

Real World Use Cases

Business development and pay per use session

IFCA data center at the University of Cantabria in Spain installed new computing resources in 2012 oriented to promote innovation. Since then, pay per use services are offered to researchers in the academy and also in private companies. The experience with different customers and services is described.

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IMPEDANCE MISMATCH

Public Research Center (IFCA)

- Authorities
- Management
- ICT team



Private Company

- Management
- R&D section responsible
- Developers, researchers

*Looking for a violin...
We could do with a cello!*

Five examples

User /Customer	Project	Resources required
R&D in Small SME	Complete Model of a Water Reservoir	Applications (Delft3D) running on Cloud , eventually HPC
(Small) R&D Section of a Multinational	Optimization of gas burners	ANSYS running on HPC OpenFoam running on HPC
R&D Division of a Company	Design of pieces for nuclear reactors	ANSYS running on HPC
R&D Project of multinational	Tests of Future Internet software	Infrastructure as a Service (using OpenStack on “normal” servers)
R&D of SME multinational	Particle diffusion in atmosphere	Applications running in Windows with HPC resources

- **Publicity is a key first step**
 - Most companies do not know this service is feasible
 - Transparency (public fares) is appreciated
- **Not all projects are feasible**
 - We only work for R&D (& innovation)
 - We did not support a company addressing bitcoin generation
- **It is not so easy to engage/convince everybody**
- **Communication is **the** key factor**
- **Administrative problems can be solved**
 - Publication of fares is a good first step
 - Direct Billing is a bit more flexible than Contracting
- **We do not believe on business cases and sustainability analysis**
 - If it makes sense, let's do it!

- **A support team is key**
 - An excellent team means simply that you will offer excellent solutions
 - Combine R&D and service or it will not work
- **Infrastructure for R&D is not for “critical services”**
 - We inform clearly about this, we do not offer such services
 - But we keep a high level of support (and information)
- **R&D services are yet services**
 - **Yes, we are part of the University Research Services**
- **User support**
 - We use the same ticket service than for Academy/EGI
- **Infrastructure/Middleware configuration must be flexible**
 - Users ask for dedicated large machines, for Windows images...
 - Want “Dropbox” like, TeamViewer, do not use certificates...
- **We still plan for a “violin”, we believe there is a “business case”
and we do not want to make business!**

- **You should care about your customers**
 - Know them!
 - Learn what they may want
 - Offer extra support when possible
 - Participate in joint meetings, workshops, initiatives
- **They have put their confidence on you**
 - Be proud
 - Make them be proud of the collaboration
- **So, avoid commenting details, problems, etc.**

**THAT'S ALL, THANKS, QUESTIONS ARE WELCOME
(but not about our customers)**