

A channel for stakeholders?

About an idea that is not mine, so it may be successful!

not an “official” INDIGO presentation!

by

Jesus Marco, IFCA, CSIC

Santander, SPAIN

marco at ifca.unican.es

At INDIGO SUMMIT 2017, CATANIA

Why a “channel”, why for INDIGO DataCloud?

Large companies, mainly ICT companies like IBM, CISCO, Microsoft... “support” and “fidelize” stakeholders like:

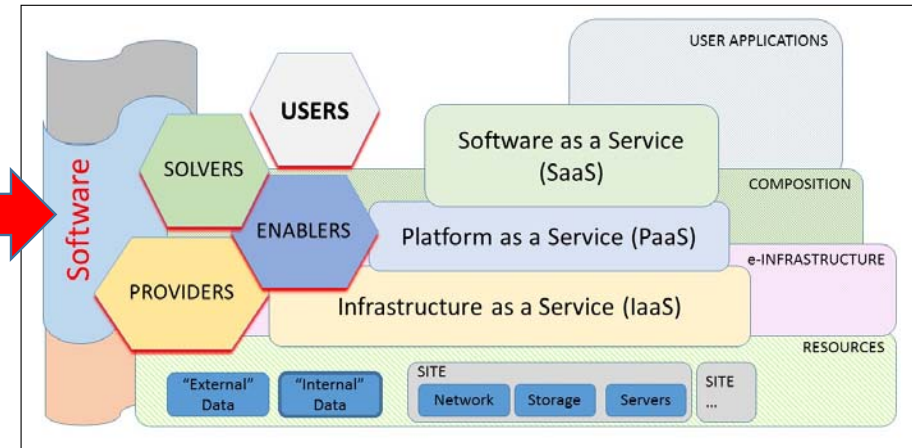
- Integration/distribution chain
- Value added re-sellers

Interest increases as the variety and complexity of services, partners, providers, competitors, and customers

The SaaS approach is changing the way the channel used to work

We were naïve on purpose in our scheme for stakeholders in deliverable D2.6: but at the very end we could be in a chain delivering SaaS solutions!

Could INDIGO DataCloud exploitation benefit of a “channel”?



What would mean a “channel” for INDIGO DataCloud?

- Learn from big players like [IBM](#) or CISCO or MS...
- For **all** our “partners”, i.e. any stakeholder:

- Online training
- Demo and development systems
- INDIGO technical validations
- Executive briefing centers
- Third party **discounts**
- Promotional merchandise
- PartnerWorld Contact Services (PWCS) support
- INDIGO DataCloud Innovation Centers
- INDIGO DataCloud: demonstration accounts
- Global Solution Directory
- INDIGO Value Package
- Software Access Option

What would mean a “channel” for INDIGO DataCloud?

- For “**trusted**” partners:

- Partner mark:

Silver/Gold/Platinum

- DataCloud credits – 2.500-5.000 €/year

- **Education** and training **vouchers**

- Digital Content Marketing **contacts**

- Client success story developments

- Partner **Locator** - **Priority**

- Competitive support

- Transformation workshops

- Expert briefings

- Leads passed by INDIGO - DataCloud

- Market Intelligence

- **Co-marketing**

- Partnership Executive Program

- Event packages - 5% off sponsorship

- World support - Priority access

- “Market” Intelligence

Why a “channel” for INDIGO DataCloud makes no sense?

- INDIGO DataCloud IS NOT A COMPANY that can manage a channel!
- We have a Consortium Agreement, oriented to develop a project!
- Our Institutions trust the H2020 project’s framework
- We are researchers, and we do not know about business...

HOWEVER:

- After the project ends, we are yet committed to its exploitation!
- Some of our competitors in research in US are companies!

SO, AS I LEARNED IN MY FIRST EXPLOITATION PLAN (FP V!):

We need a SWOT Analysis!

S: Consortium Knowledge & Solutions, W: EU Fragmentation, long term funding

O:DataCloud Wave, Service Approach, EOSC T: Governance/Legal, Focus

So, let's do it!

*S: Consortium Knowledge & Solutions, W: EU Fragmentation, long term funding
O:DataCloud Wave, Service Approach, EOSC T: Governance/Legal, Focus, "Global"*

Simply use the SWOT Analysis to make you believe:

-S/O: Find your place in EOSC

-S/T: Keep focus on research targets, not only on funding opportunities

-W/O: Join stakeholders

-W/T: **BUILD ON TRUST AND ON REPUTATION**

However we still need to find the "legal formula" to setup this channel:

-Open Forum? Supported by a Foundation? (like OpenStack?)

-Commitment from partners providing technical solutions to be exploited?

Consider the right scale!

INDIGO-DataCloud? As “Enabler” or “Technology provider/advisor”

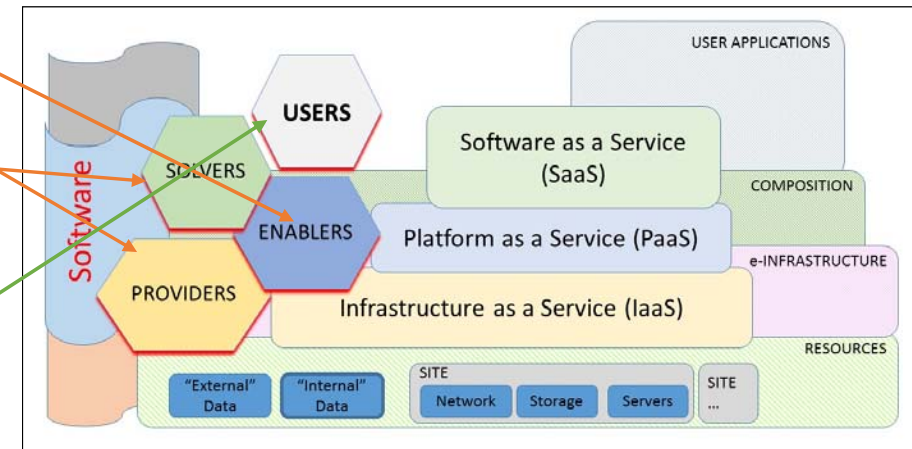
EOSC-Hub: as e-INFRA integrating

EOSC globally?

-connecting with industry/commercial providers

-connecting with social initiatives (including citizen science)

-connecting at geographical level (national, regional, **institutional**)



And funding... where will the 1Bn €/year come from? a guess for next 3 years:

INFRADEV	Target	Budget 100 M€
INFRADEV 01 2019: DESIGN STUDIES /RIA	"New" RI Consortia (Research Communities)	20M / 1-3 M
INFRADEV 02 2019-20: PREPARATORY PHASE/CSA	RI Consortia that get into ESFRI 2018/ 19 roadmaps	20M/4 M
INFRADEV 03 2019/ RIA: Individual support to ESFRI / RIA	ESFRIs with ERIC	60M/2-5 M

INFRAIA	Target	Budget 220 M€
INFRAIA 01 2018-19: INTEGRATING ACTIVITIES /RIA	MATURE specific topics: BioMed, Energy, Env, Math/ICT, Phys, Soc	110M / 10 M + 110M / 10 M

INFRAINNOV	Target	Budget 100 M€
INFRAINNOV 01 2019: Stimulate the innov pot. SMEs / RIA	Manager + SMEs	8M / 6.5M go to SMEs (30-150K)
INFRADEV 02 2019-20: PREPARATORY PHASE/CSA	RI Consortia that get into ESFRI 2018/ 19 roadmaps	20M/4 M
INFRADEV 03 2019/ RIA: Individual support to ESFRI / RIA	ESFRIs with ERIC	60M/2-5 M

INFRAEOSC	Target	Budget 220 M€
INFRAEOSC 01 2018 PROVISION OF COMMERCIAL SERVICES/RIA	Public e-Infrastructures acting as demand aggregator + procurer	12M / 6+6 (EO)
INFRAEOSC 02 2019 PROTOTYPE NEW INNOV. SERVICES / RIA	Research consortia including SME	~30M/5-6 M
INFRAEOSC 03 2020 INTEGRATION UNDER EOSC-Hub	Public e-Infrastructures (as EOSC-Hub)	81M (tbc, 2020)
INFRAEOSC 04 2018 EOSC CONNECTS ESFRI CLUSTERS FOR DATA STEWARDSHIP (RIA) + EOSC-PILOT (CSA)	RI Clusters linked to ESFRI in BIO, ENV,PHYS,SOC,ASTRO,ENERGY	100 M/ 2M; 5M (unclear, 6x2=12?+5=17?)

INFRAEDI	Target	Budget 100 M€
INFRAEDI 01 2018 PRACE /RIA	PRACE supercomputing partners	24 M
INFRAEDI 02 2018 HPC PPP Centres of Excellence / RIA+ CSA	HPC centers/Research in áreas: BIO,ENV,MED,ENE,MAT...1/area	72M / 6-8 M 2M / 2M (CSA)
INFRAEDI 03 2018 Support to Governance of HPC / CSA	HPC consortium, link to European Cloud Initiative? Link to ICT?	1.5 M / 1.5 M

And this is the problem at the same time!!!

Conclusion: why a “usual channel” makes no sense?

- NOT A COMPANY that could manage a channel based on MONEY or any other DIRECTLY RETURNED VALUE
- We need to find a way to put first what should be first:
 - **SCIENCE ADVANCE**
 - **RESEARCH IMPACT**
 - **TRANSLATION OF RESEARCH RESULTS TOWARDS THE BENEFIT OF THE SOCIETY**
- So, the “channel” levels, the support for priority in funding, must be based on the previous points, and NOT ON LOBBYING, CLOSED CONSORTIA, “BUSINESS AS USUAL”, etc.
- **REPUTATION AND TRUST** are the key components, and we need to base any “channel” on them. I don’t know how this can be done, but this is in my opinion the only way we can continue to make ourselves/EU competitive.