



DataBench

Evidence Based Big Data Benchmarking to Improve Business Performance

D6.3 DataBench Dissemination and Liaison Report - Period 1

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 first period report of dissemination and communication activities performed for the positioning and visibility of DataBench among its stakeholders. This includes the results in both the digital ecosystem of the project, and the traditional marketing and communications activities such as the development of dissemination material, participation at events, etc.



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Acronym and Abbreviations

Acronym	Title
AI	Artificial Intelligence
BDBC	Big Data Benchmarking Community
BDT	Big Data Technologies
BDV	Big Data Value
BDVA	Big Data Value Association
BSS	Business Support System
CMS	Content Management System
CoE	Center of Excellence
CRM	Customer Relationship Management
DG	Directorate General
DIAS	Data Information Access Services
DIH	Digital Innovation Hub
EBDVF	European Big Data Value Forum
EC	European Commission
ECSO	European Cyber Security Organisation
EFFRA	European Factories of the Future Research Association
ENoLL	European Network of Living Labs
EU	European Union

GDP	Gross Domestic Product
GDPR	General Data Protection Regulation
HIPEAC	High Performance and Embedded Architecture and Compilation
HPC	High Performance Computing
HTML	HyperText Markup Language
ICT	Information and Communication Technologies
IoT	Internet of Things
JRC	Joint Research Center
KPI	Key Performance Indicator
LDBC	Linked Data Benchmarking Council
NFV	Network Function Virtualization
OSS	Operational Support System
PPP	Public Private Partnership
RoI	Return on Investments
SRIA	Strategic Research and Innovation Agenda
SC	Steering Committee
SDIL	Smart Data Innovation Lab
SDN	Software Defined Networks
SME	Small and Medium Enterprise
TC	Technical Committee
TF	Task Force
TFP	Total Factor of Productivity
TRL	Technology Readiness Level

UK	United Kingdom
USA	United States of America
WP	Work Package

Executive Summary

The purpose of this deliverable is to present a report of the communications and dissemination activities that have been conducted within M1-M18 of the project's duration, with the aim of positioning the project among its stakeholders, the BDVA PPP projects, and the Benchmarking Community. A comparative analysis of the metrics achieved and expected is presented as well to set the pace for future activities that must be developed in order to achieve all of the KPI's.

As part of the Technical Development is foreseen to have the first launch after the date of submission of this deliverable, the next steps section include a detailed description of the presence at events and/or development of workshops during 2020, as a strategy to use our resources for this WP in an efficient manner and achieving the maximum visibility and impact.

The deliverable includes all the activities developed, both on the traditional communication scenario, with participation at events, development of press releases, dissemination material, among others, and on the digital context with the description of the work and metrics achieved so far on the project's website and Social Media accounts.

In addition, a first approach to the Exploitation Strategy is presented with the definition of the Positioning of the Project according to the Value Proposition set after a detailed Market Analysis.

1. Introduction

As stated on D6.1, the WP6 of DataBench focuses on creating an environment that maximizes the visibility of the project with the aim of positioning the project among its stakeholders and contribute to the successful adoption and commercialization of the solution once all the technical performance has been developed and tested

With this in mind, the DataBench Communication and Dissemination strategy was defined according to the product development and life cycle, with different thematic and activities to be conducted depending on this specific timeline and milestones achieved. The connection with other WPs has been fundamental to the development of valuable content that supports this strategy.

At this moment, DataBench is still on a development phase on the technical side, but we can count already with the valuable input of many companies through the results of the survey conducted by IDC between September and October of 2018 to 700 European businesses in 11 EU Member States about the level of adoption of BDT and the perception of the usage of this type of technologies in relation to business metrics and industrial relevance.

This type of actions developed within the project have not been useful only for the technical development of the DataBench Toolbox, but have also been a fundamental part of the Dissemination and Communication Task to raise awareness about the current problematics and needs of the companies, and how DataBench is a key player to help companies improving its work and impact through an useful tool that in an efficient way allows them to relate technical performance of Big Data Technologies with their business indicators.

As a second stage of this analysis, in-depth case studies will be conducted to check the validity of the benchmarks, and existing benchmarks will be integrated into the DataBench Toolbox to test the environment. These actions will constitute also an important role to the Communication and Dissemination Strategy, and foreseen an approach and liaison with many companies in diverse sectors and the Benchmarking Community.

All the work performed so far within the WP6 has been focused around the three major lines defined at the beginning of the project:

- Community engagement or active involvement of stakeholders
- Awareness, Communication, Dissemination and Marketing Campaign
- Exploitation of DataBench Toolbox taking into consideration the go-to-market and sustainability strategy

In addition, the involvement of the project to the BDV PPP has been essential to maximize the visibility and awareness of the project, and generate connections with other projects that are researching on similar topics, as we have used their channels and platforms to share content about the project.

1.1. Objective

This deliverable is part of the WP6 Consensus Building, Dissemination and Exploitation and present an overview of the activities performed until M18, and builds upon previous deliverables such as D6.1-Dissemination and Liaison Plan, and D6.2-Project Web Portal and Dissemination Materials.

It presents the outputs of this first phase of Communication and Dissemination carried out with an overview of the activities, channels, and tools that have been used to:

- Identify target communities and define our Unique Value Proposition and Unique Selling Proposition
- Communicate important milestones developed within the project with the aim of reaching and engage with target groups with valuable content through different channels and formats

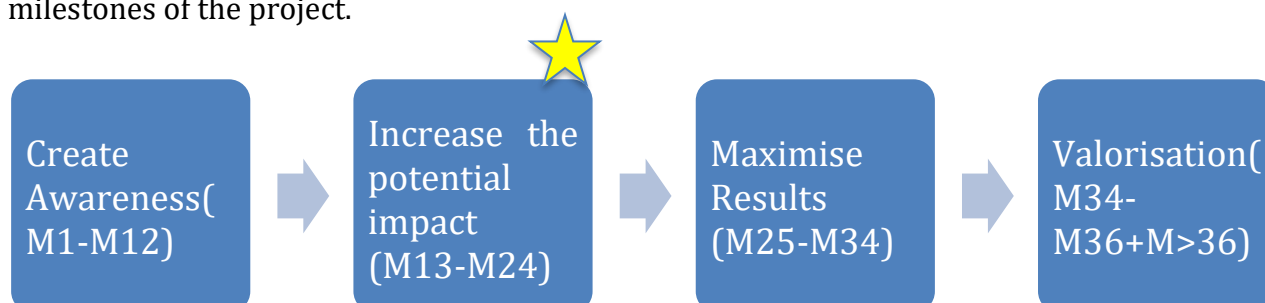
1.2. Structure of the document

The deliverable is based on the following structure, in order to present a comprehensive overview and analysis of the work performed within WP6:

- Chapter 1: Introduction, objectives and structure of the deliverable
- Chapter 2: Revision of the Dissemination and Communication strategy taking into account the target segmentation and the messages shared to the benchmarking communities, the relation of the project with the BDV PPP community, and an overview of the activities done until M18 divided by project website, project social networks, dissemination materials, participation at events, and development of press releases and other type of written communications as the newsletter
- Chapter 3: Analysis of the KPI's achieved in comparison to the expected
- Chapter 4: First approach to the exploitation strategy
- Chapter 5: Conclusions and next steps regarding activities foreseen for Q3-Q4 2019 and 2020

2. Dissemination and Communication Strategy

At the beginning of the project, we defined four major phases for Communication and Dissemination activities in relation with to technical roadmap and most important milestones of the project.



During the first phase, we worked exclusively on generating awareness about the project through different channels, and on identifying key stakeholders in order to consolidate the message strategy of the project taking into account our target audience. This action has allowed us to position the project among the BDV PPP projects for fostering relationships in upcoming phases where the need of those projects is fundamental for the technical part of DataBench.

In terms of the development of activities, we have participated in multiples events and conferences to present the project, and we have gained visibility thanks to the dissemination kit in which we communicate a coherent message regarding the project objectives and outcomes. In addition, the digital strategy has been essential in order to amplify the project presence through the website and social media accounts with the development of creative and relevant content.

In the second phase, we have focused until now on communicating the preliminary results of the project on the different WPs, while the Alpha version of the Toolbox is released, such as the survey conducted by IDC that had a strong communication strategy behind including multiple actions to increase the visibility and engagement of the project with its target audience (press release, infographics, dedicated social media campaigns, among others).

In addition, we have been supporting the project task of involving different projects for the testing and validation of the Toolbox, and the search for use cases, through the communication of this activity and the potential benefits for being part of it, especially through the BDV PPP channels and internal newsletter of partners.

Once the Alpha version is released by M20, we will prepare a dedicated and exclusive campaign to communicate the Toolbox, current features, and new releases. A video is already being prepared as part of this campaign, and will be used on events, meetings, social media, etc.

On the second half of 2019, other activities around the second phase will be organized, such as workshops and webinars to increase the collaborative relationship among DataBench and other projects.

The work on the third phase will be focused on maximising the impact by building consensus and recognition with networking activities and communication of the most

important features of the upcoming releases of the Toolbox both in digital channels and in scientific channels through the publication of technical papers detailing the integration of benchmarks, the architecture of the Toolbox, and the results provided by the framework. This last activity will also contribute to the participation in more events, not only because we will submit documents to several Call for Papers at research and industrial conferences, but also because the budget available for participating in events that the consortium agreed not to spend on 2019, will be used entirely for 2020, including as well the organization of specific community events to present the project outcomes and to run demos to showcase the effectiveness of the framework.

Last but not least, the fourth phase of the communication and dissemination strategy foreseen demonstration for specific audiences identified as key stakeholders and potential users, and communicating the work and results of the whole project through different channels.

2.1. Implementation of the Strategy

Several actions and channels were described on D6.1 as the “how-to” part of the strategy, in order to create awareness and communicate the most important messages and results of the project to the target audiences.

For monitoring all the activities, the consortium has implemented the use of EuresTools Tracker to keep track of the activities performed by all partners in an organized way. Chapter 2.3 in this deliverable presents the overview of actions done by M18 according to the information of the tool.

Initially, there were some channels identified and used to communicate DataBench messages but by now we have incorporated some other channels that definitively contribute to generating much more impact and engagement to our communications. The



Project Website

www.databench.eu

Presents the vision and the most important information about the project as it's the main informative channel. It's constantly updated with new and creative content regarding results of the project and news of interest that worth being shared.

Project Social Media Accounts

@DataBench_eu (Twitter) | @DataBenchEU (Facebook) |
DataBench (SlideShare) | DataBench Project (YouTube) |
DataBench Project (LinkedIn)

With a strong social media presence, DataBench has maximise the communications and generated conversations around the topic of benchmarking and big data.



following table describes the whole ecosystem of channels used currently for the Communication and Dissemination strategy:



Newsletter

www.databench.eu

The consortium decided not to produce an exclusive newsletter, but to integrate DataBench's news and communications in the BDVA Newsletter which has a monthly periodicity and more than 1000 recipients. This contributes to have more impact and to the achievement of the objectives.

BDV PPP Ecosystem

Besides the collaboration with the projects of the PPP, we have been using the BDV communication channels to amplify our impact and share relevant information about the project. These channels include: @BDVA_PPP (Twitter, Newsletters, News section on website, projects catalog on website, webinars, and events (e.g, EBDVF).



Partners' External and Internal Comms Channels Ecosystem

We have strived to motivate partners to share and communicate DataBench information both on their personal accounts and through the corporate channels. These are some that are being used now: @AtosES (Twitter), Atos (LinkedIn), Atos Research and Innovation Monthly Newsletter (200 recipients), @IDC4EU (Twitter), IDC Survey Spotlight Presentations, among others...

We must mention that the relationship with the Big Data Value Association and the BDV PPP has been fundamental to achieve our communication objectives while reaching a great number of people from our target audience, as their communication channels are well managed, and they offer different kind of opportunities to boost projects' communication plans.

In order to achieve the project objectives and communication KPIs defined at the proposal stage, we have been making use of some actions/tactics that allow us to inform our target audience about the project results, depending also on the phase of the strategy, and the technical results. The following figures describe the communication actions used in DataBench:



Figure 1: Digital Communication Tactics

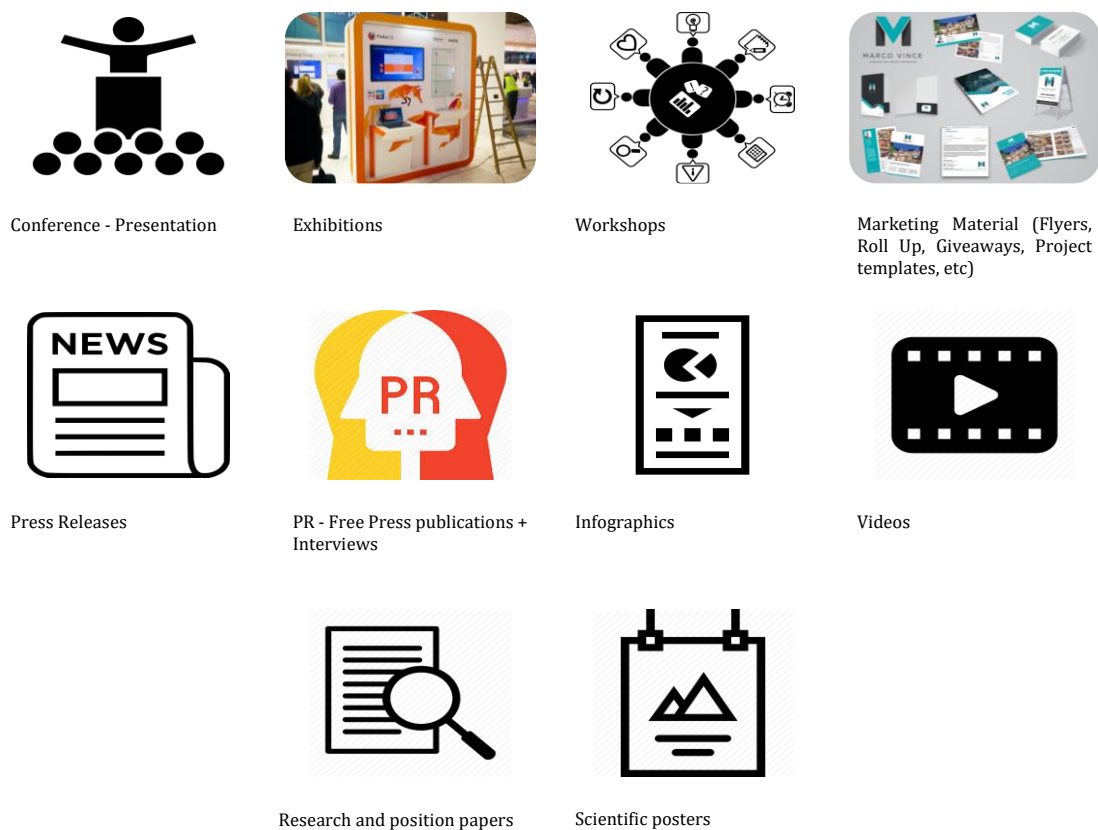


Figure 2: Traditional Communication Tactics

2.3. Overview of activities

The communication and dissemination efforts of DataBench have been quite successful during the first and a half year of the project's duration, on both physical and digital environments, thanks to the work of the team involved in WP6 and the support and initiative of all partners in the development of various activities.

Since the early stages of the project DataBench has adopted a multi-channel online strategy in order to maximise the visibility of its dissemination initiatives and effectively engage with target stakeholders. The web channels include the project web portal, the social media channels and the newsletter. All these channels have been regularly exploited by the project team with the aim to raise awareness and increase the potential impact of the communication and networking activities carried out in Period 1 and in the next phases of the project.

The following list include all the communication activities done until now:

Category	Description	Author / Responsible
Position Papers	1. Relating Big Data Business and Technical Performance Indicators (XV itAIS Conference – Pavia, Italy)	Barbara Pernici (POLIMI)
	2. DataBench: Evidence Based Big Data Benchmarking to Improve Business Performance (KDD 2018 – London, UK)	Todor Ivanov (GUF)
Dissemination Material	Handout	ATOS - IDC
	Roll-up	ATOS - IDC
	Flyer – White Paper: DataBench Toolbox	ATOS
	Presentation Template	IDC
	Press Release Template	ATOS
	Project Fiche (BDV PPP)	IDC
	DataBench Video – Evidence based Big Data Benchmarking to improve business performance	ATOS
	Survey Infographics - Big Data Analytics = Big Opportunities for EU Companies	ATOS - IDC
	DataBench “Goodies” – Events (T-Shirts, M&M's, Pin Badges, Mobile Wallet, Coffee Mugs)	ATOS
Events	1. International Conference on Performance Engineering (ICPE 2018)	Todor Ivanov (GUF)
	2. 4th International Workshop on Performance Analysis of Big Data System (PABS) at ICPE 2018	Todor Ivanov (GUF)
	3. TheWebConf 2018	Marko Grobelnik (JSI)

	4. Big Data PPP Meet-up Sofia	Gabriella Cattaneo (IDC) Tomás Pariente (ATOS)
	5. Big Data Innovation Conference	Todor Ivanov (GUF)
	6. 7 th International Workshop on Testing Database Systems (DBTEST) – SIGMOD2018	Todor Ivanov (GUF)
	7. SIGIR 2018	Marko Grobelnik (JSI)
	8. KDD 2018	Todor Ivanov (GUF)
	9. 24th ACM SIGKDD Conference on Knowledge Discovery and Data Mining	Marko Grobelnik (JSI)
	10. Bled Strategic Forum	Marko Grobelnik (JSI)
	11. WEBINAR – BDVe Webinar Series	Tomás Pariente (ATOS) Gabriella Cattaneo (IDC) Arne Berre (SINTEF)
	12. ItAIS 2018: 15th Conference of the Italian Chapter of AIS – Association for Information Systems	Barbara Pernici (POLIMI)
	13. EBDVF 2018	Arne Berre (SINTEF) Gabriella Cattaneo (IDC) Mike Glennon (IDC) Tomás Pariente (ATOS)
	14. ICT 2018	Richard Stevens (IDC)
	15. 2nd IEEE International Workshop on Benchmarking, Performance Tuning and Optimization for Big Data Applications (BPOD) at the IEEE International Conference on Big Data 2018	Arne Berre (SINTEF)
	16. 2018 BenchCouncil International Symposium on Benchmarking, Measuring and Optimizing (Bench' 18)	Arne Berre (SINTEF)
	17. AI Governance Forum 2019	Marko Grobelnik (JSI)
	18. 17th International Conference on Numerical Combustion	Barbara Pernici (POLIMI)
	19. OpenExpo Europe 2019	Tomas Pariente (ATOS)
Press Releases and/or contributions to	1. The DataBench Project was presented at the KDD Conference 2018 in London – Published at BDV PPP Newsletter (September) and BDV Website News Section	ATOS – IDC

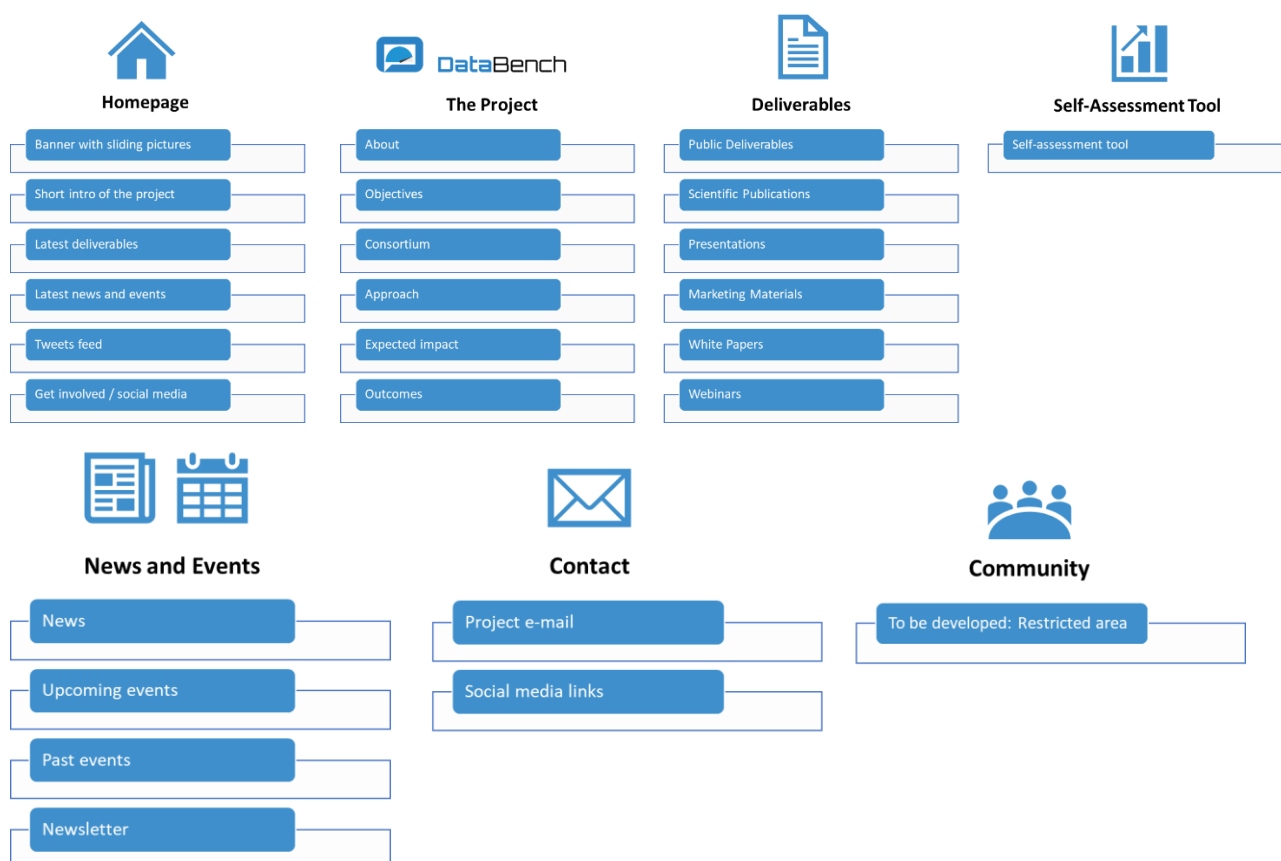
BDV PPP Newsletters	2. DataBench Paper “Big Data Key Performance Indicators” accepted at iTAIS Conference – Published at BDV PPP Newsletter (September) and BDV Website News Section	ATOS – IDC
	3. DataBench Project will host its first Webinar related to Big Data Technologies and Business Insights – Published at BDV Website Webinar Series Section and BDV Website News Section	ATOS – IDC
	4. DataBench Project finishes its first year of activity with successful results – Published at BDV PPP Newsletter (December) and BDV Website News Section	ATOS – IDC
	5. DataBench Call to Action - Are you working on projects related to Big Data that uses or develop benchmarks? – Published at BDV PPP Newsletter (January) and BDV Website News Section	ATOS – IDC
	6. Great success of the first BDVe Webinar about Benchmarking! – Published at BDV Website News Section	ATOS
	7. DataBench Project released the results of its survey on the use of Big Data and Analytics by 700 companies in Europe – Published at BDV PPP Newsletter (February) and BDV Website News Section – ATOS is waiting for the Global Marketing team to approve the content for publishing it on the Atos website and issuing on Spanish Media Outlets	ATOS – IDC
	8. DataBench Infographic based on a survey on 700 European Companies – Published at BDV PPP Newsletter (March) and BDV Website News Section <small>*The newsletter is not available yet on the website</small>	ATOS – IDC
	9. DataBench is looking for industry case studies – Published at the BDV PPP Newsletter (May) and BDV Website News Section <small>***Not available online yet</small>	IDC
	10. Follow us: DataBench is now on LinkedIn – To be published at the BDV PPP Newsletter (June) and the BDV Website News Section <small>***Not published yet</small>	ATOS
Contributions to Atos Research and Innovation Newsletter	1. DataBench is looking for industry case studies 2. DataBench participation at the European Big Data Value Forum 3. DataBench @ICT2018 4. DataBench - Feel like reading some awesome Papers!? 5. DataBench General Meeting @Madrid! 6. DataBench Project most voted #Call4Papers @OpenExpoEurope	ATOS
Cross-publishing on other social media channels	@AtosES @IDC4EU @IDCIItaly	ATOS - IDC
Web Presentations - IDC Survey Spotlight	1. How Far Have European Organizations Embedded Big Data and Analytics in their Business Processes? 2. How Do European Organizations Measure BDA Performance? 3. How European Organizations are Benefitting from Big Data and Analytics 4. To What Extent are European Companies Combining BDA and Innovation Accelerators? 5. European Businesses; Approach to Big Data Storage and Management	IDC

2.3. Project Website

The project web portal (www.databench.eu) was created at the end of M6 of the project (June 2018) and represents the main informative dissemination and communication tool, used as the first channel to inform the DataBench audience about all the developments and outcomes of the project. All sections of the website are regularly updated on a daily or weekly basis, including highlights of the project's results, news, deliverables, and events. The website navigation is constantly monitored and improved in order to guarantee a user-friendly experience from part of the users, while maintaining high quality standards in terms of design and attractiveness.

The figure below shows the structure of the website and how the sections are organized in terms of content. For a detailed description of the different sections we redirect interested readers to D6.2¹.

Figure 3: DataBench Website Architecture



Since the release of D6.2 in September 2018 the website structure has undergone only minor structural changes. Some features have been revised and improved in order to ensure the best functionality and usability.

¹ DataBench, D6.2 Project Web Portal and Dissemination Materials, September 2018, <https://www.databench.eu/wp-content/uploads/2018/10/databench-deliverable-d6.2-ver-1.0.pdf>

- The “Latest deliverables” section in the homepage has been graphically revised to be more attractive: the list of latest deliverables previously displayed in a table format is now changed to include a picture, the deliverable title and a preview of a post describing the content of the document.
- The section titled “Other materials” has been renamed as “White Papers” with the objective to enhance the visibility and accessibility of white papers.

Other structural changes envisioned for the next phase are as follows:

- Self-assessment tool: the tool allows users to benchmark their use of Big Data and Analytics solutions against their peers (same industry and company size) and provides a real time self-assessment report
- Community dedicated area: used as knowledge repository, sharing platform for additional project materials specifically addressing the Big Data Benchmarking community.

The website is running analytics in order to measure traffic and performance. The analytics are monitored through a specialized platform (Google Analytics) which provides key information including the number of users visiting the website, the most visited pages, and the number of downloads.

2.2.2. Website Statistics

An overview of the statistics available for the period from June 2018 (launch of the website) to the end of May 2019 is provided in the figure below.

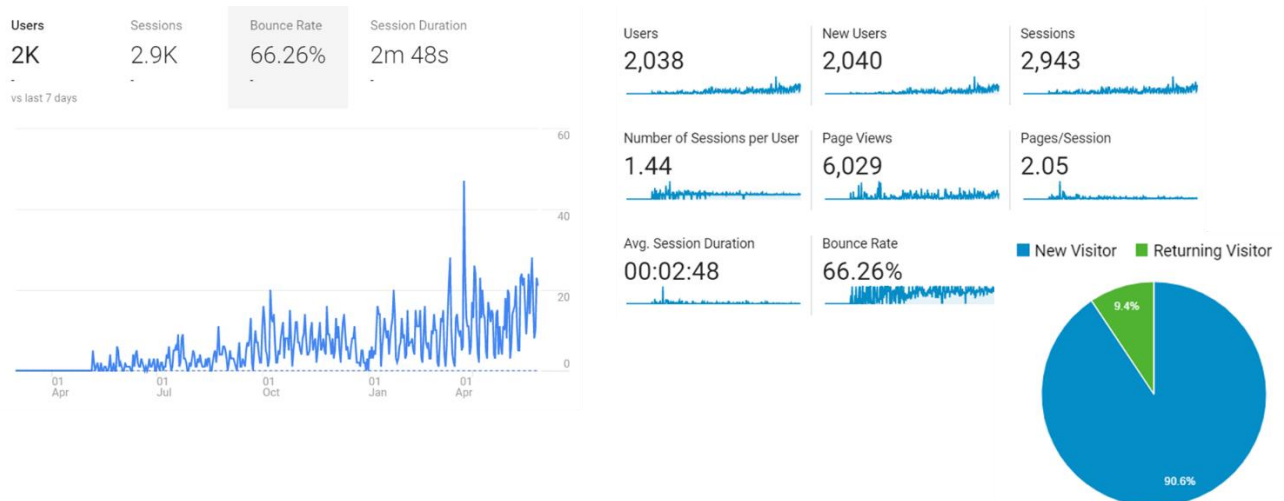


Figure 4 DataBench Website: Analysis of the website views and usage

The DataBench website has gathered views from multiple countries in the world, mainly US, UK, Germany, Italy and France (Top 5).

2.3. Social Networks

Three social media channels were established and have been used throughout the duration of the project and are available from the project website. The social media channels are

active since the beginning of the project; frequent updates are published in order to keep the audience up to date and allow for effective interactions and engagement.

The sections below provide screenshots of the social media channels of the project.

Twitter

The project Twitter account ([@DataBench_eu](https://twitter.com/DataBench_eu)) is mainly used to increase the visibility of the contents published on the project website, including information concerning past and upcoming events, news and public resources.



Figure 5 DataBench Twitter Profile

Additionally, news and information coming from external sources that are considered relevant for the audience and in line with the scope of the project are re-tweeted and further disseminated.

The figure below summarizes the achievements of the channel so far.

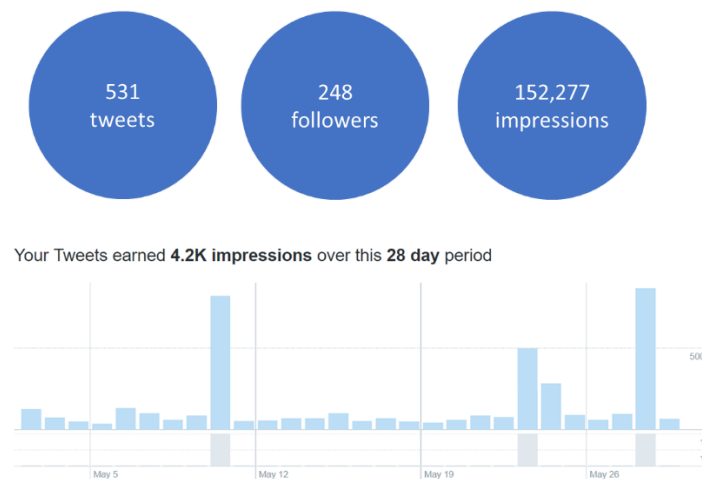


Figure 6 DataBench Twitter Performance

LinkedIn

The project has established a LinkedIn group as a dedicated space where the project team members can share content related to the project with the community and invite their own network of contacts to interact.

Facebook

The Facebook page ([DataBench](#)) is used as an additional channel to promote the project's outputs and drive traffic to the website.

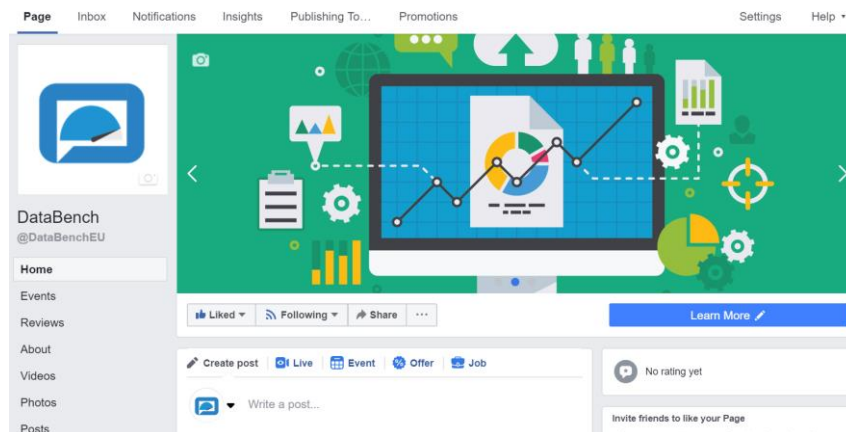


Figure 7 DataBench Facebook Page

We are aware that Facebook is not the most appropriate channel to reach out to the specific project audience, but it is used as a complementary and additional dissemination tool.

The page counts 102 posts, 98 followers and a total reach of 47,000 post views.

YouTube

The YouTube channel ([DataBench Project](#)) has been established to share the videos produced by DataBench.

DataBench has produced one video as an animated presentation of the project. It has been showed at all events attended and disseminated online. The video counts almost 140 views on YouTube.

SlideShare

This channel ([DataBench](#)) is used as an additional repository of all public presentations prepared by the project team to increase the visibility of the presentations given by the DataBench at workshops and other relevant community events.

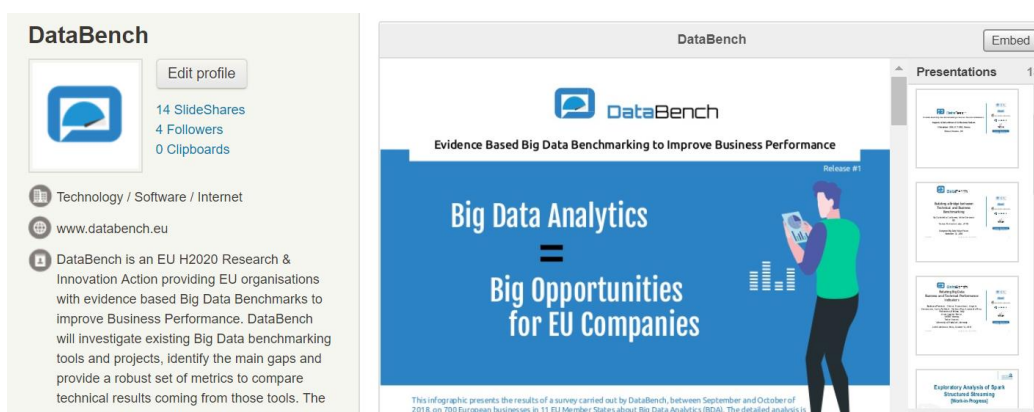


Figure 8 DataBench SlideShare Channel

In order to generate traffic, links to these presentations are announced via the project's Twitter and LinkedIn accounts.

15 presentations are available on this platform and count more than 1,000 views overall.

2.5. Dissemination Materials

With the purpose of building an effective communication and positioning of DataBench, in accordance with the Brand Identity defined at the beginning of the project, some Dissemination Material has been produced keeping in mind the objectives of the project and trying to approach the target audience in an innovative and creative way.

2.4.1. Dissemination Material Developed

In the D6.2-Project Web Portal and Dissemination Materials, some material developed was already described as it follows:

- **Logo:** Including determinate palette of colours, typography, and icon, which communicates key concepts and essence of the project.



Figure 9: DataBench Logo

- **Presentation Template:** Used in all presentations delivered by the project representatives and internal meetings. Available at the OnlyOffice workspace.

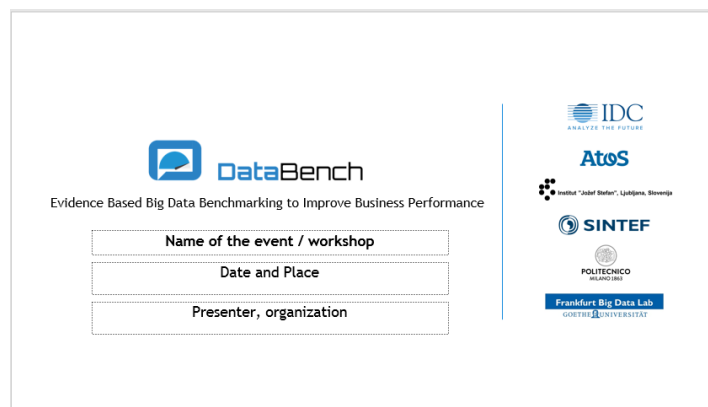


Figure 10: DataBench Presentation Template

- **DataBench Handout:** Developed by the Atos design team with content input of the technical team involved in WP3, provides the main information of the project and the expected outcomes with special emphasis on the DataBench Toolbox. This handout has been used in all the events where the project had presence, and will be used as well on future events and workshops held by the project.

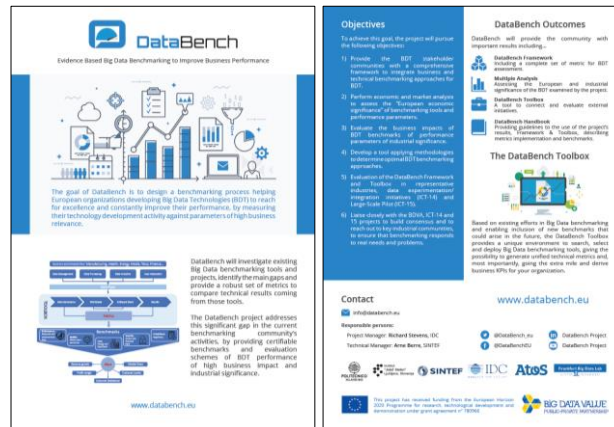


Figure 11: DataBench Handout

- **DataBench Roll-Up:** Exhibited during multiple events and exhibitions including a brief explanation on the outcomes expected.



Figure 12: DataBench Roll-Up

- **Press Release Template:** Used for all communications issued by the project such as external press releases and BVD PPP Newsletter to deliver a consistent project identity among external stakeholders.



Figure 13: Press Release Template

- **Project Fiche for BDV PPP:** Delivered for D7.1, presents the objectives of the project, outcomes, impact and partners of the consortium. This document is available at the [BDV PPP website](#).

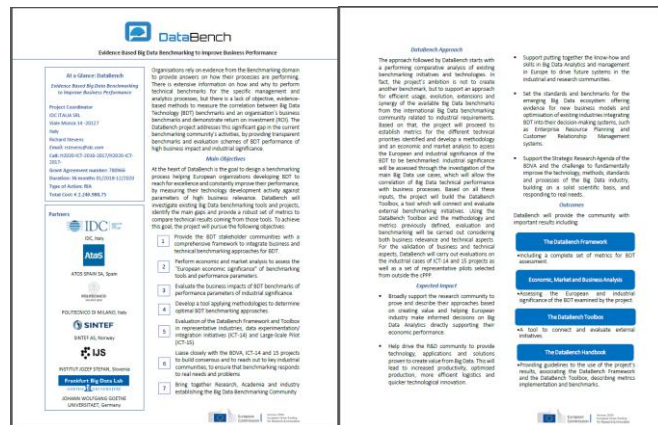


Figure 14: DataBench Project Fiche - BDV PPP

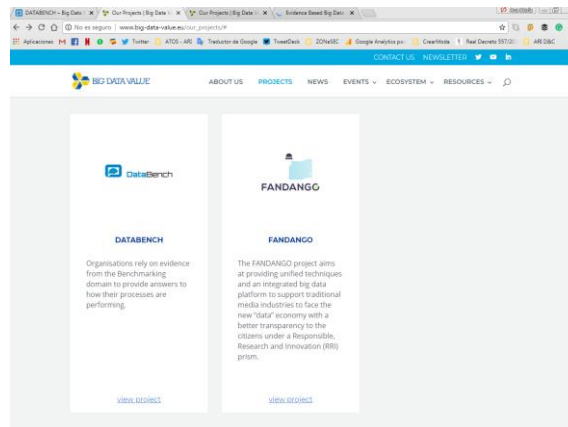


Figure 15: DataBench at BDV PPP Website

Other material was produced after the submission of D6.2 to support the Communication and Dissemination Strategy of the project, and it will be described in this document:

- **DataBench “Goodies”:** As one of the main dissemination activities of the project is focused on the participation at events and exhibitions, and in a second stage, on the organization of workshops with stakeholders of associated projects that could provide input for integration of their tools on the DataBench Toolbox, the team working on the WP6 developed a DataBench Kit of "Goodies" to promote attendees coming to the project stand and organize different activities at events. This is composed by:
 - **DataBench T-Shirts:** To be wore by consortium partners participating at events and exhibitions to reinforce the presence and visibility of the project.



Figure 16: DataBench T-Shirt

- **DataBench Pin Badges:** To be delivered to people interested in the project during events and exhibitions, and also wore by partners at events.



Figure 17: DataBench Pin Badge

- **DataBench Coffee Mugs:** Available for contests or activities at events or invited speakers referring to DataBench project at events.



Figure 18: DataBench Coffee Mug

- **DataBench M&M's:** The famous chocolates branded with DataBench logo are available at the project booth during events and have proved to bring a lot of traffic and attendees so we can disseminate the project objectives and expected outcomes.



Figure 19: DataBench M&M's

- **DataBench Mobile Wallet:** Adhesive card wallet for mobile phones which allows storing bank cards or metro cards, and also use it as a support for the mobile on a surface like a table.



Figure 20: DataBench Mobile Wallet

- **DataBench Video:** Animated short-video including the objectives, potential users, and expected outcomes of the project while showing a real-life situation of the benefits of using a tool like DataBench to benchmark Big Data Technologies in a single easy-to-use framework that also brings together business and technical metrics. The video has been shared and promoted through several channels such as the project's social media accounts, partners social media accounts, BDV PPP newsletter, and website, and has been also showcased at events and exhibitions such as ICT 2018 and EBDVF 2018.

The video is available at our YouTube account in the following link:
https://www.youtube.com/watch?v=GBqND_qO8o8&t=37s



Figure 21: DataBench Video

This format of videos will be used again to share information about the project in a creative and easy way. The team is planning the development of two videos about the results of the survey, and the first release of the Toolbox for June/July 2019.

- **White Paper - DataBench Toolbox Flyer:** In order to promote the download of the whitepaper produced as short version of the D3.1, the WP6 team designed a flyer to give in events with a QR Code and information about the project.



Figure 22: DataBench Flyer - Toolbox Whitepaper

- **Survey Infographics:** With the input of the D2.2 and the results of the survey conducted by IDC on 700 European businesses in 11 EU Member States regarding the use, level of adoption and benefits of Big Data Technologies, Atos design team developed an infographic including the main insights to promote both the visibility of the study and the visibility of the project and its outcomes. This infographic was shared by multiple channels such as project's social media accounts, partners social media accounts, BDV PPP newsletter, and website, among others. This infographic will be also showcased during future events.

The infographic is available at the following link: https://www.databench.eu/wp-content/uploads/2019/03/databench_infographic1.pdf

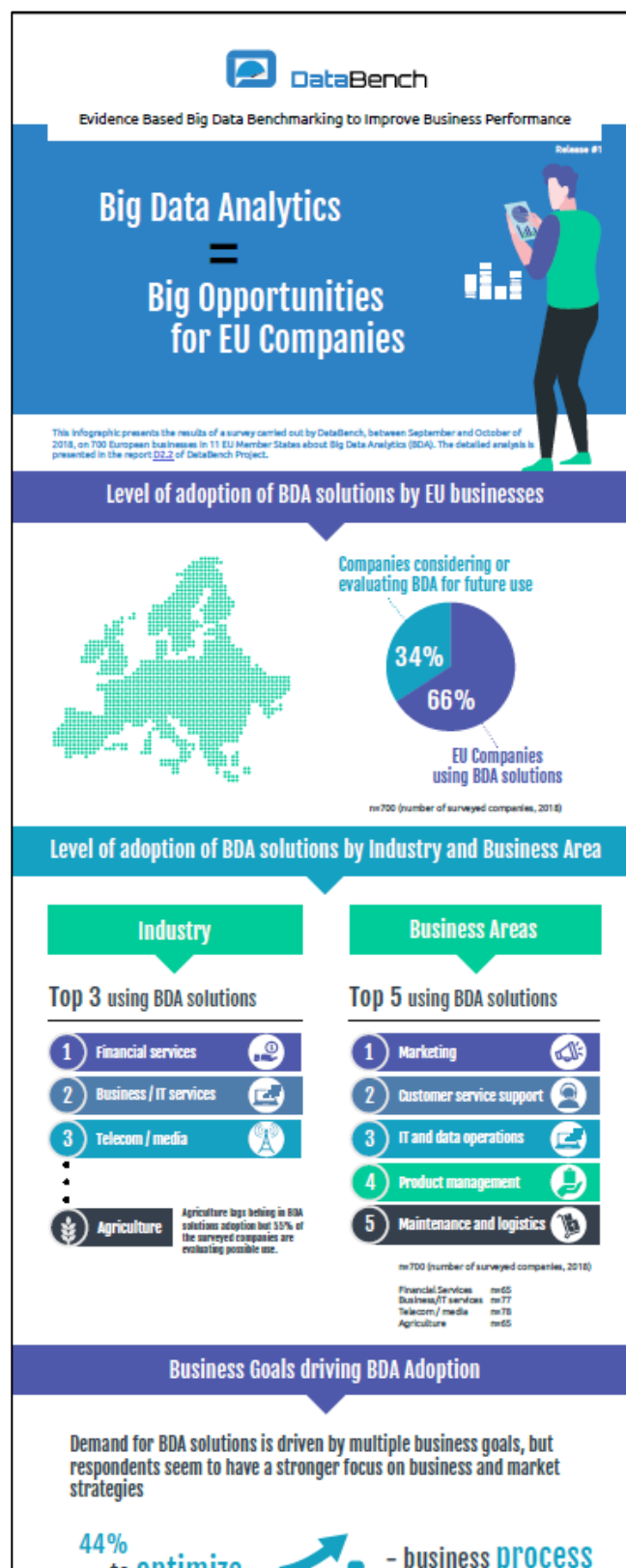


Figure 23: DataBench Survey Infographics

More communication and dissemination material will be produced according to the needs of the project and will be reported on D6.4 on M36. The material that has been planned to be produced in the next months will be described in Chapter 5 of this document.

2.5. Events

Since the beginning of the project, a list of potential events to participate has been compiled taking into consideration the interests and communication needs of the project, while taking advantage of opportunities that come up to generate awareness of DataBench in different scenarios. The list is available at the OnlyOffice workspace and partners insert their suggestions of events where the project should have a presence.

Up to M18, the project has participated in the following events:

1. **International Conference on Performance Engineering (ICPE 2018)**
 - **When:** 9-13 April 2018
 - **Where:** Berlin, Germany
 - **Description of the event:** ICPE integrates theory and practice in the field of performance engineering by providing a forum for sharing ideas and experiences between industry and academia.
 - **Participation of DataBench:** The project was presented by Todor Ivanov (GUF) during the conference.
2. **4th International Workshop on Performance Analysis of Big Data System (PABS) at ICPE 2018**
 - **When:** 9 April 2018
 - **Where:** Berlin, Germany
 - **Description of the event:** The workshop aimed at providing a platform for scientific researchers, academics, and practitioners to discuss techniques, models, benchmarks, tools, case studies, and experiences while dealing with performance issues in traditional and Big Data Systems.
 - **Participation of DataBench:** The project was presented by Todor Ivanov (GUF) during the workshop.
3. **TheWebConf 2018**
 - **When:** 23-27 April 2018
 - **Where:** Lyon, France
 - **Description of the event:** Yearly international conference on the topic of the future directions of the World Wide Web.
 - **Participation of DataBench:** Conference attendance, and preparation for organization of Web Conference 2021 in Slovenia, by Marko Grobelnik (JSI)
4. **Big Data PPP Meet-up Sofia**
 - **When:** 14-16 May 2018
 - **Where:** Sofia, Bulgaria
 - **Description of the event:** Organized by the BDVe project and BDVA with the aim of bringing together the main communities implementing the Big Data PPP projects and BDVA membership/Task Forces.

- **Participation of DataBench:** Organiser of a workshop in cooperation with the Benchmarking Task Force of BDVA. It represented the first opportunity for DataBench to relate to other projects of the program in an interactive way that contributes to several activities of the project. The workshop and presentation were conducted by Gabriella Cattaneo (IDC) and Tomás Pariente (ATOS).

5. Big Data Innovation Conference

- **When:** 7-8 June 2018
- **Where:** Frankfurt, Germany
- **Description of the event:** Aimed at helping companies understand and use data-driven strategies while discovering which disciplines will change because of the advent of data.
- **Participation of DataBench:** Presentation of the project in the conference by Todor Ivanov (GUF).

6. 7th International Workshop on Testing Database Systems (DBTEST) at SIGMOD2018

- **When:** 15 June 2018
- **Where:** Houston, Texas, USA
- **Description of the event:** The goal was to bring researchers and practitioners from academia and industry together to discuss key problems and ideas related to testing database systems and applications.
- **Participation of DataBench:** Presentation of the project in the workshop by Todor Ivanov (GUF).

7. SIGIR 2018 - 41st International ACM SIGIR Conference on Research and Development in Information Retrieval

- **When:** 8-12 July 2018
- **Where:** Ann Arbor Michigan, U.S.A
- **Description of the event:** the premier scientific conference in the broad area of information retrieval.
- **Participation of DataBench:** Presentation of Marko Grobelnik (JSI) on the session Data Science for Social Good and Public Policy: Examples, Opportunities, and Challenges.

8. KDD 2018 – 24th ACM SIGKDD Conference on Knowledge Discovery and Data Mining

- **When:** 19-23 August 2018
- **Where:** London, UK
- **Description of the event:** KDD is one of the most well-known international conferences of the data community.
- **Participation of DataBench:** The project was presented on the Project Showcase Track, focused only on innovative project on Machine Learning and Data Analytics, thanks to the accepted paper “DataBench; Evidence Based Big Data Benchmarking to Improve Business Performance”.

The presentation was made by Todor Ivanov (GUF), and the paper was written in collaboration by Richard Stevens, Gabriella Cattaneo, Helena Schwenk, Cristina Pepato, and Christopher Ostberg (IDC); Nuria de Lama and Tomás Pariente (ATOS); Chiara Francalanci, Barbara Pernici, Angela Genorazzo, Paolo Giacomazzi, and Lucia Polidori (POLIMI); Arne Jorgen and Volker Hoffman (SINTEF); Marko Grobelnik and James Hodson (JSI); and Todor Ivanov and Roberto V. Zicari (GUF).

9. KDD 2018 – 24th ACM SIGKDD Conference on Knowledge Discovery and Data Mining

- **When:** 19-23 August 2018
- **Where:** London, UK
- **Description of the event:** KDD is one of the most well-known international conferences of the data community.
- **Participation of DataBench:** Moderation of KDD 2018 Project Showcase by Marko Grobelnik (JSI).

10. Bled Strategic Forum

- **When:** 10-11 September 2018
- **Where:** Bled, Slovenia
- **Description of the event:** The event brings together over 1000 regional and global actors from the spheres of diplomacy, policy, business, science, and innovation. One stop shop to seek for global answers to the burning challenges of today and tomorrow.
- **Participation of DataBench:** Marko Grobelnik (JSI) participated in the panel “Being Human in the Age of Technology” (in partnership with IBM) about exploring cutting edge technological advances and how they will affect our lives and humanity. What changes can we foresee in the coming decades? How can we ensure that they will lead us to a better existence and that we use technology to improve our lives and not to perpetuate the cycles of global violence and wars that mark human history?

11. (WEBINAR) BDVe Webinar Series

- **When:** 9 October 2018
- **Where:** Online – Presentation available at BDV PPP Website
- **Description of the event:** An initiative led by the BDVe project with the aim to offer a shared space for communication and potential engagement for projects and other stakeholders in the big data landscape. The webinar series focus exclusively on Big Data Technologies and business insights showing results of EU projects funded under topics related to the BDV PPP.
- **Participation of DataBench:** Tomás Pariente (ATOS), Gabriella Cattaneo (IDC), and Arne Berre (SINTEF). The webinar focused on explaining the efforts to characterise and reuse big data benchmarking frameworks from a technical perspective, and share details of the degree of support that DataBench will provide to other projects, and big data practitioners to benchmark big data tools and applications. Also, presenters provided ideas on how big data benchmarking could help organizations to get better business insights and take informed decisions.

12.ItAIS 2018: 15th Conference of the Italian Chapter of AIS – Association for Information Systems

- **When:** 12-13 October 2018
- **Where:** Pavia, Italy
- **Description of the event:** Aimed to promote the exchange of ideas, experiences, and knowledge among scholars and professionals in the fields of Information and Communication Systems and Technologies.
- **Participation of DataBench:** The project was presented by Barbara Pernici (POLOMI) thanks to the accepted paper “Relating Big Data Business and Technical Performance Indicators” focused on DataBench and written in collaboration by Barbara Pernici, Chiara Francalanci, Angela Genorazzo, Lucia Polidori, Stefano Ray, and Leonardo Riva (POLIMI); Arne Jorgen (SINTEF), and Todor Ivanov (GUF).

13.European Big Data Value Forum 2018 (EBDVF 2018)

- **When:** 12-14 November 2018
- **Where:** Vienna, Austria
- **Description of the event:** Key European event for industry professionals, business developers, researchers, and policy makers to discuss the challenges and opportunities of the European Data Economy and data-driven innovation in the region. The 3-day conference was part of the EU Presidency agenda.
- **Participation of DataBench:** The project was showcased in the exhibition area of the BDV PPP Booth, where the DataBench “Goodies” were distributed among attendees and the communication/dissemination material was presented (handout, roll-up, video, etc). In addition to the exhibition area, DataBench was one of the organizers and presenters on the session on Big Data Benchmarking moderated by Arne Berre (SINTEF), including the presentation “Building a bridge between technical and business benchmarking” made by Gabriella Cattaneo and Mike Glennon (IDC); and Tomas Pariente (ATOS).

14.ICT 2018

- **When:** 4-6 December 2018
- **Where:** Vienna, Austria
- **Description of the event:** Focused on the European Union’s priorities in the digital transformation of society and industry while giving an opportunity for attendees to share their experiences and vision of Europe in the digital age. The event featured many sessions and workshops focused on many different data-related topics.
- **Participation of DataBench:** The project had an exhibition space within the BDV PPP Village, where dissemination material was shared with the audience as in the EBDVF 2018. In addition, the project was presented on the session “Impact of Data-driven AI in business sectors” by Richard Stevens (IDC).

15. 2nd IEEE International Workshop on Benchmarking, Performance Tuning and Optimization for Big Data Applications (BPOD) at the IEEE International Conference on Big Data 2018

- **When:** 10-13 December 2018
- **Where:** Seattle, USA
- **Description of the event:** The workshop aimed to bring researchers and practitioners together to better understand the problems of optimization and performance tuning in a big data environment, to propose new approaches to address such problems, and to develop related benchmarks, tools and best practices.
- **Participation of DataBench:** Arne Berre (SINTEF) presented “Benchmarking for Big Data Applications with the DataBench Framework” during the workshop as an invited speaker.

16. 2018 BenchCouncil International Symposium on Benchmarking, Measuring and Optimizing (Bench’ 18)

- **When:** 11-12 December 2018
- **Where:** Seattle, USA
- **Description of the event:** Starting as nine BPOE Workshop series and SDBA Workshop in conjunction with ASPLOS, VLDB, and ICS, this symposium (Bench 18) was organized by International Open Benchmarking Council (BenchCouncil) and dedicated to benchmarking, measuring, and optimizing complex systems, including (but not limited to) Big Data, AI, chainblock, datacenter, cloud and warehouse-scale computing, high performance computing, Mobile Robotics, edge and fog computing, Big Scientific data, IoT, and the other miscellaneous things, i.e., education systems, financial systems, and power systems.
- **Participation of DataBench:** Benchmarking for Digital Platforms with Big Data, IoT, AI, Cloud, HPC and CyberSecurity is being introduced based on European activities in this area, related to the DataBench project and work in BDVA, AIOTI and ECSO by Arne Berre (SINTEF)

17. AI Governance Forum 2019

- **When:** 23 March 2019
- **Where:** Geneva, Switzerland
- **Description of the event:** The AI Governance Forum is a multi-stakeholder’s platform, open to all interested parties and dedicated to build Human-Trust in AI for the benefit of all.
- **Participation of DataBench:** Presentation by Marko Grobelnik (JSI): Cross-lingual Real-Time Global Media Monitoring

18. 17th International Conference on Numerical Combustion

- **When:** 6-8 May 2018
- **Where:** Aachen, Germany
- **Description of the event:** Ongoing research and current advances in the field of numerical combustion were presented with the goal to be a premier

venue for researchers and industry practitioners to share new ideas and experiences in these fields.

- **Participation of DataBench:** Barbara Pernici (POLIMI) made the presentation “DataBench. Indicators and metrics to assess benchmarks to evaluate Big Data Technologies – A focus on scientific domains on the session about High Performance Computing: Towards High Throughput Kinetics and Combustion Model Development

19. OpenExpo Europe 2018

- **When:** 20 June 2019
- **Where:** Madrid, Spain
- **Description of the event:** The leading annual Open Source & Free Software Trade Show and Conference in Europe with 5 co-located top IT events, all under in 1 roof (European Cybersecurity Forum, AI & IoT Forum, Fintech Forum, Open CIO Summit, and Open Tech Conference). The aim of OpenExpo is to share, present, discover and evaluate the Open Source Solutions and trends within the industry.
- **Participation of DataBench:** The project was most voted at the Call for Speakers of the event for the BI/Analytics Session. The presentation will be held by Tomás Pariente (ATOS) and will focus on the development and features of the Toolbox. In addition, we postulated the project at the Open Awards 2019 for the category of Best Big Data Project. Winners will be announced during the event.

The participation of DataBench at these events was promoted through social media accounts, website, and in some cases the BDV PPP newsletter.

In addition, the WP6 team is preparing the participation of DataBench at the following events:

20. BDV PPP Meet-up 2019

- **When:** 26 – 28 June 2019
- **Where:** Riga, Latvia
- **Description of the event:** Organised by BDVe project and BDV PPP, the meeting will include an open day with plenary and parallel sessions, keynotes and speeches from representative actors both at local and European level that will share their insights about data-driven and AI based innovation, and another day focused on the implementation of the strategy of the PPP with workshops and other activities organized by the PPP stakeholders.
- **Participation of DataBench:** The project is in touch with organisers to define if we can have a free shared exhibition space with other projects of the BDV PPP. The project has a confirmed session divided in two parts:
 - i. Presentation of DataBench including a demo of the Alpha Version of the toolbox
 - ii. Open discussion with participants about the challenges for benchmarking big data technologies and approach to other projects

towards the integration of existing benchmarks into the DataBench Toolbox.

21. EBDVF 2019

- **When:** 14-16 October 2019
- **Where:** Helsinki, Finland
- **Description of the event:** It is the main event of the European Big Data and Data-Driven AI Research and Innovation Community, organized in collaboration with the European Commission and VTT as the main local organizer. The event is estimated to gather 700 industry professionals, business developers, researchers, and policymakers.
- **Participation of DataBench:** We are coordinating to have a space on the BDV PPP Village as last year, given that the sponsorship packages are too expensive. In addition, a session about benchmarking will be proposed with a format similar as the Meet-up in Riga, in order to have feedback from potential users and other projects working on related topics.

During 2019, the WP6 team has been working hard in finding interesting opportunities to participate in industrial events, but given the high costs for exhibition and/or sponsorships packages, the consortium decided to postpone the participation on those kind of events for 2020 when the Beta Release of the Toolbox is available for making the best out of the participation with demos and other type of activities. The events considered and discarded for participate this year are:

Event	Description	Cost of participation
Foro Transfiere Málaga, Spain 13-14 Feb, 2019	Professional and multisectoral forum for the transfer of knowledge and technology to promote innovation among research groups and companies.	2,200€ + VAT
BIGDATA PARIS 2019 by Corp Paris, France 11-13 Mar, 2019	Provides a comprehensive overview of the industry's opportunities, prospects and technology. 2 full days of conferences, workshops and business meetings with 250 exhibitors and 17,000 visitors.	3,000€ + VAT
BDA Europe Rotterdam, Netherlands 12 Mar, 2019	Europe's leading Big Data, Analytics, Machine Learning and AI event for all major business sectors showcasing the latest innovations, insights and cutting-edge use cases for large enterprise organisations.	£6000 + VAT

Big Data World London, UK 12-13 Mar, 2019	Designed to help professionals to shape their data strategies offering practical benefits.	£3,500 + VAT
Table 1: 1. List of events discarded for 2019 due to cost of participation		
eShow 2019 Barcelona, Spain 12-13 Mar, 2019	Aim at presenting new solutions, techniques and tools that will allow success to marketing and data-driven strategies.	2.750€
AI & Big Data Expo Global 2019 London, UK 24-26 Apr, 2019	Showcase of the next generation technologies and strategies from the world of AI and Big Data, an opportunity to explore and discover the practical and successful implementation of this type of technologies in driving forward European businesses.	3,500€ + VAT
Predictive Analytics World for Industry 4.0 Munich, Germany 6-7 May, 2019	Independent conference for applied machine learning for Industry 4.0 in the era of IoT and AI.	3,600€ + VAT
ECIS 2019 Stockholm, Sweden 8-14 Jun, 2019	Meeting platform for European and international researchers in the field of Information Systems to discuss and debate this sharing phenomenon.	1,710€ + VAT
AI & Big Data Expo Europe 2019 Amsterdam, Netherlands 19-20 Jun, 2019	Showcase of the next generation technologies and strategies from the world of AI and Big Data, an opportunity to explore and discover the practical and successful implementation of this type of technologies in driving forward European businesses.	3,500€ + VAT
ACM SIGMOD/PODS Amsterdam, Netherlands 30 Jun – 5 Jul, 2019	Leading international forum for database researchers, practitioners, developers, and users to explore cutting-edge ideas and results, and to exchange techniques, tools, and experiences.	2,000€ + VAT

2.6. Press Releases and Newsletter

DataBench has been very active in this 18 months, by developing relevant content for various channels, about different subjects in relation to the communication objectives and stages defined at the beginning of the project, which also supports the development of the technical part (e.g. use cases).

Press releases are published at DataBench website and monthly contributions are sent to the BDV PPP newsletter or the Atos Research and Innovation newsletter to reach a major audience:

1. The DataBench Project was presented at the KDD Conference 2018 in London – Published at [BDV PPP Newsletter \(September\)](#) and [BDV Website News Section](#)
2. DataBench Paper “Big Data Key Performance Indicators” accepted at iTAIS Conference – Published at [BDV PPP Newsletter \(September\)](#) and [BDV Website News Section](#)
3. DataBench Project will host its first Webinar related to Big Data Technologies and Business Insights – Published at [BDV Website Webinar Series Section](#) and [BDV Website News Section](#)
4. DataBench Project finishes its first year of activity with successful results – Published at [BDV PPP Newsletter \(December\)](#) and [BDV Website News Section](#)
5. DataBench Call to Action - Are you working on projects related to Big Data that uses or develop benchmarks? – Published at [BDV PPP Newsletter \(January\)](#) and [BDV Website News Section](#)
6. Great success of the first BDVe Webinar about Benchmarking! – Published at [BDV Website News Section](#)
7. DataBench Project released the results of its survey on the use of Big Data and Analytics by 700 companies in Europe – Published at [BDV PPP Newsletter \(February\)](#) and [BDV Website News Section](#) – ATOS is waiting for the Global Marketing team to approve the content for publishing it on the Atos website and issuing on Spanish Media Outlets
8. DataBench Infographic based on a survey on 700 European Companies – Published at BDV PPP Newsletter (March) and [BDV Website News Section](#)
9. DataBench is looking for industry case studies – Published at the BDV PPP Newsletter (May) and BDV Website News Section
10. Follow us: DataBench is now on LinkedIn – To be published at the BDV PPP Newsletter (June) and BDV Website News Section
11. DataBench is looking for industry case studies (Atos Research and Innovation Newsletter)
12. DataBench participation at the European Big Data Value Forum (Atos Research and Innovation Newsletter)
13. DataBench @ICT2018 (Atos Research and Innovation Newsletter)
14. DataBench - Feel like reading some awesome Papers!? (Atos Research and Innovation Newsletter)
15. DataBench General Meeting @Madrid! (Atos Research and Innovation Newsletter)
16. DataBench Project most voted #Call4Papers @OpenExpoEurope (Atos Research and Innovation Newsletter)

3. KPI's and Monitoring

The monitoring of DataBench activities regarding communication and dissemination has been done in a collaborative way with all partners but led specially by IDC and ATOS. We have implemented a process for all partners to report specific activities with EuroTools Tracker, and then the team in charge keeps the track of how this activities are contributing to the achievement of the KPI's defined at the proposal stage.

The following table presents the target KPI's by activity, and the current status of it:

Activity	Indicator	Target KPI	Achieved until M18	To achieve until M36
Technical papers	Number of papers and number of conferences where papers are presented	At least 5 papers presented in at least 3 international Big Data conferences	2	3
Project website	N. of unique visitors to the website (average per year)	Min. 2000	2,000 unique views +6,000 page views	 KPI achieved
Social media - Twitter	N. of followers New followers per year	Y1 300 +100	About 250 followers	150
Social media - Facebook	N. of followers New followers per year	Y1 50 +100	98	100
Social media - LinkedIn	N. of followers New followers per year	Y1 100 +100	28	300
Social media - YouTube	N. of videos published N. of views	Min. 4 100 views per video	137	 KPI achieved
Social media - SlideShare	N. of overall views	200	192	8
Newsletter***	N. of subscribers per year Number of newsletters	100 3 per year	BDV PPP Newsletter +1000 recipients per year 6 Contributions	 KPI achieved

Activity	Indicator	Target KPI	Achieved until M18	To achieve until M36
			Atos Research and Innovation Newsletter +200 recipients per year 6 Contributions	Nevertheless, we will keep sending frequent contributions to both newsletters
Webinars	N. of webinars N. of participants per webinar	Min. 4 10	1 webinar 50 participants	3

*****WP6 team decided not to issue an exclusive DataBench newsletter, but instead to provide content regularly for the BDV PPP newsletter which has a higher impact and number of subscribers, and to other Newsletters in the research area such as Atos Research and Innovation monthly newsletter**

4. Exploitation Strategy

As it has been explained at the beginning of the deliverable, the main objective of D6.3 is to provide a report of the activities carried out by the project in terms of communication, dissemination and awareness. However, we believe it is important to discuss in parallel the main motivations for this work and the way it will be pushed forward beyond the project duration. This specific area of work will be reflected in a deliverable at the end of the project. Nevertheless, it is notably relevant when looking at the communication strategy in both definition of targeted communities and the messages to give to such recipients. This was sketched at the proposal stage, described in the first deliverable of the project (dissemination strategy) and revisited in this new report. In this context and with the goal of painting a wider picture of what DataBench intends to do we include here a brief -yet, preliminary analysis- of some of the major elements that could constitute the Unique Selling proposition of this work and the way it could be exploited in the future.

4.1. Market Positioning and USP of DataBench

The analysis of benchmarking tools (and therefore benchmarks) that are used in the field of data management, or in general data, gives a high number of initiatives to be taken into consideration. This consortium does not intend to argue if more are needed, or which ones may be missing at this stage. It does not intend either to develop a new one. So, in few words, DataBench has the ambition to become a one-stop-shop for big data technologies benchmarks, therefore, becoming a kind-of broker or intermediary between benchmark providers and users of existing benchmarks. Nowadays, when an organization (or a person representing an organization) needs to benchmark a specific technical parameter, he or she must look for the most suitable benchmarking tool and run the process. In some cases, this is tedious and complex and offers rather limited options when it comes to deployment infrastructure or other elements involved in the benchmarking process. If there is the need to benchmark different parameters or metrics, then the user must go to different websites and run the processes in a separate way and following diverse rules. DataBench does not

only provide a single interface to access different benchmarks in BDT, but also gives the user the opportunity to customize the benchmarking process using different criteria, therefore creating a more attractive, easy and standardized way of running the benchmarks.

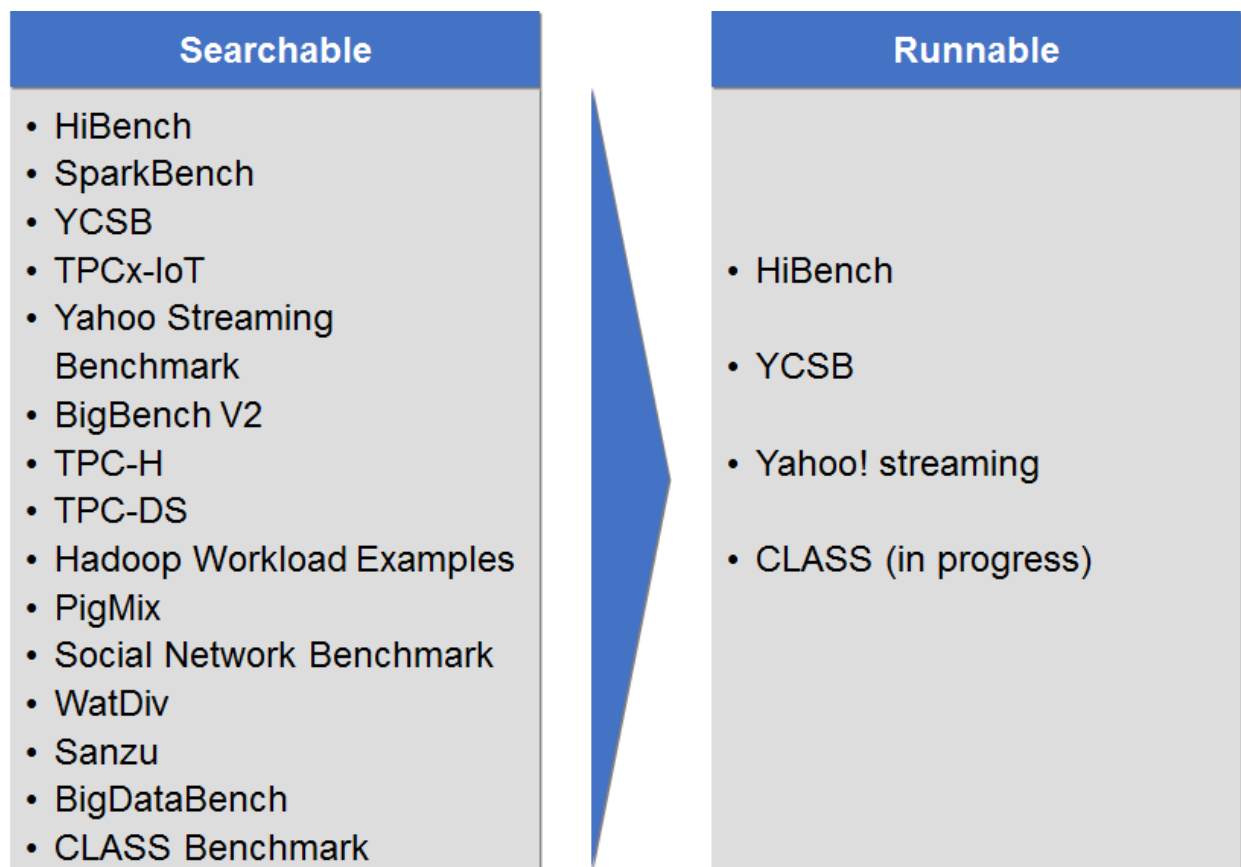


Figure 24: Available benchmarks in DataBench in M18

Even though not available nowadays, ongoing discussions in the project suggest the convenience of adding specific supporting services for the user that could increase the value of the process and its results. This may include access to infrastructure.

The success of such a proposal makes sense only when involving two different kind of stakeholders: on the one hand, the benchmarking communities, who provide the specific tools to benchmark specific parameters; on the other hand, the users of such tools that may directly go to DataBench to take advantage of the benefits depicted above. In this sense, DataBench acts as a brokering platform, connecting benchmark suppliers and consumers, as marketplaces currently do in many different technical and business areas.

The more critical mass we reach on one of these sides the more interesting and attractive it will be to the other side. From the exploitation viewpoint we could therefore look at DataBench as a platform enabling a multi-sided market. When an application developer creates an app for a mobile phone he/she does it for those platforms where enough users will be reachable, such as Android or Apple. The more users these platforms have, the more attractive it will be for app developers and providers. On the other hand, platforms also need to enrich their catalogue of services and applications as part of their offering to customers. Therefore, for them it will also be extremely important to ensure that enough critical mass

of good applications can be accessed through their platforms. Business models may vary from one case to another, but for sure this platform-oriented business requires thinking not only about one typology of customers, but about several kinds of stakeholders that access the platform in different ways and for different purposes. All of them should find a clear RoI in this context. Other examples that come to our mind when we think about multi-sided markets are the ones of portals that act as brokers between tourism providers and consumers, either in the field of accommodation, flights, or restaurants. More fashionable may be the case of Urban Platforms that are materializing the concept of Smart Cities and enable ecosystems where different stakeholders have input and output relationships with the platform through varied business models.

This confirms the need to relate and work with two specific communities as customers of the platform and define the related value proposition and business model.

In the case of benchmarking communities, the work developed by DataBench so far has been based on integrating some of the exiting benchmarks and create synergies with them, creating awareness about DataBench and engaging with them in different events. This relationship will evolve when the Toolbox is mature and can be used to exemplify the way access to their benchmarking tools would happen.

In the case of users interested in benchmarking BDT the communication strategy and the selling activity will be completely different. It is expected that besides addressing companies and organizations we will set up a campaign to reach intermediaries that could access many more users. A clear example of this type of stakeholder would be the so-called Digital Innovation Hubs, and since we are tackling specifically BDT, the most significant instruments or entities to be contacted would be the Innovation Spaces, or data-driven experimentation environments, as they are known by the Big Data Community².

In section 1.2 of D6.1 the full list of current I-Spaces can be consulted.

4.3. The Future

The availability of the first release of the Toolbox developed by DataBench will open up a completely new phase where expectations and theoretical explanations of the DataBench concept will be materialized into a concrete tool that will be validated by different organizations and entities, helping us to improve the tool and refining the different elements of the project. This will require a tighter relationship with the different communities and stakeholders that have been signalled as major customers to us, including projects of the PPP portfolio, companies involved in those ones but also other industrial players, as well as instruments like DIH or I-Spaces, as previously described-

Relationship with benchmarking communities will also be intensified, following the expectations of Phase 2 of the already defined dissemination strategy (until M24), aimed at increasing the potential impact.

From M25 on we will concentrate on maximizing the usage and potential adoption of the project results, since more of the Databench assets will be available at that time. Feedback

² See <http://www.bdva.eu/I-Spaces> for more information

from the subsequent phases will be used to refine the strategy and develop the most suitable actions based on the evolving needs of the DataBench context.

5. Conclusions and Next Steps

This report describes the development of dissemination and communication actions carried out by the project until M18. These activities are aligned with the strategy described in D6.1 and revised at the beginning of this deliverable. We are approximately at the middle of the DataBench roadmap/duration, which basically means that our efforts have focused on 1) creating awareness (phase 1 of the dissemination strategy) and 2) maximizing the potential impact (phase 2 of the dissemination strategy).

The umbrella of activities developed in this period is wide. DataBench has put a lot of emphasis in generating interesting and appealing dissemination and marketing material, including the typical one (project factsheet, roll-out, poster, etc) but also going out-of-the-box with more marketing-oriented gadgets that could attract the audience in events where many projects compete for the attention of attendees. And this has worked well.

DataBench has also capitalized and taken maximum advantage of the tools and mechanisms made available by the Big Data Value PPP, such as newsletter, webinars, BDVA website, PPP portal and some others. This has allowed us to reach thousands of (potentially interested) recipients in an easy way.

Social networks and the project website have also been instrumental to communicate the objectives and degree of development of the project. As figures show, the project is doing quite well and improving quickly. All reports, including this one, include an analysis not only of the descriptive work, but also figures that will easily enable the reader to compare the performance of the project with the initial expectations (well-defined KPIs). This will also allow DataBench to take corrective actions if needed and think about channels or actions that could help us to achieve a higher impact.

Even though the exploitation strategy is not expected to be developed until the end of the project, thinking about the relationship with the different stakeholders, business models and validation of those ones seems a must and postponing it to the final phase of the project is not realistic. That is why some interesting elements about the targeted communities were already described in D6.1 and some additional exploitation-related issues have been discussed in chapter 4 of this document. This information, however, should not be understood as a fixed strategy and will evolve with the work of the project, especially based on the perception and feedback from the potential users of DataBench while assets are being made available to them.