DataBench

Evidence Based Big Data Benchmarking to Improve Business Performance

D6.2 Project Web Portal and Dissemination Materials

Abstract

At the heart of the DataBench project is the goal to design a benchmarking process helping European organizations developing Big Data Technologies to reach for excellence and constantly improve their performance, by measuring their technology development activity against parameters of high business relevance. DataBench will investigate existing Big Data benchmarking tools and projects, identify the main gaps, provide a robust set of metrics to compare technical results coming from those tools. It will provide a framework to associate those technical results with the economic processes that are imperative to a company. It will provide a robust set of benchmarks to assess which tools respond best and provide the most pertinent information for organisation's economic planning and respond to their current and emerging industrial needs. It will provide a software tool which the industrial and research community users can leverage to do this evaluation. DataBench will interact with the Big Data PPP ICT14 and 15 projects to give access to this tool and framework to leverage the Big Data benchmarking investment so far carried out in the benchmarking community, contributing to the success of the BDV-PPP. The project envisions continuous interaction with the leading BDT suppliers and international industrial benchmarking user communities and has a strong relationship with the BDV cPPP.

This deliverable presents the initial output of the dissemination and communication activities of DataBench. This includes the development and management of the project web portal, and the production of a set of dissemination materials for online publication and distribution at events.

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Executive Summary

This deliverable builds on the previous D6.1 Dissemination and Liaison Plan and aims at presenting the outputs of the first phase of dissemination and communication activities carried out in the framework of DataBench, by providing an overview of the dissemination and communication channels that will be used throughout the duration of the project. In particular, the deliverable focuses on the development and management of the project website, as well as on the design and production of a set of dissemination materials.

The project web portal, which serves as the main communication and dissemination tool for DataBench, is described in relation to its structure, functionalities and type of content available. A detailed overview of the different sections of the website is provided along with screenshots. The deliverable also presents the next steps related to the development of the web portal, which will be further exploited for dissemination and stakeholder engagement purposes thanks to the implementation of a community space, planned to be implemented in the next period.

Additionally, the document provides a general overview of DataBench Dissemination Materials at the first stage of the project, as well as the material expected to be developed in the following stages to continue positioning and increase the visibility of the project among the BDVA PPP, and the existing Big Data Technologies (BDT) Benchmarking tools in the market. The dissemination materials herewith presented include the DataBench logo, handout, PowerPoint presentation template and roll-up. The DataBench Project Fiche delivered with D7.1 and the project description available on the BDVA PPP website are also listed as additional materials produced in the framework of the project and exploited for dissemination purposes. Further assets, including posters, gadgets and a short, animated video, are planned to be produced in the next phase in order to support the project's outreach and impact.

1. Introduction

1.1. Objectives

The deliverable D6.2 is part of the WP6 Consensus Building, Dissemination and Exploitation and reports about the development and management of the project website, as well as about the design and production of a set of dissemination materials.

The deliverable builds on the previous D6.1 and follows the objectives and approach set out in the Dissemination and Liaison Plan.

The current deliverable aims at presenting the outputs of the first phase of dissemination and communication activities carried out in DataBench, as well as providing an overview of the tools that will be used throughout the duration of the project.

1.2. Structure of the document

The deliverable is structured as follows:

- Chapter 1 is the introduction. It presents the objectives of the deliverable and its structure;
- Chapter 2 presents the project web portal by providing a description of its structure, functionalities, and type of content available;
- Chapter 3 focuses on the dissemination materials. A set of marketing materials aiming at creating awareness about the project, promoting the visibility towards the target audience and disseminating the key outcomes is being produced under WP6;
- Chapter 4 presents the conclusions and the next steps concerning these tasks.

2. Project Web Portal

2.1. Purpose of the web portal

The DataBench web portal serves as the main dissemination and communication tool, as it provides information and regular updates on the project. The website is intended to be a window for the stakeholder community on the project's development: an overview of the progress and expected outcomes, the overview of existing state of the art in benchmarking tools, information on upcoming events and relevant news, as well as the publicly available materials are made available and updated on periodical basis.

The project web portal went online at the end of Month 6 (June 2018), under responsibility of WP6 and is available at the following URL: https://www.databench.eu/

Most of the website is fully functional and contents are regularly updated. The community space is currently in progress and will be made available in the next period.

2.2. Structure and description of the web portal

The development of the project website has involved a team of professional web developers and graphic designers under the coordination of the DataBench team. The website was designed to be attractive, user-friendly and easy to navigate with the aim to be an entry point to all public materials produced by the project. Additional material will be made available in the next period through the community space, which will constitute the private area of the website, which will be made available only to a restricted group of users.

The starting point of the project website design was the project's visual identity, including the project's logo, presented in the D6.1.

From a technical perspective, the website is based on WordPress open-source tool. An analytics tool has been integrated in order to generate statistics on the performance of the website, including traffic and downloads.

The figure below shows the structure of the website and how the sections are organized in terms of content.

Homepage	The project	Resources	News and events	Contact	Community
Banner with sliding links	About	Public deliverables	News	Project email	To be developed
Short intro of the project	Objectives	Scientific publications	Upcoming events	Social media links	
Latest deliverables	Consortium	Presentations	Past events		
Latest news and events	Approach	Marketing materials	Newsletter		
Tweets feed	Expected impa	Other materials			
Get involved / social media	Outcomes	Webinars			

Figure 1 DataBench website structure

The following paragraphs present the different sections of the website in detail.

2.2.1. Homepage

The homepage of the website offers a comprehensive view of the different sections of the website and the kind of content that is available, while providing access to the latest updates from the project.

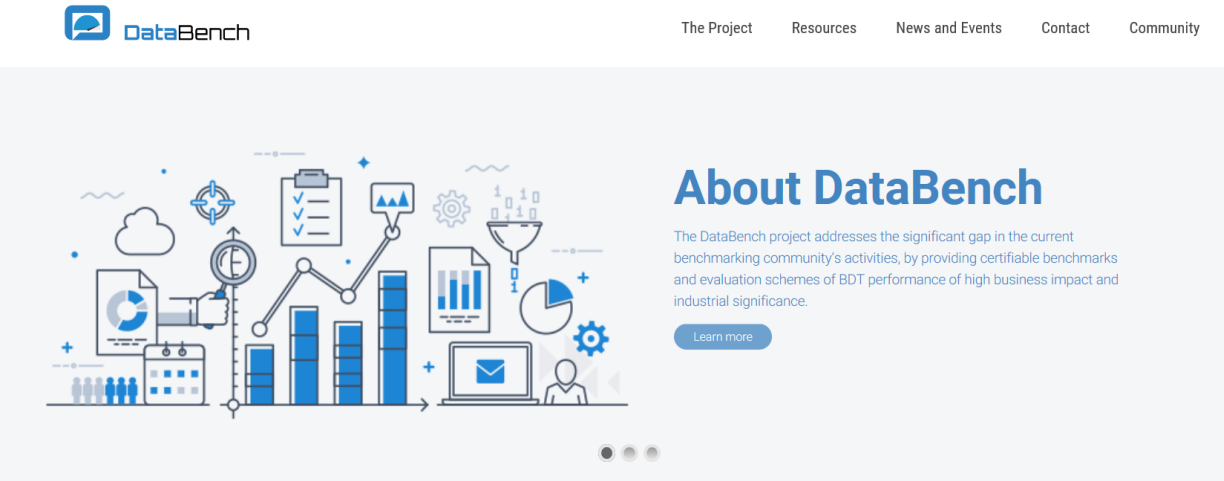


Figure 2 DataBench website: homepage view

In the top banner, the homepage shows the project logo and the menu of the website. Below, a sliding menu provides access to three main sections: about the project, the DataBench community space, and the DataBench Toolbox.

The homepage also offers a short description of the project scope, and presents the latest content uploaded on the website.

The link to the social media of the project, and another summary view of the website structure is provided in the bottom banner of the website.

2.2.2. The project

This section is dedicated to the presentation of the DataBench project. It starts with the description of the key objectives, and follows with the presentation of the consortium partners, the overview of the methodological approach and expected results.

A screenshot of this section is provided in the figure below.

In the side-menu the overview of the latest news, events and the tweet feed is provided, together with the social media icons linking to the project's Facebook, LinkedIn, Twitter and YouTube accounts.

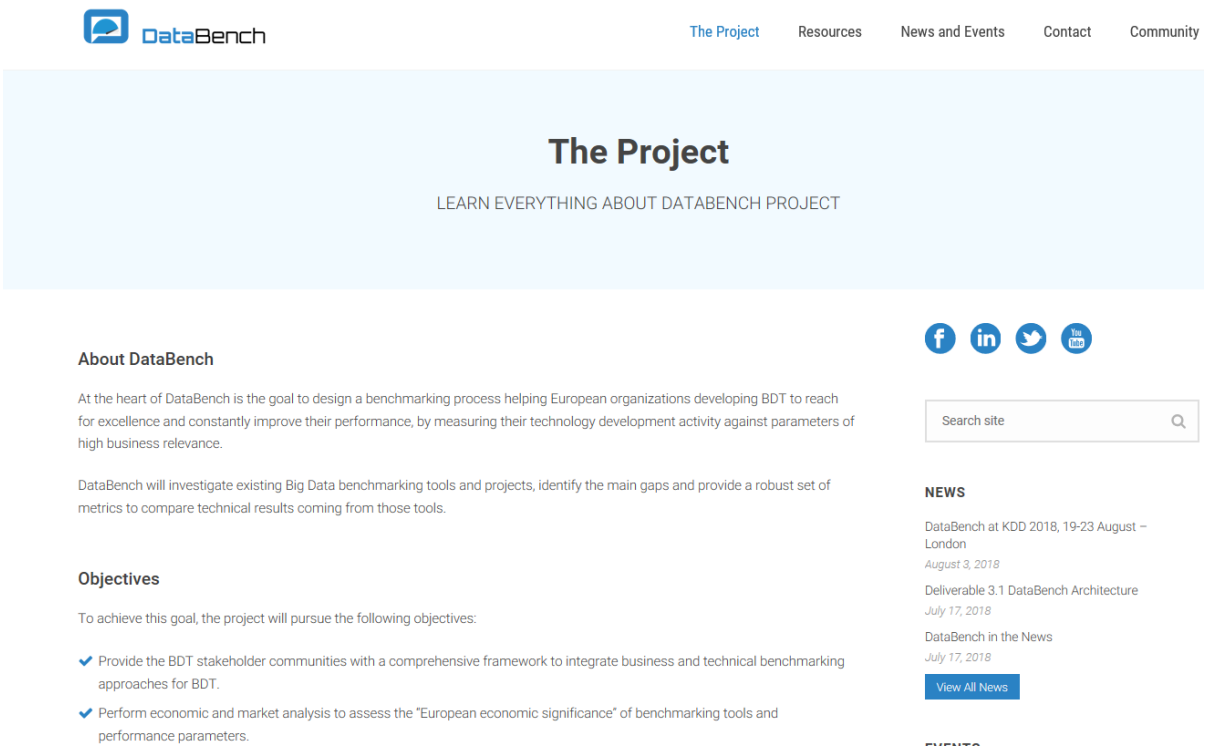


Figure 3 DataBench website - The Project section

2.2.3. Resources

The resources section contains all public materials for download and external use. The resources available include:

- Public deliverables: as soon as a deliverable is completed, it is made available on the website in .pdf format for download and online reading.
- Scientific publications: this section will list the references of the scientific publications produced by the project team and published on scientific journals.
- Presentations: it will list the presentations made by DataBench at events, for download and sharing.
- Marketing materials: as described in the following chapter, in this section the dissemination materials produced by the project will be made available for download.
- Other materials: this section will list any other relevant public material that will be produced by the project.
- Webinars: the recordings of the webinars held by the project will be published in this section for online view.

2.2.4. News and events

This section presents a feed of relevant news for the project scope. Each news has a title, a picture and a preview of the news text. News are presented in chronological order, from the most recent update. In the side-menu the overview of the latest news, events and the tweet feed are provided, together with the social media icons. The other focus of this section is about events. The events page features a search tool to look for events by date and keyword. The events listed are both external events of high relevance for the project, and events organized by DataBench or attended by the project team. A calendar of the upcoming and

past events is available with a short description of each event, including place, date and related website.

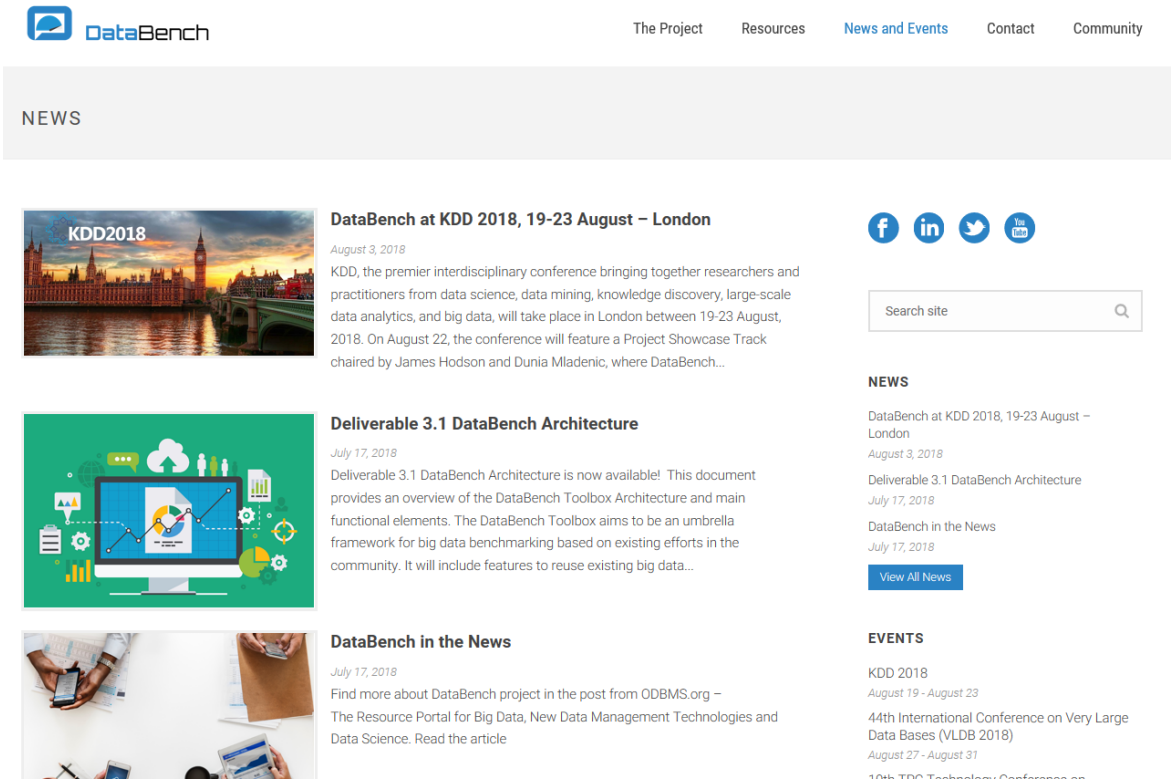


Figure 4 DataBench website - News section

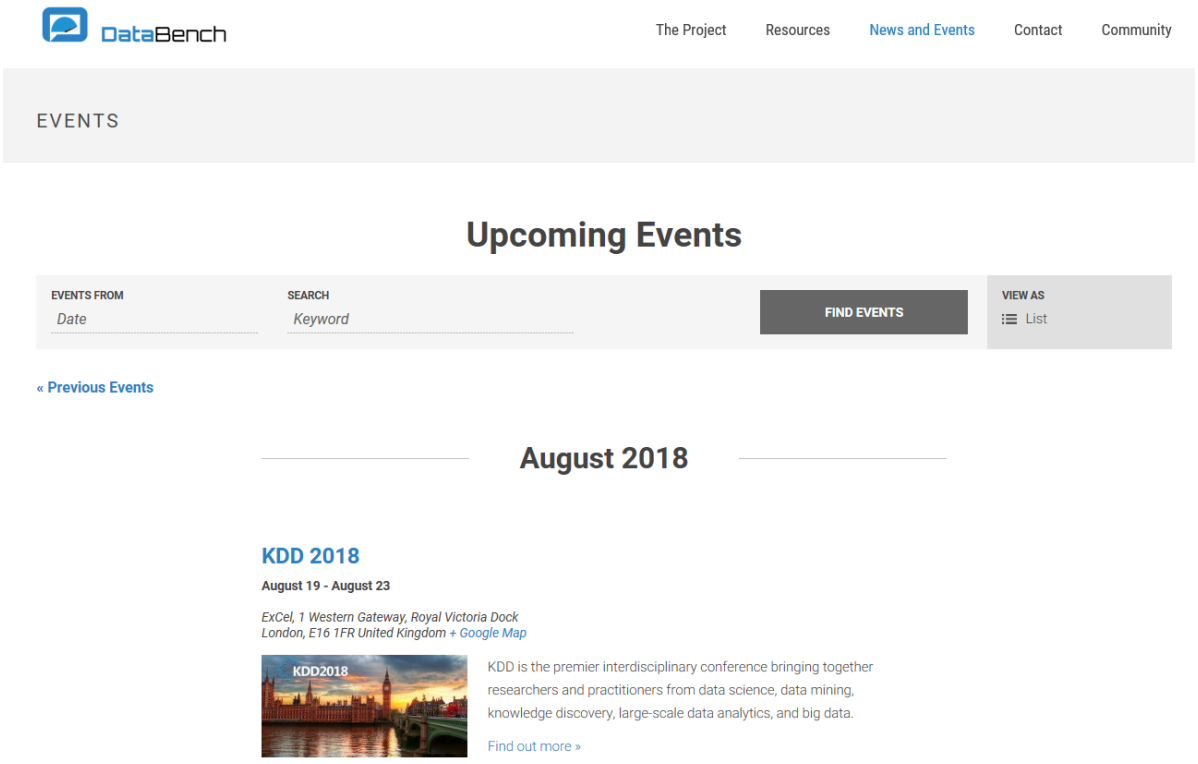


Figure 5 DataBench website - Events section

2.2.5. Contact

This section provides the key contact to get in touch with the project team. A project email (info@databench.eu) was created and published on the website.

The social media channels of the project are listed in this section with a hyperlink to open the platforms in an external webpage.

3. Dissemination Materials

This chapter presents the general overview of DataBench Dissemination Materials at the first stage of the project, as well as the material expected to be developed in the following stages to continue positioning and increase the visibility of the project among the BDVA PPP and the existing Big Data Technologies (BDT) Benchmarking tools in the market.

3.1. Purpose of the dissemination materials

An effective communication and positioning of a research project must be supported by a strong and coherent Brand Identity that from one side allows target audiences to recognize the project easily, and on the other reinforce some key elements that make part of the research purpose.

In this sense, the Brand Identity contemplates the definition of the name, logo, colours, shapes, and all the visual elements that will be used to promote and give visibility to the project. This with the final purpose of transmitting an adequate message and cultivate a specific image in our target's mind.

The Brand Identity elements, within DataBench, are displayed in a set of materials under the dissemination, promotion and positioning objective of the project, including the website, social media, handouts, posters, roll-up, and other materials that will contribute to the project visibility during events and conferences.

Strategically, the following components of the Brand Identity have been defined for DataBench, and will be detailed in the next subchapter:

- **Name:**

  It is the label and the brand that will be used in all internal and external communications with the aim to capture the targets attention. For this reason, it should be attractive and easy to remember while, at the same time, communicating the overall idea of the project. "DataBench" is a short name, easy to pronounce and remember, which, in addition, reflects the purpose of being a Big ***Data Bench***marking project.

- **Logo:**

  An attractive logo is fundamental to the successful definition of the Brand Identity and comprises typography, art, and colours. It must be displayed in all the internal and external dissemination materials to constantly reinforce the brand presence and give recognition to the project.

- **Tagline:**

  With a clarifying function, the tagline, also known as the slogan, is the phrase that accompanies the logo, when needed, in the dissemination materials, such as in the handout, and which gives extra information about the main purpose of the project. In the DataBench case, the tagline is:

  "Evidence-Based Big Data Benchmarking to Improve Business Performance"

3.2. Description of the dissemination materials

As the last subchapter stated, there are many elements involved in the creation of the Brand Identity of DataBench. In this section we will explore those elements that have been already defined by the Consortium with the aim to contribute to the positioning and visibility of the project:

3.2.1. Logo

Four different options for the project logo were developed in the framework of WP6 and presented to the DataBench Consortium in order to select the most suitable for dissemination purposes. An overview of the different logo proposals, along with an explanation in terms of meaning is provided in the Figure below. After a series of iterations, the Consortium members agreed on selecting the fourth logo proposal as the final option.

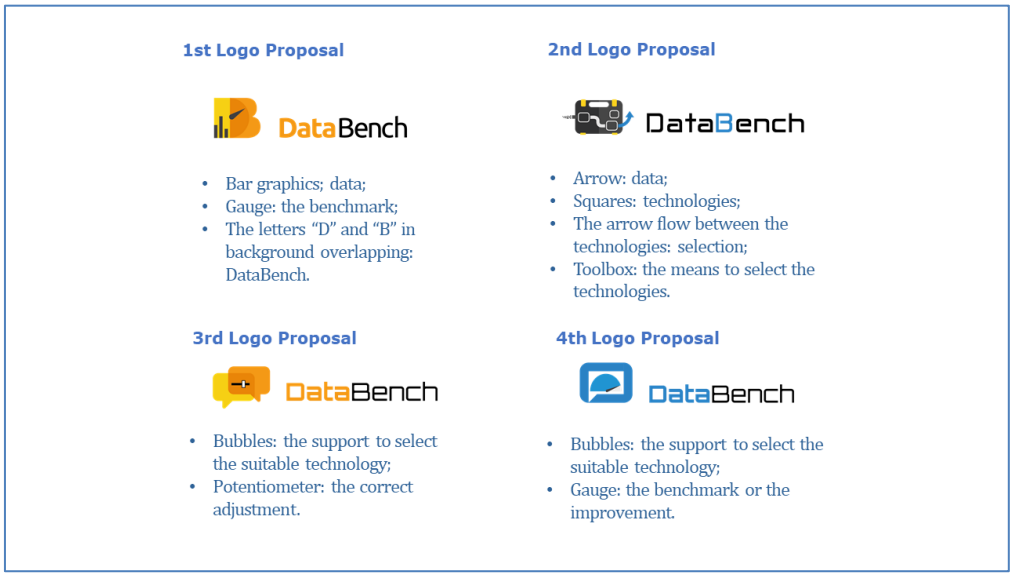


Figure 6 DataBench Logo Proposals

Figure 7 DataBench Logo: Final option

The logo includes the three components enunciated before and communicates key concepts in the framework of the project as Data, Toolbox, Benchmarks, and BDT, through:

- Colours: Black, white, and blue. This combination of colours reflects power, elegance, formality, trust, and responsibility. Undoubtedly some characteristics that could be associated with the purpose and values of the project.
- Typography: The font selected for the logo, Orbitron, for being sans-serif and rounded, gives the logo a minimalist, modern, and clean look. The contrast of bold typo on "Data" gives the name relevance and clarifies those are two different words and concepts.

- Art: The logo includes symbols that represent fundamental components of the project as the square box (technologies), bubbles (opinions, help, and support), and gauge (benchmark or the improvement).
- When needed, the tagline is displayed under the logo.

3.2.2. DataBench Presentation Template

Following all the Brand Guidelines for DataBench, the team created a PowerPoint template to be used in all presentations delivered by the project representatives. The template also displays all the Consortium partners' logos and the contact information (including email, website and Social Media handles). The presentation is available to all partners at the OnlyOffice workspace, which constitutes the official document repository for the project team.

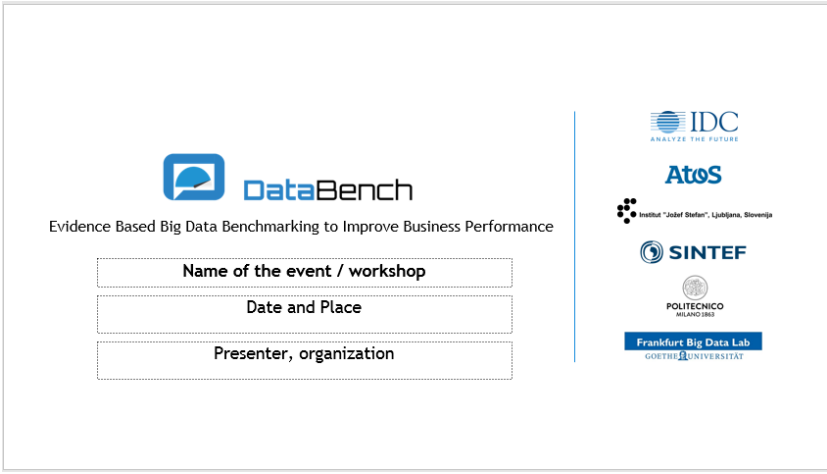


Figure 8 DataBench Presentation Template

3.2.3. DataBench Handout

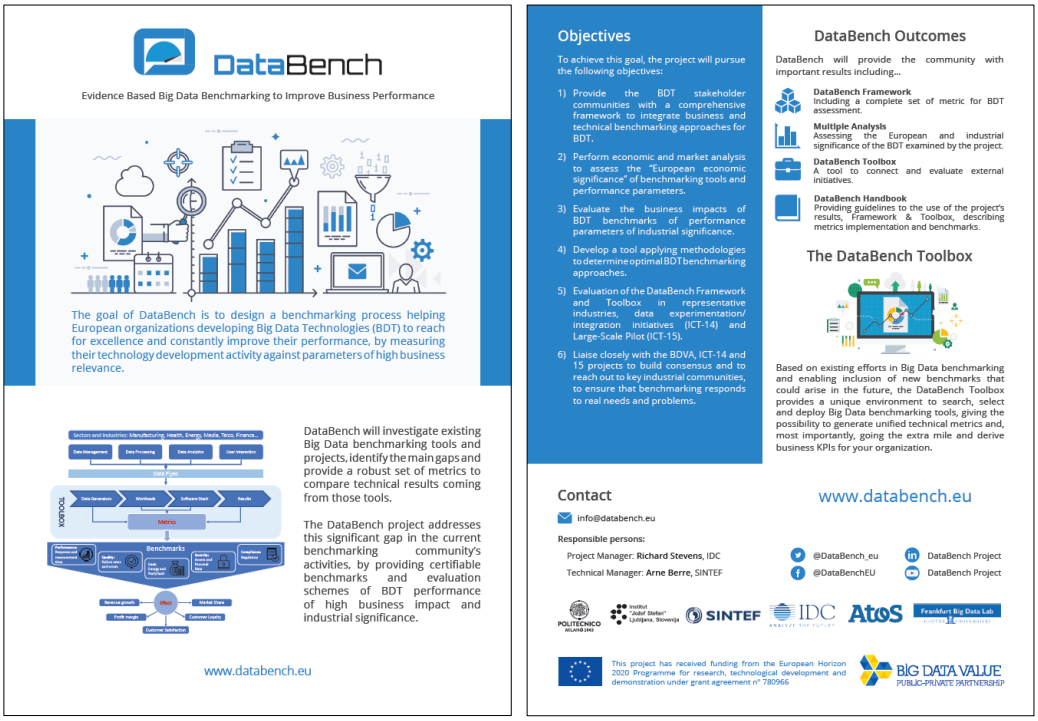


Figure 9 DataBench Handout (Front and Back page)

The DataBench handout was developed by the design team of Atos with the content input of the technical team working within WP3. It provides the basic facts of the project, the objectives, expected outcomes and a dedicated section on the DataBench Toolbox. In addition, it displays a Contact section with the website, email, social media handles, partners' logos, and the BDV-PPP logo for visibility of the overall Big Data Value program. The PDF version features hyperlinks in each Social Media and partner's logo to provide the audience with direct access to further contents and ensure a broader experience. The printed version is in A4 format and for the first stage of the project, copies of the handout will be printed to be displayed and distributed at different events and conferences, such as the European Big Data Value Forum and ICT 2018.

3.2.4. DataBench Roll-up

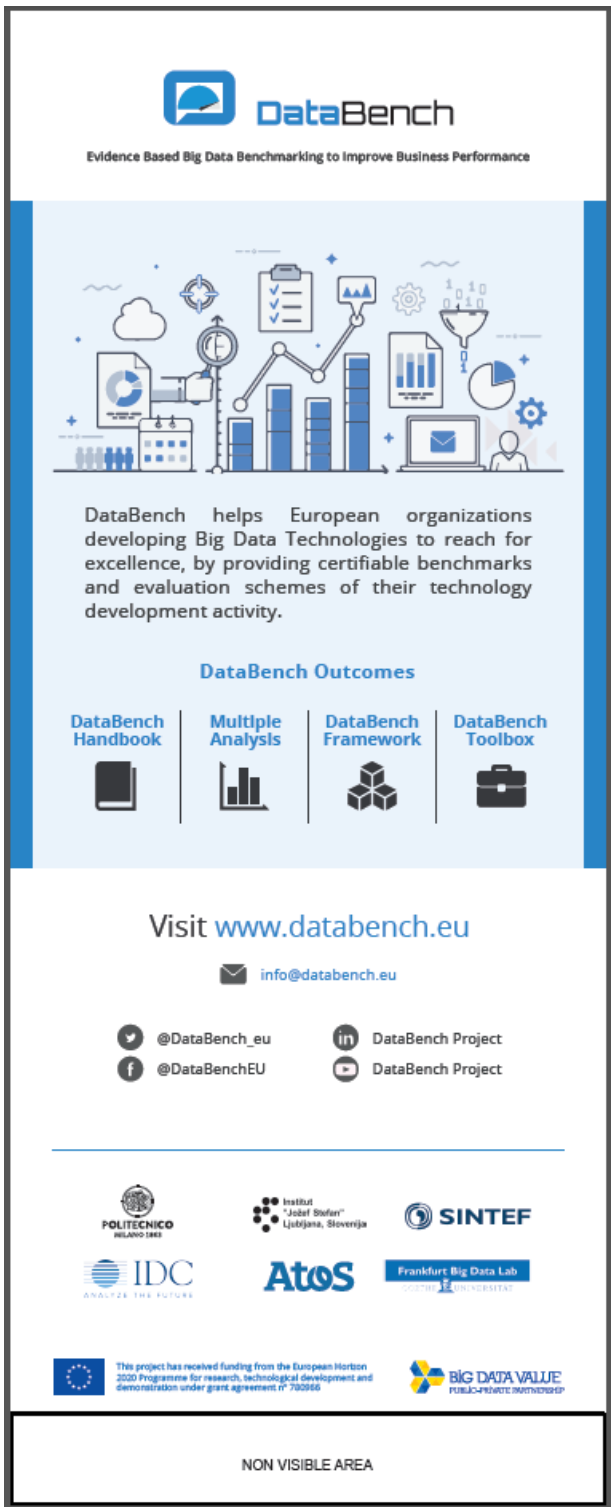
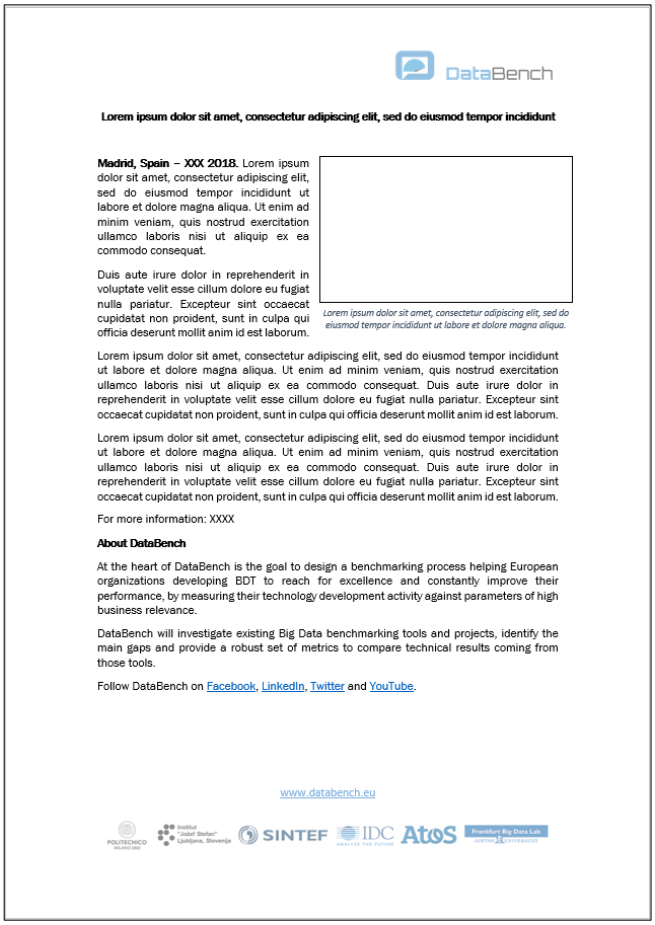


Figure 10 DataBench Roll-up

The DataBench roll-up will be exhibited during events to reinforce the presence and visibility of the project. It includes the project logo with its tagline, consortium composition, and a brief explanation of the project and its outcomes, using the icons also displayed on the website. Social media, website and email details are displayed.

3.2.5. Press Release Template



DataBench

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For more information: XXXX

About DataBench

At the heart of DataBench is the goal to design a benchmarking process helping European organizations developing BDT to reach for excellence and constantly improve their performance, by measuring their technology development activity against parameters of high business relevance.

DataBench will investigate existing Big Data benchmarking tools and projects, identify the main gaps and provide a robust set of metrics to compare technical results coming from those tools.

Follow DataBench on Facebook, LinkedIn, Twitter and YouTube.

www.databench.eu

SINTEF IDC Atos

Figure 11 DataBench Press Release Template

The DataBench team created a press release template, following all the brand guidelines, to be used in all external communications with media and other stakeholders such as the BDV PPP communications team.

The template includes the project's logo, boilerplate, social media hyperlinks, website and consortium partner's logos.

It must be used for different type of announcements such as participation in events (pre and post) and the results of the project.

This version is available for all partners at the OnlyOffice workspace.

3.2.6. Other Dissemination Materials

In addition, other materials developed during the project with other purposes can be eventually considered useful for the dissemination of DataBench.

This set of materials includes the Project Fiche delivered for D7.1, where main objectives of the project, as well as the project's approach, outcomes, impact and partners of the consortium are presented. Along this, the information about the project published on the website of the BDVA PPP (available at the following URL: http://www.big-data-value.eu/our_projects/) also has a dissemination effort behind.

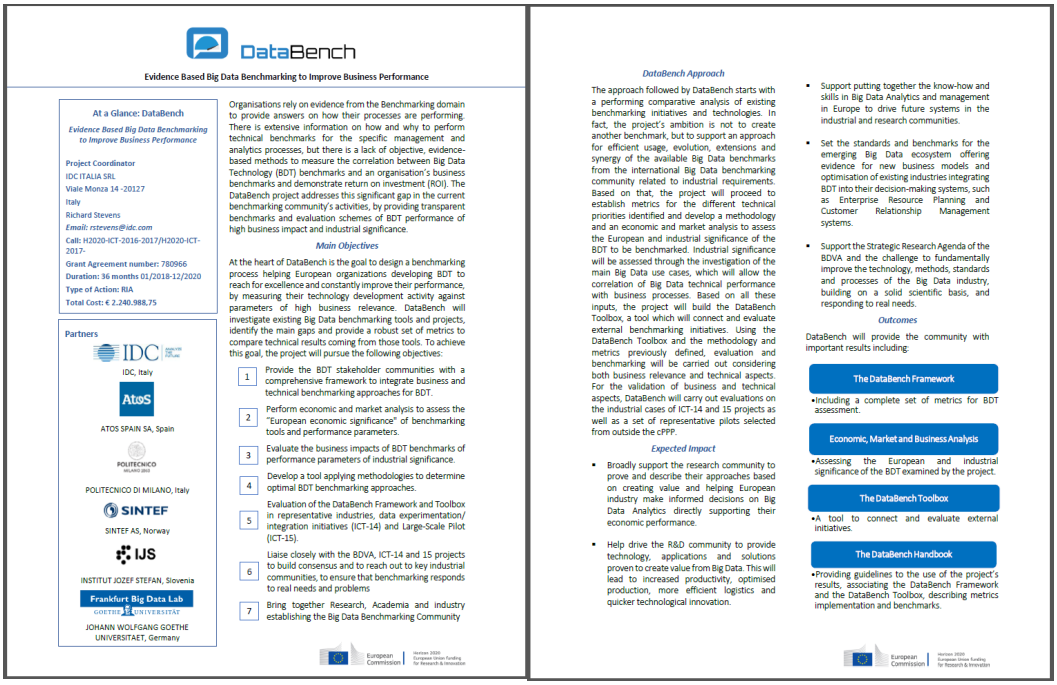


Figure 12 D7.1 Project Fiche

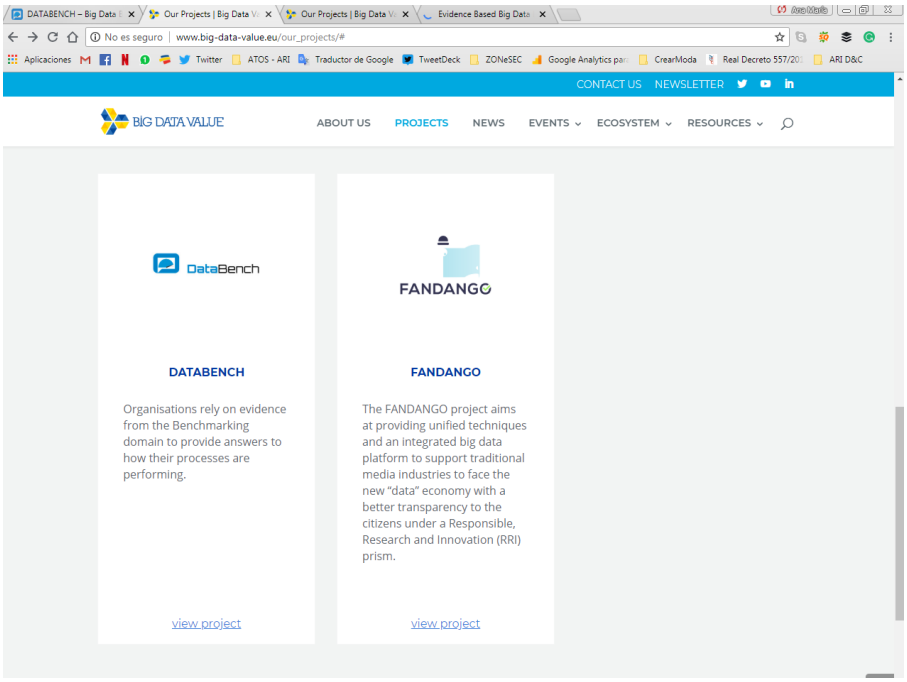


Figure 13 BDVA PPP Website

4. Conclusions

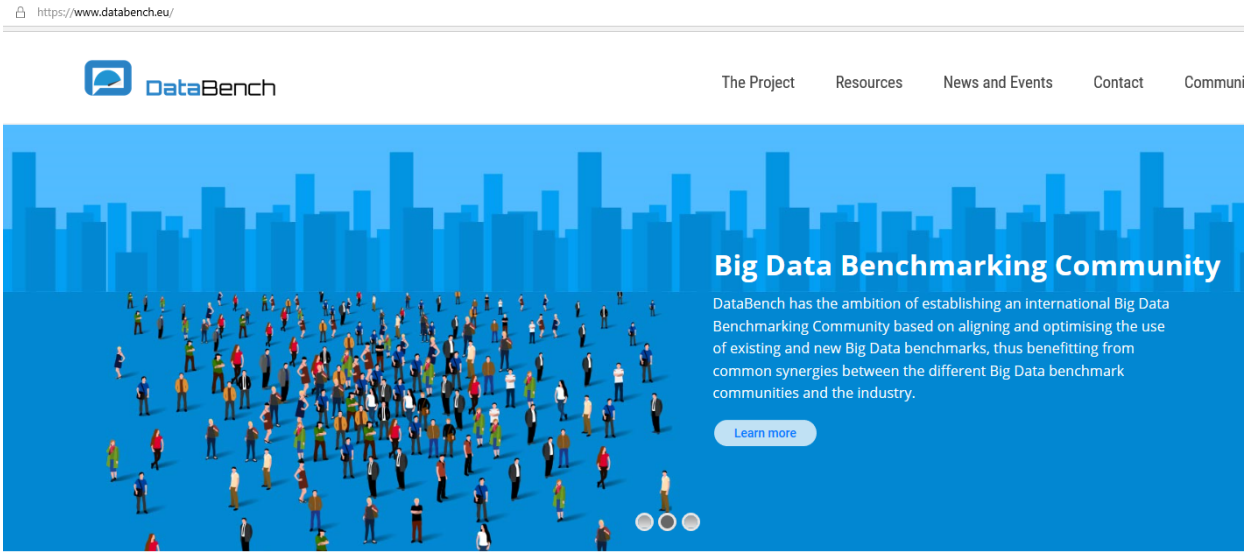
In conclusion, this deliverable presents two of the main tools that DataBench will exploit for dissemination purposes. They are the project web portal, available at www.databench.eu, and the set of dissemination materials.

4.1. Next steps

4.1.1. Website

As mentioned in Chapter 2, the project web portal is mostly functional and is regularly updated with fresh content and news about the project and related initiatives.

The community space on the website is currently under construction and will be fully deployed in the next period.



4.1.2. Dissemination Materials

For the second stage of DataBench, the consortium is planning the development of additional dissemination materials that can contribute to DataBench positioning and generate more awareness about the project's objectives and results. These materials are:

- DataBench Posters: A general poster of the project will be developed, as well as specific ones for events that require the presentation of a poster. The number of posters developed will depend on the budget for printing material.
- DataBench Video: An animated short video (3 min max) will be delivered for the second stage of the project. The storyline will be provided by the technical team working in WP3, and the editing of the video will be done by Atos design team. Costs for this material depend on the specific characteristics of the video that will be defined further.

In addition, the consortium has thought to provide some gadgets to have more brand impact at events where the project will be participating in 2018 and 2019. A proposal has been shared among the consortium partners with an online survey to determine which options are better, considering the budget for this kind of material.

Some of the options under consideration are:

- DataBench T-Shirts: To be used by consortium partners at events booths, presentations, demos, etc.
- DataBench Pin Badges: To be used by consortium partners at events booths, presentations, demos, etc, and as a "gift" for DataBench key strategic partners from ICT-14 and ICT-15 projects, BDVA, among others.
- DataBench M&M's: Classic blue and grey chocolate M&M's branded with the project's logo in a white metal box also displaying the logo. Other possible presentations of this chocolate could be a transparent plastic tube or a big bag to have some chocolates at a bowl during events.
- DataBench Pen drives: Novel and innovative designs of pen drives with the logo of the project to give to event's attendees and strategic partners of the project.
- DataBench Mobile Wallet: Rubber stick wallet for the mobile with the project's logo to give to event's attendees and strategic partners of the project.
- DataBench Coffee Mug or Coffee Thermal Bottle: Branded with the project's logo for consortium partners and key strategic partners.

The material developed will be included in further progress reports.

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