responding to needs of target communities

The DCP activity is focused on the target communities identified in the initial DCP plan (D2.2, 2015) and updated after the first project year (D2.3, 2015) that include general developer and provider communities and related to the specific application domains:

- Application Service Providers and Managed Service Providers
- Networking community (vendors and operators) that widely adopts Software Defined Networks (SDN) and Network Functions Virtualisation (NFV).
- Big Data and Internet of Thing (IoT) that require Intercloud and multi-cloud infrastructures provisioning and management.
- Bioinformatics community and potentially energy community.

While developing applications and tools for these communities, the project will identify and address their problems and challenges by providing targeted information, tutorials, targeted design templates and tools. The project will refer to the successful results in already supported domains (bioinformatics and energy) when targeting other communities.

As an example of already planned action, the project will produce a Whitepaper on the security and compliance for bioinformatics applications, other whitepapers will be considered.

CYCLONE-D2.4-v_Final Page 9 of 23

4. Communication Channels

This section provides a short overview of used communication channels and suggestions for their improvement and extension where relevant.

4.1. Using CYCLONE network to disseminate and promote the project results and products

The project will use already established network that is built by the project and involves also partner networks. The following activities will continue in Year 3 leveraging on experience and achievements in the first two years:

- Use the CYCLONE social media accounts to deliver project's news, updates on activities, new development, as well as collect feedback from the communities.
- Extend and plan focused project presentations at different conferences, technical events and concertation meeting which are relevant to project and have high expected impact on the project results adoption.
- Establish and/or extend cooperative and coordinating contacts with other H2020 cloud projects (part of EC Unit E2 Software Services and Cloud) and with other project such as GEANT4, ELIXIR in which the project partners are involved, as well as with the new projects related to European Open Science Cloud Pilot.
- Explore the possibility to organise a concertation event on effective use of cloud automation for emerging new data centric applications at one H2020 concertation conferences (like ICT2015).
- Organising workshops, special sessions, demos and other event at the conferences that provide access to target communities and stakeholders such as EU ICT events, TNC and EGI conferences, others

See Appendix A for the whole list of events where the CYCLONE project was presented and contributed in 2016.

4.2. Social Media

The project will continue using the social media presence and active interaction with followers' network as an important channel to disseminate information about project goals, developments and events. This will allows the project to reach a large group of potential users while providing flow of news about the CYCLONE developments among created groups of followers and subscribers.

The project focuses its social media presence and activities on LinkedIn and Twitter:

H2020 CYCLONE LinkedIn group
 This channel will be used to promote the project results, ongoing developments and maintain users and followers groups. Cross-posting with other relevant groups will be used to trigger active discussions and ensure group's growth.

CYCLONE-D2.4-v_Final Page 10 of 23

@H2020_CYCLONE Twitter account

Twitter is proved to be effective for posting regular project's news and additional coverage of events where the project is involved. The project Twitter account is linked with partners individual and in some cases organizational accounts that allows extending the reach of the messages and amplify their effect. The Twitter account is also effective for branding purposes when using the CYCLONE logo to ensure consistency with the rest of the project's communications.

4.3. Coordination and cooperation with the cluster projects

The Clusters of European Projects on Cloud is an initiative aimed at creating a joint collaboration between projects funded by the European Community in order to let them interact and find synergies among them. There have been defined four clusters based on specific topics and specific goals but all of them are focused on cooperation among members on technical aspects, on market trends analysis and on dissemination and exploitation activities.

CYCLONE is taking part of the Inter-cloud Challenges, Expectations and Issues cluster. In this cluster, CYCLONE main problematics, challenges and technical solution have been explained and included in a research roadmap report that the EC may consider as input for the preparation of future work plans. Additionally, this cluster represents a smart opportunity to share the results of the projects and discuss on the technical approaches. CYCLONE is mainly in contact with BEACON project in terms of cloud networking for cloud-federated environments.

During Year 3, CYCLONE will continue to its contribution to the cluster participating in the periodic conference calls and the different related events (NetFutures, CloudForward, etc).

CYCLONE-D2.4-v_Final Page 11 of 23

5.DCP implementation: Activities plan for 2017

This section provides information about the CYCLONE dissemination and communication activities planned for the final project year with the focus on sustainability of the project network and results. The planned activities leverage contacts, links and channels established during the first two years.

5.1. Project website operation and improvement

After implementing a far-reaching redesign of the CYCLONE website and creating a comprehensive content strategy, we will work on the following tasks in 2017:

- Keeping the website up-to-date with the 2017 developments. This includes writing regular news articles about implemented software, published papers, and other dissemination activities
- Providing high-level as well as detailed explications about CYCLONE use cases and their benefits for our target group
- Uploading more media items in order to provide comprehensive reading material for our visitors.
 This includes all published papers, presentation slides of related talks as well as our newsletters and deliverables.
- Reworking existing content to be in line with the content strategy.

At the end of the project we will take steps to ensure that the online presence and the material contained within are available for a longer period:

- Extending the domain registration
- Moving external content susceptible for eventual invalidation to the CYCLONE website
- Post related links to follow-up-activities
- Changing some content reflecting that the project will have ended

5.2. Dissemination materials and branding

The CYCLONE branding strategy has been developed from the very beginning of the project and was methodically implemented in all dissemination materials and activities during the first project year, however at the initial stage they were primarily focused on rising the community and stakeholders awareness about the project and its future products. The target for the second period will shift to promoting the project products and services, user support and outreach.

The second period will require updating existing dissemination materials and developing new ones to present results and products or services readiness status:

- Different leaflets and flyers focusing on CYCLONE products will be produced for major events in which the project will participate.
- CYCLONE Newsletters: 2 new newsletters summarising the project's ongoing activities and developments will be produced in Year 3.

CYCLONE-D2.4-v_Final Page 12 of 23

• CYCLONE posters will be produced for all conferences and events that allow posters. Based on past experience, posters are planned at least for EGI Conference 2017 and TNC17.

All above mentioned materials will use the main components of the CYCLONE brand such as logo, templates, and styles as well as specifically crafted messages to address different target communities.

All produced materials will be available via the project website and announced on social media.

5.3. Planned conferences and other events attendance

Table 5.1 below contains a list of suggested events and conferences where CYCLONE will intend to be presented in 2017, although subject to submission or application to be accepted. The events attendance will also be used for dissemination materials distribution and for talking to the target communities. Planned journal papers and book chapters are listed in Table 5.2.

Preliminary list of events and publications the project members participated in 2016 is given in Appendix A. More detailed information will be presented in the annual DCP report.

Table 5.1. Planned conferences and other events attendance and contribution by CYCLONE partners for 2017

Date (Month/Year)	Event, place	Planned partner contribution	Target community
(Worthly Tear)		Contribution	
	1000		
7-9 March	ICIN 2017: 20th Innovations in	Paper, poster, tutorial	Research, industry
2017	Cloud, Internet and Networks, Paris		
April 2017	The IEEE International Conference	Paper	European cloud
24.26	on Cloud Engineering (IC2E2017)		industry
24-26 April	IoTBDS 2017: 2nd International	Paper	European cloud
2016	Conference on Internet of Things, Big Data and Security		industry
April 2017	Cloud Expo Europe 2017	Attendance, market	European cloud
(TBC)	London, UK	research.	industry
	http://www.cloudexpoeurope.com	Dissemination materials	
		distribution, talking to	
		target user groups.	
April 2017	EGI2017 Conference,	Poster and demo,	European Research
	Amsterdam	Project presentation	Infrastructure, Grid
			and Cloud, Data
			community
April 2017	CYCLONE Usecase Hackathon,	Organisation	CYCLONE Use cases
	CNRS IFB, Paris		developers
May 14-17,	CCGrid 2017 17th IEEE/ACM	Workshop, paper, tutorial	European cloud
2017	International Symposium on		industry
	Cluster, Cloud and Grid Computing.		
	Madrid, Spain		
May 14-17,	IEEE Workshop on Cloud	Workshop organisation,	Cloud services and
2017	Computing, Interclouds,	paper presentation, panel	infrastructure
	Multiclouds, Federations, and	organisation.	researchers and
	Interoperability		developers,
	In conjunction with the IEEE		researchers from big

CYCLONE-D2.4-v_Final Page 13 of 23

	CCGrid2017 Conf in Madrid, Spain		companies.
May 29 – June	TERENA Networking conference	Multiple forms of	Key European
2	https://tnc17.geant.org/	contribution: papers,	networking
		posters, BoF, lightning	community event,
		talks, demo	400-700 attendees
Not	GECON - Conference on the	Paper on CYCLONE	Researchers and
announced	Economics of Grids, Clouds,	developments in Y3	practitioners from
	Systems, and Services 2017		information science
	(Biarritz, France)		and business
			computing areas
6-9 June 2017	IoT Week 2017, Geneva	Paper, concertations with	
		other projects	
June 29 - July	The Third International Conference	Paper	Security community
1, 2017	on Information Security and Cyber		of practice
	Forensics (INFOSEC2017), Slovakia		
July 3-6, 2017	JOBIM 2017 (French main	Multiple forms of	French
	bionformatics conference), Lille,	contribution: posters,	Bioinformatics
	France	demo, BoF	community
July 21-25,	The 25 th conference on Intelligent	Multiple forms of	International
2017	Systems for Molecular Biology and	contribution: posters,	Bioinformatics
	the 16 th European Conference on	lightning talks, demo	community
	Computational Biology, ISMB/ECCB		
	2017, Prague, Czech Republic		
July 17 – 21,	The 2017 International Conference	Paper, poster, panel	Academic, research,
2017	on High Performance Computing &		industry
	Simulation (HPCS 2017), Genoa,		
	Italy		
Not	ICT2017	Multiple forms of	EC, European
announced	TBD	contribution: papers,	networking
(expected Oct		posters, BoF, lightning	community
2017)	IEEE Claud Com 2017 Comforting	talks, demo	Claud carrier ''
December	IEEE CloudCom2017 Conference	Multiple forms of	,
2017	(place to be announced)	I	research: and
		posters, BoF, lightning	industry.
Docombor	NotCloud2017 Workshop	talks, demo	Cloud
December 2017	NetCloud2017 Workshop Collocated with CloudCom2017	Workshop organisation,	Cloud and
2017	Or other conference in Europe	papers submission, pane; discussion	networking
	Or other conference in Europe	uiscussion	community: research
			and industry

Table 5.2. Planned journal publications or book chapters in 2017

Submission / Publication dates	Title of publication	Planned partner contribution
March 2017	Book: Big Data Analytics for Sensor-Network Collected Intelligence, Elsevier	Book Chapter: Cloud Computing Infrastructure for Data Intensive Applications

CYCLONE-D2.4-v_Final Page 14 of 23

5.4. Planned contribution to standardisation activity in 2017

Standardisation is especially important for CYCLONE as an innovation project in order to increase the products adoption on a longer time period. Standardisation typically involves industry experts and representatives from provider community, developers, major industry companies and have strong impact on the technology adoption.

The project will continue its contribution to standardisation activity in 2017, and will extend it if it will be required for target adopters and user community.

Table 5.3 lists the target standardisation bodies where CYCLONE will focus its DCP activity.

Table 5.3. Planned contribution to standardisation activity in 2017

SDO	Committee,	Partner	What kind of contribution	Impact/ community
	Working group, topic	involved		
NIST	Big Data WG	UvA	Big Data Infrastructure, Big Data services architecture, cloud infrastructure for data centric services	Whole cloud industry, other IT sectors
IETF	SDN/NFV, Cloud services delivery infrastructure	UvA	Follow development and identify standards to implement or comply	Compatibility with industry standards, interoperability
DMTF	Cloud CIMI	SixSq	Follow CIMI standard development. Early implementation and feedback on cloud services description format for management purposes	Industry and wide developers community
TMF	Multiple standards development on Cloud services management, Zero Touch Provisioning. Use in research and education Affiliate University membership.	UvA	Follow development, provide feedback on topics: Cloud/multi-cloud services deployment, management and operation.	Telecom industry, emerging cloud laaS providers
CSA	Best Practices and guidelines documents. Cloud services, security, compliance	SixSq, TUB, UvA	Contribute, feedback, use in research and cloud education. Topics: Cloud security, Big Data security, federated security services '	Whole cloud industry, research community

CYCLONE-D2.4-v_Final Page 15 of 23

6. Conclusions

The proposed update of the Dissemination and Communication Plan is based on the results and experience of conducting dissemination activities in the first and second years of the project development. Appendix A provides a short summary of the main publications and events attended by the project members and summary of the standardisation activities.

The document presents an updated list of conferences and events for 2017 with the specified goals and expected outcome as well as updated list of targeted contribution to standardisation activities. Analysis of activities and achieved results allows to conclude that the initial DCP was developed correctly and not many changes are required.

The deliverable contains only updated sections and refers to the previous DCP deliverables D2.2 and D2.3.

CYCLONE-D2.4-v_Final Page 16 of 23

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Submitted papers

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CYCLONE-D2.4-v_Final Page 17 of 23

- 13. Fatih Turkmen, Yuri Demchenko, On the Use of SMT Solving for XACML Policy Evaluation, IEEE CloudCom2016 Conference, 12-15 Dec 2016, Luxembourg, Submitted paper
- 14. Miroslav Zivkovic, Charles Loomis, Yuri Demchenko, Runtime application performance management for multi-cloud CYCLONE environment, IEEE CloudCom2016 Conference, 12-15 Dec 2016, Submitted paper

Posters

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CYCLONE-D2.4-v_Final Page 18 of 23

8. Abbreviations and Definitions

8.1. Definitions

No specific definitions are introduced in this document.

8.2. Abbreviations

CSA Cloud Security Alliance

DC **Data Center**

DMTF Distributed Management Task Force

E2E End to End

EGI **European Grid Initiative** laaS Infrastructure-as-a-Service **IPR Intellectual Property Rights** IT Information Technology

IFFF Institute of Electrical and Electronic Engineers

IETF Internet Engineering Task Force

NaaS Network-as-a-Service

NIST National Institute of Standards and Technology (USA)

OGF Open Grid Forum PaaS Platform-as-a-Service Point of Presence PoP Research Data Alliance **RDA** SaaS Software-as-a-Service SDN Software Defined Networks

SDO **Standard Development Organisations**

SN Social Network SP Service Provider

TCTP Trusted Cloud Transfer Protocol TMF

TeleManagement Forum

TNC TERENA Networking Conference

CYCLONE-D2.4-v_Final Page 19 of 23

Appendix A Events and publications by CYCLONE partners

A.1. Events and publications by CYCLONE partners in 2016

Table A.1. Conferences and other events where CYCLONE participated and/or contributed in 2016

Date (Month/Year)	Event, place	Partner contribution	Target community
8-9 - March 2016	Cloudscape VIII Brussels, Belgium 8-9 March 2016, Brussels	CYCLONE Poster, demo, presentation. Dissemination materials distribution	EU cloud research community and industry, FP7/H2020 projects
12-13 April 2016	Cloud Expo Europe 2016 London, UK	Attendance, market research. Dissemination materials distribution, talking to target user groups.	European cloud industry
4-8 April 2016	IEEE Workshop on Cloud Computing, Interclouds, Multiclouds, Federations, and Interoperability, in conjunction with the IEEE International Conference on Cloud Engineering (IC2E) Berlin, Germany	Workshop organisation, paper presentation, panel organisation.	Cloud services and infrastructure researchers and developers, researchers from big companies.
June 2016	CLOUD 2016 – 9 th IEEE International Conference on Cloud Computing (CLOUD 2016)	Paper on Cloud Service Matchmaking and Brokering.	International academic and industrial researchers and practitioners.
13-16 June 2016	TNC16 - TERENA Networking Conference 2016 Prague, Czechia	Posters, demo	Key European networking community event, 400-700 attendees
20 June 2016	Med-Hoc-Net 2016 : Annual Mediterranean Ad Hoc Networking Workshop, Barcelona	Paper	50+ attendees
18-22 July 2016	International Conference on High Performance Computing and Simulation (HPCS 2016), Innsbruck, Austria.	Paper	100 attendees, academia, research, industry
20-22 Sept 2016	GECON2016 Conference, Athens, Greece	Paper	50+ attendees
3-5 Oct 2016	CloudNet 2016 Conference, Pisa, Italy.	Paper, presentation	100+ attendees
16-17 Nov 2016	Big Data Innovation Conference 2016, Frankfurt	Tutorial on Cloud Security and Compliance	50+ attendees from industry
December	SPD Workshop	Paper	Cloud community

CYCLONE-D2.4-v_Final Page 20 of 23

2016	Collocated with CloudCom2016		research: and
	Luxembourg		industry.
			200-300 attendees
12-15	NetCloud2016 Workshop	Workshop organisation,	Cloud and
December	Collocated with CloudCom2016	papers submission	networking
2016	Luxembourg		community: research
			and industry
			20-30 attendees

A.2. Contribution to standardisation activity by CYCLONE in 2016

Table A.2. Contribution to standardisation activity in 2016

SDO	Committee, Working group, topic	Partner involved	What kind of contribution	Impact/ community
NIST	Cloud Computing Architecture WG Big Data WG	UvA	Cloud architecture, cloud services management, cloud infrastructure for data centric services	Whole cloud industry, other IT sectors
IETF	Different groups focused on SDN, Cloud aware networks	UvA		Wide, whole Internet, communication, computing industry
IEEE	IEEE P2302 Intercloud Standards Working Group	UvA	Multi-cloud, Intercloud services federation Intercloud Testbed Initiative	Industry and wide developers community
DMTF	Cloud CIMI	SixSq	Implementation and feedback on cloud services description format for management purposes	Industry and wide developers community
TMF	Follow multiple standards development, use in research and education Affiliate University membership.	UvA	Cloud/multi-cloud services deployment, management and operation. Zero Touch services provisioning model	Telecom industry, emerging cloud laaS providers
CSA	Follow Best Practices documents, contribute, use in research and cloud education (UvA)	SixSq, TUB, UvA	Cloud security, Big Data security, federated security services	Whole cloud industry, research community

CYCLONE-D2.4-v_Final Page 21 of 23

Appendix B Previous versions of the Dissemination and Communication Plan (D2.2 and D2.3 Update 1)

The Original Dissemination and Communication Plan (D2.2) and its Update 1 (D2.3) are non- separable parts of this deliverable.

Please refer to similar high level sections in the original document and additional information in the Update 1.

CYCLONE-D2.4-v_Final Page 22 of 23

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CYCLONE-D2.4-v_Final Page 23 of 23