

Title: Communication and Dissemination Plan

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Date: 10 April 2015



Coordination and Support Action

Grant Agreement no: 644077

ICT-07-2014: Advanced Cloud Infrastructures and Services

Executive Overview

SLA-Ready is a European initiative driving a common understanding of service level agreements for cloud services with greater standardisation and transparency so firms can make an informed decision on what services to use, what to expect and what to trust. SLA-Ready services will support SMEs with practical guides, and a social marketplace, encouraging them to carefully plan their journey and make it strategic through an informed, stepping-stone approach, so the cloud and applications grow with their business.

The purpose of this document is to define the focused actions that SLA-Ready will undertake to ensure active engagement with project target audiences during the lifetime of the project. The document identifies the main pain points around SLAs which can slow adoption and identifies the stakeholder groups that the project addresses, namely, SMEs, cloud service providers, large corporations and public sector decision makers. Core messaging and a clear plan for how the project will impact on these groups is identified through community building, website, outreach events (both project-organised and external events), and social media campaigns.

The Plan is structured as follows:

Section 1 frames the challenges slowing down cloud adoption in the private sector today, especially for small- and medium-sized enterprises (SME) as the main target group for SLA-Ready. This is evidence-based and includes initial findings on cloud SLA practices.

Section 2 defines the main objectives of the Communication and Dissemination Plan. , “Communication” refers to regular promotional activities and outreach and “dissemination” to the exploitation and sustainability of SLA-Ready outputs. The objectives are based on the SMART approach (specific, measurable, achievable, realistic, timed and targeted).

Section 3 sets out the benefits of SLA-Ready in terms of its value proposition and service-oriented approach with particular reference to the SLA-Ready digital hub which includes the knowledge hub and social market place. It summarises the range of stakeholder engagement benefits. This section also presents the expertise and networks that SLA-Ready will leverage for this purpose, partner networks and supporters that the project has already engaged with.

Section 4 presents examples of messaging and specific communication and awareness plan for target stakeholder groups namely SMEs and start ups, cloud service providers, large corporations and public sector decision makers.

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Document information

Deliverable title	Communication and Dissemination Plan
Deliverable Nature	Report
Deliverable dissemination level	Public
Contractual delivery	March 2015
Actual delivery date	April 2015
Author(s)	Stephanie Parker and Nick Ferguson, Trust-IT Services
Contributor(s)	Arthur van der Wees, Arthur's Legal
Reviewer(s)	Thierry Floriani, Numergy
Task(s) contributing to the deliverable	Task 4.2 – Communications, outreach and tutorials as a service
Target audience(s)	Project partners, European Commission
Total number of pages	38

Disclaimer

SLA-Ready has received funding under Horizon 2020, ICT-07-2014: Advanced Cloud Infrastructures and Services. The information contained in this document is the responsibility of SLA-Ready and does not reflect the views of the European Commission.

1. Framing the challenges for the European private sector

1.1. Specific challenges for SMEs

Small- and medium-sized enterprises (SMEs, also sometimes called small- and medium-sized businesses, SMBs) are the main target audience for SLA-Ready. SMEs are the backbone of the European economy¹ and central to the Digital Single Market as the means to revitalise the European economy with a strong focus on cloud computing and the data economy.

SMEs are expected to be the most enthusiastic adopters of cloud services. However, there is increasing evidence that they are not benefitting from such services as much as they could or would like to.

Understanding the specific challenges SMEs face when considering cloud services is central to helping them to carefully plan their journey to adoption. A strategic, stepwise approach to cloud adoption should not only be enabling SMEs to use cloud and applications as their business grows, but also to base usage on well-informed decisions and well-defined costs.

The main focus of SLA-Ready is to offer a clearer path to cloud service adoption by driving a common understanding with greater standardisation and transparency. SLA-Ready's service-oriented approach will enable firms to make an informed decision on what services to use, what to expect and what to trust.

1.2. Knowing the SME landscape

There is an estimated 23 million SMEs in the European Union. Key figures from the EC's infographic show that:

- 99 out of every 100 European businesses are SMEs.
- SMEs employ 2 in every 3 employees and produce 58 cents/euro. In recent years SMEs have helped create around 80% of new jobs.
- 9 out of 10 SMEs are micros (less than 10 employees, 29%). Small firms with between 10 and 49 employees represent 21%; medium firms with between 50 and 249 representing 17% while large firms with more than 250 employees represent 33%.

¹ http://ec.europa.eu/growth/smes/business-friendly-environment/performance-review/files/annual-report/infographics_en.pdf

- Most SMEs focus on acquiring new customers as their top priority.

SLA-Ready also takes on board the following factors:

- SMEs need dedicated guidance to legal and compliance issues. According to the UEAPME, less than 30% of SMEs have a dedicated IT team². Simply understanding compliance issues can be a considerable undertaking.
- While most ICT start-ups generally see risk as an inherent part of their new business undertaking, most SMEs generally prefer risk avoidance.

1.3. Understanding specific SME challenges

The most important challenges for SMEs identified by SLA-Ready to date are summarised below.

Clear terms and conditions

Surveys targeting small businesses show that most SMEs would prefer terms and conditions to be in “plain English” but currently find contractual terms complex and misleading. For example, the latest survey by the UK Federation of Small Businesses shows that two fifths of small businesses are sceptical about the benefits of cloud technology when compared against security risks. Further uptake by small firms requires clearer service contract terminology and transparent pricing. While the FSB expects usage of cloud services to increase among SMEs in the coming 12 months, added growth will be stronger if their concerns are taken on board.

Cloud Service Level Agreements (Cloud SLAs) form a very important component of the contractual relationship between a cloud service customer and a cloud service provider because they define service level objectives (SLOs) that defines identifiable and measurable targets for the CSPs. SLAs typically vary from one CSP to the other. As a consequence, SLOs may be different, have different definitions, with different guarantees expressed if not drafted in a provider oriented language as may be the case. According to the European Telecommunications and Standards Institute (ETSI), SLAs should facilitate cloud customers in understanding what is being claimed for the service and relate that to their requirements. It is a challenging task as it needs to embrace the many types of cloud services (public cloud, private cloud, IaaS, PaaS, SaaS, etc.), the many SMEs profiles (IT, education, marketing, banking, etc.) and where the CSP stands in the value chain going all the way to the client (between reseller, integrator, software editor, etc.).

Who currently gets the best deal?

² Report from the 2nd Second Concertation Meeting for Unit E2, CloudWATCH, September 2014.
<http://www.cloudwatchhub.eu/recommendations-0>

Larger customers, both from the public and private sector, are inserting some metrics in negotiations over their support contracts especially as they invest more whilst/thus requiring specific services rather than a CSP's standard catalogue.

A key goal of SLA-Ready is to ensure that negotiated metrics are not the preserve of large customers. A key outcome is to make standard SLA templates the order of the day for all users, facilitating them in making comparisons, indicating security requirements and monitoring performance.

General concerns in the private sector

SMEs are not the only market segment with concerns about migrating to the cloud. The GigaOM 2013 survey highlights a number of pain points facing the private sector in general³. These issues range from lack of control and lack of proven return on investment for total cost of ownership to lack of standards and integration. 2013 Surveys by InformationWeek and Compuware with a large pool of IT professionals (U.S., Europe and Asia/Pacific) showed that users have very little trust in their providers, particularly in terms of infrastructure problems related to workload performance⁴. Top concerns are all security-related: security defects in cloud technology and the unauthorised exposure of proprietary and customer information. Respondents wish to have such concerns reflected in the SLA and not only availability.

The European Agency for Network Information and Security (ENISA) highlights the need to address security issues before adoption can become mainstream⁵. Further evidence that trust and security are key concerns for private and public sector organisations comes from Cloud Security Alliance survey conducted in April 2014 (private sector - 80% and public sector - 20%).

The CSA survey demonstrated the importance of SLAs in understanding the level of security and data protection offered by the cloud service provider and for monitoring provider performance and security levels. The survey also highlighted the need to match the information needs of different target audiences, from C-Level executives to technical and legal staff.

³ <http://www.slideshare.net/mjskok/2013-future-of-cloud-computing-3rd-annual-survey-results>

⁴ <http://www.informationweek.com/interop/new-cloud-survey-highlights-performance-anxieties/d/d-id/1235023>

⁵ <http://www.enisa.europa.eu/activities/Resilience-and-CIIP/cyber-crisis-cooperation/nis-cooperation-plans/nlra-analysis-report>



An important goal of SLA-Ready is to ensure security and privacy issues become priorities in cloud SLAs. This is particularly important for building trust in cloud service providers. Besides offering an integrated set of SLA components through its Common Reference Model, SLA-Ready highlights best practices and standards that fill gaps in the SLA landscape.

2. Objectives of the SLA-Ready Communication and Dissemination plan

The objectives of this plan are twofold. Firstly, it defines the objectives for maximising the visibility of SLA-Ready and its benefits through regular communication and outreach activities and targeted core messaging to stakeholder groups. Secondly, it sets out the main objectives for disseminating and exploiting outputs as widely as possible through specific partner plans that both ensure the sustainability of the social market place or create new services based on real market needs identified.

2.1. Objectives of the SLA-Ready Communication Plan

Objective 1 → create a clear path to the cloud for SMEs and help boost uptake of services through a tailored social market place.

Realistic and targeted: SLA-Ready will offer clear, practical guides for small businesses as the backbone of the European economy. A core activity is simplifying complex language used to describe cloud contracts in general and Cloud SLAs in particular. SLA-Ready will also make relevant standards and certification schemes easier to understand and appreciate by highlighting concrete business cases.

SLA-Ready will promote the benefits of standards in non-technical terms to all its target constituencies, not just SMEs but also the cloud service providers that are leading the way. It will clearly explain the purpose of certification schemes in a neutral way, thus guiding SMEs in knowing what to trust.

Achievable and timed: The SLA-Ready consortium has extensive expertise in all aspects of cloud computing and a cloud service provider on board the project with over 100 partners forming part of its value chain.

Measurable: KPI 4.1 SLA-Ready Digital Hub: This KPI measures the impact of the digital hub (e.g. unique visitors, visits and pages; downloads of the Reference Model, country provenance, search engines and sources etc.), as well as the impact of adword campaigns.

Objective 2 → provide services and tools through the social market place within the SLA-Ready digital hub, including user-friendly tutorials-as-a-service.

Realistic and targeted: SLA-Ready possesses copywriting skills to match its regular participation in cloud-related events and access to a growing business community to gather information needs and collect trustworthy feedback on the services and tools provided. Effort is allocated for adjusting the tools and services to specific needs as they arise.

Achievable and timed: SLA-Ready services and tools stem directly from its outputs, which are based on a clearly defined timelines. Regular all-partner contributions to such outputs

enables SLA-Ready to match SME needs with these outputs and identify adjustments needed to convey to non-specialists.

Measurable: KPI 4.5 Tutorials-as-a-Service: This KPI measures the number of participants and organisation types using the Tutorials-as-a-Service, including numbers for related promotional campaigns.

Objective 3 → Build an engaged community of SMEs interested in both the cloud and future internet domains by drawing on partner links to companies and business associations in both the cloud and future internet domains.

Realistic and targeted: SLA-Ready partners bring a strong network upon which to build through its outreach activities based on identified target audience needs and project objectives. The fact that partners are highly regarded in the community and are regularly selected at key events as speakers or panellists at events across Europe and globally.

Achievable and timed: Engagement with target groups started already in January 2015 (M1). SLA-Ready also leverages existing cloud and IoT networks, e.g. CI-FIRE (85% businesses and collaboration with EIT ICT Labs with access to its ICT hotspots) and Cloudscape Series (CSPs).

Measurable: KPI 4.6 Community Building: This KPI measures the number of registered members on the digital hub, the number of followers on social networks, profiling them by organisation type, country and professional roles.

Objective 4 → Interact closely with the private sector including both SMEs and large corporations so we can commonly address concerns and share best practices through partner forums and other relevant venues. Also, promote best practices of cloud service providers conveying a clear message on service level agreement clarity and transparency, as well as implementation and contributions to relevant standards.

Realistic and targeted: SLA-Ready will draw on its network of organisations in the private sector which includes SME networks, large corporations and CSPs. Issues relevant to stakeholder groups will be addressed such as standardised metrics, common vocabularies and best practices.

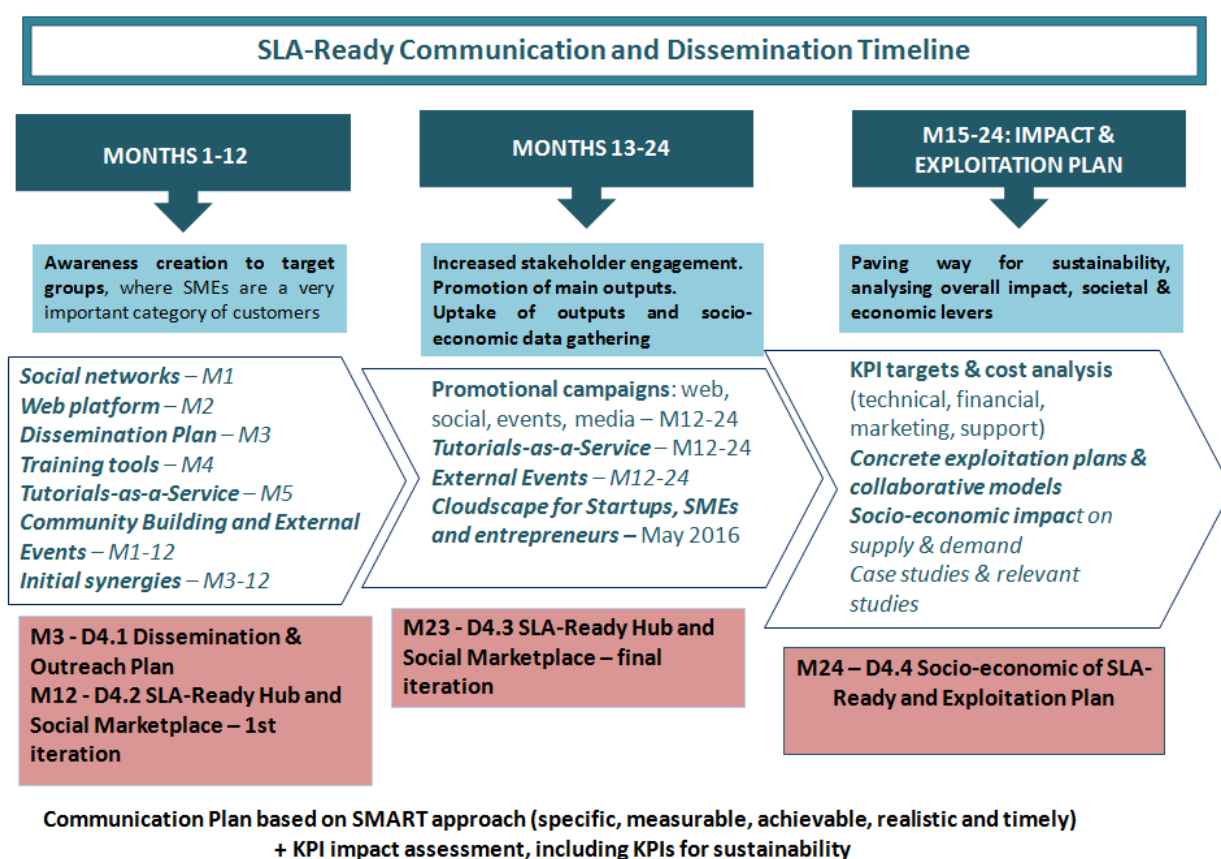
Achievable and timed: Project outputs will be disseminated through participation at key events, dissemination via social networks and through partner networks. This has already started with contributions at events such as Cloudscape VII, CloudExpo and NetFutures 2015. Results from key deliverables such as D2.1 and D4.1 will lead to a set of online resources that will be available on the SLA-Ready digital hub and publicised through social media and at future key events.

Measurable: KPI 4.3 Social Networking, viral marketing and media: This KPI measures the effectiveness of social networking activities (e.g. number of followers, following, posts, re-tweets, favourites etc.). It also measures visibility on external channels and the outcomes of media outreach (e.g. press releases).

KPI 4.4 External Events: This KPI measures the number of external events attended that target the key audiences, from start-ups and small businesses, to large corporations and public sector procurers. It considers role and visibility at these events. It also measures the level of interest identified, i.e., supporters (e.g. identifying opportunities for uptake), opponents (e.g. identifying barriers to uptake) and fence sitters with related levels (low, medium, high).

A timeline for SLA-Ready communication and dissemination activities is shown below.

Figure 1 SLA-Ready Communication and dissemination timeline



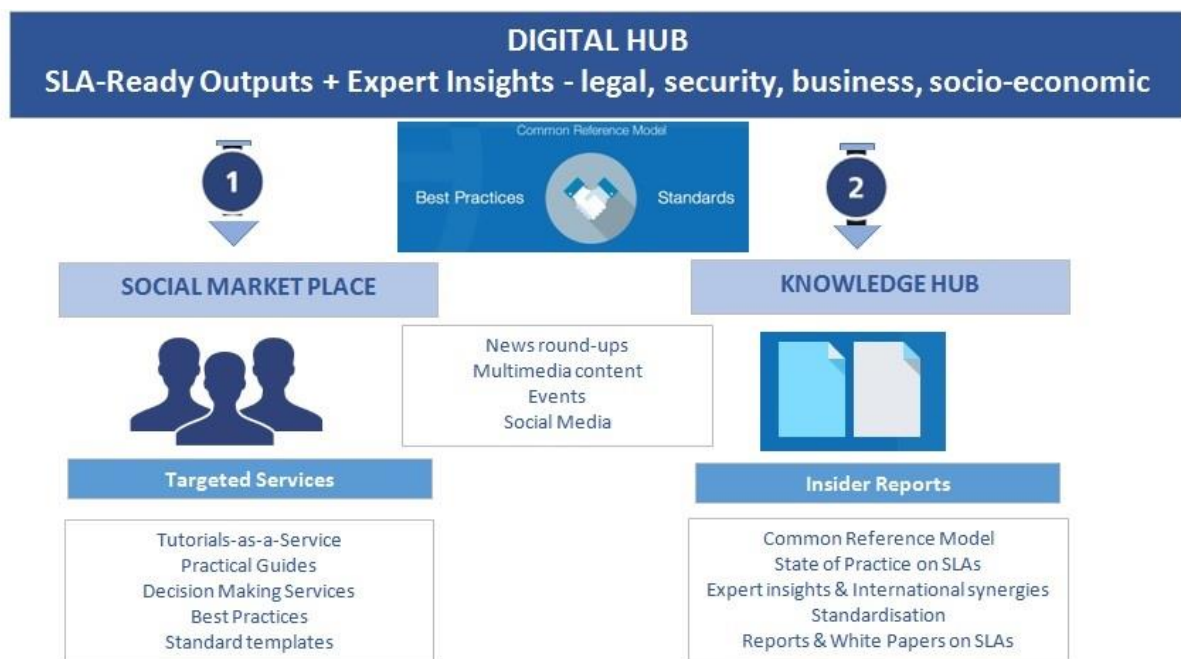
3. Service-oriented Approach & Networks

3.1. SLA-Ready Digital Hub

The SLA-Ready digital hub, www.slaready.eu, is designed as a dynamic web platform that stands out for its high-quality, highly relevant and practical content to educate and offer advice on cloud SLAs. A two-pronged approach, covering a social market place and knowledge hub will cater to the different information needs of micro firms, C-Level executive, technical experts and non-technical professionals. These key features are illustrated in the figure below.

Design on the Knowledge hub and social market place commenced in January 2015 with the roll out of the social market place planned for the end of 2015. This will be fully documented in D4.2 *SLA-Ready Hub and Social Market Place* which will be published in December 2015 (M12).

Figure 2 The SLA-Ready Digital Hub



- A social market place is a central feature aimed at making the Common Reference Model more practical and useful with a core set of tailored services and a focus on the business case for standardisation. The social marketplace will be designed to enable its integration into like-minded websites such as CloudWATCHHUB.eu and

cloudsecurityalliance.org, thus ensuring wide exploitation and long-term sustainability.

- A knowledge hub serving more in-depth information needs for higher level insights. This section offers both internal and external sources such as white papers, position papers, policy briefings.

Outputs contributing to the digital hub

The services will be developed over several phases as outputs become available and core messages developed, making complex language around cloud and SLAs more easily understandable. Partners will work together to adapt content around key themes from the outputs list below as well as through interaction with the business community, the members of the advisory board and selected cross-industry supporters.

Better understanding through less complex language

SLA-Ready is all about building confidence and trust in the European cloud market. This is a critical step towards better understanding the level of security and data protection offered by the cloud service provider (CSP), and for monitoring the CSP's performance and security levels.

Figure 3 Development phases of the SLA-Ready Digital Hub



3.2. Expertise and Networks

The expertise on legal, security, business and socio-economic dimensions within the SLA-Ready consortium is complemented by that of its international and pragmatic Advisory Board (See D3.1 – Engagement Plan for Standardisation and International Cooperation, April 2015). On top of this SLA-Ready will recruit supporters selected from cross-industry representatives and business associations to maximise visibility and outreach.

Service Level Agreements: All partners are playing a role in the EC's C-SIG (Cloud – Special Industry Group) on SLAs. Representatives from the Cloud Security Alliance and TU Darmstadt are contributing to the NIST Cloud Computing Service Metrics Description.

Legal expertise: Arthur's Legal with the involvement of Numergy's Legal Director directly in the project.

Security expertise: Cloud Security Alliance and TU Darmstadt.

Standardisation: all consortium members are involved in standardisation efforts to various degrees. Representatives of the Cloud Security Alliance are deeply involved in the ISO series, while all partner organisations have a long-standing in cloud standardisation, including the ETSI Cloud Standards Coordination Report and the SIENA Roadmap on distributed computing infrastructures for e-Science and beyond in Europe.

Business, provider and supply chain perspectives: Arthur's Legal, Numergy and Trust-IT.

Industry influencers: TUDA will to organise industry themed seminars on the area of Cloud security metrics/SLA management through their University-Industry Competence Centre for Applied Security Technology (CAST). This will support the centre's mission of increasing academic exposure to the practitioner community.

3.3. Partner networks

The SLA-Ready Consortium has a strong partner network base upon which to build through targeted outreach and awareness activities. The Consortium also covers a broad range of technological expertise and non-technological insights and awareness in the area of security, data protection, socio-economic levers and policy-related interests, not only in cloud computing but also in future internet and the internet of things (IoT).

CSA is a global organisation with over 35,000 individual members, more than 130 corporate members, and 50 chapters worldwide, a significant increase in the past 12 months. It is often described as a place to get started with the cloud and understand how to use it securely.



Trust-IT has a growing business community, counting a collective digital community of over 800 members (Cloudscape, Trust-IT, CI-FIRE LinkedIn groups); links with EIT ICT Labs (ICT hotspots in Finland, France, Germany, Italy, Sweden, and the UK with associated partners in Hungary and Spain). It is leading an Action Line on cloud computing and one on trust, security and privacy); a self-sustained Cloudscape workshop series (50% new participants in 2015, especially cloud service providers and business representatives and opinion leaders). Trust-IT also has links to relevant standards groups, including ETSI, OASIS, OGF, SNIA, ISO/IEC JTC C-SIG, DMTF, as well as close links with NIST.

Numergy sells cloud IaaS and is linked to a retail channel with over 100 partners, which are trained and certified by Numergy. This ecosystem of resellers, integrators, software editors for SaaS, technology providers and venture capitalists adds value to the Numergy cloud offer by deploying software and infrastructure at customer request and creates direct and strong links with the business community. Its portfolio covers data management, security, infrastructure management, applications management, communication, business solutions, big data, services and support. Numergy is co-founder of the Cloud Team Alliance⁶, which counts BELGACOM (Belgium), KPN (Netherlands), Portugal TELECOM, Cloud ITALIA and GIGAS (Spain) as members.

TU Darmstadt has Europe's leading (and dedicated) IT-Security Masters program where the DEEDS group plays a key role in its curriculum/course development. It is located in the thriving ICT hub of Darmstadt, creating a direct link with the business community and with educational institutions. TU Darmstadt has direct engagement with major industry players such as EMC, Microsoft, GM, Hitachi, Google.

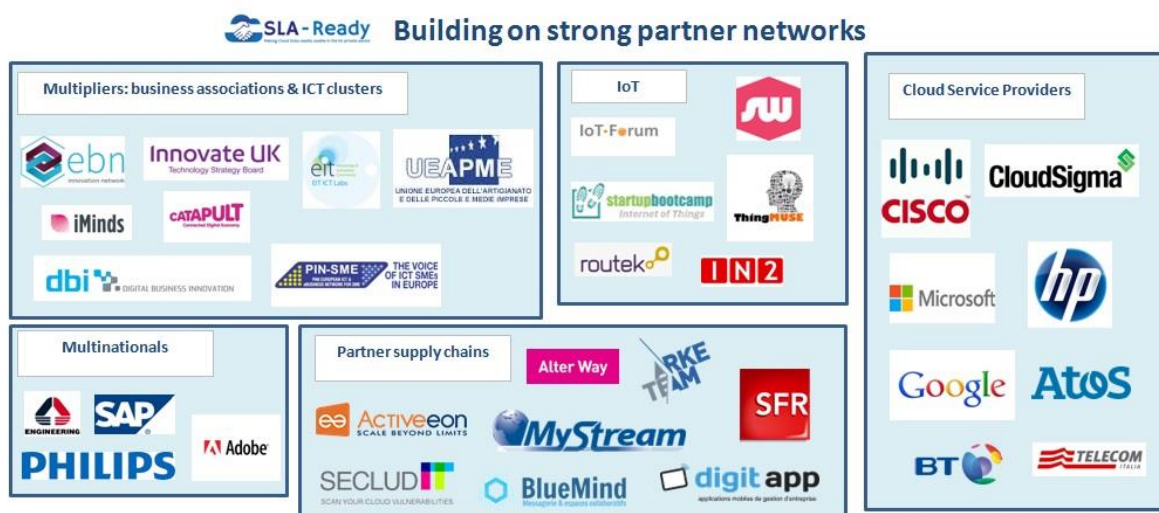
Arthur's Legal is an independent law firm, works on a global, cross-border level, representing over 100 IT, ISP, data centre, high-tech and software and CSP vendors and customers in all phases of their legal life cycle (from incorporation, strategic structuring, procurement, IP/IPR, to 3D data governance and system integration). It represents clients from start-ups (35%), SMEs (40%) and large corporations (25%), including techno starters, legacy software vendors, with interest from SMEs starting to increase. The ratio of CSP and (potential) Cloud Customers is generally about 25%/75%. Arthur's Legal has also recently developed close links with the Cloud Architect Alliance⁷.

The figure below shows a sample of the collective partner network with direct links to at least one representative per organisation or initiative.

⁶ <http://www.cloudteamalliance.com/>

⁷ <http://www.cloudarchitectalliance.com/>

Figure 4 Sample of SLA-Ready Partner Network



3.4. Supporters & Synergies

As outlined in D1.1 Quality Plan, SLA-Ready shall seek the support of technical and non-technical stakeholders that can support its strategic goal as flexibly as possible. These stakeholders shall be referred to as “Supporters”, operating mainly on a volunteer basis so as to ensure different perspectives are represented and to gain the broadest possible consensus.

The approach shall be international in scope and target representatives whose viewpoints cover SME target groups, privacy and security issues, IT procurement and business aspects. Mutual visibility shall be ensured through logos and/or expert profiles, as appropriate.

Interaction shall take place during project and external events (e.g. side meetings, panel debates) and/or through interviews (e.g. phone, face-to-face, email) based on clearly defined and commonly agreed criteria for seeking the expertise and stakeholder communities represented.

The following is a non-exhaustive list of candidate support organisations. For each we outline how SLA-Ready has already initiated potential synergies.

- SME forums/associations, such as UEAPME⁸, PIN-SME⁹, Syntec¹⁰ SME customers. SLA-Ready has already interacted with these SME associations at Cloudscape VII

⁸ <http://www.ueapme.com/>

⁹ [www. http://www.it-sme.eu/](http://www.it-sme.eu/), LinkedIn Group: <https://www.linkedin.com/groups/PINSME-members-network-5168213>.

¹⁰ <http://www.syntec.fr/>

and NetFutures 2015 as well as SME customers of cloud services and future internet innovations. NetFutures 2015 also brought SLA-Ready into close contact with the European business and innovation network, IET ICT Labs and iMinds. This was an important opportunity to introduce the goals of SLA-Ready and lay the foundations for potential future actions based on a common understanding of the challenges.

- Representatives such as policy officers from corporations that need to address privacy issues, e.g. firms operating in the medical or ehealth domains. Discussions with cloud providers operating also in the health sector have confirmed the importance of interacting with new professional roles to offer insights into security and privacy aspects in Cloud SLAs.
- Analysts, such as IDC¹¹, Gartner¹², Forrester¹³, which are also targeted for WP4. SLA-Ready has interacted with IDC at both Cloudscape VII and NetFutures 2015 gaining key insights into the evolving cloud market as an enabler of IoT and big data analytics as well as eSkill gaps that are relevant to the SLA landscape.
- IT procurement and SLA issues, e.g. PICSE¹⁴ and SLALOM¹⁵. SLA-Ready has initiated a collaboration with SLALOM and plans regular interaction at physical events and virtually in order to share outcomes and avoid overlap. SLA-Ready closely follows the outputs of PICSE thus keeping abreast of current challenges and trends.
- The Cloud Team Alliance¹⁶, founded by Numergy and Belgacom. Interaction is very much part of Numergy's contribution to dissemination and communication activities.
- International experts (e.g. China, Japan, Korea and U.S.) and local/national initiatives involved in relevant standardisation efforts, e.g. ISO/IEC. SLA-Ready has started to recruit members of its Advisory Board and has interacted at several events including Cloudscape VII and the ISO Technical Meeting (both March 2015).
- National and European Future Internet influencers through CI-FIRE¹⁷ and events like Net Futures. In addition to the interactions mentioned above, Trust-IT interacted with European SMEs, the president and vice-president of the IoT forum

¹¹ <http://www.idc.com/>

¹² <http://www.gartner.com/technology/home.jsp>

¹³ <https://www.forrester.com/home/>

¹⁴ <http://www.picse.eu/>

¹⁵ <http://slalom-project.eu/>

¹⁶ <http://www.openidea.com/tag/cloud-team-alliance/>

¹⁷ www.ci-fire.eu



and a key representative from the newly formed IoT alliance. These interactions confirm the importance of clear messaging tailored to the SME community.

4. Target Audiences

SLA-Ready focuses its messaging to four main target audiences: SMEs, cloud service providers, large corporations and public sector decision makers. The following section outlines the core messaging and a clear plan for how the project will interact with these groups through relevant channels namely the SLA-Ready digital hub, outreach events (both project-organised and external events), tutorials and social media campaigns. First though we look at the value proposition that SLA-Ready is providing.

4.1. Value Proposition - Making Cloud SLAs readily usable in the EU private sector

The SLA-Ready value proposition is captured in the first project press release and flier as key vehicles for raising awareness around our goals. Excerpts from this can be found below.

SLA-Ready is giving SMEs and big corporations a clearer path to the cloud.

SLA-Ready is driving a common understanding of Service Level Agreements (SLAs) with greater standardisation and transparency so firms can make an informed decision on what services to expect and what to trust. By making cloud offers easier to understand, SLA-Ready will help businesses capture the benefits more effectively.

SLA-Ready is ultimately about building confidence in trust in the European cloud market as the very foundation of business. Customers see the use of standardised Cloud SLAs as a critical step towards better understanding the level of security and data protection offered by the cloud service provider (CSP), and for monitoring the CSP's performance and security levels.

Feedback from the cloud value chain of partners and customers will provide the right answers for smooth and effective cloud adoption including security that only cloud can offer to SMEs in a cost-effective way.

With SLAs offering the crucial user-cloud interface, SLA-Ready plays a very timely and crucial usability role via its advocacy of reference SLA and best practice repositories.

SLA-Ready press release February 2015 and flier¹⁸

¹⁸ <http://www.sla-ready.eu/news/sla-ready-press-release-making-cloud-slas-readily-usable-eu-private-sector>

4.2. High-tech SMEs and Start-ups

SMEs are the main target audience of SLA-Ready. This group is expected to benefit the most from cloud services but lack of knowledge and security concerns are holding them back. SMEs are a key customer (current and prospective) of cloud services but often have little understanding of how cloud can meet their business needs and help create agile business processes. Limited resources (financial, human, time), lack of IT expertise are major barriers to defining an effective adoption roadmap.

SLA-Ready provides practical guide, a social marketplace, tutorials-as-a-service and decision-making services so small firms can carefully plan their journey to the cloud and make it strategic through an informed, stepping stone approach. This service-oriented, practical approach means that the cloud and applications grow with their business.

SLA-Ready facilitates informed decisions and enables SMEs to meaningfully utilise benefits of cloud services.

Examples of messaging

Greater transparency and standardised SLAs.

SLA-Ready is driving a common understanding of service level agreements with greater standardisation and transparency so firms can make an informed decision on what services to use, what to expect and what to trust”

Research by the Cloud Security Alliance shows customers see the use of standardised Cloud SLAs as a critical step towards better understanding the level of security and data protection offered by the Cloud Service Provider (CSP), and for monitoring the CSP’s performance and security levels.

If a user cannot understand what the cloud offers, she/he cannot meaningfully utilise the benefits. With SLAs offering this crucial user-Cloud interface, SLA-Ready plays a very timely and critical usability role via its advocacy of reference SLA and best practice repositories.

SLA-Ready will create a new set of services designed specifically to make Cloud Service Level Agreements (SLAs) more understandable in the private sector and across different audiences, from C-level executives to technical and legal staff. It will also support decision making during the entire SLA lifecycle.

New service creation in SLA-Ready spans practical guides, a social marketplace, tutorials-as-a-service, and decision-making services. These services will help firms to carefully plan their journey to the cloud, and make it strategic through an informed, stepping-stone approach, so the cloud and applications grow with their businesses.

From the SLA-Ready Cloudscape VII Insight paper¹⁹

Wanted: An international standard for cloud privacy

Enterprise customers around the world want an international standard for cloud privacy. Now there is one, and cloud providers are starting to recognize its value to their customers. It's known as ISO/IEC 27018, and it was developed by the International Organization for Standardization (ISO) to establish a uniform, international approach to protecting privacy for personal data stored in the cloud.

Why does this matter to you? The reasons are multiple. Adherence to ISO 27018 assures enterprise customers that privacy will be protected in several distinct ways:

-You are in control of your data. A cloud service provider's adoption of the standard ensures that it will only process personally identifiable information according to the instructions that you give to the provider.

-You know what's happening with your data. Adherence to the standard ensures transparency about the provider's policies regarding the return, transfer, and deletion of personal information you store in data centers. You'll know where your data is, if the provider is working with other companies who need to access your data, and if there is unauthorized access to personally identifiable information or processing equipment or facilities resulting in the loss, disclosure or alteration of this information.

-You get strong security protection for your data. Adherence to ISO 27018 ensures that there are defined restrictions on how a provider handles personally identifiable information, including restrictions on its transmission over public networks, storage on transportable media, and proper processes for data recovery and restoration efforts.

-Your data won't be used for advertising. Enterprise customers are increasingly expressing concerns about cloud service providers using their data for advertising purposes without consent.

-You'll be informed about government access to data. The standard requires that law enforcement requests for disclosure of personally identifiable data must be disclosed to you as an enterprise customer, unless this disclosure is prohibited by law.

Microsoft is the first major cloud provider to adopt the ISO 27018 standard, as verified by independent auditors. We're also optimistic that ISO 27018 can become a common

¹⁹ <http://www.sla-ready.eu/news/sla-ready-position-paper-cloudscape-vii>

template for regulators, vendors and customers alike as they seek to ensure strong privacy protection across geographies and vertical industry sectors.

Cloudscape VII Insights²⁰

What user need or pain point is SLA-Ready addressing?

2015: I am the CTO of a European SME. Using cloud services could be the answer to the rising complexity of software systems but ...

I find some of the service descriptions and contractual terms complex and misleading.

I am not happy about typical “take-it-or-leave-it contracts”.

I don’t understand what the service actually offers, which makes it hard to see the real benefits and be sure I am getting the best deal possible.

I have some sensitive customer data and need to understand how it will be protected and where it will be stored.

How can be sure I my business assets are secure?

How will SLA-Ready benefit the end-user?

2016: SLA-Ready social marketplace and tutorials-as-a-service have given me a much clearer path to the cloud.

SLA-Ready has given me a better understanding of service level agreements.

Now I can make an informed decision on what services to use, what to expect and what to trust.

Being able use a standardised Cloud SLA gives me a better understanding of the level of security and data protection offered by the cloud service provider.

It gives me the right answers for smooth and effective cloud adoption, including security levels.

Our investors and stakeholders are happy because we’re able to innovate in the global marketplace through secure cloud services.

SLA-Ready Service Offer – prepared for Unit E2 Concertation Meeting @ NetFutures 2015²¹

²⁰ <http://www.sla-ready.eu/news/wanted-international-standard-cloud-privacy>

²¹ <http://www.sla-ready.eu/news/sla-ready-making-cloud-slas-readily-usable-eu-private-sector-sla-ready-making-cloud-slas>

SLA-Ready results and the Digital Hub (Knowledge Hub & Social Market place)

The most effective way to reach SMEs and to promote cloud computing to them is by providing useful and practical tools which will help them make informed decisions when considering SLAs. The knowledge hub and social market place will serve this purpose.

The following key outputs from project deliverables will be packaged into user-friendly content targeting SMEs and start-ups.

D2.1 (June 2015) and D2.2 (December 2015) Requirements emerging from a state-of-the-art analysis – SOCIAL MARKET PLACE: Transforming key points into practical guides and best practices to help SMEs in making decisions with the aim of reducing complex and misleading language and typical “take-it-or-leave” contracts. Tutorials-as-a-Service starting with basic guides to stepwise approaches.

D2.3 Common reference model (1st iteration in December 2015 and 2nd and final iteration in December 2016) - SOCIAL MARKET PLACE: a repository of SLAs, guides and standard templates so SMEs understand what they are signing up to, understanding the entire SLA lifecycle and monitoring. Tutorials-as-a-Service starting with basic guides to stepwise approaches.

D3.3 A business guide to SLAs (December 2016) – KNOWLEDGE HUB: Highlighting how standardised SLAs can be of benefit for SMEs, compliance and certifications and checklists to aid adoption. SOCIAL MARKET PLACE: Practical guides and decision-making tools. Tutorials-as-a-Service covering a business guide to SLAs.

Tutorials

SLA-Ready will produce and promote webinars and hands-on tutorials based on training requirements identified. This service will offer important insights and tutorials on legal and data protection issues; technical aspects; showcases of real-world implementation use cases; real efforts on reference model implementations. It also deals with promotion, monitoring impact and adapting the services to guarantee quality and relevance. Webinars will be distributed through the CSA BrightTalk channel and then made available on the SLA-Ready Digital Hub. Experts in relevant fields and SMEs who can showcase best practice will be invited to contribute.

Potential titles are identified below:

- How to negotiate a cloud based SLA
- Power to the customer: tools for managing security in Cloud SLAs
- Understanding security through SLAs: are we there yet?

Events

From the start of the project SLA-Ready partners have taken part in a number of events targeting SMEs or sharing insights of interest to them as outlined below.

Cloud Architect Alliance #3: Ethics on cloud computing and OpenStack, 5 February 2015, Amsterdam, The Netherlands²²

Why this event: The events are designed to drive organizations to accelerate their cloud adoption.

SLA-Ready participation: Arthur's Legal represented SLA-Ready as a panel participant.

Cloudscape VII, 9-10 March, Brussels, Belgium²³

Why this event: Boutique cloud event with mix of enterprise, R&D, Gvmt. and public authorities. Strong EC presence. 120-150 participants

SLA-Ready participation: Cloudscape VII Insight paper²⁴, presentation and participation on panel debate – Taking on the cloud challenge²⁵

SMEs: 30% of participants (approx 40) come from SMEs, start-ups SME associations and enterprise. This includes EuroCloud and EIT ICT Labs award winners.

CSPs: CloudSigma, ATOS, Microsoft, VMware, CITRIX, IBM, Numergy other tbc.

NetFutures 2015, 25 March, Brussels, Belgium²⁶

Why this event: Participation at the Unit E2 Concertation meeting²⁷

SLA-Ready participation: Publication and presentation of SLA-Ready service offer²⁸ and inclusion in the Portfolio of offers for trusted and secure services²⁹. Direct interaction with SMEs and business associations as outlined in section 4.4.

²² <http://www.cloudarchitectalliance.com/>

²³ <http://cloudscapeseries.eu/>

²⁴ <http://www.cloudscapeseries.eu/Content/PositionPapers.aspx?id=614&Page=1&Cat=0!22>

²⁵ <http://www.sla-ready.eu/news/taking-cloud-challenge-panel-discussion-video-cloudscape-vii>

²⁶ <http://netfutures2015.eu/>

²⁷ <http://www.cloudwatchhub.eu/turning-cloud-research-innovative-software-services>

²⁸ <http://www.cloudwatchhub.eu/serviceoffers/sla-ready-making-cloud-slas-readily-usable-eu-private-sector>

ICT2015 20-22 October 2015 in Lisbon, Portugal³⁰

Why this event: Largest ICT event in the EU calendar with strong EC presence and mix of policy makers, enterprise, R&D, Gvmt and public authorities.

SLA-Ready participation: Application for networking session.

Social Media

Social media activities focus mainly on this target group and will leverage businesses and associations in existing business networks, building them up over the 24-month period through outreach activities and social media strategies.

Messaging will focus on new insights and practical tools offered through the digital hub (as it evolves also to integrate the social marketplace), promoting opportunities to meet partners at events and trends of relevance.

SLA-Ready has created its own special hashtag: #SLAReadyEvangelists to use for promoting event presence. Other examples of hashtags and handles to be featured in messages include:

- ICT: #Cloud, #IOT, #Innovation, #innovative #ICT, #eskills.
- Business: #entrepreneurs , #startups, #SMEs, #tech #startup, #smallbusiness, @EUBIC, @EU_ACE, @Digital_EU, @DigiCatapult, @innovate_uk and any relevant national start-up organisations, as well as entrepreneurs and business angels in that are followers in other partner social media channels.

Posts will also be in national language of the partners, wherever relevant, e.g. in Dutch, Spanish and Italian.

Networks

SMEs: AlterWay, Appear, Flexiant, Terradue, CloudSigma, Molplex Pharmaceuticals, Green Prefab, Mobile Collective; Appear, Constellation Technologies, DFRC, E3Lab, ActiveON, Sparx System, ABICOM, Activeeon, ActivLAN, Alinto, AR Systèmes, BCS TECHNOLOGIES, Blue Mind, CEFI, CloudNetCare, Deletec, DotRiver, Fasterize, Hedera, nWebo, InLine, IPLINE, ISO RA, Numvision, PICA, Pydio, QUADIX, Quantic, RG Systèmes, SATELLIZ, SCC, SFR, StarXpert, STIM PLUS, Tasker, Trekk, U-Hopper, Virtuali

²⁹ http://www.cloudwatchhub.eu/sites/default/files/A-portfolio-of-offers-for-trusted-and-secure-services_Web.pdf

³⁰ <http://ec.europa.eu/digital-agenda/en/ict2015-innovate-connect-transform-lisbon-20-22-october-2015>

SME associations and incubator networks: PIN-SME (50,000 ICT SMEs); PIN-SME; Sirris (BE); the European Business and Innovation Centre Network (EBM - 200+ Business & Innovation Centres (BICs)), and similar organisations (e.g. incubators, innovation and entrepreneurship centres) in 20 EU member states.

National Contact Points for SMEs (EU28) and the European Enterprise Network: covering the entire EU28 plus pertinent individual member associations.

Start-Ups: Startup Europe; Startup Britain; Startup Pirates; Startup Spain; StartUp Italy, TAG- Talent Garden; Startup Café (FR).

ICT Hubs: European ICT Hubs (EC Atlas of ICT Activity in Europe).

Accelerators: Eleven (BG); Founder Institute (FI, IT, PL, PT, ES); Gamma Rebels (PL); ignite 100 (UK); Le Camping (FR); Oxygen Accelerator (UK); Propeller Venture Accelerator (IE); Rocket Internet (FR, DE, IT, NL, PL, PT, SE, UK); Rockstart (NL); Seedcamp (UK & EU); Tech City (UK); Springboard (UK); Startupbootcamp (DK, DE, IE, NL); Startup Highway (LT); Startup Sauna (FI); Startup Wise Guys (EE); Wayra - Telefonica (DE, IE, ES, UK); SoftwareInBrussels (BE – 120 affiliates); Giovani Imprenditori (Young Entrepreneurs – IT).

EIT ICT Labs – entrepreneurs and master programmes

4.3. Cloud Service Providers (CSPs)

This group comprises both small and large CSPs, headquartered within and outside the EU. It is important to increase awareness of major concerns that are preventing wider uptake. This can only be a benefit for CSPs in the long term. SLA-Ready will benefit the industry at large by sharing best practices in the state of practice. The Common Reference Model will bring benefits by integrating a set of SLA components and relevant standards to fill identified gaps in the current SLA landscape.

Standard definitions and common vocabularies would make it easier to create SLAs that describe their services and make it easier to differentiate with different service levels. From a European perspective, there is an opportunity for CSPs to become more competitive through service differentiators, including more easily understood and therefore trusted services. SLA-Ready also offers a platform for showcasing good/best practices.

SLAs are a complex process and can include several actors. NUMERGY comes to the consortium with a good example of this which is cited in the Grant Agreement Annex I: *“Partners in the supply chain have to collaborate in order to fulfil the SLA, and some aspects have to be respected by NUMERGY, others by its partners. This 3-tier business therefore requires a common understanding and vocabulary around SLA best practices in*

order to facilitate the business between parties with different points of view and expectations. SLA-Ready will therefore have a direct impact on partners by improving their service and exploiting results through a retail channel with over 100 partners. Moreover, some NUMERGY customers need cloud services regulated by French and European legislation, particularly on personal data legal protection. SLA-Ready will help NUMERGY adopt best practices and become “SLA-aware” for its customer infrastructure (demand side), enabling transferability between cloud service providers within the EU”.

Examples of messaging

SLA-Ready is all about building confidence and trust in the European cloud market. This is a critical step towards better understanding the level of security and data protection offered by the cloud service provider (CSP), and for monitoring the CSP’s performance and security levels.

The value of metrics for CSPs

The importance for metrics that can be used in cloud computing cannot be understated. Developing metrics that are reliable, repeatable and measureable are timely considering the continued growth in cloud computing and market forces. Ultimately, these metrics will result in cloud computing being bought & sold in a confident and trustworthy manner that will add to additional growth. Reliable & trusted cloud metrics give a cloud provider additional marketing and business tools which allow them to set themselves apart from the competition.

From Robert Bohn’s, NIST, Cloudscape VII Insights paper³¹

Ensuring customers have the right information to assess CSP offers

The use of a common vocabulary to understand and communicate the concepts that underpin cloud computing is a crucial aspect in order to make comparisons. In addition, this same vocabulary gives a customer the necessary tools to discuss a framework for metrics with the provider, the capabilities of the services and language that can be used in contractual agreements like the Service Level Agreement (SLAs). For example, the simple terms “availability” and “response time” may hold different meanings amongst cloud providers because they start with their specific definitions. One provider may describe availability as being 99.5% available for use 24x7 whereas another provider may define it

³¹ <http://www.sla-ready.eu/news/towards-common-metrics-slas>

as 99.5% available for use from 9am-5pm. These are distinctly different and a customer should be alert. In many situations, the availability to the customer does not take into account service downtime or service maintenance.

From Robert Bohn's, NIST, Cloudscape VII Insights paper³²

SLA-Ready results and the Digital Hub (Knowledge Hub & Social Market place)

The following key outputs from project deliverables will be packaged into user-friendly content targeting CSPs. Both outputs are key to capturing state of practice and therefore best practices that SLA-Ready wishes to promote. A key message to this group is helping them understand and be sensitive to real customer needs which will help them to capture SMEs as an important market segment.

D2.3 Common reference model (1st iteration in December 2015 and 2nd and final iteration in December 2016) - SOCIAL MARKET PLACE: a repository of SLAs, guides and standard templates so CSPs understand terminology for SLAs, understanding the entire SLA lifecycle and monitoring. KNOWLEDGE HUB: Content from this deliverable include common vocabularies and techniques for evaluating qualitative and quantitative SLO service metrics.

D3.2 Standardisation and int'l cooperation report (December 2015) SOCIAL MARKET PLACE: the business case for standards with practical implementations and what it means for current and prospective cloud customers. This is important for helping CSPs in implementing best practices to address customer concerns and foster trust in the cloud.

Tutorials

As stated previously SLA-Ready will produce and promote webinars and hands-on tutorials. Companies leading the way and experts from this category will be invited to participate at relevant tutorials. The following topics have been identified which will target CSPs:

- What do users require from SLAs?
- IoT and changing cloud environment – What's the effect on cloud contracts?
- Cloud SLA standards: who's who?
- Security in Cloud SLAs

³² <http://www.sla-ready.eu/news/towards-common-metrics-slas>



Events

International Forum on Cybersecurity, 20-21 January 2015, Lille, France³³

Why this event: The event focuses on topics related to D2.1 namely, tackling cybersecurity using a strategic approach that considers operational aspects while placing emphasis on the geopolitical, sociological, legal, managerial and technological challenges related to trust in cyberspace.

SLA-Ready participation: Promotion of SLA-Ready by Numergy at information stand.

CloudExpo Europe 11-12 March 2015, London, UK³⁴

Why this event: Major cloud computing conference with approx. 6,000 participants and a good mix of potential end-users and CSPs. Approximately 80% of the audience were from CSPs

SLA-Ready participation: Through a number of sessions at the event both Arthur's Legal and CSA focussed on issues for CSPs and other vendors, as well as current or future cloud customers. Presentations were at the Cloud Management, Applications and Services theatre, the Service Provider and Cloud Ecosystems theatre and the Cloud Security Alliance track.

Themes and output: Service Level Objective checklists, SLA life cycles, standardisation, perception & facts, Experience Level Agreements, SLAs-for-a-day, USPs and market making, both on EU as well international level.

InfoSecurity Europe, 2-4 June 2015 London, UK³⁵

Why this event: Major European security event with high number of service suppliers

SLA-Ready participation: General dissemination activities at CSA booth and collection of information for deliverables.

Social Media

The messaging for CSPs will mainly be linked to interaction at events organised or attended by partners, and will also target issues such as IT security and specific professional roles.

³³ <https://www.forum-fic.com/2015/home/>

³⁴ <http://www.cloudexpoeurope.com/>

³⁵ <http://www.infosecurityeurope.com/>



A sample of hashtags to be included is:

- **ICT:** #Cloud, #IOT, #ICT, #eskills, #ITsecurity, #CSO.
- **Best practices:** #leadership, as well as handles of the organisations concerned.

Networks

CSPs: Atos, Microsoft, Cisco, SAP, Huawei, Bull, Intel, IBM, Thales, EMC/VMware, F-Secure, CGI, HP, Google, Amazon, Salesforce, CloudSigma, Flexiant, CloudLynx, Fabasoft.

Telcos: BT, Portugal Telecom, Orange, Ericsson, Alcatel Lucent, Belgacom, T-Systems.

Multipliers: DigitalEurope members, EuroCloud, Cloud Architect Alliance, Cloud Team Alliance, Cloud Industry Forum.

Numergy's partnership brings perspectives across the value-chain in terms of different cloud services and can showcase best practices.

4.4. Large corporations

This group typically includes high revenue generators and influencers in IT. SLA-Ready mainly targets corporations with privacy and security concerns, where the role of privacy officers is beginning to emerge.

Examples of messaging

SLA-Ready for large corporations

SLA-Ready provides guidance and insights on addressing security and privacy issues, helping C-Level executives to make more informed decisions, e.g. healthcare sector. Our business expertise and network of experts also helps them stay abreast of the most important trends in cloud computing.

SLA-Ready interacts directly with large corporations at locally organised events and international conferences. Early interaction has helped SLA-Ready better understand the specific information needs and services of this target audience, such as clearly understanding the benefits of cloud services in their specific business context, gaining access to specialised information on service contracts and SLAs. Addressing security, privacy and data protection issues is another priority, especially where corporations deal with their own or customers' sensitive data in particular for large corporations handling sensitive data in sectors such as healthcare. In this respect, SLA-Ready also targets the newly emerging role of privacy policy officers in order to facilitate their requirements definition and how they should inform the cloud SLA.

Bargaining Power

Whether users can negotiate successfully depends as always on the user's bargaining position. Even huge corporate organisations have had difficulty persuading large providers to agree to any changes. Research has found that users in the best position to secure changes tended to be financial institutions and government/public sector users. [...] There is still some way to go in improving user awareness and educating users about the risks of using cloud computing and ways to mitigate their risks, whether technical or legal. More guidance and pre-contract risk assessment checklists for users would assist, and users should be encouraged to implement backups and encryption whenever possible and appropriate. User demand may push, and indeed show signs of having pushed, providers to make their terms more customer-friendly for market competitiveness reasons.

Kuan Hon, Centre for Commercial Law Studies, Queen Mary University of London – Cloudscape VI Insight paper³⁶.

Suitable metrics for large corporations

The development of reliable metrics for cloud services rely on translating your business and technical requirements into a form that can be measured in a repeatable fashion. For example, a possible metric for an email service might be related to its ability to filter spam, detect viruses or malware. If one is considering purchasing for a large organization, the time it takes to update mail servers or the number of times a message will be resent in case it is deemed undeliverable could be important.

From Robert Bohn, NIST, Cloudscape VII Insights paper³⁷

Data protection and security

Concerns over data protection and security are the main obstacles stopping large corporations that deal with sensitive data from moving to the cloud. While acknowledging that different cloud services and providers offer varying degrees of control and security levels large corporations need to be confident that their concerns are addressed.

SLA-Ready has the expertise to guide large corporations in gaining a better understanding of their specific requirements, explaining what to expect and what to trust.

Key to this is understanding specific contractual terms and implications for the user.

³⁶ <http://www.sla-ready.eu/news/negotiating-cloud-contracts-%E2%80%93-both-sides-now>

³⁷ <http://www.sla-ready.eu/news/towards-common-metrics-slas>

SLA-Ready results and the Digital Hub (Knowledge Hub & Social Market place)

The following key outputs from project deliverables will be packaged into user-friendly content targeting large corporations.

D2.3 Common reference model (1st iteration in December 2015 and 2nd and final iteration in December 2016) – KNOWLEDGE HUB: Content from this deliverable include common vocabularies and techniques for evaluating qualitative and quantitative SLO service metrics. SOCIAL MARKET PLACE: a repository of SLAs, guides and standard templates so large corporations understand key issues for the entire SLA lifecycle and monitoring. Tutorials-as-a-Service starting with basic guides to stepwise approaches.

D3.2 Standardisation and int'l cooperation report (December 2015) KNOWLEDGE HUB: progress on international standardisation efforts and implications for cloud SLAs; impact of international synergies, including common metrics such as collaborative work with the U.S. National Institute of Standards and Technology (NIST). Several representatives from the AB are members of large corporations. In addition, involvement in the C-SIG SLA brings important and direct interaction with key players from industry.

D3.3 A business guide to SLAs (December 2016) – KNOWLEDGE HUB: Highlighting how standardised SLAs can be of benefit for SMEs, compliance and certifications and checklists to aid adoption. SOCIAL MARKET PLACE: Practical guides and decision-making tools. Tutorials-as-a-Service covering a business guide to SLAs.

Events

Trust in Digital Life, 25-26 February 2015, Madrid, Spain³⁸

Why this event: Event focussing on topics related to project themese such as cloud security, eHealth and dealing with sensitive data, and cybersecurity for SMEs

SLA-Ready participation: General dissemination of project objectives through networking and distribution of project flier.

Cloud Banking World Series, 14-15 April 2015, London, UK³⁹

Why this event: Congress focussing on the transformational potential of migrating IT services/systems and applications to the Cloud for the banking sector.

SLA-Ready participation: Participation by CSA and Arthur's Legal on panel debates.

³⁸ <http://trustindigitallife.eema.org/>

³⁹ <http://www.cloudbankingworldseries.com/>



Arthur's Legal Applied Innovation Series, April 16 2015, Amsterdam, The Netherlands

Why this event: Participation of large corporations including ABN AMRO, AON, Fokker Technologies.

SLA-Ready participation: Participation by Arthur's Legal.

RSA USA, 20-24 April 2015 San Francisco, U.S.⁴⁰

Why this event: The RSA Conference is helping drive the information security agenda worldwide with annual industry events in the U.S., Europe and Asia.

SLA-Ready participation: Awareness raising and distribution of project flier at CSA booth

Social Media

The messaging large corporations will mainly be linked to interaction at events organised or attended by partners, and will also target issues such as IT security and specific professional roles.

A sample of hashtags to be included is:

- **ICT:** #Cloud, #IOT, #ICT, #eskills, #ITsecurity, #CSO.
- **Best practices:** #leadership, as well as handles of the organisations concerned.

Networks

Large corporations & Telcos: Atos, Alcatel-Lucent, Renault, Microsoft, Cisco, Technicolour, SAP, Huawei, Bull, Novartis, Intel, Accenture, Hitachi Data Systems, Barcelona Digital Technology Centre (BDigital), Engineering SpA, Ferrari, FIAT Research Centre, Finmeccanica, IBM, Innova SpA, Siemens, Symantec Lab, Thales, VMware, F-Secure, Technicolor, NEC, Oracle, PT Inovação, Red Hat, Lufthansa Systems AG, Logica, CGI, CA Technologies SA

Telcos: Portugal Telecom, BT, Orange, Ericsson, Alcatel Lucent, Deutsche Telekom, France Telecom, Telecom Italia, T-Systems, Swisscom, KPN Netherlands

CSA extended corporate membership (over 180 corporate members) including: Adobe, Amazon Web, DropBox, eBay, RedHAt, Salesforce, Google, TrendMicro

4.5. Public sector decision makers

Cloud adoption by this group is slowing down despite budget constraints and related requirements to gain efficiencies and improve citizen services. Synergies with initiatives like Cloud4Europe and PICSE with help SLA-Ready focus its engagement with this group.

⁴⁰ <http://www.rsaconference.com/events/us15/about>

The Common Reference Model will facilitate the procurement of cloud services through common vocabularies, SLO service metrics and measurements. Its involvement and knowledge of standards can further support this group and foster best practices.

Examples of messaging

Over the past five or six years, western European governments have certainly embraced and realised the potential benefits of cloud computing. Whilst initially deemed as a way of saving considerable cap-ex now Government CIOs are starting to see the wider benefits of cloud computing, like improving accessibility to applications and data from remote locations and multiple devices, as well as the extra scalability and elasticity to deal with peak workloads. [...]

The European Council has called for all efforts to be made for Europe's industry to regain momentum in digital products and services, describing an urgent need for an integrated single digital and telecoms market, benefiting consumers and companies. [...]

In order to take advantage of the full potential of the digital economy the Council stated that Europe needs investment and the right regulatory framework to enable infrastructure roll out of high speed broadband and 4G whilst maintaining technology neutrality. [...]

This message should be especially poignant for Europe. The austerity measures have barely started biting; we are at the tip of the iceberg. The way we, Europe, will save the public purse is through technology.

By working together we can form the foundation of the new European cloud industry, while at the same time saving the desperately cash-strapped European governments huge sums and boosting the European economy. It is our time!

From Kate Craig-Wood, Memset, Cloudscape VII Insight paper⁴¹

SLA-Ready results and the Digital Hub (Knowledge Hub & Social Market place)

D2.1 (June 2015) and D2.2 (December 2015) Requirements emerging from a state-of-the-art analysis – KNOWLEDGE HUB: these documents will provide a comprehensive analysis of sector specific requirements from a technological, legal, sociological and economic standpoint.

D2.3 Common reference model (1st iteration in December 2015 and 2nd and final iteration in December 2016) – KNOWLEDGE HUB: Content from this deliverable include

⁴¹ <http://www.sla-ready.eu/news/how-uks-g-cloud-programme-would-benefit-europe>

common vocabularies and techniques for evaluating qualitative and quantitative SLO service metrics.

D3.2 Standardisation and int'l cooperation report (December 2015) KNOWLEDGE HUB: progress on international standardisation efforts and implications for cloud SLAs; impact of international synergies, including common metrics such as collaborative work with the U.S. National Institute of Standards and Technology (NIST).

Events

Past and upcoming partner and external events will be targeted for dissemination purposes. Potential events are listed below

European Cloud: Vision or Fiction, 27 Jan 2015, Brussels, Belgium⁴²

Why this event: Opportunities to discuss topics of interest to SLA-Ready with participants including representatives from European Parliament, the European Commission, national governments and industry.

SLA-Ready participation: Presentation by Trust-IT services on project objectives

Arthur's Legal Applied Innovation Series, 16 April 2015, Amsterdam, The Netherlands

Why this event: Participation of CIO of the Dutch Government and other public policy representatives. This event the topic is 'The Future', so including cloud computing, (big) data analytics, AI, IoT, Robotica, singularity & beyond.

Document rich processes in the cloud, 21 May, The Hague – Co-organised by Arthur's Legal, Adobe (Document Cloud), HP, Zappplied

Why this event: The event focuses on cloud services for the public sector (national government and bigger municipals/cities, such as Amsterdam, Rotterdam, Utrecht and The Hague). SLA-Ready contributing on state of the EC Digital Single Market, Standardisation, ISO, security, data, privacy, interoperability, and other SLA Ready topics.

Networks

Government & public authorities participating in Unit E2 FP7 Call 8 & 10 projects: Federal Computing Centre, Austria; Secure Information Technology Center (A-SIT), Austria; Information and Communication Technology Federal Public Service (FEDICT), Belgium; Ministry of Economic Affairs and Communications, Estonia; Ministry of Finance,

⁴² <http://www.afcea.org/europe/html/EuropeanCloud-Foreword.asp>

Finland; Federal Office for Information Security, Germany; Ministry of Finance, Israel; Agency for a Digital Italy, Italy; Ministry of Economic Affairs, the Netherlands; Ministry of Finance, Tax and Customs Administration, the Netherlands; Agency for Administrative Modernisation, Portugal; Shared Services Entity for Public Administration, Portugal; Ministry of the Interior, Slovenia; Ministry of Finance and Public Administrations, Spain, Ayuntamiento de Santander and Municipality of Genoa

Government & public authorities participating in Unit E2 FP7 CIP Projects: Government, public authorities (PA) & PA providers: City of Novi Sad (RS), Informaticka, Stockport Council (UK), Santander City Council (ES), Lecce City Council (IT), Barcelona City Council (ES), CSI Piemonte (IT), Molise Regional Council (IT), Brussels Region Informatics Centre (BE), Issymedia, (FR), Manchester City Council, (UK), Valladolid City Council, (ES), City of Thessaloniki (GR), City of Agueda, (PT), City of Genoa (IT), Municipality of StariGrad (HR), London Borough of Camden (UK), Infratel Italia (IT), Porto City Council (PT), Lombardy Region (IT), Municipality of Brazv (RO), Electric Corby (UK).

Other: IS-Practice (BE) 21c Consultancy (UK), PNO Consultant Limited (NL), EJ Consultants (UK)