



The Akogrimo Market Players

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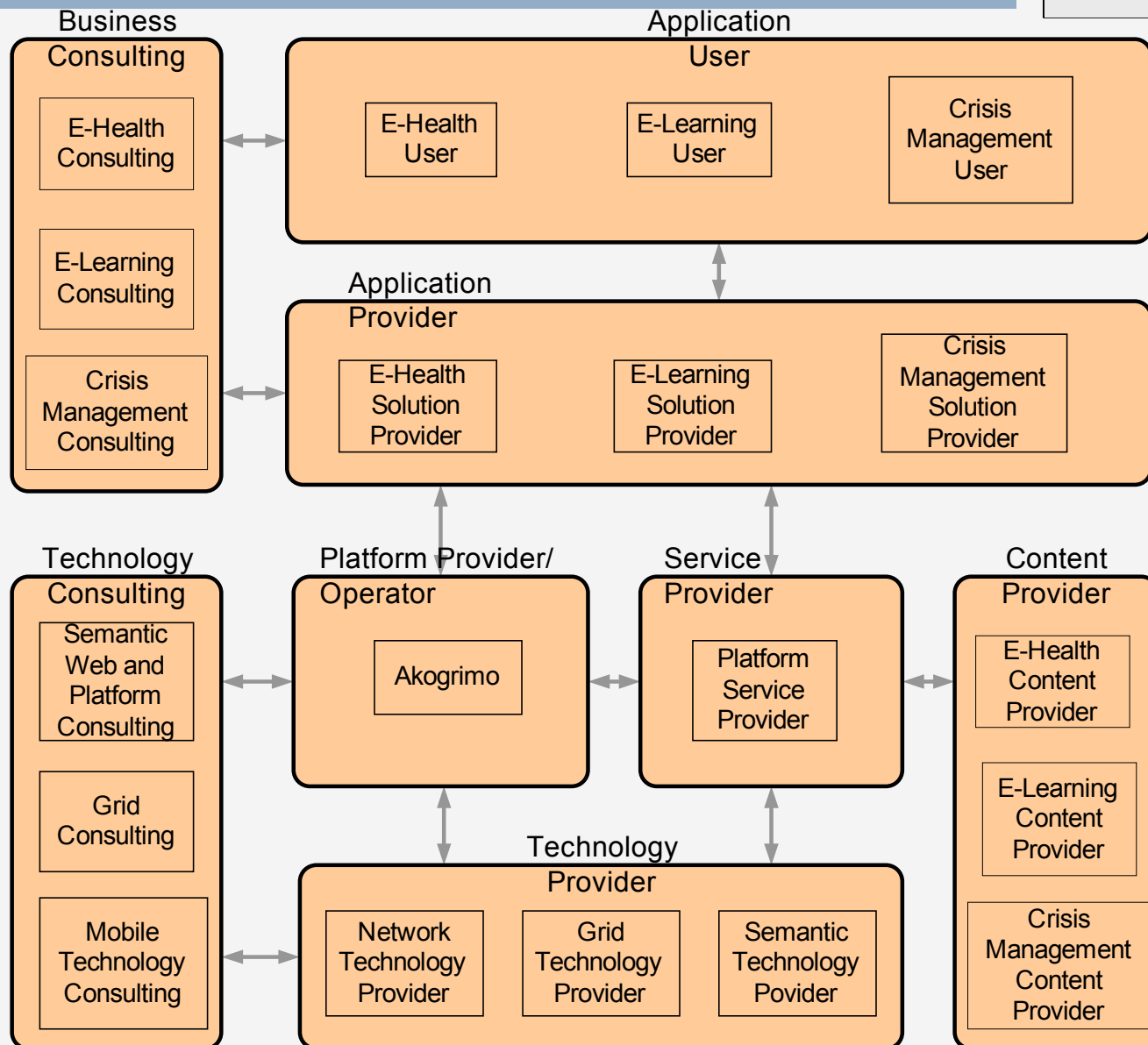


- Introduction and Problem Statement
- Akogrimo Players and Actors
- Market Analysis
- Akogrimo Challenges
- Summary and Conclusions

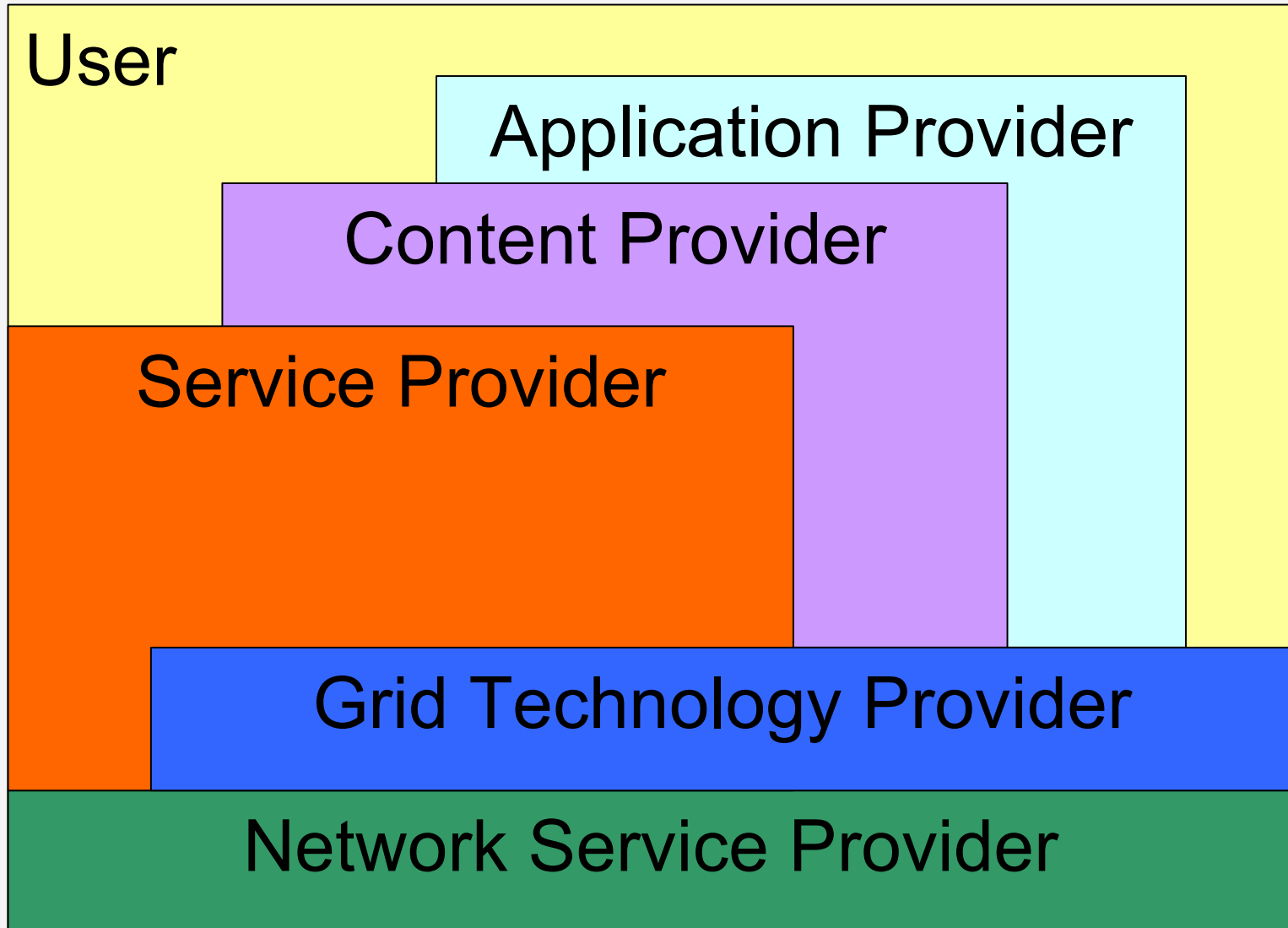
- Akogrimo Project's Context
 - "Access to Knowledge through the Grid in a Mobile World"
 - Pervasiveness of Grid computing
 - Resources are shared in a Mobile Dynamic Virtual Organization (MDVO)
 - Between participants
 - Across networks and
 - Administrative domains
 - Today:
 - Access to any kind of data
 - Tomorrow:
 - Access to any kind of functionality and services
- Focus on WP2.1: Market and Regulation

- Combining Grid computing with the Mobile Industry
 - Scientific research
 - Commercial environment
 - Grid and networking community
- Mobile middleware support for Grid computing
 - Offer mobile grid services
 - “The power of supercomputers available at your palm”
- Identification of Akogrimo market players

Akogrimo Players and Actors



Interim Akogrimo Role Model



Market Analysis (1)

■ Mobile Communications Industry

- "Enabling industry"
- Outrunning of wireline communications

■ Players:

- (End-)User = customer
- Operator
- Content provider
- Information service provider

■ Perspectives:

- Substantial growth
- But: Disruptive Technologies!
- Mobile Grid services for complex problem solving as a defense

■ Grid Industry

- Technology-driven market
- Young market
- Attracting more and more industry's interest

■ Players:

- Tier one (IBM, HP, Sun, ...)
- Tier two (Oracle, SGI, ...)
- Pure-play Grid vendors

■ Perspectives:

- From scientific Grid to business-enabled Grid
- Lack of applications
- Substantial growth (at first mostly for Grid technology, secondly for Grid services)

- Potential Akogrimo User
 - Individuals
 - ➔ Mass market
 - Companies, associations
 - ➔ Specifically adapted applications

- Mobile Grid Application Provider
 - Large business network
 - ➔ Service integrator and mediator
 - Customer relations management
 - ➔ Clearing house



■ Applications

- Knowledge discovery and management
- Semantic modeling
- Pervasive and ubiquitous computing
- Advanced forms of collaboration
- Self-configuration

■ Users

- Transparent use of the Grid
- Supply high computing performance
- Provide dynamic resource combination
- Improve user productivity

Initial Akogrimo Scenario Ideas



- E-Health
 - Services, quality improvements, and economies of scale across whole range of functions affecting health
- E-Learning
 - Applying the Internet to reduce access, time, and distance issues; members exchange knowledge anytime, anywhere, and with any member
- Disaster and Crisis Handling Management
 - Security personnel, police, medical teams, disaster assistance, humanitarian organizations, fire-fighters

- Business Modeling Framework
 - Dynamically structured to suggest a proposal
 - Illustrating key players, processes, collaborations, relationships
 - Key market players defined
- Identification of evolution in mobile communications
 - Convergence in progress
 - Technological requirements advanced and features granted
- Grids considered a well suited alternative to solve real-world problems

Conclusions



- Based on key assumptions of
 - Continuous growth of the mobile market
 - Increasing demand on powerful applications
- Akogrimo WP2.1 identified a potentially significant future need
 - NGG (Next Generation Grid) applications need to as easy to use as expected from broad range of users
 - Use of mobility-supporting technology in different application domains
- Time is right to move on with Akogrimo!

Thank you for your attention!

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