

SEVENTH FRAMEWORK PROGRAMME Research Infrastructures

INFRA-2010-2.3.1-2.2.2.1 – The First Implementation Phase for 'Computer and Data Treatment' research infrastructures in the 2006 ESFRI Roadmap



PRACE

Partnership for Advanced Computing in Europe

Grant Agreement Number: RI-26557

D3.1.4 First Dissemination Report

Final

Version: 1.0

Author(s): Ari Turunen, CSC

Date: 23.6.2011

Project and Deliverable Information Sheet

| PRACE Project | Project Ref. №: RI-261 | Project Ref. №: RI-261557 | | | | |
|---------------|---|---------------------------|--|--|--|--|
| | Project Title: First Dissemination Report | | | | | |
| | Project Web Site: http://www.prace-project.eu | | | | | |
| | Deliverable ID: D3.1.4 | | | | | |
| | Deliverable Nature: DOC_TYPE: Report | | | | | |
| | Deliverable Level: Contractual Date of Delivery: | | | | | |
| | PU* | 30 / June / 2011 | | | | |
| | | Actual Date of Delivery: | | | | |
| | | 30 / June / 20011 | | | | |
| | EC Project Officer: Ber | nhard Fabianek | | | | |

^{* -} The dissemination level are indicated as follows: **PU** – Public, **PP** – Restricted to other participants (including the Commission Services), **RE** – Restricted to a group specified by the consortium (including the Commission Services). **CO** – Confidential, only for members of the consortium (including the Commission Services).

Document Control Sheet

| | Title: First Dissemination Report | | | | | |
|----------|-----------------------------------|----------------------|--|--|--|--|
| Document | | | | | | |
| | ID: D3.1.4 | | | | | |
| | Version: 1.0 | Status: For approval | | | | |
| | Available at: | | | | | |

Document Status Sheet

| Version | Date | Status | Comments |
|---------|------------|--------------|----------|
| 0.1 | 09/06/2011 | Draft | |
| 1.0 | 20/06/2011 | For approval | |
| | | | |
| | | | |
| | | | |

Document Keywords and Abstract

| Keywords: | Partnership for Advanced Computing in Europe, PRACE, HPC, Research Infrastructure, dissemination, and outreach, WP3 |
|-----------|---|
| Abstract: | This document describes the PRACE project's dissemination, outreach for project months M1–M11. This deliverable also describes the dissemination actions (press releases, newsletters, publications and press cuttings), and PRACE related events from the first IP-project year. |

Copyright notices

© 2010 PRACE Consortium Partners. All rights reserved. This document is a project document of the PRACE project. All contents are reserved by default and may not be disclosed to third parties without the written consent of the PRACE partners, except as mandated by the European Commission contract RI-261557 for reviewing and dissemination purposes. All trademarks and other rights on third party products mentioned in this document are acknowledged as own by the respective holders.

Table of Contents

| Pro | oject and Deliverable Information Sheet | ii |
|-----|---|-----|
| Do | ocument Control Sheet | ii |
| Do | ocument Status Sheet | ii |
| Do | ocument Keywords and Abstract | iii |
| | ble of Contents | |
| Lis | st of Figures | iv |
| | st of Tables | |
| | ferences and Applicable Documents | |
| | st of Acronyms and Abbreviations | |
| | ecutive Summary | |
| | · | |
| | ntroduction | |
| | Activities Completed | |
| 3 L | Dissemination Material | |
| | 3.1 Website | |
| | 3.2. Dissemination Package | |
| 4 D | Dissemination Actions | |
| | 4.1 Press Releases | |
| | 4.2 Publications and Press Cuttings | |
| | 4.3 Newsletters | |
| 5 E | Events | |
| | 5.1 Principal PR Events | |
| | 5.2 Other Events | 27 |
| 6 | New Contacts and outreach | 31 |
| 8 | Annexes | 34 |
| | 8.1 Annex I – Publications and Press Cuttings | |
| | 8.2 Annex II – Sources for Online Press Cuttings | 34 |
| | Liet of Eigures | |
| | List of Figures | |
| | gure 1: The PRACE project website | |
| | gure 2: The PRACE RI-website | |
| | gure 3: Number of visits to the PRACE website (www.prace-project.eu) | |
| | gure 4: Number of visits to the PRACE RI website (www.prace-ri.eu) | |
| | gure 5: PRACE brochuregure 6: The second page of PRACE flyer | |
| | gure 7: PRACE Implementation Phase Projects poster | |
| | gure 8: PRACE Preparatory Phase Project Achievements poster | |
| | gure 9: PRACE Research Infrastructure Poster | |
| Fig | gure 10: PRACE t-shiorts and bag | 14 |
| | gure 11: PRACE press cuttings 1.7.2010-31.5.2011 in English | |
| Fig | gure 12: PRACE press cuttings languages other than English | 17 |
| Fig | gure 13: PRACE press cuttings in different countries / areas 1.7.2010 – 31.5.2011 | 18 |

| Figure Figure Figure Figure Figure | 14: PRACE at Science Talk2015: PRACE newsletter 1/10 frontpage2116: PRACE newsletter 2/10 frontpage2217: PRACE newsletter 1/11 frontpage2318: PRACE / DEISA booth at SC10 in New Orleans, Louisiana2619: DEISA PRACE Symposium in Helsinki attracted over 200 participants from 26 countries or continents30 |
|--|--|
| | List of Tables |
| Table 1 | : WP3 deliverables |
| | 2: PRACE online press cuttings in different countries / areas 1.7.2010 – 31.5.2011 |
| Table 3 | : Sources of PRACE press cuttings |
| | References and Applicable Documents |
| [1] | D3.2.1 First Training Report |
| [2] | D3.1.1 Final plan for the use and dissemination of foreground |
| [3] | PRACE project website, http://www.prace-project.eu |
| [4] [5] | PRACE training section, http://www.prace-project.eu/hpc-training http://www.prace-ri.eu/Public-Deliverables. |
| [6] | http://stat.hexagonit.fi/prace-project.eu |
| [7] | http://www.prace-project.eu/documents |
| [8] | D3.1.2 Dissemination Package |
| [9] | PRACE press calendar, https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/d220118/Press- |
| calen | dar_ver3.doc |
| [10] | http://www.prace-ri.eu/Newsletters |
| [11] | http://www.prace-ri.eu/Presentations-from-the-3rd-PRACE |
| [12] | http://www.prace-ri.eu/DEISA-PRACE-Symposium-2011 |

http://www.deisa.eu/news_press/symposium/Helsinki2011

List of Acronyms and Abbreviations

AISBL International association without lucrative purpose

BoD Board of Directors in PRACE

BoF Bird of Feathers session. Ad hoc session at conferences to solicit

interest to work on specific topics.

BSCW Basic Support for Cooperative Work, The PRACE intranet

CaSToRC Computation-based Science and Technology Research Center, Cyprus

CINECA Centro di supercalcolo, Consorzio di Università

CSC CSC - IT Center for Science, Finland
CSCS Swiss National Supercomputing Centre

DEISA Distributed European Infrastructure for Supercomputing Applications.

EU project by leading national HPC centres.

ESFRI European Strategy Forum on Research Infrastructures

FZJ Forschungszentrum Jülich

GENCI Grand Equipment National de Calcul Intensif

HPC High Performance Computing; Computing at a high performance level

at any given time; often used synonym with Supercomputing.

IP Implementation Phase

ISC International Supercomputing Conference; European equivalent to the

US based Supercomputing Conference. Held annually in Germany.

KTH Kunglika Tekniska Högskolan, the Royal Institute of Technology,

Stockholm, Sweden

PDC Parallellrdatorcentrum, at the Royal Institute of Technology, Stockholm,

Sweden

PRACE Partnership for Advanced Computing in Europe

RSS Really Simple Syndication – a Web feed format used to publish

frequently updated works.

SC10 SuperComputing 2010, US equivalent to the European based ISC

conference. Held annually.

Tier-0 Denotes the apex of a conceptual pyramid of HPC systems. In this

context the Supercomputing Research Infrastructure would host the Tier-0 systems; national or topical HPC centres would constitute Tier-1.

WPX Work Package X, where X refers to the Work Package's number.

Executive Summary

The First Dissemination Report describes PRACE-1IP project's dissemination and outreach activities for project months M1–M11 (1.7.2010 – 31.5.2011) and preparations for future tasks and activities.

During the project months M1–M11, 27 press releases and 3 newsletters were published. Press releases were sent to over 7,000 journalists around the world. The total number of PRACE related online articles and news items until the end of May 2011 was 3269. 1434 PRACE-related new news were published from the beginning July 2010 until the end of May 2011.

In the newsletters the project management office was interviewed on implementation phase results, and the PRACE scientific steering committee and the training policy were introduced. The newsletters were also used to promote the Autumn and Winter Schools and the first industry seminar as well as the PRACE-Deisa-symposium. Moreover, the peer review process was explained and the calls and accepted projects and the new tier-0 systems were highlighted.

During the period the new website, <u>www.prace-ri.eu</u>, was published. The website is the focal point for the scientific community all over Europe with a special highlight on the access to PRACE resources. The website provides information about the service it operates for both academic and industrial communities across Europe, how to access the services, results of the use of the infrastructure, and, user support activities and community engagements.

There have been a total of 304 701 visitors (157 031 unique visitors) since the launching of the PRACE project website on March 19, 2008. After the PRACE RI website was launched on the 3rd of February 2011, there have been close to 13 000 unique visitors with a daily average of nearly 130. The number of (unique) visits is increasing steadily: between February and May, more than doubled. On the first days of June, 2011, there were close to 1000 visits on the website.

The new PRACE brochure and flyer were published. Three new posters were created (RI-poster, Achievements of the preceding PRACE project, and a poster about the PRACE-1IP project). Moreover, WP3 created new general presentations to be shown at various events.

During the reporting period WP3 organised the following PRACE events: the First Scientific Conference (DEISA PRACE Symposium 2011) with over 200 attendees from 26 different countries; the Scientific Seminar in Stockholm which gathered 44 participants. In addition PRACE attended to 12 events and collected over 500 new contacts. Three training events are described in the training report D3.2.2 [1].

WP3 gathered feedback and suggestions for future planning from these events. It has also invested resources on making the training material accessible to all via the PRACE website and ensured transparency by publishing all important presentations and public and best-practice documents (e.g. 20 new deliverables).

1 Introduction

Scientific computing is now well established as a third branch of science alongside theory and experiment, and a key technology for industrial product development and production optimisation. The Partnership for Advanced Computing in Europe (PRACE) has as its mission the preparation of a persistent, pan-European high performance computing (HPC) service to meet the needs of academia, industry, and society.

The first implementation project, which runs until July of 2012, will establish the basis of a pan-European organisational structure for HPC provision to be managed as a single European entity. In addition, the project is undertaking all the necessary technical preparations, including the evaluation of components, systems and facilities, the porting and scaling of key scientific applications, and the development of a comprehensive training infrastructure, so as to be in a position to deploy and exploit the petaflop/s systems. The service will comprise three to five "Tier-0" supercomputing centres strengthened by regional and national HPC centres working in collaboration. Three systems have been already installed. In this way, European researchers will be provided with access to world-class supercomputing resources, well beyond those affordable at a national level.

In its roadmap published in 2006, the European Strategy Forum on Research Infrastructures (ESFRI) identified HPC as a strategic priority for Europe – an area where for the last decade Europe has taken a back seat to the United States and Japan. Since Europe has no significant HPC hardware industry, the process of nurturing European research is based on a coherent integration of infrastructures. For this reason, PRACE will work in close collaboration with other European research infrastructures, notably those in the comprehensive ESFRI road map. The goal is to create a powerful European HPC infrastructure and service to meet the needs of scientific and industrial communities across Europe.

Work Package 3 (WP3) Dissemination, Outreach and Training is responsible for the coordination and presentation of project results at conferences, the organisation of PRACE events, as well as establishing a training programme for potential PRACE research infrastructure users.

The project is providing input to relevant European Commission initiated dissemination activities (e.g. press releases, newsletters, brochures, success stories, posters, web-based publications, events and training material, etc.). In this context the project's dissemination messages will also reflect its broader societal and economic impact.

The main objectives of WP3 are i) dissemination to the major HPC stakeholders, including the European scientific and research communities, research infrastructure organisations, universities and centres for higher education and the general public; ii) to liaise with industrial and business partners as potential HPC users and iii) to implement an education and training program for computational science aimed at scalable computing. These objectives are being achieved with the following tasks:

- Task 3.1: Dissemination activities,
- Task 3.2: Education and training program.

This document describes the dissemination activities of the PRACE project for the months M1–M11 (1.7.2010 –31.5.2011), and preparations for future tasks and activities.

The scope of this document mainly concentrates on the dissemination activities performed by WP3; WP3 activities also include people from the project's other work packages as their contributions are needed for creating press releases about the project's activities and for distributing results through local dissemination channels.

The chapter 2 of this document lists the activities completed during the first project year with focus on the completed WP3 deliverables and the meetings held. The chapter 3 overviews the PRACE dissemination material and the updates performed during the first IP-project year. The following chapter 4 covers the press releases created during the first project year as well as the publications and press cuttings made and the PRACE newsletters published. Chapter 5 describes the PRACE events held during the first project year while chapter 6 focuses on new contacts and outreach. The last chapter, 7, presents the conclusions.

2 Activities Completed

The objectives for the WP3 Dissemination, Outreach and Training activities are defined in deliverable D3.1.1 "Final plan for the use and dissemination of foreground" [2].

The deliverable D3.1.1 describes the communication channels, including printed information, presentations at scientific and technical conferences, organisation of workshops for potential users, and development of an attractive web presence and press releases. It defines the process for the production and management of the dissemination material including the exploitation of existing dissemination channels by the PRACE partners.

| Deliverable | Contractual date of | | |
|---|---------------------|--|--|
| | delivery | | |
| D3.1.1 Final plan for the use and dissemination of foreground | M1 | | |
| D3.2.1 PRACE Training plan | M1 | | |
| D3.1.2 Dissemination package | M3 | | |
| D3.1.3 First Scientific Conference | M11 | | |
| D3.1.4 First Dissemination report | M12 | | |
| D3.2.2 First Training Report | M12 | | |
| D3.1.6 HPC Training Portal | M12 | | |
| D3.2.3 PRACE advanced training centers | M18 | | |
| D3.1.6 Second Scientific Conference | M18 | | |
| D3.1.7 PRACE magazine | M22 | | |
| D3.1.8 Final Dissemination Report | M24 | | |
| D3.2.4 Education outreach report | M22 | | |
| D3.2.5 Final Training Report | M23 | | |

Table 1: WP3 deliverables

During the first project year, WP3 held three face-to-face meetings: during the project kick-off meeting in Munich, 30-31.8 2010, in Cracow 10-11.12 2010 and in Belgrade 23-24.5 2011. A total of six teleconference meetings were also held.

3 Dissemination Material

This chapter describes dissemination material that has been created and disseminated within the last 12 project months.

3.1 The project and RI websites

The PRACE project website [3] has had an essential role in the dissemination activities. The website has been publicly available since March 2008 and is administrated by CSC.



Figure 1: The PRACE project website

The website is divided into left- and right-hand side columns. The right-hand side has space for PRACE news (press releases and other announcements), PRACE events and the media watch (PRACE related news). The events section lists PRACE related events and there is also the ability to register to events via the website. The media watch is available in different languages. There are RSS-feeds to all of these items.

The left-hand side links lead to sub-sites: The "About PRACE" section describes the project in general. The "Activities" category describes the project's work packages. Interested parties may inquire here about opportunities for collaboration. The Documents section [7] includes public versions of some of the deliverables (with project related information removed if the

document hasn't yet been officially approved by the EC), PRACE related presentations from various events, PR material (flyer, brochure, logos) and the PRACE newsletters. All press releases are listed on the Press corner section. This section also provides links to the auto archived media watch feeds so it is possible to check where PRACE has made press cuttings.

The "Contact us" section has feedback forms for both PRACE related and technical (PRACE website related) questions, and contact information how to reach people responsible for PRACE dissemination.

The "HPC Training" section [4], upgraded and continuously updated during the first project year contains presentations and material from the PRACE training events. The same section provides access to video material from the events organized. During the reporting period training material from the PRACE Autumn School 2010 in Barcelona, Spain: Alternative HPC Programming Models and Techniques (10/2010) was published. Also training material from the PRACE Winter School 2011 in Nicosia, Cyprus was published. A total of 11 presentations (20 hours) from Barcelona and 16 presentations (15 hours) from Nicosia have been made available. In addition 7 presentations from training event on the use of the Paraver and Dimemas tools to analyze the performance of parallel applications (BSC, 6-9 September 2010) was published.

WP3 has published all public deliverables on the public documents section of the PRACE project and RI websites. [5]. WP3 has also produced a few public versions of public deliverables that haven't yet been officially approved by the EC, but are of interest to the HPC community. In summary, during the reporting period 20 new deliverables were published as well as 31 presentations from DEISA-PRACE symposium, 23 presentations from the 3rd Industry Seminar in Stockholm and 4 presentations from the BoF at SC10.

Analytically, the following material has been uploaded to the HPC training and Documents sections of the website before 31.5.2011:

- 81 hours of HPC video training material
- 147 training presentations
- 186 other presentations
- 35 public deliverables

In February the new website, www.prace-ri.eu, was published. The RI website provides information about the service it operates for both academic and industrial communities across Europe, how to access the services, results of the use of the infrastructure and services and user support activities and community engagements. Preparatory work to migrate contents from the prace-project website (www.prace-project.eu) to the prace-ri website has also started.

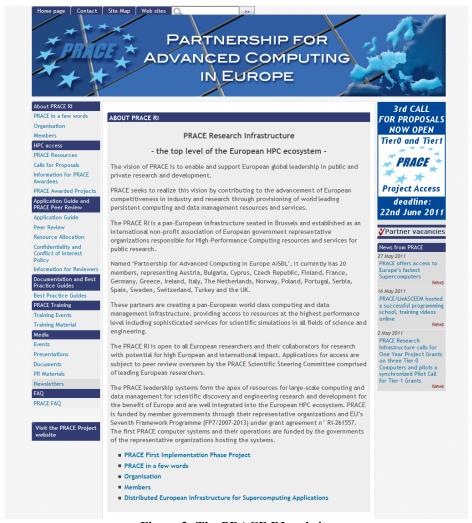


Figure 2: The PRACE RI-website

As shown on the figure 2, the PRACE RI website is composed of 5 key parts:

- "About PRACE RI" presents the activities of the PRACE AISBL (objectives, organization) and its members with a link to each of them
- "HPC Access" mainly describes the PRACE resources, the different kind of calls for proposals either they are open or closed, and the awarded projects since now
- "Application Guide and PRACE Peer Review" details the process to go through with specific information for both awardees and reviewers
- "Documentation and Best Practice Guides" proposes European scientists technical information about the resources available
- "Media" advertises the PRACE involvement

The website also relays information from PRACE partners about their open job positions.

The PRACE RI website is aimed to become the unique access point to all the PRACE resources and information. In that way, it is integrating the contents of the prace-project website with the same kind of functionalities: all the presentations and documents issued since 2008 have been successfully uploaded on the PRACE RI website, as well as the PRACE newsletters, the FAQ and the partner vacancies.

This merging action is to be completed on the 1st of July, 2011 through the uploading of past press releases issued since the beginning of the PRACE projects, currently located on the

prace-project website, and, by creating a new section about the PRACE granted projects (PRACE-PP, -1IP, -2IP).

The PRACE training activities, presently advertised on the prace-project website, will become part of the HPC Training Portal currently under development under the leadership of CSCS. The address of the HPC Training Portal has been defined as: www.prace-ri.eu/training to maintain consistency of the PRACE internet presence. The HPC Training Portal is expected to be final in June.

A last challenge is to implement online publishing tools on the prace-ri website in order to support the publication of guides and best practices in both html and PDF format. These documents are to be written and issued by WP6 and WP7. WP7 has selected a tool named DocBook which has been successfully tested and implemented on the website.

It is worth noting that all the contents and the architecture of the PRACE RI website are approved by the BoD represented by Lennart Johnson. In particular, the BoD has defined and written the contents of the "HPC Access" and "Application guide and PRACE Peer Review" sections. In order to better support the development of the PRACE RI website a new subtask has been created within the framework of PRACE 1-IP project WP3.

Traffic to the project web site is monitored by a web-traffic analytics [6]. There have been a total of 304 701 (157 031 unique visitors) since the launching of the website on March 19, 2008. The number of visitors to the website has increased steadily from the beginning of the project and doubled during the second year. Hoewever, the amount of visitors of the project web sitehas dropped since the launching of PRACE RI-website. During the May there were 10 579 visitors (4087 unique visitors). Figure 3 shows the number of visitors from March 2008 until the end of May 2011.

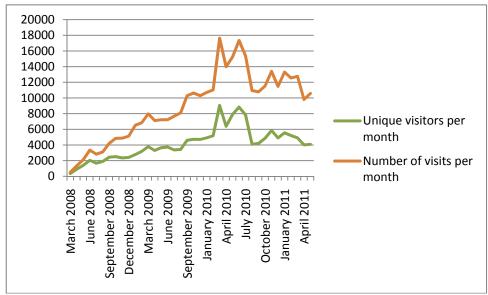


Figure 3: Number of visits to the PRACE website (www.prace-project.eu)

The graphic below (figure 4) indicates that there were close to 13000 unique visitors to the PRACE-RI website since February, 2011 with a daily average of nearly 130. The number of (unique) visits is increasing steadily: between February and May, they have more than doubled.

During the first days of June, 2011, there were close to 1000 visits to the website. All these visits come from 35 different websites but mainly from the PRACE PROJECTrace-project website, the PRACE partners' websites (such as GENCI, CINECA and FZJ) and Google.

The most popular contents are those related to PRACE resources and services (46.5%) contained in the "HPC Access" and "Application Guide and PRACE Peer Review" sections. Another point of interest is that the presentation of each PRACE partner and the PRACE documents (issued in the "Media" section) attract a total of 19.2% of the visits.

In a more detailed way, the 5 most popular articles are:

- Calls for proposal
- Resources allocation
- PRACE resources
- Application guide
- PRACE Preparatory Access 1st and 2nd rounds of evaluation

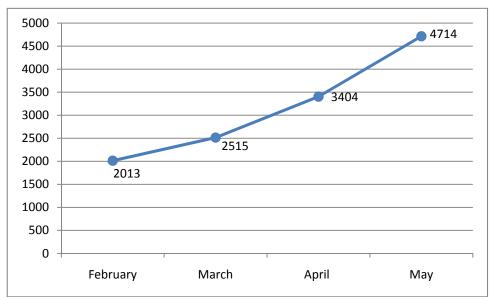


Figure 4: Number of visits to the PRACE RI website (www.prace-ri.eu)

3.2. Dissemination Package

The Dissemination Package was ready by project month 6. It is described in detail in deliverable D3.1.3 "Dissemination Package" [8]. The following items have been created for the Dissemination Package during the reporting period. Note that the package has been continuously updated to match newly available information:

- Brochure (continuously updated, see figure 5)
- Flyers (continuously updated, see figure 6)
- Folder
- PRACE implementation projects poster (see Figure 7)
- Achievements of the PRACE project poster (see Figure 9)
- PRACE RI poster (see Figure 10)
- Templates for Word and Powerpoint
- Press releases
- Newsletters
- Publications in magazines
- Give-aways t-shirts, candy, USB-keys, bags (see Figure 10)

Roll-ups

The following PRACE PR materials were created during the present reporting period:

- PRACE Flyer 2011 PRACE Brochure 2011
- PRACE-RI Poster 2011
- PRACE-First Implementation Poster 2011
- PRACE-Achievements Poster 2011

PRACE PR materials created prior to the reporting period:

- PRACE brochure 2010, published December 2010
- PRACE brochure 2010, version 2
- PRACE flyer 2010
- PRACE logo
- PRACE RI poster 2010

The project partners received a certain number of these materials for their local needs. The PRACE dissemination material has been distributed at events PRACE has taken part to. Press releases, newsletters and publications are described in more detail in this document (sections 4.1, 4.2 and 4.3).



Figure 5: PRACE brochure



Figure 6: The second page of PRACE flyer

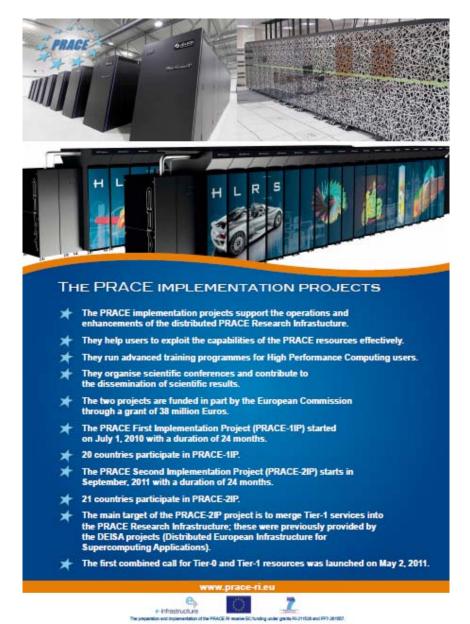


Figure 7: PRACE Implementation Phase Projects poster

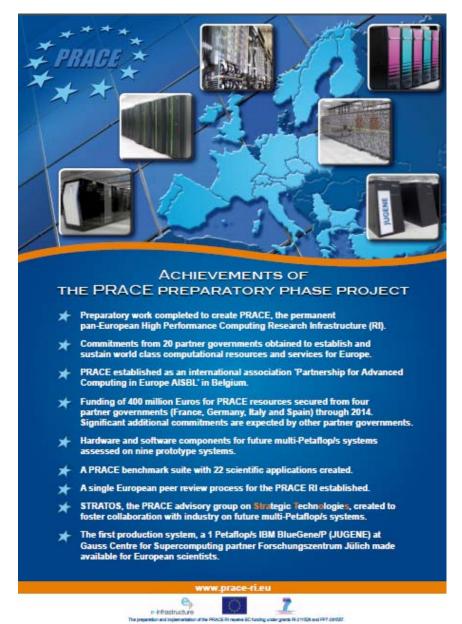


Figure 8: PRACE Preparatory Phase Project Achievements poster



Figure 9: PRACE Research Infrastructure Poster



Figure 10: PRACE t-shiorts and bag

4 Dissemination Actions

This chapter describes the dissemination actions during the reporting period

4.1 Press Releases

During the first 1IP (1.7.2010 - 31.5.2011) the following press releases were published:

- PRACE offers access to Europe's fastest Supercomputers 27/05/2011
- PRACE/LinkSCEEM hosted a successful programming school, training videos online 16/05/2011
- PRACE Research Infrastructure calls for One Year Project Grants on three Tier-0 Computers and pilots a synchronized Pilot Call for Tier-1 grants 02/05/2011
- DEISA PRACE Symposium 2011 attracted over 200 participants from 26 countries 28/04/2011
- More capacity to the PRACE Research Infrastructure: a Cray manufactured XE6 system called "HERMIT" at HLRS in use in autumn 2011 21/04/2011
- The PRACE Award winners 2011 announced 20/04/2011
- 3rd PRACE Industrial Seminar is Bridging the Gap between Industry and Academia 12/04/2011
- PRACE Research Infrastructure grants 400 million compute hours on Tier-0 systems to seventeen European research projects 06/04/2011
- DEISA PRACE Symposium 2011 programme finalised 09/03/2011
- PRACE Award at ISC'11 03/03/2011
- PRACE Summer School: Taking the most out of supercomputers 25/02/2011
- Announcing the Second EU/US Summer School on HPC Challenges in Computational Sciences 17/02/2011
- A new website for the PRACE Research Infrastructure 03/02/2011
- DEISA PRACE Symposium 2011 in Helsinki 21/01/2011
- DEISA and PRACE organize a joint Spring School Tools and Techniques for Extreme Scalability 22/12/2010
- Barcelona autumn school training material published 16/12/2010
- PRACE announces third Tier-0 machine: a 3 Petaflop/s revolutionary "SuperMUC" at LRZ manufactured by IBM 13/12/2010
- PRACE Winter 2011 Programming School 25/11/2010
- PRACE the European HPC Infrastructure at SC10 11/11/2010
- PRACE awards over 362 million compute hours to nine European research projects 9/11/2010
- PRACE Research Infrastructure announces a continuous call for preparatory access 8/11/2010
- PRACE Research Infrastructure calls for one year project grants on two Tier-0 computers 1/11/2010
- Supercomputer Experts met at the Second European Workshop on HPC Centre Infrastructures 13/10/2010
- PRACE Research Infrastructure strengthened: a second Tier-0 system will be installed in France by the end of the year and fully available in 2011 05/10/2010
- European Politicians catch up on supercomputing 05/10/2010
- Training material available on the use of the Paraver and Dinemas tools 04/10/2010
- PRACE participates at ICT 2010 22/09/2010

In total 27 press releases were published during the first project year,

Press releases were published on the PRACE website and via the AlphaGalileo service which reaches over 7 000 journalists and editors all over the world. The press releases were also sent directly to sources such as Scientific Computing World, GridTalk-project, International Science Grid This Week, Primeur, EuropaScience, GridToday, HPC Wire, Cordis and Inside HPC. The PRACE press calendar is available in the PRACE intranet, BSCW [9].

4.2 Publications and Press Cuttings

The PRACE media watch on the PRACE website has counted a total of 3269 PRACE related online articles and news items since the beginning of PRACE in 2008 until the end of May 2011. Since the beginning of July 2010 until the end of May 2011, 1434 PRACE related articles were published. Figure 12 shows the amount of media hits in English and in all other languages until the end of May, 2011. Figure 13 shows the amount of hits sorted by countries where the online publications are based. A list of the major publications can be found in Annex 8.1.

PRACE was also featured with special articles in the e-Science Talk briefing and Gridbriefing and the Scientific Computing World. PRACE was also presented in the newsletters of e-IRGSP3 and HPC-Europa2.

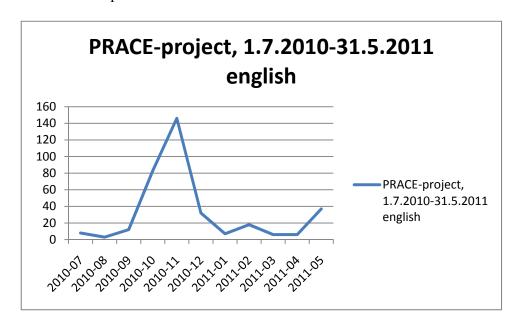


Figure 11: PRACE press cuttings 1.7.2010-31.5.2011 in English

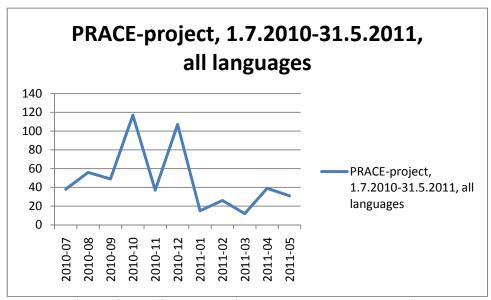


Figure 12: PRACE press cuttings languages other than English

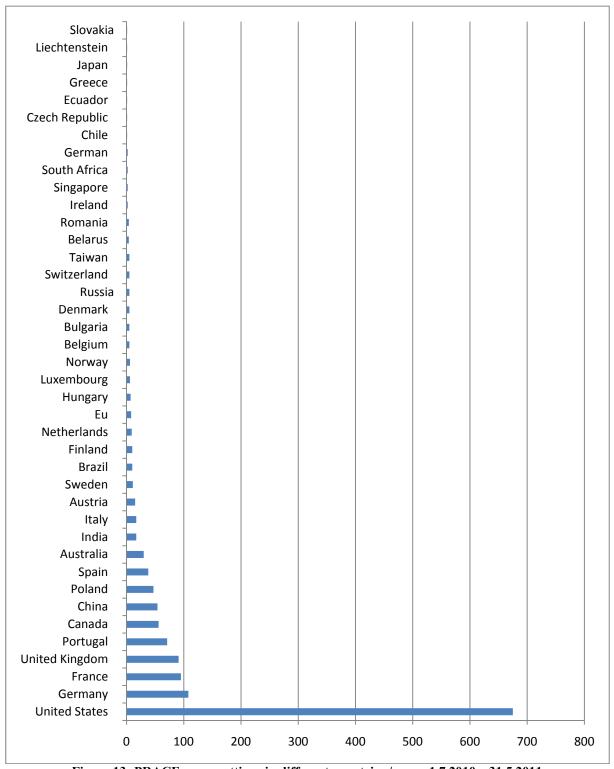


Figure 13: PRACE press cuttings in different countries / areas 1.7.2010 – 31.5.2011

Figure 13 represents the amount of online press cuttings in different countries/areas. The country/area represents the place where the online source is homed. More accurate figures are below in Table 2 below. PRACE made a total of 1434 online press cuttings throughout the reporting period project in the following countries/areas:

| Country | 2010 | 2010 | 2010 | 2010 | 2010 | 2010 | 2011 | 2011 | 2011 | 2011 | 2011 | Sum [†] |
|-----------------------|------|------|------|------|------|------|------|------|------|------|------|------------------|
| United States | 20 | 43 | 3 | 132 | 299 | 64 | 11 | 34 | 11 | 9 | 49 | 675 |
| Germany | 9 | 8 | 7 | 36 | 5 | 31 | 0 | 2 | 0 | 2 | 8 | 108 |
| France | 3 | 19 | 15 | 24 | 5 | 6 | 2 | 12 | 2 | 5 | 2 | 95 |
| United Kingdom | 5 | 5 | 6 | 17 | 26 | 10 | 5 | 0 | 2 | 7 | 8 | 91 |
| Portugal | 2 | 1 | 6 | 25 | 6 | 3 | 1 | 6 | 0 | 10 | 11 | 71 |
| Canada | 3 | 9 | 0 | 11 | 25 | 0 | 0 | 2 | 0 | 0 | 6 | 56 |
| China | 9 | 6 | 0 | 0 | 1 | 30 | 1 | 1 | 0 | 2 | 4 | 54 |
| Poland | 2 | 2 | 3 | 6 | 2 | 7 | 8 | 2 | 1 | 8 | 6 | 47 |
| Spain | 3 | 9 | 3 | 12 | 2 | 8 | 0 | 1 | 0 | 0 | 0 | 38 |
| Australia | 1 | 1 | 7 | 0 | 3 | 8 | 0 | 5 | 2 | 1 | 2 | 30 |
| India | 0 | 0 | 0 | 4 | 6 | 3 | 0 | 2 | 0 | 0 | 2 | 17 |
| Italy | 1 | 0 | 7 | 0 | 3 | 5 | 1 | 0 | 0 | 0 | 0 | 17 |
| Austria | 1 | 0 | 1 | 7 | 3 | 1 | 0 | 0 | 0 | 0 | 2 | 15 |
| Sweden | 0 | 1 | 4 | 1 | 0 | 2 | 0 | 0 | 3 | 0 | 0 | 11 |
| Brazil | 1 | 0 | 0 | 5 | 2 | 0 | 0 | 0 | 0 | 1 | 1 | 10 |
| Finland | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 1 | 1 | 4 | 0 | 10 |
| Netherlands | 0 | 0 | 1 | 2 | 0 | 4 | 0 | 0 | 0 | 0 | 2 | 9 |
| Eu | 0 | 0 | 4 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 8 |
| Hungary | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 7 |
| Luxembourg | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 6 |
| Norway | 1 | 0 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 6 |
| Belgium | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 5 |
| Bulgaria | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 5 |
| Denmark | 0 | 0 | 3 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 5 |
| Russian Federation | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 3 | 0 | 0 | 5 |
| Switzerland | 0 | 2 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 5 |
| Taiwan | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 |
| Belarus | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 4 |
| Romania | 0 | 0 | 1 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 4 |
| Ireland | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 |
| Singapore | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| South Africa | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Tenders in German | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |

| Country | 2010 | 2010 | 2010 | 2010 -10 | 2010 -11 | 2010 | 2011 | 2011 | 2011 | 2011 | 2011 | Sum [†] |
|-----------------------|------|------|------|-------------|-------------|------|------|------|------|------|------|------------------|
| Chile | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Czech Republic | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Ecuador | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Greece | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Japan | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Liechtenstein | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| Slovak Republic | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Sum per date interval | 69 | 110 | 73 | 290 | 397 | 203 | 31 | 68 | 26 | 57 | 110 | 1 434 |

Table 2: PRACE online press cuttings in different countries / areas 1.7.2010 – 31.5.2011

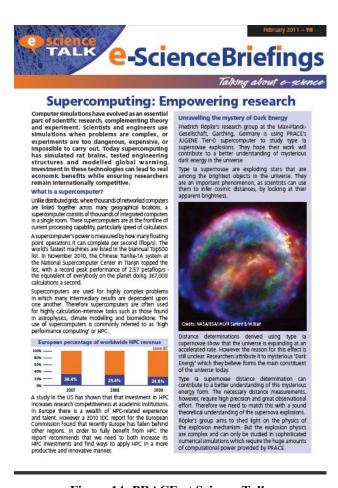


Figure 14: PRACE at Science Talk

4.3 Newsletters

Three PRACE newsletters were published during the reporting period.. All newsletters are available at the PRACE RI website [10].

PRACE newsletter 01/10 (Figure 15), distributed in October 2010.

Table of contents, PRACE newsletter 01/10:

- PRACE up and running
- European politicians catch up on supercomputing
- PRACE trains users to take the most out of the supercomputers
- PRACE Research Infrastructure inaugurated
- PRACE Research Infrastructure strengthened: the second Tier-0system will be installed in France
- PRACE awarded 320 million compute hours to ten European research project
- Featured Events



Figure 15: PRACE newsletter 1/10 frontpage

PRACE newsletter 02/10 distributed in December 2010

Table of contents, PRACE newsletter 02/10

- Competitiveness and excellence in the European HPC ecosystem
- The PRACE peer review process explained
- PRACE announces third Tier-0 machine: a 3 Petaflop/s revolutionary "SuperMUC" at LRZ
- PRACE Winter 2011 Programming School
- Autumn School training material published
- Europe goes HPC Industrial competitiveness
- Registration for DEISA PRACE Symposium 2011 has started
- Presentations and pictures from SC10



Figure 16: PRACE newsletter 2/10 frontpage

PRACE newsletter 03/11, distributed in April 2011

Table of contents, PRACE newsletter 03/11

- Solving the mysteries of swine flu, epileptic seizure and other diseases with PRACE resources
- PRACE Scientific Seminar HPC Boosts Science covered HPC requirements in multiple disciplines
- News from CURIE
- PRACE Summer School: Taking the most out of supercomputers
- Second EU/US Summer School on HPC Challenges in Computational Sciences



Figure 17: PRACE newsletter 1/11 frontpage

5 Events

During the first year of the IP project, partners have given **58** PRACE related presentations at a variety of events and conferences. The main PR event for PRACE during the first IP year was SC10 in New Orleans, Louisiana. For the first half of 2011 the most important dissemination events were the Scientific Seminar in Stockholm and the First Scientific Conference (DEISA-PRACE –symposium) in Helsinki. The PRACE presence at these events is described in the following section 6.1.

PRACE also arranged the Second Industrial Seminar and the Second Scientific Conference. These are explained in detail in section 6.2.

5.1 Principal PR Events

| Event | ICT Brussels 27-29 September | | | |
|---------------------------|---|--|--|--|
| Full title of the | ICT European Comision Information Society | | | |
| event | | | | |
| Attended by | WP3 | | | |
| Description of the | PRACE had a booth in the exhibition hall. | | | |
| participation | | | | |
| Communications | A total of around 89 leads were collected | | | |
| Distributed | USB-keys, press releases | | | |
| material | brochures folders, La Recherche magazines | | | |
| Assessment of the | Presence and material distribution, media coverage. | | | |
| attendance at event | | | | |
| Preparations | In cooperation with WP3 | | | |

| Event | Parliamentary evening, 5.10. Brussels | | | |
|---------------------|--|--|--|--|
| | | | | |
| Full title of the | Parliamentary evening-supercomputing-high performance for | | | |
| event | progress in Europe | | | |
| Attended by | PRACE RI management | | | |
| Description of the | 18:00 Reception | | | |
| participation | 19:00 Welcome | | | |
| | Prof. Dr. Achim Bachem, Chairman of the Board of the PRACE AISBL Council | | | |
| | AddressNeelie Kroes, Vice-President of the European Commission (to be confirmed):High Performance Computing: Benefits for Science and Industry | | | |
| | Keynote: Prof. Henry Markram, Blue Brain Project Director, École Polytechnique Fédérale de Lausanne | | | |
| | Keynote: Yann Barbaux, Senior Vice-President, Head of EADS Innovation Works, Suresnes | | | |
| | 20:00 Get together | | | |
| Communications | Announcement and invitation send to all MEP's. | | | |
| Distributed | | | | |
| material | | | | |
| Assessment of the | | | | |
| attendance at event | | | | |
| Preparations | WP3, SNIC | | | |

| Event | SC10, New Orleans Lousiana (US), November 13-19, 2010. | | | | |
|----------------------------------|--|--|--|--|--|
| Full title of the | Supercomputing 2010 | | | | |
| event | | | | | |
| Attended by | WP3, various other PRACE members. | | | | |
| Description of the participation | The open 20x20 sq ft booth (one back wall, three open sides) created a very positive atmosphere suitable for in depth discussion and round table sessions. The booth was a joint booth with DEISA. Partner videos and slide show (on two 40" screens) served as eye-catchers and made participants ask questions. DEISA video was running on the other screen. | | | | |
| | Treasure hunt (prize: two iPods) was the ideal opportunity to contact by-passers and invite them to read the PRACE flyer (which contained the answers) and to visit the PRACE partner booths. | | | | |
| | Give-aways: The PRACE t-shirt and the memory stick containing the presentations and public documents were highly demanded. | | | | |
| | Agenda: | | | | |
| | "PRACE – The pan-European HPC Research Infrastructure (Thomas Eickermann , FZJ) | | | | |
| | PRACE services and access to resources (Ana Bela Dias, NCF) | | | | |
| | DEISA services in the European HPC ecosystem (Johannes Reetz, RZG) | | | | |
| | Collaboration with academia and industry (Stéphane Requena, GENCI) | | | | |
| Communications | 278 leads were collected at the event. Press release about PRACE's attendance was distributed. | | | | |
| Distributed | PRACE USB-keys 300 | | | | |
| material | flyers 200 | | | | |
| | brochures 200 | | | | |
| | DEISA Digest magazines | | | | |
| | DEISA DVD | | | | |
| | DEISA books | | | | |
| | candy t-shirts | | | | |
| | PRACE bags | | | | |
| | newsletters | | | | |
| | press releases | | | | |
| Assessment of the | Exposure at 12000 attendees at SC10 | | | | |
| attendance at event | - | | | | |
| | | | | | |



Figure 18: PRACE / DEISA booth at SC10 in New Orleans, Louisiana

| Event | First Regional Conference "Supercomputing - New Challenge for Science and Industry" in Bulgaria |
|----------------------------------|--|
| Full title of the event | The first regional conference "Supercomputing - New Challenge for Science and Industry" Sofia, Bulgaria on 09-10 December 2010. |
| Attended by | Prace wp3, Prace management |
| Description oft he participation | It was organized by the Ministry of Transport, Information Technology and Communications, the National Center for Supercomputing Applications (NCSA), the Center of Excellence "Supercomputing Applications", IBM and Rila Solutions in cooperation with the Ministry of Education, Youths and Science, the Bulgarian Academy of Sciences, Sofia University, the Technical University of Sofia and the Medical University of Sofia (http://www.scc.acad.bg/conference/). During the conference the following invited speakers gave talks: Prof. Thomas |

| | Lippert (Head of Jülich Supercomputing Centre, Germany), Dr. Maciej Remiszewski (IBM Deep Computing Leader Central and Eastern Europe), Dr. Norbert Attig (Jülich Supercomputing Centre, Germany), Prof. M. Serdar Celebi (Project Director of the National Center for High Performance Computing, Turkey) and Dr. Ioannis Liabotis (GRNET, |
|---|---|
| Assessment of the attendance of the event | Athens, Greece). More than 200 participants from academic, industrial and IT companies not only from Bulgaria but also from Turkey, Greece, Croatia, Romania, Latvia and Lithuania visited the conference both in the first and the second day. |
| Communications | Several Bulgarian news papers published and two TV's broad casted an information about this event. Prof. Thomas Lippert and Dr. Maciej Remiszewski gave interviews for two Bulgarian news papers while Prof. S. Margenov from NCSA gave interview for radio "K2". |
| Distributed material | PRACE brochure and PRACE USB were distributed. |

5.2 Other Events

This chapter describes the Industrial seminar and the Scientific conference organised by PRACE during the reporting period.

5.2.1 Scientific Seminar

In February PRACE arranged scientific seminar "HPC boosts Science" in Stockholm which addressed questions essential to scientists from the user's point of view rather than from that of HPC experts. During the seminar, prominent researchers from a wide range of scientific communities presented their achievements and gave their opinions on the current and future trends of HPC. They outlined their results, discussed success stories in adapting HPC systems to different disciplines, all the while focusing on difficulties encountered and possible solutions. The seminar was concluded by a panel discussion where PRACE HPC experts, together with researchers, discussed possible improvements to the services that the current HPC ecosystem provides. The large range covered disciplines such as neuroinformatics, biotechnology, computational chemistry, astrophysics, theoretical physics, mechanics, and more. The event attracted 44 participants. 15 presentations were held.

5.2.2 First Scientific Conference

In April CSC – IT Center for Science hosted the DEISA PRACE Symposium 2011. The symposium was once again held as a big European HPC (High Performance Computing) event. The symposium featured speakers from different scientific communities as well as decision makers in science. The symposium was of major interest to a broad audience: scientific users, HPC technology experts and vendors, government representatives, EC representatives and industry partners. The event gathered more than 200 participants from 26 countries. This symposium was held from April 13 to April 14 in Helsinki, at the National Museum of Finland. Prominent keynote speakers from all over the world presented extreme computing technologies and challenges in computational science. Speakers on the first day

included **Zoran Stancic** of the European Commission, **Leena Vestala** of the Ministry of Education, Culture and Science (Finland) **Achim Bachem**, Coordinator of PRACE (Germany), **Thom Dunning** from the University of Illinois at Urbana-Champaign (USA), **Xue-bin Chi** from the Chinese Academy of Sciences (China), and **David Keyes** from the King Abdullah University of Science and Technology (Saudi Arabia).

During the sessions on 'Challenges in Computational Science', speakers from different scientific communities which are supported by DEISA and are planning to use the services provided by the PRACE Research Infrastructure presented their recent findings using HPC. The scientific fields covered were astrophysics, quantum computing, space research, engineering, climate research, materials science, biophysics, life sciences, turbulence, nuclear physics, chemistry, and bio-engineering. Speakers from the DEISA project presented highlights of the DEISA project, which ended in April 2011. Tier-1 services as provided by DEISA were integrated in the PRACE Research Infrastructure (RI). The first call for combined Tier-0 and Tier-1 resources, starting on May 2, 2011, was also announced during the symposium.

The symposium also hosted the first PRACE User Forum. In this session PRACE representatives presented the services the PRACE RI offers to European scientists. The session ended with a panel discussion where HPC users expressed their opinions about the services of PRACE RI and the future of the PRACE User Forum. A group of HPC users from different scientific areas was established in order to facilitate fruitful PRACE User Forums in the future. The activities for the creation of a sustainable User Forum will be followed up by PRACE together with the group of users established during the first User Forum and other users from various scientific fields that have HPC needs for advancing their research work.

The Symposia series was carried out as DEISA Symposia in 2005 in Paris, 2006 in Bologna, 2007 in Munich, 2008 in Edinburgh, and was continued as DEISA PRACE Symposia 2009 in Amsterdam, 2010 in Barcelona and 2011 in Helsinki.

Presentations:

Kimmo Koski, Managing Director, CSC –IT Center for Science Ltd., Finland: *Welcome address*

Leena Vestala, Director, Division for Higher Education and Science, Ministry of Education, Culture and Science, Finland: *Finnish Science Policy and Research Infrastructures*

Zoran Stancic, Deputy Director-General, Information Society and Media Directorate-General, European Commission, Belgium: *The Future of High Performance Computing in Europe*

Achim Bachem, Chairman of the Board of Directors, Forschungszentrum Jülich GmbH and Coordinator of PRACE, Germany: *PRACE 2020 - a vision for a sustainable European HPC-Infrastructure*

Thom Dunning, Director, National Center for Supercomputing Applications (NCSA), University of Illinois at Urbana-Champaign (UIUC), USA:

Xue-bin Chi, Computer Network Information Center (CNIC), Chinese Academy of Science (CAS), China: *Supercomputing Applications in CAS*

David Keyes, Dean, Mathematical and Computer Sciences and Engineering Division, King Abdullah University of Science and Technology (KAUST), Saudi Arabia: *The Exascale: Why an international campaign*

Vladimir Voevodin, Deputy Director, Research Computing Center (RCC), Lomonosov Moscow State University, Russia: *Moscow State University and High Performance Computing*

Thomas Janka – Astrophysics

Research Group Leader, Max Planck Institute for Astrophysics, Germany:

Advancing to the Third Dimension: Supernova Models Confronting Observations

Hans De Raedt - Quantum Computing

Professor, Department of Applied Physics, University of Groningen, the Netherlands: *Insights on Realistic Quantum Computing Devices from Simulation*

Hannu Kurki-Suonio - Space Research Lecturer, Department of Physics, University of Helsinki, Finland: *PLANCK Space Mission of ESA*

Thierry Poinsot - Engineering

Research Director, Institut de Mécanique des Fluides de Toulouse (IMFT), National Center for Scientific Research (CNRS), France: What we will learn on turbulent combustion from simulations on the Exascale level

Giovanni Aloisio - Climate Research (presentation given by Sandro Fiore)

Division Head, Scientific Computing and Operations (SCO), Euro-Mediterranean Centre for Climate Change Ltd (CMCC) and Professor, Engineering Faculty, University of Salento, Italy: *Climate change challenges at exascale*

Alejandro Muramatsu – Materials Science

Professor, Institute for Theoretical Physics III, University of Stuttgart, Germany: Simulations Driven Design of Correlated Quantum Matter- The Case of Spin-Liquids

Stefan Heinzel, Director, Rechenzentrum Garching (RZG), Germany

Hermann Lederer, Deputy Director, Rechenzentrum Garching (RZG), Germany: DEISA- Resumée

John Towns, Senior Associate Director, National Center for Supercomputing Applications (NCSA), University of Illinois at Urbana-Champaign (UIUC) and Chair, TeraGrid, USA: *eXtreme Digital*

Ilpo Vattulainen – Biophysics

Professor, Department of Physics, Tampere University of Technology, Finland: *Physics of biological systems - Trafficking of cholesterol*

Koen Hillewaert - Engineering

CFD Research Engineer, Cenaero ASBL, Belgium: Convergence analysis of higher-order discontinuous Galerkin method for the direct numerical simulation of transitional flows

Francesco Luigi Gervasio - Life Sciences

Group Leader, Computational Biophysics Group, Spanish National Cancer Research Centre, Spain: Combining computer simulations and experiments to study complex biological phenomena

Peter Coveney - Turbulence

Professor, Physical Chemistry and Director, Centre for Computational Science, University College London (UCL), UK: *Parallel space-time Approach to Turbulence*

Constantia Alexandrou – Nuclear Physics

Professor, the Cyprus Institute, University of Cyprus, Cyprus: *Understanding the Strong Interactions via large scale simulations*

Sergei Ivanov - Chemistry

Research Associate, Center for Theoretical Chemistry, University of Bochum, Germany: *Effects of Quantum Nuclear Motion in an Enzyme employing Hydrogen Tunneling*

Florian Janoschek- Bio-Engineering

PhD Student, Department of Applied Physics, Eindhoven University of Technology, the Netherlands: *Large Scale High Resolution Blood Flow Simulations*

In addition seven presentations were held at the PRACE user forum which was organized in conjunction with the First Scientific Conference. All presentations from the symposium are available at the DEISA and PRACE websites [12]. In addition 23 presentations from the third industry seminar has been published on the RI-web site [11].



Figure 19: DEISA PRACE Symposium in Helsinki attracted over 200 participants from 26 countries and four continents

5.2.4 Participation to Scientific Conferences

During the first IP year, PRACE was present at 12 scientific events and conferences with PRACE booths or presentations:

Specifically, PRACE took part to / arranged the following events:

- ICT 2010, September 27-29, Brussels, Belgium
- Parliamentarian Evening Supercomputing High Performance for Progress in Europe, October 5, Brussels
- WP9 workshop- New Technologies for energy efficient HPC Components, October 18-20, Amsterdam, the Netherlands
- SC10
- ENERI 2010, November 29-30 Brussels, Belgium
- Regional Conference 2010, December 9-10, Sofia, Bulgaria
- PRACE/LinkSCEEM-2 2011 Winter School, 24-27 January 2011, Nicosia, Cyprus
- PRACE Scientific Seminar HPC Boosts Science, 21-23 February 2011, Stockholm, Sweden
- 3rd PRACE Industry Seminar "Europe goes HPC: Industrial Competitiveness", March 28-29, 2011, Stockholm, Sweden
- Edinburgh PRACE school, 29-31 March, 2011, Edinburgh, UK
- 7th VI-HPS Tuning Workshop, March 28-30 2011, Stuttgard, Germany
- DEISA PRACE Symposium 2011, April 13-14 2011, Helsinki, Finland

6. New contacts and outreach

Outreach measures are extremely important to PRACE since they provide the means for reaching out and engaging the European scientific community and available young talent. Strong contacts with schools and universities across Europe are needed in order to reach and attract students as potential users or HPC specialists.

To this end, PRACE activities also include the establishment of contacts with the computational science educational community, and the implementation of education outreach to schools, with a pilot project "Computational Science @ School".

Specifically, the new contacts subtask, coordinated by CaSToRC, includes:

- Establishing contacts with universities and research laboratories;
- Implementing a programme to reach European undergraduate students (coordinated by VSB);
- Developing contacts with similar USA, Japanese, Chinese and Indian projects (TeraGrid, DoE, Next Generation Supercomputer);
- Implementing a database of contacts.

6.1 Activities

Activities during Year-1 of the PRACE-1IP focused on the implementation of a database of contacts, commonly known as a Contact/Customer Relationship Management (CRM). CRMs are widely-implemented tools for managing an organization's interactions with contacts (clients, users, sales prospects, etc). The tools are designed to organize, automate, and synchronize an organization's processes be it sales or marketing activities, customer service or technical support. As a strategy, CRM captures the intention and efforts of an organization to better satisfy the needs of its contacts. PRACE, aiming to become the point of reference for the European HPC community, recognizes the value of appropriate contact relationships and is therefore committed to implementing such strategy. The adoption of the CRM strategy by PRACE will enable the centralized storage of all contacts and users and information about them, record keeping on interactions with each user, querying and compilation of lists based on any user attribute (e.g. country, city, scientific field, occupation, etc) and targeted mailing campaigns.

6.2 CRM Tool Selection

WP3 reviewed options for a CRM software tool and decided to recommend the adoption of SugarCRM (https://www.sugarcrm.com/). The selection was based on a number of criteria combining quality, ease of use, online interface, cost and customizability. A brief description of SugarCRM and its advantages follows:

Experience

SugarCRM is already used by CaSToRC, the subtask leader, to store and manage its computational resources users as well as general contacts that show interest in its activities. Technical staff at CaSToRC have experience in setting up and maintaining the tool while the in-house administrators are comfortable in using and customizing it. It is therefore apparent that the PRACE contacts database team will be able to draw on the expertise of CaSToRC staff to ease the introduction of a CRM strategy and tool.

Quality

SugarCRM is the world's leading provider of open source CRM software. The software has over 7,000 customers and more than half a million users indicating its wide use, acceptance and quality. Moreover, as an open source initiative, it has more than 250,000 community

members, 25,000 developers and over 850 extension projects continuously enhancing the tool and its peripheral offerings. CaSToRC administrators and staff have been using it for managing contacts and computational resources users of the HPC facility. The solution has been customized moderately and now meets the requirements of the center both with respect to quality and efficiency.

• Online interface

SugarCRM, as most modern CRM tools, provide an online interface that allows remote login, usage and manipulation. This enables geographically distributed teams, such as PRACE, to simultaneously access and use the system from the home offices.

Overall costs

The tool is provided in both commercial and community versions. The community version, which is used successfully by CaSToRC, is free of charge. It is also possible to upgrade to a commercial version which contains a number of additional, non-core features, if needed.

Customizability

Of prime importance has been the criterion of customizability of the software chosen in order to accommodate the storage of data to the CRM with appropriate labels and formatting. SugarCRM can be customized by for example adding/renaming attributes to be stored

6.3 Installation, testing and implementation

The new contacts team has installed a test instance of SugarCRM on a CaSToRC server. The installation can be reached at: http://pracecontacts.cyi.ac.cy.

The installation was tested and some basic customization has already taken place. Sample databases from the PRACE collections of contacts have also been uploaded for testing purposes, e.g. participants from the 2011 scientific conference, a total of 212 persons. Access to the server during the installation and testing period has been limited to CaSToRC staff.

In order to successfully introduce the CRM strategy to PRACE, partners have begun work on defining the mission/intended usage of the CRM tool, access levels and rights to PRACE staff and information to be collected for each contact. Initial discussions have taken place at the F2F meetings in Krakow (Dec. 2010) and Belgrade (May 2011). As a result of the discussions a new contacts team has been formed to support the development of the strategy. Initial tasks include defining the range of intended uses of the CRM tool, deciding on access rights and providing input on the type of data to store for each contact and therefore the customizations required.

6.4 Collecting contacts

In parallel to the CRM tool development the PRACE team has been collecting contacts mostly from PRACE events or, events organized by others with PRACE participation. This process was initiated during the original PRACE project and is still active. As a result collections of contacts have been gathered, stored in data files and hosted at the PRACE project online collaborative space (BSCW). Indicatively, the following collections exist on the BSCW: SuperComputing 2010 Conference: 289 contacts; ICT 2010: 82 contacts; DEISA PRACE Symposium 2011: ~200 contacts.

Following necessary cleaning and standardisation, these collections will be uploaded to the CRM. Initial test uploads have already used a selection of these files.

7 Conclusions

During project months M1–M11, 27 press releases and 3 newsletters were published. Press releases were sent to over 7,000 journalists around the world. The total amount of the press releases is 79. The press releases were sent to over 7,000 journalists around the world. The total number of PRACE related online articles and news items until the end of May 2011 was 3269. 1434 PRACE-related news were published from the beginning of July 2010 until the end of May 2011

Since the launching of the project web site on March 19 the number of the project web site visitors increased. However after the publishing of the RI-web site in February the amount of project web site visitors have dropped

The total number of visitors at the www.prace-project.eu website as of the end of May 2011 was 132 523 visitors (55512 unique visitors). The PRACE RI website was launched on 3rd of February 2011.

There were close to 13 000 unique visitors since February, 2011 with a daily average of nearly 130. The number of (unique) visits is increasing steadily: between February and May, they have more than doubled.

On the first days of June, 2011, there were close to 1000 visits on the website. All these visits come from 35 different websites but mainly from the prace-project website, the PRACE partners' websites (such as GENCI, CINECA and Jülich) and Google.

The most popular contents are those related to PRACE resources and services (46.5%) and presented in "HPC Access" and "Application Guide and PRACE Peer Review" sections.

Another point of interest is that the presentation of each PRACE partner and the PRACE documents (issued in the "Media" section) attract a total of 19.2% of the visits.

WP3 has promoted the transparency of the PRACE project. All public deliverables were published accordingly on the PRACE project web site as well as on RI- web site.

All WP3 deliverables were completed on time.

One of the most successful outcomes of the training programme was the large collection of training material that is now freely available via the PRACE training portal. In particular over 80 hours of video content was captured to ensure that the HPC community at large is able to benefit from the expert instruction and knowledge transfer for free.

WP3 organised the First Scientific Seminar and the First Scientific Conference. The First Scientific Seminar gathered 44 participants. The First Scientific Conference attracted over 200 participants from 26 countries..

During the first IP-project year, PRACE attended 12 scientific events. PRACE was either introduced to audience through booths or presentations at these events. The key result of attending these events was over 500 new contacts for the PRACE database. The total amount of the contacts at the end of May 2011 was over 2500.

8 Annexes

8.1 Annex I – Publications and Press Cuttings

A list of the major PRACE related publications and press cuttings can be found on the PRACE project website [3] under "Press corner" -> "Articles". The list is gathered from the PRACE media surveillance (online news and articles). The form of the list is the following: date, title of the publication, title of the article.

8.2 Annex II – Sources for Online Press Cuttings

During the first PRACE-1IP project year, PRACE made press cuttings in 885 different sources:

| 801 | Uusi Suomi |
|----------------------------|--|
| SOL | |
| GENCI | Bulletins-Electroniques.com |
| SAGA Technology | LeMagIT |
| Budowa.org | INetriport (TN) 4.6 |
| Das It-Business Journal | ITNyt.fi |
| Presse Box | Sigma-NOT |
| Sabado | This is Finland |
| IT Industry Today | Sonline.hu |
| Jornal da Madeira | Hirado Online |
| Styrobian Biz | Echodnia.eu |
| Portugal Digital | Mobile.publico.pt |
| Renascenca | Webfinanser |
| Economia | Newsdesk@pcmag.ru |
| Ionline | CRN.ri |
| Rtp.pt | Logistyka.pb.pl |
| Grande Porto Online | El Cultural |
| Destak Pt. | Diario IOL |
| Planet HPC | Correio da Manha |
| Agencia Financeira | Silicon fr |
| Bautrend | Eurofunds.org |
| Causa Nossa | Zone Bourse |
| Inside HPC | Euronext (FR) |
| Alpha Galileo | Finanzen.net |
| El Heraldo | Rtp.pt |
| Naszemiasto.pöO Insurgente | Journal De Negocios Online |
| Amerika Woche | Eliniki Gnomi (GR) |
| Echodnia.eu | 中国科学 |
| Prosessori | 院 |
| Onet.pl Wiadomosci | 中国科学 |
| Zeus News | 院 |
| PC News | 九牧搜狐 |
| 01Net Italy | 新闻-搜 |
| PC online | 严 |
| Tech Ifeng.com | 科学网 |
| Tech ddvip.com | ADVFN India |
| www.intozgc.com | Alpha Trade Finance |
| | The provided in the contract of the contract o |

| www.dzwww.com | businesspress24.com (ENG) |
|--|--------------------------------|
| Diario Medico | Charter97.org |
| CORDIS Newsi | Consumer Electronics Net |
| FinanzNachrichten.de | FirmenPresse (ENG) |
| HPC Wire | Irish Times |
| iSGTW - International Science Grid This Week | iStockAnalyst |
| It Business Net | LexisNexis |
| Live-PR (EN) | Marketwire - Business - PE.com |
| Media Workstation | Morningstar News |
| Nieuws Bank | PR-Canada.net |
| PR-USA | Scientific Computing |
| Super Computing Online | Sys-Con Belgium |
| Sys.Con Canada | TMCnet.com |
| ZDNet UK | |
| | |

Table 3: Sources of PRACE press cuttings