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 Instrument: **Integrated Project**  
 Thematic Priority: **Information and Communication Technologies**

## D12.2.3 Second Generation of SOA4All Publicity Material

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<b>PP</b>	Restricted to other programme participants (including the Commission)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission)	

## Version History

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## Glossary of Acronyms

Acronym	Definition
D	Deliverable
EC	European Commission
FIA	Future Internet Assembly
FP7	Seventh Framework Programme
NSP	NESSI Strategic Project
WP	Work Package

## Executive summary

This deliverable describes the second generation of SOA4All publicity material, created during the second year of the project. Such material is mainly targeted at an external audience. Examples of publicity material include: poster, brochure, flyer and banner.

# 1. Introduction

## 1.1 Introductory explanation of the deliverable

The purpose of this deliverable is to describe the second generation of publicity material created in the SOA4All project.

## 1.2 Purpose and scope

The publicity material created in SOA4All is mainly targeted at an external audience. Examples of publicity material include: poster, flyer, brochure and banner.

This document covers the publicity material produced or updated during the second year of the project.

## 1.3 Structure of the document

This document is structured as follows. Section 2 illustrates the publicity material currently available in SOA4All. Section 3 draws some conclusions.

## 2. SOA4All publicity material

Publicity material plays a key role in terms of visibility of a project. In SOA4All different types of publicity material were created during the first two years, in order to increase project visibility and support dissemination of project results in different settings and venues.

Most of the publicity material items created within the project can be downloaded from the SOA4All Website [1], 'Resources' section.

### 2.1 Brochure

The brochure (Figure 1 and Figure 2) is intended to be made available or handed out at different dissemination venues where SOA4All is represented, such as conferences, symposia, project meetings and other similar events. It was actually handed out, e.g., during the Semantic Week 2009, the Collaboration Meeting 2009, eChallenges 2009, ICSSOC-ServiceWave 2009 and ESTC 2009. It adopts an A4 format (unfolded).

The SOA4All brochure includes overall information about the project and adds some detail about the architecture and the use cases. In particular, it conveys the following information.

- Outer side (Figure 1): project logo, slogan, Website, SOA4All Principles, "project facts" (FP7 reference number, duration, funding etc.), consortium members and their logos, "Contributing to NESSI" logo and NESSI Website, EC and FP7 logo.
- Inner side (Figure 2): overview of the SOA4All architecture and related components, description of the SOA4All use cases.

The image shows the outer side of the SOA4All brochure. It features a grid layout with several sections:

- Members:** A group photo of the consortium members and a grid of logos for various partners including Atos Origin, SAP, BT, TTX, ebm, ontotext, HANIVAL, seehda!, ISOCO, TIE KINETIX, DEFRIEL, KIT, INRIA, and OTI INNSBRUCK.
- SOA4All Principles:** A central text block explaining the project's goals and the integration of SOA with four complementary state-of-the-art technical advances:
  - Incorporating Web Principles into SOA:** SOA4All transforms service-oriented environments into architectures of billion of services. With this purpose it integrates the principles which made the Web such a successful platform for the worldwide sharing of content, so that everybody is able to participate either as a provider or a consumer of information beyond the boundaries of enterprises.
  - Incorporating Semantic Web into SOA:** Service operations such as discovery, selection, composition and invocation need technologies for coping with complexity and heterogeneity. SOA4All uses Semantic Web technologies to formally model and manage the knowledge related to services, so that machines can deal with their complexity and heterogeneity.
  - Incorporating Context into SOA:** SOA4All incorporates context in SOA as a means to customize service usage and provisioning on a worldwide scale. The mix of semantic and context technologies in the SOA4All infrastructure will be a key enabler of dynamic adaptation of services to their context of use.
  - Incorporating Web 2.0 into SOA:** SOA4All exploits Web 2.0 technology as means to proper include human interaction and cooperation to provide solution to certain tasks, such as creating semantic descriptions, ranking services and mediation that remain otherwise unfeasible at Web scale. SOA4All Studio aims to demonstrate that Web 2.0 technologies and human computing approaches can prove the potential of proper balancing services provided by humans and services provided by automated reasoning.
- Project Facts:** SOA4All (Service Oriented Architectures for All) is a Large-Scale Integrating Project funded by the European Seventh Framework Programme, under the ICT-2007.1.2 Service and Software Architectures, Infrastructures and Engineering research area. SOA4All is a strategic project of the Networked European Software and Services Initiative (NESSI).
  - Reference: 215219
  - Duration: 1 March 2008 – 28 February 2011
  - Funding: 9.47 million Euro
- SOA4All Logo and Slogan:** The logo consists of the letters 'SOA' and 'ALL' with a vertical bar between them containing the words 'Semantic', 'Web 2.0', 'Web Services', and 'Context'. The slogan is 'Enabling a Web of billions of services'.
- Visuals:** A world map with human icons and a globe, and logos for the European Commission, NESSI, and the Seventh Framework Programme.
- Footer:** Three website URLs: www.soa4all.eu, www.nessi-europe.eu, and www.soa4all.eu.

Figure 1 – SOA4All brochure (outer side)

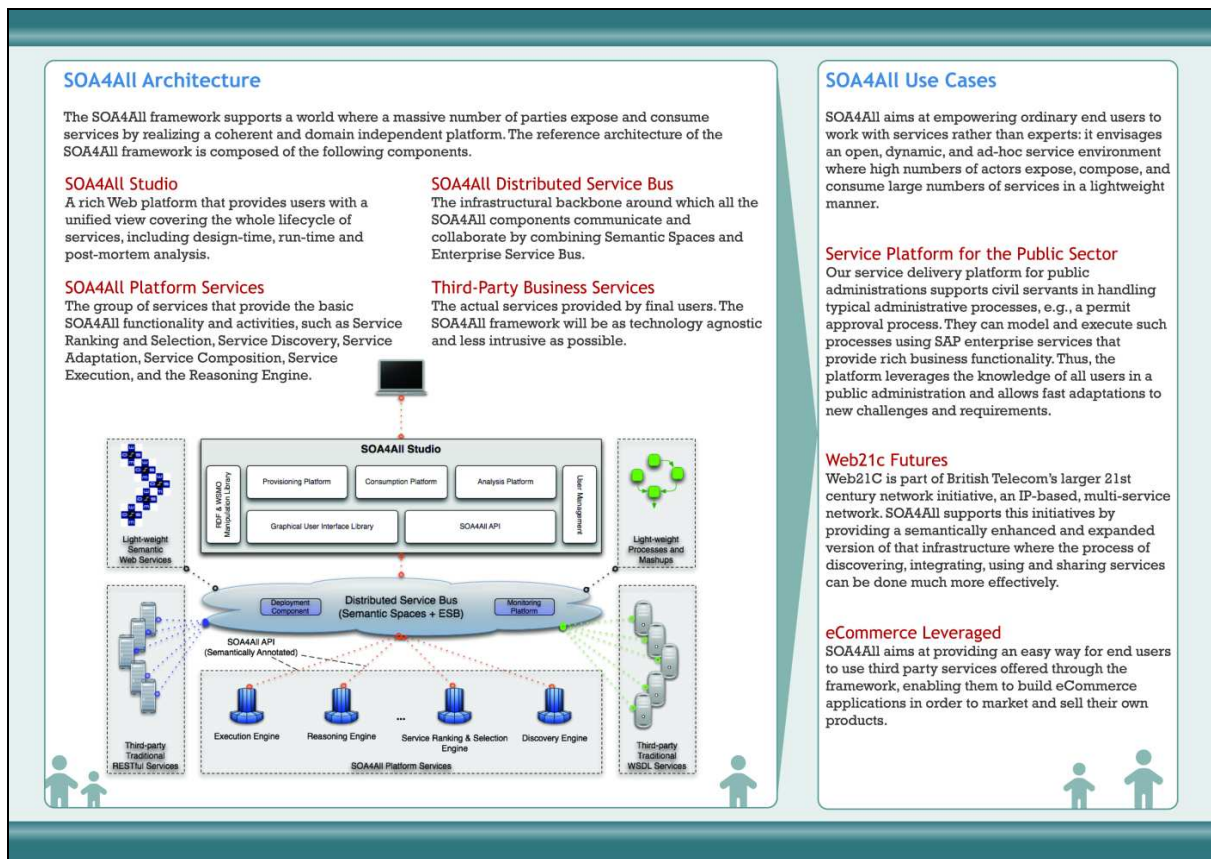


Figure 2 – SOA4All brochure (inner side)

## 2.2 Poster

The new SOA4All poster (Figure 3) is meant to be shown at dissemination venues where SOA4All is represented, such as conferences, symposia, project meetings and other similar events. It was actually handed out, e.g., the Collaboration Meeting 2009, eChallenges 2009, ICSSOC-ServiceWave 2009 and ESTC 2009. It can be printed in different large formats, e.g., 70x100 cm.

This version of the SOA4All poster includes overall information about the project and gives some detail about the architecture and the use cases. In particular, it conveys the following information.

- SOA4All principles and core technologies in a nutshell.
- Overview of SOA4All Architecture and related components.
- Overview of SOA4All use cases.
- Project logo, Website, “project facts”, consortium members and their logos, “Contributing to NESSI” logo and NESSI Website, EC and FP7 logo etc.

The previous version of the SOA4All poster (see Figure 8) can be considered still valid since it provides a high-level overview of the project, somehow similar to the goal of the banner (see Section 2.3).



## Enabling a Web of billions of services

### SOA4All Principles and Core Technologies

SOA4All aims at realizing a world where a massive number of parties are exposing and consuming services via advanced Web technology. The project will provide a comprehensive framework and software infrastructure that integrates SOA and four complementary and revolutionary technical advances (**Web, context-aware technologies, Web 2.0 and Semantic Web**) into a coherent and domain independent worldwide service delivery platform.

### SOA4All Architecture

The reference architecture of the SOA4All framework is composed of the following components.

**SOA4All Studio**  
A rich Web platform that provides users with a unified view covering the whole lifecycle of services, including design-time, run-time and post-mortem analysis.

**SOA4All Platform Services**  
The group of services that provide the basic SOA4All functionality and activities, such as Service Ranking and Selection, Service Discovery, Service Adaptation, Service Composition, Service Execution and the Reasoning Engine.

**SOA4All Distributed Service Bus**  
The infrastructural backbone around which all the SOA4All components communicate and collaborate by combining Semantic Spaces and Enterprise Service Bus.

**Third-Party Business Services**  
The actual services provided by final users. The SOA4All framework will be as technology agnostic and less intrusive as possible.

### SOA4All Use Cases

SOA4All aims at empowering ordinary end users to work with services rather than experts: it envisages an open, dynamic, and ad-hoc service environment where high numbers of actors expose, compose, and consume large numbers of services in a lightweight manner.

**Service Platform for the Public Sector**  
The service delivery platform for public administrations supports civil servants in handling typical administrative processes, e.g., a permit approval process. They can model and execute such processes using SAP enterprise services that provide rich business functionality. Thus, the platform leverages the knowledge of all users in a public administration and allows fast adaptations to new challenges and requirements.

**Web21c Futures**  
Web21C is part of British Telecom's larger 21st century network initiative, an IP-based, multi-service network. SOA4All supports this initiatives by providing a semantically enhanced and expanded version of that infrastructure where the process of discovering, integrating, using and sharing services can be done much more effectively.

**eCommerce Leveraged**  
SOA4All aims at providing an easy way for end users to use third party services offered through the framework, enabling them to build eCommerce applications in order to market and sell their own products.

### Project facts

SOA4All (Service Oriented Architectures for All) is a Large-Scale Integrating Project funded by the European Seventh Framework Programme, under the ICT-2007.1.2 Service and Software Architectures, Infrastructures and Engineering research area. SOA4All is a strategic project of the Networked European Software and Services Initiative (NESSI).

Reference: 215219  
Duration: 1 March 2008 – 28 February 2011

### Members

[www.soa4all.eu](http://www.soa4all.eu)

Figure 3 – SOA4All poster

### 2.2.1 Poster using NESSI template

A SOA4All poster was produced by the NESSI Office adopting the NESSI template (see Figure 4), i.e., the same template used for the other NSPs. This poster is currently shown at the NESSI Office in Bruxelles. This version conveys the following information.

- Project slogan, brief description and Website.
- “Contributing to NESSI” logo and NESSI Website.

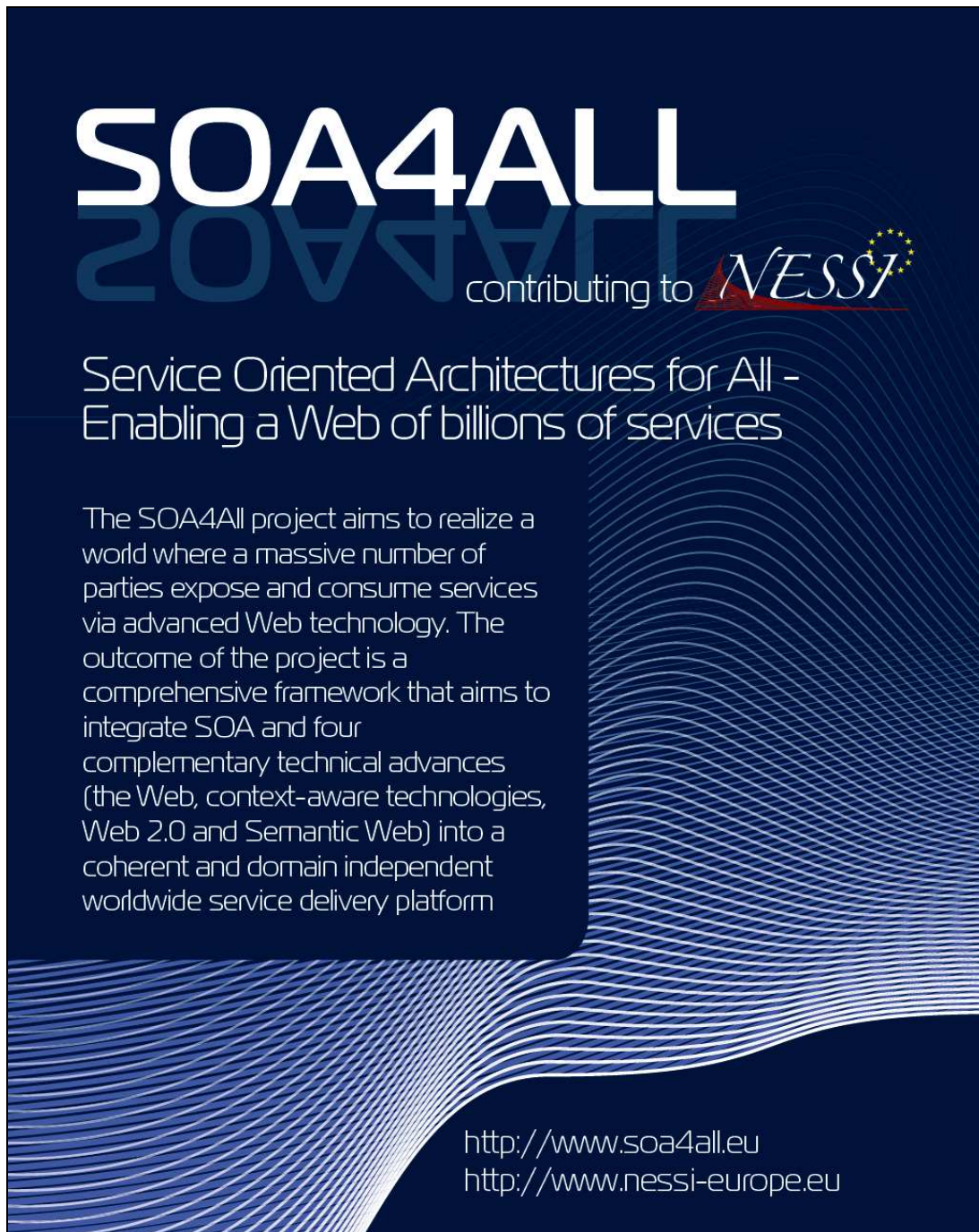


Figure 4 – SOA4All poster using NESSI template

### 2.2.2 Poster for FIA 2009

A dedicated version of the SOA4All poster (see Figure 5) was created by STI to be shown at the Future Internet Assembly 2009 (Stockholm).

This version of the poster focuses on semantic aspects of services, as handled through the SOA4All architecture and the SOA4All Studio to realize a global service delivery platform.

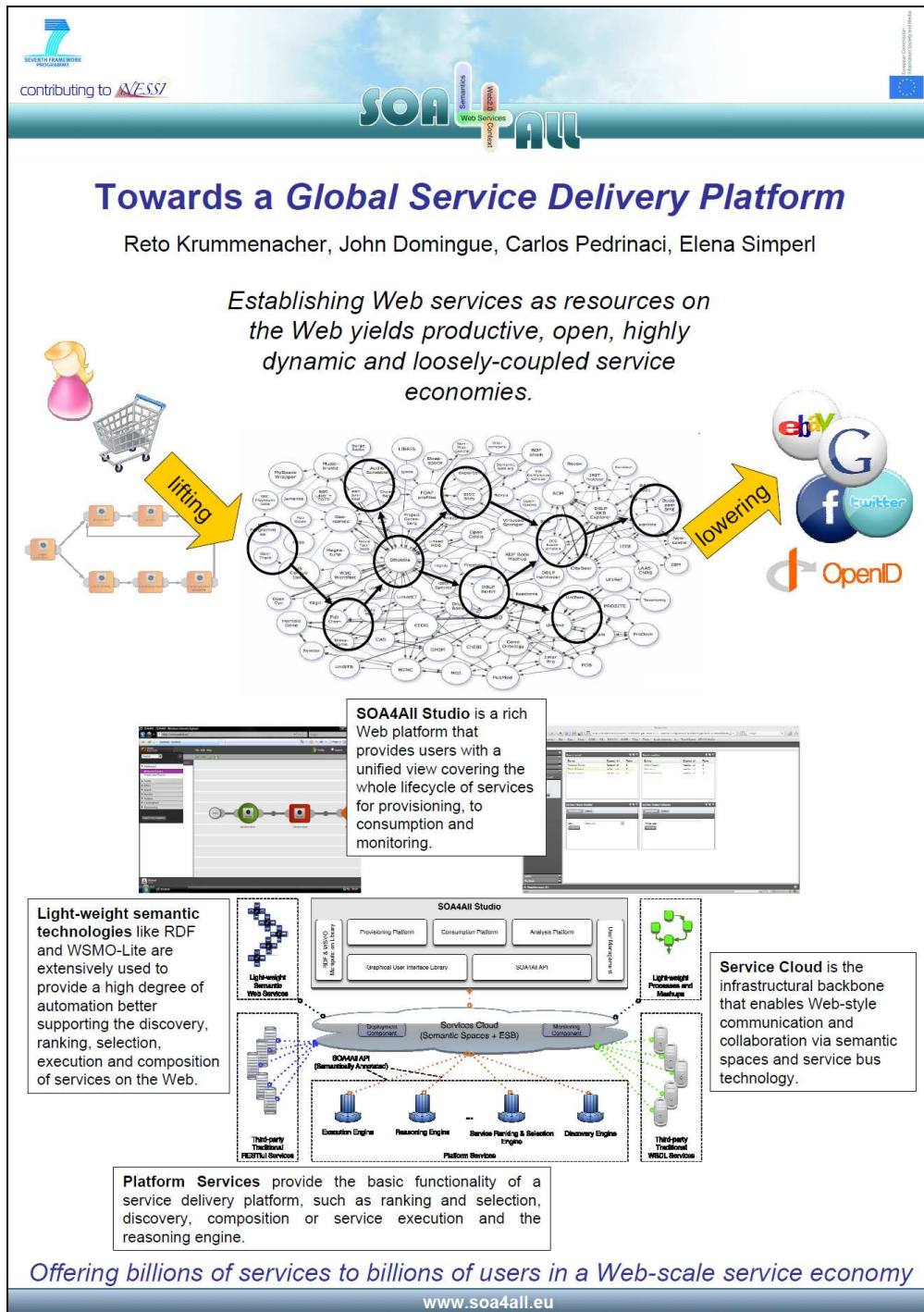


Figure 5 – SOA4All poster for FIA Stockholm 2009

## 2.3 Banner

The SOA4All banner (Figure 6) can be shown at different dissemination venues where the SOA4All project is represented, such as conferences, symposia, project meetings and other similar events. It was actually shown, e.g., during the Semantic Week 2009, eChallenges 2009. It can be printed in different large formats, e.g., 60x200 cm.

Its goal is to visibly show the presence of the SOA4All project, so it includes brief information about the project without technical details. In particular, the SOA4All banner conveys the following information:

- Project logo, slogan, Website.
- Consortium members and their logos.
- “Contributing to NESSI” logo and NESSI Website, EC and FP7 logo etc.



Figure 6 – SOA4All banner

## 2.4 Flyer

The SOA4All flyer (Figure 7) is meant to be let available or handed out at different dissemination venues where SOA4All is represented, such as conferences, symposia, project meetings and other similar events. It adopts an A4 format.

The SOA4All flyer conveys the following information:

- Project logo, slogan, Website (with QR Code [4]), project goals and cornerstones.
- “Project facts”, consortium members and their logos.
- “Contributing to NESSI” logo and NESSI Website, EC and FP7 logo etc.

The flyer features the SOA4All logo at the top center, with 'SOA' in large black letters and 'ALL' in smaller black letters. A vertical bar between them contains the words 'Semantics', 'Web2.0', 'Web Services', and 'Context'. To the left is the 'SEVENTH FRAMEWORK PROGRAMME' logo, and to the right is the 'European Commission Information Society and Media' logo with the EU flag.

Below the logo, it says 'contributing to NESSI' with the NESSI logo and the website 'www.nessi-europe.eu'. The main slogan is 'Enabling a Web of billions of services'.

The text describes the project's goals and objectives, including a list of key concepts:

- **SOA**: as the emerging dominant paradigm for application development which abstracts from software to the notion of service
- **Context Management**: adapting to meet local environmental constraints, organizational policies and personal preferences
- **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

A diagram shows a central 'Web' circle connected to four other circles: 'SOA', 'Context', 'Semantic Web', and 'Web 2.0'.

At the bottom, it lists project details: 'SOA4All – Service Oriented Architectures for All Research Area', 'ICT-2007.1.2 Service and Software Architectures, Infrastructures and Engineering Reference', '215219', 'Duration: 1 March 2008 – 28 February 2011', and 'Members' with logos for Atos Origin, INRIA, seekda!, BT, STI-INNSBRUCK, TIE KINETIX, ebm, HANIVAL, SAP, KIT, ISOCO, TXT e-solutions, The Open University, CEFRIEL, ontotext, and MANCHESTER. A QR code and the website 'www.soa4all.eu' are also present.

Figure 7 – SOA4All flyer

## 2.5 Former publicity material

Other SOA4All publicity material includes:

- Factsheet.
- Slide template (for MS PowerPoint presentations).

together with the previous versions of some of the publicity material items illustrated in this document: flyer, banner, brochure, poster (see Figure 8).

**SOA4All** A Web of billions of services

SOA4All contributing to the Future of Internet

**SOA** is 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:** Atos Origin, BT, SAP, TNT

**SMEs:** ebm, HANIVAL, ISOCO, onirobot, seekda, TIE

**Academic / Research:** CEFRIEL, INRIA, IRI, KIT, IRI

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Figure 8 – Previous version of the SOA4All poster

Such material is already described in deliverables D12.2.1 “SOA4All branding” [2] and “D12.2.2 First Generation of SOA4All Publicity Material” [3].

### 3. Conclusions

This document presented the second generation of SOA4All publicity material. Most of the project publicity material has undergone some redesign, in order to achieve a common graphical style and to reflect the latest project results. Updated publicity material was shown or made available during various conferences, meeting and events where the SOA4All project was present, e.g., the Semantic Week 2009, the Collaboration Meeting 2009, eChallenges 2009, ICSSOC-ServiceWave 2009 and ESTC 2009.

SOA4All publicity material will be further updated or extended during the third project year, in order to help disseminating new project developments and achievements as they become available.

Most of the publicity material produced within the project is available through the SOA4All Website [1] or the project portal [5].



## 4. References

1. SOA4All Website: <http://www.soa4all.eu/>
2. SOA4All – D12.2.1 SOA4All Branding, public deliverable, May 2008.
3. SOA4All – D12.2.2 First Generation of SOA4All Publicity Material, public deliverable, February 2009.
4. QR Code article on Wikipedia: [http://en.wikipedia.org/wiki/QR\\_Code](http://en.wikipedia.org/wiki/QR_Code)
5. SOA4All Project Portal: <http://projectportal.atosorigin.es/>