

CYCLONE

Complete Dynamic Multi-cloud Application Management

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Editors list: C. Loomis (SIXSQ), E. Escalona (I2CAT), M. Biancani(IRT)

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List of Contributors

Participant	Short Name	Contributor
Interoute S.P.A.	IRT	M. Biancani
Sixsq SARL	SIXSQ	C. Loomis, L. Marifield
QSC Ag	QSC	
Technische Universitaet Berlin	TUB	
Fundacio Privada I2CAT, Internet I Innovacio Digital A Catalunya	I2CAT	E. Escalona
Universiteit Van Amsterdam	UVA	Y. Demchenko
Centre National De La Recherche Scientifique	CNRS	

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Executive Summary

Having a consistent and easily recognizable brand will maximize the visibility and impact of the project's dissemination and communication efforts. As CYCLONE is an Innovation Action, effective dissemination is especially important to ensure adoption of the CYCLONE developments during and after the project.

The CYCLONE platform will be built by integrating a number of components with existing developer and user communities. The goal is to allow these components to work seamlessly together, but without supplanting the identity, utility, or existing communities of the individual components. Consequently, the CYCLONE brand will be used in parallel with the branding of the individual components for the duration of the project. This co-branding scheme will allow the project participants to decide at the end of the project whether continuing the CYCLONE branding is useful or if it is better to rely only on the brands of the individual (improved) components.

Application Service Providers and Managed Service Providers are the primary target for the CYCLONE project, as these will directly use and benefit from the project's software. However, the project's communication efforts must also reach other audiences such as Cloud Service Providers, standards bodies, and the general public. Such diverse audiences require a similarly diverse range of communication channels taking advantage of an outward-facing website, traditional media, and social media. The branding strategy must provide a consistent image of the project through all of these channels.

The brand identity must convey the core benefits of the CYCLONE software to Application Service Providers:

- Ease of deployment of complex (multi-)cloud applications
- End-to-end application security
- Flexible (re-)configuration of application resources
- On-demand, advanced network configuration

More generally, the branding should convey the core ideals to all of its target audiences: agility, confidence, simplicity, and flexibility.

Concretely, the graphic elements that are required for the brand identity are:

- Logo in vector format to allow excellent rendering in both print and electronic media
- Favicon to appear in the URL line of web browsers
- Common colour scheme
- Specific fonts for various document elements

These graphic elements must be assembled into templates to ensure that the project participants can easily follow the recommended styles. The templates that are required are:

- Word template for press releases
- Word template for a newsletter
- Word template for flyers
- PowerPoint presentation template
- Word template for articles

- Word template for deliverables
- Poster template

The common branding provided by the graphic elements and document templates will allow the project to project a common image through all of its chosen communication channels. Professional graphics designers from Interoute will create the branding elements to ensure that they convey an image of high quality, which is a core feature of the project and its software.

1. Introduction

Having a consistent and easily recognizable brand will maximize the visibility and impact of the project's dissemination and communication efforts. As CYCLONE is an Innovation Action, effective dissemination is especially important to ensure adoption of the CYCLONE developments during and after the project.

This document describes the strategy for creating a CYCLONE brand and how that brand will be used in the various CYCLONE communications channels. The effectiveness of the brand and communications channels will be monitored during the project, permitting the optimization of the strategy and techniques via informed, targeted adjustments.

As the brand strategy depends on the project's exploitation and dissemination plans, preliminary outlines of both plans are presented in this document. Those plans will be further developed and described in later documents. The brand strategy may need to be refined as those plans evolve.

2. General Strategy

This chapter outlines the general principles set to guide the exploitation and dissemination planning of the CYCLONE research. More detailed dissemination and exploitation plans will be developed as separated deliverables along the project lifetime.

2.1. Exploitation Strategy

The CYCLONE platform will be built by integrating a number of components with existing developer and user communities. The goal is to allow these components to work seamlessly together, but without supplanting the identity, utility, or existing communities of the individual components.

In keeping with this, the planned, post-project exploitation of the CYCLONE results will primarily be through the continuing activities of the developer and user communities of the individual components. Each partner expects to continue to promote and exploit their components, improved through CYCLONE, to their existing and future users. Nonetheless, CYCLONE as a whole will provide significant added value above that of the individual components. Whether this will be most efficiently exploited by creating a “product” that is managed with a continuing CYCLONE consortium or by incorporating the developments as part of an existing offer from one of the partners is an open question.

Consequently, the CYCLONE brand will be used in parallel with the branding of the individual components for the duration of the project. This co-branding scheme will allow the project participants to decide during the project whether continuing the CYCLONE branding (and coordinated exploitation) is useful or if it is better to rely only on the brands (and separate exploitation) of the individual, improved components.

2.2. Dissemination Strategy

The project primarily targets people who create and operate applications on cloud infrastructures often called “Application Service Providers” or “Managed Service Providers”. However, the project’s dissemination efforts must reach a number of additional groups to maximize the visibility and impact of the project.

Diverse audiences require a similarly diverse range of communication channels. Consequently, CYCLONE will use a variety of methods to reach its target audiences. The main communication channels that will be used are:

- Website
- Traditional Media
- Social Media

The branding strategy must provide a consistent image of the project and consistent messages through all of these channels.

3. Target Communities and Messages

This chapter provides an initial list of target communities that will benefit from the CYCLONE activities and the messages that the project must communicate to those communities. The project will identify new communities and refine the messages over the course of the project. In addition, the project will build up its own community as people from these target communities become aware of the advantages of CYCLONE and become active users of the software. The project must develop a plan to develop, manage, and communicate with this nascent CYCLONE community.

3.1. Research Community

3.1.1. Application Service Providers

Application Service Providers are people from research institutes that develop and/or manage cloud applications. For research institutes, these people usually integrate custom scientific or engineering analysis software with other (commercial or open source) software, such as database implementations. They often have large data sets to manage.

The primary messages for this group of people are:

- CYCLONE provides a complete cloud application framework that frees them from re-implementing common features, such as authentication and authorization, and provides advanced features for application, network, and data management. The improvements they see are:
 - Faster implementation of applications
 - Less code to maintain
 - More efficient, robust services
- The CYCLONE components are released under liberal open source licenses that encourage the reuse and creation of derivative works
- These developers are welcome to contribute and join the CYCLONE development efforts to improve or to expand the CYCLONE software components.

3.1.2. Cloud Projects

CYCLONE is not the only European or national project that develops tools for cloud application development and deployment. CYCLONE must reach out to similar European or national cloud projects to foster collaboration and interoperability.

The primary messages for this group of people are:

- CYCLONE is open for discussion about the best techniques and interfaces for implementing the various features within the CYCLONE project's scope
- The developer community is open to contributions from people outside of the project, providing those contributions are consistent with our liberal open source licenses
- CYCLONE is willing to provide technical demonstrations and tutorials to inform other projects about our software
- Where interoperability exists (either because of standards or common interfaces), the project is willing to participate in events with other projects demonstrating interoperability.

3.1.3. European Research Infrastructures

There are numerous European initiatives that involve the collection, analysis, and dissemination of scientific data. These initiatives invariably contain plans for computational platforms for reaching their data

analysis and dissemination goals. Most of these platforms are cloud-based or include cloud technologies and are good candidates for incorporating the CYCLONE software. These projects include Helix Nebula, Elixir, and the European Grid Infrastructure (EGI).

In addition, an increasing number of research groups federate their own computing resources with institutional or commercial resources to run their applications. CYCLONE components can be used to simplify this federation while providing advanced network configuration to provide efficient access to remote data.

The primary messages for these infrastructures are:

- CYCLONE provides an open application framework that will simplify the development, deployment, and management of their scientific applications
- CYCLONE can provide advanced federation of cloud infrastructures allowing applications to reach larger scales and access remote data efficiently
- The CYCLONE software components can be easily offered on their infrastructures to their users without royalties and without significant constraints on reuse
- CYCLONE as a project would welcome demonstrations of its software using applications on these infrastructures, providing the information, tutorials, and support necessary to do those demonstrations.

3.1.4. Cloud Users

End-users of cloud applications and cloud infrastructures would benefit indirectly from the CYCLONE software by having access to more robust and secure applications. The advanced networking features may also allow more rapid access to remote data, making their analyses more efficient.

The primary messages for cloud users are:

- CYCLONE can better protect sensitive information handled and stored by cloud applications
- Easy multi-cloud deployment allows the easy deployment of redundant services, improving the availability of their applications
- Advanced networking configurations facilitated by CYCLONE permits more efficient access to remote data sets, speeding and improving scientific analyses.

Although these users only benefit indirectly from CYCLONE, they may be influential in the adoption of the CYCLONE software by pushing Application Service Providers or research infrastructures to adopt CYCLONE software.

3.2. Cloud Industry

3.2.1. Managed Service Providers

Managed Service Providers are companies that provide high-level, managed services to the public or specific user communities. Their value consists of the knowledge of deploying and managing specific applications, freeing the users of their service from all of the operational aspects of the service.

These are the commercial analogue of the Application Service Providers in the research community. They will include application developers who create customized applications for a particular business sector as well as companies that simply assemble high-level applications from pre-existing open source or commercial components.

The messages are the same as for the Application Service Providers:

- CYCLONE provides a complete cloud application framework that frees them from re-implementing common features, such as authentication and authorization, and provides advanced features for application, network, and data management. The improvements they see are:
 - Faster implementation of applications
 - Less code to maintain
 - More efficient, robust services
- The CYCLONE components are released under liberal open source licenses that encourage the reuse and creation of derivative works.
- These developers are welcome to contribute and join the CYCLONE development efforts to improve or to expand the CYCLONE software components.

3.2.2. Cloud Service Providers

Cloud Service Providers are companies that provide cloud resources (primarily at the “Infrastructure as a Service” level for CYCLONE) to the public or specific user communities. They can benefit by offering the CYCLONE services in addition to their usual offerings. They could also take advantage of CYCLONE’s federation capabilities by linking resources from other regions or from other providers.

These are the commercial analogues of the European Research Infrastructures, with the same messages:

- CYCLONE provides an open application framework that will simplify the development, deployment, and management of their scientific applications
- CYCLONE can provide advanced federation of cloud infrastructures allowing applications to reach larger scales and access remote data efficiently
- The CYCLONE software components can be easily offered on their infrastructures to their users without royalties and without significant constraints on reuse
- CYCLONE as a project would welcome demonstrations of its software using applications on these infrastructures, providing the information, tutorials, and support necessary to do those demonstrations.

3.3. Others

3.3.1. Standards Bodies

There are many academic and industrial organizations that develop and propose standards related to cloud technologies and services. Some of these may be relevant for the services that will be developed or improved through the CYCLONE project.

The project must be open to dialog with these groups, consequently the primary messages for these groups are:

- Information about the types of services that CYCLONE will provide so that standards groups are aware of possible applicability of their standards to CYCLONE
- Technical information and tutorials for the project’s services
- Demonstrations of interoperability between the CYCLONE implementation of adopted standards with other implementations
- Feedback on standards that are considered (whether adopted or not).

3.3.2. General Public

The general public will be positively impacted by the CYCLONE developments, although probably only indirectly. Nonetheless, they need to be informed about how the project benefits them.

The main messages for the general public are mainly explanations of the indirect benefits of the project for them including:

- Improvements to the security and robustness of cloud-based applications that they use
- Greater diversity of applications by allowing developers to concentrate on the creative aspects of their applications rather than the “plumbing”
- Larger, more dynamic economic market in the cloud sector, providing more tax returns and employment.

3.3.3. Funding Agencies

The CYCLONE project is funded directly by the European Commission with additional funding from national funding bodies or the participating institutes. All of these organizations must be kept abreast of the CYCLONE developments and how they impact the other target communities. With this information these institutes can judge the effectiveness of their investments in the project.

4. Branding

At a minimum, the branding must provide a consistent, recognizable identity no matter what communication channel is used. The brand identity must convey the core benefits of the CYCLONE software to Application Service Providers:

- Ease of deployment of complex (multi-)cloud applications
- End-to-end application security
- Flexible (re-)configuration of application resources
- On-demand, advanced network configuration.

More generally, the branding should convey the core ideals to all of its target audiences: agility, confidence, simplicity, and flexibility.

4.1. Communication Channels and Monitoring

4.1.1. Public Website

The project must deploy a website that attracts people in the identified target audiences and informs them about CYCLONE developments and activities that interest them. To provide clear, consistent messages, this website must be “outward-facing” and focused on the needs of the target audiences. An internal website, if desired by the project participants, must be kept separate from this public website.

The website must prominently display the project’s logo and other aspects of the CYCLONE “look & feel”, such as the color scheme, fonts, etc. Although the details may need to be adapted for the web, the overall theme must be similar enough to the other communication channels to make an instant visual connection with other project communications.

Activity on the website will be monitored via Google Analytics. This will allow the project to better understand who visits the website, how the visitors proceed through the website, and if other CYCLONE events (such as conference presentations or tutorials) affect the number of visitors.

4.1.2. Traditional Media

Traditional media still plays a vital role in dissemination activities. For CYCLONE this will include information targeted at the technical and nontechnical press as well as people active in the IT sector.

Materials will be prepared directly for the press, including press releases for important events, standard descriptions of the project, flyers including important results, regular newsletters, and white papers. The project participants must be open to interviews or briefings with journalists to put human faces on the project’s advances. The project will use the communication officers from each partner to expand the reach of the CYCLONE dissemination efforts via the traditional media.

To reach people in the IT sector, the project will present its results at scientific and industrial cloud conferences, publishing related journal articles as appropriate. The project must identify the primary academic and industrial conferences to reach people in the IT sector effectively. In addition, the project should offer tutorials regularly to ensure that people in the IT sector understand in detail the benefits of the CYCLONE software.

All of the materials produced for the traditional media must follow the project’s style guidelines and templates to ensure an instant visual connection with the CYCLONE project. The types of materials (and templates) that must be produced are:

- Press release
- Informational flyer

- Newsletter
- Standard project presentation
- Presentation template
- Article template
- Poster template.

Having a complete set of templates that follow the CYCLONE style will help tie together all of the project's communication efforts.

The effectiveness of these activities will be monitored directly by counting references to the project in the press and the number of attendees at tutorials. Other methods, such as increases in website or social media activity correlated to press releases, will provide an indirect measure of the effectiveness of these efforts.

4.1.3. Social Media

A social media presence allows the project to take advantage of the large, existing networks of the CYCLONE participants and partners. Using social networks allows the project to reach a large group of people nearly instantly while helping to keep CYCLONE in people's minds.

People expect, however, that social media accounts have a regular feed of new items. This will require significant effort by the project to ensure that our social media accounts do not appear to be dead and turn people off. Because of the effort involved, the project has decided to limit the number of social media accounts created. The project will create Twitter and LinkedIn accounts because these are widely used and have a more professional (rather than personal) reputation. It will be critical that all partners share items created on the CYCLONE social media accounts with their own network to extend the reach of the message.

As concerns the branding, these accounts will need to use the CYCLONE logo (or a simplified derivative) to keep a consistency with the rest of the project's communications.

To monitor the effectiveness of these communications, the number of followers or group members will be tracked over time. The activity on the social media accounts will be monitored using a marketing tool called HubSpot. The tool will enable the consortium to create campaigns and effectively understand the dissemination data via clear reports. This will allow the partners to focus on the channels that work best.

In addition, the number of views of our entries in the social media will be tracked to see how popular individual items become and how widely our messages are distributed.

4.2. Brand Identity

The CYCLONE brand identity must provide a common "look & feel" for all of the project's communications and a logo that will be instantly identified with the project and with the projects goals and ideals.

Concretely, the graphic elements that are required for the brand identity are:

- Logo in vector format to allow excellent rendering in both print and electronic media
- Favicon to appear in the URL line of web browsers
- Common color scheme
- Specific fonts for various document elements.

The last two items would ideally be provided as a CSS style sheet in addition to a textual description.

The graphic elements need to be assembled into templates to ensure that the project participants can easily follow the recommended styles. The templates that are required are:

- Word template for press releases
- Word template for a newsletter
- Word template for flyers
- PowerPoint presentation template
- Word template for articles
- Word template for deliverables
- Poster template.

To maximize the visual impact of the dissemination materials and to ensure that they convey a sense of quality to the target audiences, professional graphics designers from Interoute will be used for both the graphic elements and templates.

4.3. Co-branding

As the CYCLONE branding will be used to identify what software components are part of the CYCLONE solution, it is important that the websites and other communication channels of the individual components clearly identify themselves as part of the CYCLONE project, providing crosslinks back to the project (e.g. links back to the CYCLONE website, following on Twitter, etc.). Similarly, the CYCLONE media should also provide prominent links to the individual components.

To highlight these connections, it may be worthwhile to create a “part of CYCLONE” or “participant in CYCLONE” logo.

5. Conclusions

To execute the project's exploitation plan and ensure take up of the project's developments during and after the project, the project must have an effective dissemination plan to inform targeted communities about the CYCLONE advances and a coherent brand to make the project's developments more easily identifiable and visible.

To identify the elements required as part of the overall branding scheme, this document identified the core elements of the exploitation and dissemination plans as well as the target communities that will be impacted by the CYCLONE project.

The project will use a website, traditional media, and social media (LinkedIn and Twitter) to communicate with the project's target audiences. The effectiveness of these communications will be monitored via widely available automated tools.

The branding must be consistent throughout all of these communications with the following graphic elements and document templates being identified as critical:

- Logo in vector format to allow excellent rendering in both print and electronic media
- Favicon to appear in the URL line of web browsers
- Common color scheme
- Specific fonts for various document elements
- Word template for press releases
- Word template for a newsletter
- Word template for flyers
- PowerPoint presentation template
- Word template for articles
- Word template for deliverables
- Poster template.

To highlight the connections between the CYCLONE project and the individual components, suitable links between the project's media outlets and those of the individual components must be put in place, potentially with specific logos identifying components as being part of the CYCLONE software stack.

To ensure the maximum impact of the common branding, professional graphics designers from Interoute will create the branding elements to ensure that they convey an image of high quality, which is a core feature of the project and its software. These are expected to be fully in place at the end of the first quarter of the project.

6. Abbreviations and Definitions

6.1. Definitions

No specific definitions are introduced in this document.

6.2. Abbreviations

B2B	Business to Business
DC	Data Center
E2E	End to End
IaaS	Infrastructure-as-a-Service
IPR	Intellectual Property Rights
IT	Information Technology
MaaS	Metal as a Service
NaaS	Network-as-a-Service
Net-HAL	Network Hardware Abstraction Layer
NFV	Network Function Virtualization
PaaS	Platform-as-a-Service
PC	Project Coordinator
PMB	Project Management Board
PoP	Point of Presence
SaaS	Software-as-a-Service
SCI	Smart Core Interworks
SDN	Software Defined Networks
SP	Service Provider
TC	Technical Coordinator
TCTP	Trusted Cloud Transfer Protocol
TMB	Technical Management Board
WP	Work Package
WPL	Work Package Leader

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