

Project Number: **215219**
 Project Acronym: **SOA4ALL**
 Project Title: **Service Oriented Architectures for All**
 Instrument: **Integrated Project**
 Thematic Priority: **Information and Communication Technologies**

D12.2.1 SOA4All Branding

Activity N:	4
Work Package:	12 Dissemination
Due Date:	31/05/2008
Submission Date:	31/05/2008
Start Date of Project:1/3/2008	01/03/2006
Duration of Project:	36 Months
Organisation Responsible of Deliverable:	CEFRIEL
Revision:	1.0
Author(s):	CEFRIEL, ATOS, OU

Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission)	
RE	Restricted to a group specified by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

Version History

Version	Date	Comments, Changes, Status	Authors, contributors, reviewers
1.0	31/5/2008	Final version	CEFRIEL, ATOS, OU

Table of Contents

1. INTRODUCTION	4
1.1 INTRODUCTORY EXPLANATION OF THE DELIVERABLE	4
1.2 PURPOSE AND SCOPE	4
1.3 STRUCTURE OF THE DOCUMENT	4
2. SOA4ALL BRANDING	5

1. Introduction

1.1 Introductory explanation of the deliverable

The deliverable 12.2.1 is the initial project branding.

The design of SOA4All's image is provided at the beginning of the project together with a rationale on the selected images, texts, etc. This material will be used to customize all the templates of the project and to offer some essential messages to all partners that have to be followed during the project so that a coherent image is provided to outsiders. Even if preliminary material will be prepared here, it is the purpose of the project to implement changes when needed.

1.2 Purpose and Scope

The aim of this document is to show the SOA4All branding developed.

1.3 Structure of the document

The document is organized in 2 sections:

1. This introduction
2. SOA4All branding

2. SOA4All branding

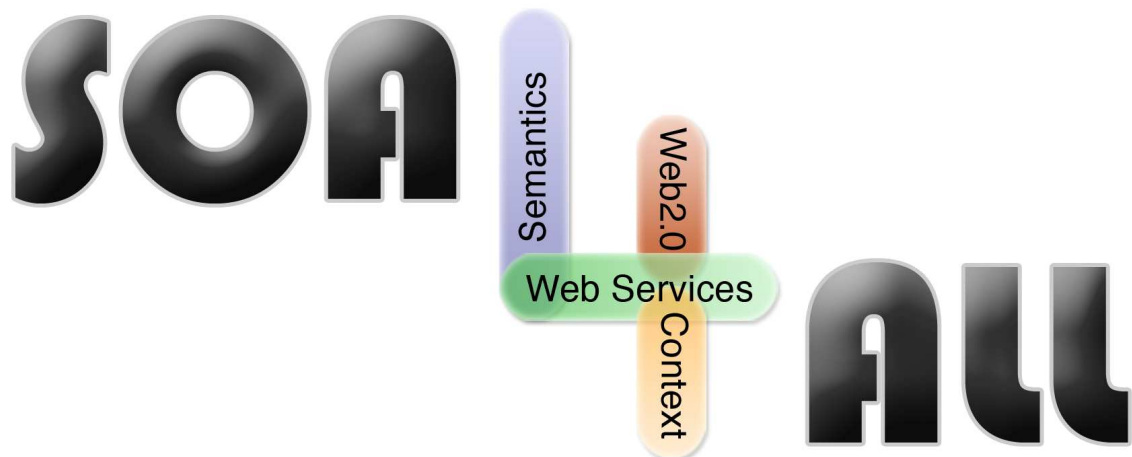


Figure 1- Project logo

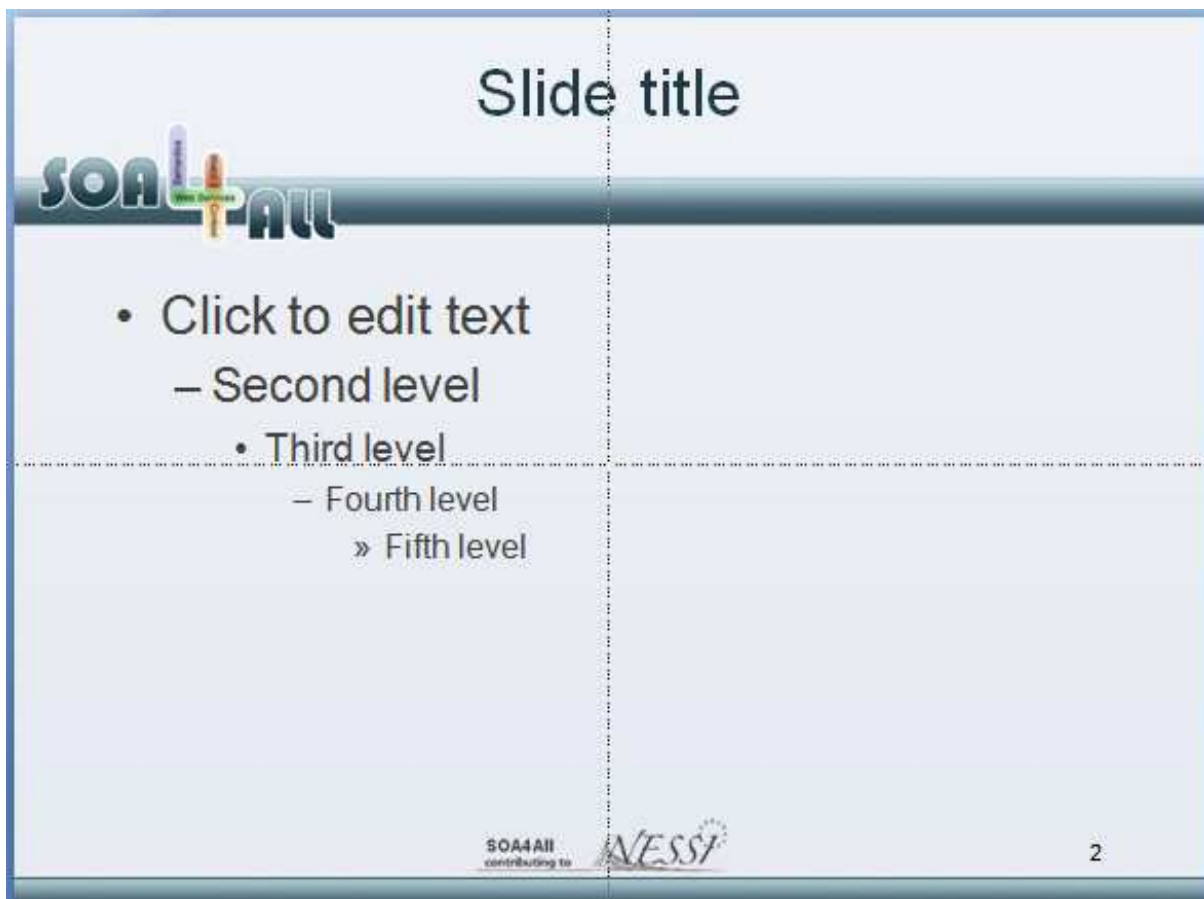


Figure 2- Presentation Template



Figure 3 – Header image for the web site



SOA4All

A Web of billions of services



SOA4All contributing to the Future of Internet



SOA: as the emerging dominant paradigm for application development which abstracts from software to the notion of a service

Context: adapting to meet local environmental constraints, organizational policies and personal preferences

Web 2.0: as a means to structure human-machine cooperation in an efficient and cost-effective manner.



Semantic Web: to automate service discovery, mediation and composition

Web principles: To scale SOA to a world wide web communications infrastructure

Use Cases

End-user Integrated Enterprise Service Delivery Platform Investigates the possibilities and challenges related to the integration of new, dynamic, end-user driven service construction and delivery platforms associated with existing Enterprise SOA Infrastructures such as SAP's NetWeaver.

BT W21C builds on the BT Web21c Infrastructure and leverages SOA4All research and technology to allow end-users to access, use and create services based on BT's 'capabilities' including VOIP and SMS.

C2C eCommerce provides a reference service application that supports the setup of eCommerce applications in customer to customer (C2C) exchange settings, as designated by HANIVAL, TIE, TXT and Seekda, by integrating services over the Web.

Consortium Partners

Industrial partners



SMEs



Academic / Research



Project Co-ordinator: Santi Ristol Jorba santi.ristol@atosresearch.eu



Figure 4 – SOA4All poster



SOA4All will help to realize a world where billion of parties are exposing and consuming services via advanced Web technology



Programme: 7th Framework Programme

Total Budget: 13, 648,488.19 euro

Project period: 36 months

Coordinator: ATOS ORIGIN (Spain)

Partners:

Industry



SME's



Academic/Research



A WEB OF BILLION OF SERVICES

Introduction

Computer science is entering a new generation. The emerging generation starts by abstracting from software and sees all resources as services in a SOA. In a world of services, it is the service that counts for a customer and not the software or hardware components which implement the service. Service-oriented architectures are rapidly becoming the dominant computing paradigm. However, current SOA solutions are still restricted in their application context to being in-house solutions of companies. A service Web will have billions of services. While service orientation is widely acknowledged for its potential to revolutionize the world of computing by abstracting from the underlying hardware and software layers, its success depends on resolving a number of fundamental challenges that SOA does not address today.

Project Objectives

It will provide a comprehensive framework and infrastructure that integrates four complimentary and revolutionary technical advances into a coherent and domain independent service delivery platform:



- **SOA**: as the emerging dominant paradigm for application development which abstracts from software to the notion of a service
- **Web principles**: to scale SOA to a world wide web communications infrastructure.
- **Web 2.0**: as a means to structure human-machine cooperation in an efficient and cost-effective manner.
- **Semantic Web**: to automate service discovery, mediation and composition.
- **Context management**: adapting to meet local environmental constraints, organizational policies and personal preferences.

SOA4all is endorsed by the NESSI constituency and will contribute significantly to the NESSI Open Framework, which is one of the main challenges of the European Platform on Software and Services. In a broader context we expect SOA4all to significantly impact the competitiveness of the European Software and IT.

SOA4all was launched past March 2008 and will run until March 2011. This Project is jointly funded by the Direction General of Information Society at the European Commission and Consortium partners with a total budget of 12,648,488 euro and it's included in the Seventh Framework Programme. The Consortium is composed of 17 partners from nine different countries (Spain, Austria, UK, France, Germany, The Netherlands, Italy, Ireland and Bulgaria). Moreover, partners involved in the project are represented by SME's, industry as well as academic and research sector.

Further information www.soa4all.org

Project Coordinator
senti.natal@atosresearch.eu
Ave. Diagonal 200
Barcelona, 08013, Spain
Telephone +34 93 486 13 13
www.atosorigin.es

Figure 5 – Fact sheet