



D7.2 POP Community Development and Marketing Tools Version 1.2

Document Information

Contract Number	676553
Project Website	www.pop-coe.eu
Contractual Deadline	M3, Dec 2015
Dissemination Level	Public
Nature	Report
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Keywords	Community development, Marketing tools



Notices:

The research leading to these results has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No "676553".



Change Log

Version	Author	Description of Change
V0.1	Bernd Mohr	Initial Draft
V1.0	Bernd Mohr	Final version
V1.1	Bernd Mohr	Update Sep 2016 as requested by reviewers of interim evaluation <ul style="list-style-type: none">- Section 1.1 updated- Section 1.4 added
V1.2	Bernd Mohr	Integrated internal review feedback on V1.1



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Executive Summary

This deliverable describes the initial marketing material which was created in the beginning of the project for POP community development. This includes a service catalogue in the form of a leaflet, a contact (business) card, as well as a PowerPoint presentation that can be distributed and presented to potential customers and users at communication events or during customer's visits. All material was designed based on the POP corporate design guidelines as outlined in deliverable D7.1. The material was created in time for use at the first big dissemination event (SC15, Austin, Nov 2015). 200 copies each of the leaflet and contact card were printed and available at the exhibition booths of the POP partners present at the SC research exhibition (BSC, JUELICH, NAG, TERATEC (via INRIA)).

The latest version of this material is always available in the "Further Information" section of the POP website (<http://www.pop-coe.eu>).

1. Description of the marketing material

As part of Task 3.1 ("Market Development") of work package 3 ("POP Community Development and Sustainability"), POP project members will reach out to potential POP users through site visits, attendance at meetings and trade shows, and targeted marketing. This section describes marketing material which was created to support this task.

1.1 The POP marketing leaflet ("POP Flyer")

The POP marketing leaflet ("POP Flyer") is a compact one-page summary of the POP Centre of Excellence. It describes the performance and optimization services the Centre provides to customers, the target customer classes and benefits for these customers, the POP project team members and their expertise, as well as contact information in traditional and modern (as QR code suitable for scanning with smart phones) forms. Figure 1 shows the initial version produced for dissemination at SC15, Austin, November 2015.

The marketing leaflet was slightly updated for the ISC 2016 conference in Frankfurt in June 2016, where the POP consortium hosted a User Forum Meeting as a BoF session of the conference, but also provided POP dissemination materials in the research booths of BSC, NAG and JSC/HRLS (as part of the GCS booth). The main change was to emphasize that POP services are provided for the analysis of *parallel* applications to clarify that POP does not have the resources to parallelize serial applications.



**Performance Optimisation
and Productivity**



Contact: Prof. Jesús Labarta
Email: pop@bsc.es
URL: www.pop-coe.eu

Interested in ...

- ... an independent performance assessment of your application?
- ... an estimate of potential performance gains and identification of the techniques to get them?
- ... guidance/help on how to implement those techniques?

The EU POP Centre of Excellence provides 3 levels of free services

? Application Performance Audit

- Primary service
- Identify performance issues of customer code (at customer site)
- Small effort (< 1 month)

! Application Performance Plan

- Follow-up on the audit service
- Identifies the root causes of the issues found and qualifies and quantifies approaches to address them
- Longer effort (1-3 months)

✓ Proof-of-Concept

- Experiments and mock-up tests for customer codes
- Kernel extraction, parallelisation, mini-apps experiments to show effect of proposed optimisations
- 6 months effort

Target customers

Code developers

- Assessment of detailed actual behaviour
- Suggestion of most productive directions to refactor code

Users

- Assessment of achieved performance in specific production conditions
- Possible improvements modifying environment setup
- Evidence to interact with code provider

Infrastructure operators

- Assessment of achieved performance in production conditions
- Possible improvements from modifying environment setup
- Information for computer time allocation processes
- Training of support staff

Vendors

- Benchmarking
- Customer support
- System dimensioning/design

A team with

- Excellence in performance tools and tuning
- Excellence in programming models and practices
- Research and development background AND
- proven commitment in application to real academic and industrial use cases



BSC
Barcelona Supercomputing Center
Centro Nacional de Supercomputación



HLRIS



Ter@tec



JÜLICH
FORSCHUNGSZENTRUM



nag



RWTH AACHEN
UNIVERSITY

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Figure 1: POP Flyer

1.2 The POP contact (business) card

The POP contact card is a highly compact extreme summary of the POP Centre of Excellence in the format factor of a typical business card. It is indented for people who do not want to take a full project flyer with them. Experience shows that almost everyone is at least willing to accept a business card.

Besides the project logo, it mainly lists the contact information in traditional forms on the front and as QR code on the backside of the card. There QR code was created in a way that a typical QR code scanner app will offer to create a website bookmark (to the POP website) or a contact entry (for the POP CoE with email and website).

Figure 2 shows the initial version produced for dissemination at SC15, Austin, Nov 2015.



Figure 2: POP Contact Card (front side: left, back side: right)

1.3 The POP project introduction presentation

For presentations at dissemination events like workshops and conferences, a short slide set introducing the POP CoE was created. It provides material for a 10 to 15 minute presentation and can be adjusted depending on the available time slot. It covers the following topics:

- What is the POP CoE?
- Motivation
- Partners
- Tools
- The Process
- Services provided by the CoE
- Target customers
- Contact information
- Other activities

Figure 3 shows the set of PowerPoint slides as created in September 2016 in the updated slide template format.



Figure 3: POP Project Introduction Presentation

Update Version 1.2 (Sep 2016): In addition to the short introductory presentation (10 slides), an extended presentation with 32 slides was created which features advanced and more detailed information on performance tools and methodology and includes now also material on

successful performance audit and proof-of-concept examples, success stories and customer feedback.

The actual slides for both presentations (in PDF format) are available in the “Further Information” section of the POP website (<http://www.pop-coe.eu>).

1.4 POP sticker

As a simple, inexpensive but effective giveaway for the 1st POP User Forum Meeting at the ISC 2016 conference in Frankfurt in June 2016, a sticker showing the POP logo was created.

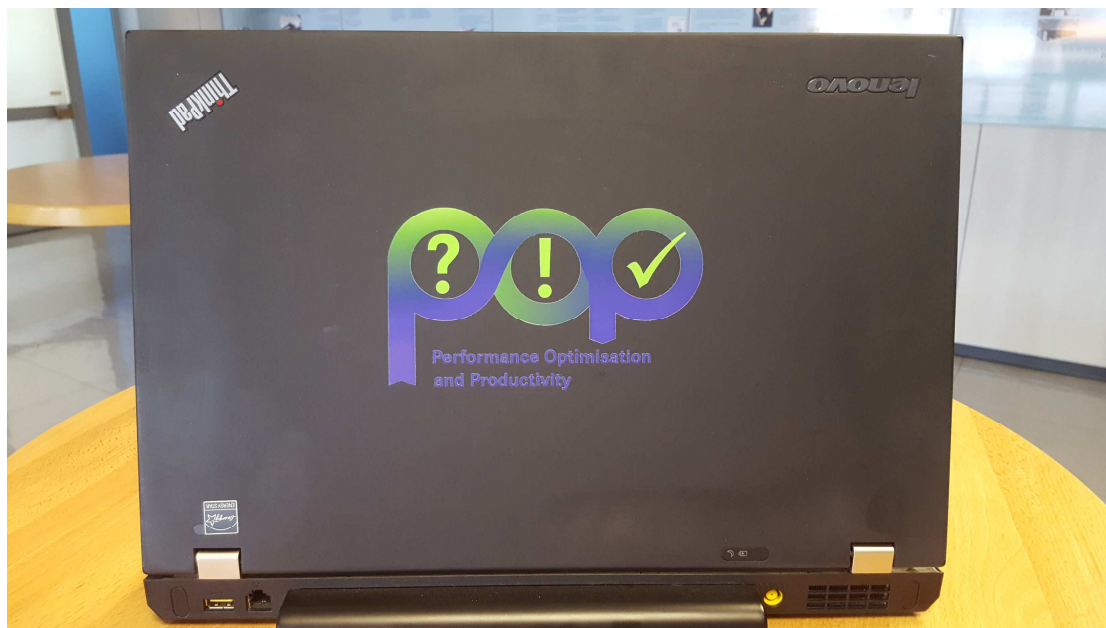


Figure 4: POP Sticker on Laptop of a POP Project Member

2. Future work

The marketing material described in this deliverable will be constantly updated according to the needs and requirements of the POP community development work package, if necessary. Once available, additional material, for example describing POP success stories in the form of brochures a short videos, or service statistics including important information like ROI for customers will be created and made available. Success stories and service statistics will also be added to the project introduction slides, so that the material is also able to cover longer (e.g. 30 minutes) presentations.



Acronyms and Abbreviations

- BSC – Barcelona Supercomputing Center
- CoE – Centre of Excellence
- D – deliverable
- HLRS – High Performance Computing Centre (University of Stuttgart)
- HPC – High Performance Computing
- JUELICH – Forschungszentrum Jülich GmbH
- M – Month
- POP – Performance Optimization and Productivity
- ROI – Return on Investment
- RWTH Aachen – Rheinisch-Westfälische Technische Hochschule Aachen
- USTUTT (HLRS) – University of Stuttgart
- WP – Work Package
- WPL – Work Package Leader

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