



D:A-3.1 Project presentation and web portal

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Executive summary

This document sets out the activities and the contents of the first Deliverable of WP:A-3: Dissemination. The Deliverable is marked as “Other” and consists of the A4Cloud Project Presentation and the Web Portal.

The aim of this document is to act as supplementary reference material, when using the Project Presentation and the Web Portal. It describes the rationale for building each slide of the presentation file and analyses the structure and the contents of the Web Portal.

Both the Project Presentation and the Web Portal comprise key means for the dissemination and communication activities of the project and aim to assist all A4cCloud project Consortium members in supporting their promotional activities and in effectively transferring the knowledge from conducting research in accountability-based approaches for trust and security in the cloud and other Future Internet services.

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1 The Project Logo

Communication and branding is nowadays essential to enhance visibility and awareness of a project and business in general. The logo is the main graphic identity element and the key to build a successful dissemination campaign.

The logo is in all graphic material and documents related to the project. Therefore, the design of the A4Cloud logo has been carried out in a way that it can be representative to the project concepts and objectives, but it can also go beyond it and reflect the vision for accountability in the cloud. Table 1 presents the main characteristics of the project logo.

Table 1: Main characteristics of the project logo

Objective	A visual representation of the reference to the accountability for the cloud
Key Message	Provide awareness and visibility on the accountability for the cloud project
Target Stakeholder(s)	All target stakeholders
Content Provider	The project Dissemination Team (members of WP: A-3)
Communication Method(s)	Any online and printed material making reference to the project activities will use the project logo
Activity Required for Production and Delivery	No specific configuration
Frequency of Content Update	The project logo is designed once to maximize visibility
Feedback and Follow up Activity	The project logo is mainly used to engage stakeholders and promote project objectives and activities

The logo of the A4Cloud project is seen in Figure 1.



Figure 1: Logo of the A4Cloud project

2 Project Presentation

The project presentation is part of the different dissemination tools designed to support the A4Cloud dissemination efforts. This task includes the production/design of the project's presentation template and a project presentation, making a general overview of the project scope and outlining the main results that should be delivered within the project lifetime.

The main characteristics of the project presentation are summarised in Table 2.

Table 2: Main characteristics of the project presentation

Objective	Provide a first level of information on the project scope
Key Message	Convey project general concepts and target results
Target Stakeholder(s)	Mainly the general public in conferences and events of general interest
Content Provider	The Project Dissemination Team
Communication Method(s)	Online and physical meetings as necessary
Activity Required for Production and Delivery	Customise the presentation content for local distribution and translation, according to the needs of the event
Frequency of Content Update	As necessary, based on project status
Feedback and Follow up Activity	Revise the presentation content in accordance to the remarks made by the target audience

The A4Cloud power point presentation provides a general overview of what the project is about, detailing on the following information:

- Slide 1. The project title
- Slide 2. The motivation for adopting an accountability-based approach for trust and security in the cloud
- Slide 3. The definition of accountability in A4Cloud
- Slide 4. The objectives towards accountability research
- Slide 5. The A4Cloud objectives, realizing the interdisciplinary approach for co-designing accountability for cloud
- Slide 6. The Cloud Accountability Community
- Slide 7. The deliverables (tools and framework) of the A4Cloud project
- Slide 8. An example of accountability services for achieving the interdisciplinary co-designing approach
- Slide 9. An example on the chain of accountability for protecting personal data
- Slide 10. An example on the chain of accountability for respecting confidential information
- Slide 11. The actions in order to raise awareness of the target communities and engage them in the accountability research
- Slide 12. The short- and long-term impact of the research work in the society, the EC and the global economy
- Slide 13. The benefits that the adoption of an accountability-based approach for trust and security bring to the communities
- Slide 14. The profile of the A4Cloud Consortium, which performs research in the technical, legal and socio-economic aspects of accountability
- Slide 15. A short overview of the project details, such as the project start date and duration, highlight the EC support in delivering the project results.
- Slide 16. A closing slide

3 The Web Portal

As a central point for dissemination purposes and the main dissemination and communication channel, the A4Cloud Web Portal has been built, aiming not only to raise awareness on the project concepts, but also to actually engage the target stakeholders in delivering innovative ideas on the accountability for the cloud and other future Internet services, demonstrating relevant results and showcasing business use cases.

ATC has created the project Web Portal, which is made available under the www.a4cloud.eu domain. The Web Portal is officially made online, and is continuously being maintained to provide up-to-dated information and material of the project deliveries and news.

The main characteristics of the web Portal are presented in Table 3.

Table 3: Main characteristics of the project Web Portal

Objective	Act as the main dissemination and engagement channel
Key Message	The accountability for the cloud online meeting point
Target Stakeholder(s)	All target stakeholders
Content Provider	All partners
Communication Method(s)	Internet and any Search Engine Optimisation service
Activity Required for Production and Delivery	<ul style="list-style-type: none"> • Gathering content from all partners and outside sources • Following a review process for content publication • Use of Web Portal Content Management System functionalities to manage content
Frequency of Content Update	Released on M3 and updated on a regular basis throughout the project lifetime
Feedback and Follow up Activity	The project Dissemination Team will ensure the validity and the timely updates on the Web Portal contents

3.1 Structure of the Web Portal

Currently, the Web Site acts as an information portal to communicate the A4Cloud project objectives, expected results and daily news. It does reflect the initial stage of the project research, but is being continuously updated and extended, in order to include the project development progress and deliver a professional interactive tool used by the target stakeholders to exchange views and ideas on the concept for accountability.

The Web Portal is being developed in accordance to the EC guidelines and rules with respect to the proper use of the Commission funding. The current structure identifies the following areas:

- The Home page; this page gives the message of the project and visualises the highlights of the project latest news, articles and relevant events. It, also, navigates the visitors to all the Web Portal pages and enables them register for receiving all the latest information about the project.
- The “About” section; this section summarises the scope of the accountability for the cloud by detailing the A4Cloud project objectives, the Consortium partners, the adopted approach and vision of the implementation strategy, the key project results and the impact of the project achievements to the society and the EU and global economy, as well as depicting the current status of the research activities at a glance.
- The “Accountability” section; this section analyses the achievements of the research conducted towards an accountability-based approach for trust and security in the cloud and

other Future Internet services. It includes the Web articles, produced in the project, the project contribution to the standardisation bodies and the research achievements for a interdisciplinary co-design of accountability, engaging technical, legal, socio-economic and ethical aspects.

- The “Publications” section; this section offers useful content produced by the project participants with respect to promotional material, publications and public deliverables.
- The “Get Involved” section; this section provides the means to the target stakeholders to be engaged in the project developments through discussion forums and direct communication with the project partners.
- The “News” section; this section aggregates news and meetings with respect to the project activities and a list of relevant events, which could be of interest for the project itself and the accountability stakeholders in general.

An overview of the A4Cloud Web Portal is seen in Figure 2.



Figure 2: The home page of the A4Cloud Web Portal

The home page of the Web Portal maintains all the dynamic content, which refers to the accountability for the cloud activities. It, then, presents three basic content blocks, aiming to demonstrate the latest updates with respect to:

- The project articles: Web-based articles, optionally accompanied by multimedia visualisations, which target to announce the evolution of research in the accountability for the cloud to all target stakeholders and communities.
- The project news: News related to the project activities, which can be directly announced to the general public.
- The upcoming events: List of forthcoming events relevant to the A4Cloud objectives and context.

The Web Portal is also supported by a basic keyword search infrastructure, through which the portal visitors can search for any specific kind of information on the Web portal or specific type of content, as shown in Figure 3.

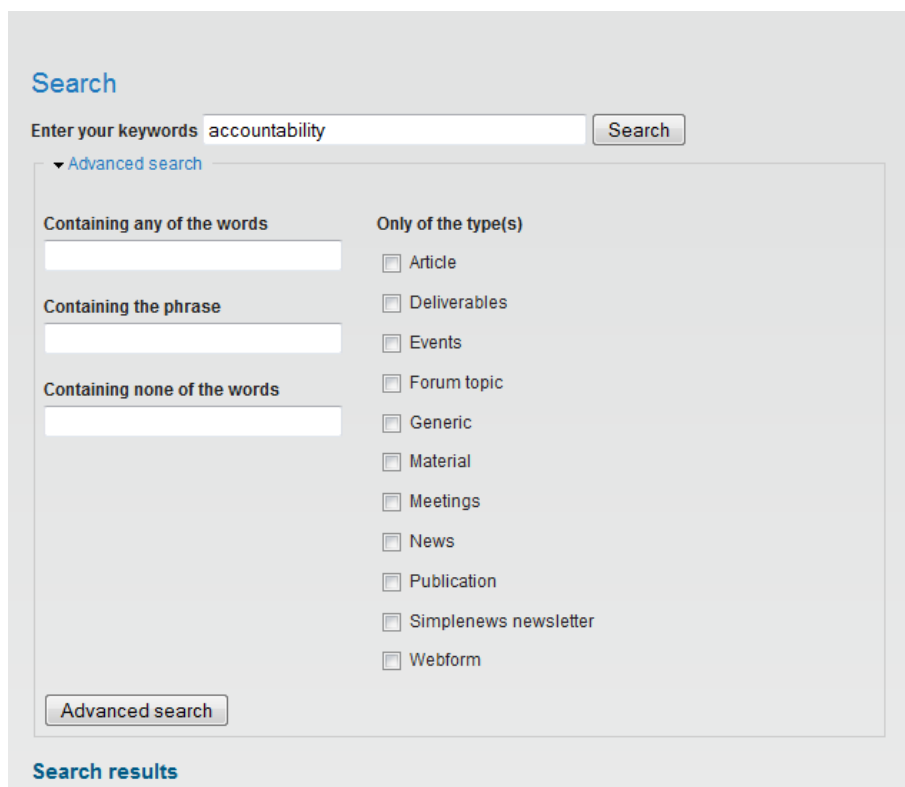


Figure 3: Searching for specific content in the a4cloud.eu public domain

3.2 Technology Used

The A4Cloud Web Portal is built on Drupal [1]. Drupal is a free software package that allows you to easily organize, manage and publish your content, with an endless variety of customization.

Drupal is open source software maintained and developed by a community of 630,000+ users and developers. It's distributed under the terms of the [GNU General Public License](#) (or "GPL"), which means anyone is free to download it and share it with others. This open development model means that people are constantly working to make sure Drupal is a cutting-edge platform that supports the latest technologies that the Web has to offer. The Drupal project's [principles](#) encourage modularity, standards, collaboration, ease-of-use, and more.

As well as the community, there are many dedicated companies in the [Marketplace](#) to help with your Drupal project. Providing expertise and a deeper understanding, they can help with design, development, [hosting](#), spam blocking, theming, [training](#), and more.

Drupal CMS benefits are listed below:

- **Organise and Find:** Drupal comes with many tools to help you organize, structure, find and re-use your content. Categorize with taxonomy, automatically create friendly path urls, create custom lists, associate content with other content on your site, and create smart defaults for content creators.
- **Creative Content:** Manage content with an easy-to-use web interface. Drupal's flexibility handles countless content types including video, text, blog, podcasts, and polls with robust user management, menu handling, real-time statistics and optional revision control.
- **Administer:** Drupal comes with great options for new user accounts and user permissions. Users can be assigned one or more roles, and each role can be set up with fine-grained permissions allowing users view and create only what the administrator permits. The Drupal 7 admin theme makes administering a site easier than ever.
- **Collaborate:** Drupal's focus on social publishing can help you create sites and applications to help your users express their opinions and engage with one another. You can have tight control over who can create, view, administer, publish and otherwise interact with content on your site.
- **Build:** Build internal and external-facing websites in a matter of hours, with no custom programming. No need to start from scratch every time you build a new site, either. You can utilize a multi-site configuration or choose a Drupal distribution (installation profile). These provide a pre-defined configuration of site features and functions for a specific purpose or type of site, available as a single download.
- **Design and Display:** Drupal's presentation layer allows designers to create highly usable, interactive experiences that engage users and increase traffic. Use an existing Drupal theme for your site, giving it an instant identity! If you can't find one you like, try designing your own which others can use, too.
- **Extend:** With more than 16,000 available modules, the vast majority of your site's requirements can be addressed with Drupal core and available add-on modules. Focus your efforts on building great web sites, not re-creating features available elsewhere. You can even [contribute modules](#) for others to use.
- **Connect:** Drupal makes it easy to connect your website to other sites and services across the web, using aggregation, feeds, and search engine connection capabilities. Social networking integration is also widely supported to help you engage with a wider audience. Drupal also offers your site easy ways to interact with external media and file services.

3.3 Available Content Types

The Web Portal defines nine different types of content, which can be uploaded and regularly updated, as follows:

- **Deliverables:** this content type refers to the public documents directly produced by the A4Cloud Consortium, as part of the FP7 317550 Grant Agreement. The deliverable title and the respective file are the necessary fields.
- **Events:** this content type refers to relevant events, which can be uploaded on the Portal. An event title, the date range and the event description are the necessary fields.
- **Generic:** this content type refers to a general Web page created to support the current content already published on the Web Portal. The page title, the date and time of creation/modification and the page description are the necessary fields.
- **Material:** this content type refers to any electronic promotional material (i.e. electronic brochure, poster, etc.) generated by the project. The title of the material and the actual file are the necessary fields.
- **Meetings:** this content type refers to the meetings organised by the project. The meeting title, the meeting starting date and the meeting description are the necessary fields.
- **News:** this content type refers to project news with respect to activities and plans relevant to the accountability for the cloud. The news title, the date of news event occurrence and the news description are the necessary fields.

- **Publications:** this content type refers to any kind of publications generated by the project. The publication title, the authors, the publication date, the place and the publication description are the necessary fields, supported by any additional comments.
- **Web articles:** this content type refers to the articles generated by the project and are targeted for Web publication only. The article title, the authors and the article description are the necessary fields.
- **Newsletter:** this content type refers to electronic newsletters generated by the project to be sent via email subscription lists.

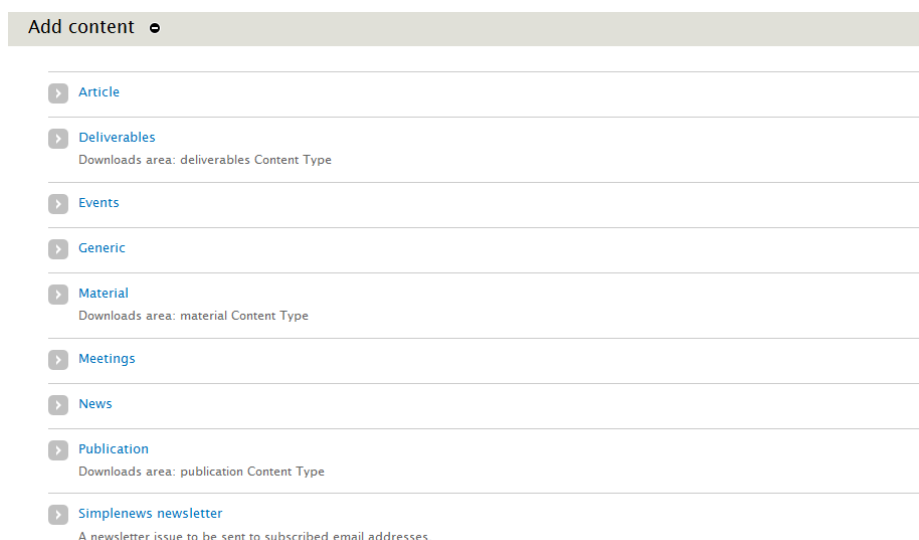


Figure 4: Adding content of different types on the A4Cloud Web Portal

These types correlate to the various content blocks (as they are defined in Drupal), which can be seen in the project so far, but further content types may be added in the future, as necessary.

A screenshot of the Web Portal administration menu for adding different content types is seen in Figure 4.

3.4 Procedures for Publishing Content

In order to better control the procedures for updating content on the Web Portal and maintaining the functionalities offered to the end users, a number of various roles have been defined, each of which has different gradually-evolved access rights. These roles are analysed in Table 4.

Table 4: The roles defined in the A4Cloud Web Portal

Role Name	Role Description	Associated Members
administrator	This role grants all the access rights to the authenticated users of the Portal and has the capability to update the functionalities offered on the home page and the general Web structure	ATC maintains the Portal administration
publishers	This role is responsible for adding different content types (events, news, publications and Web articles). The role is also responsible for reviewing and approving any content type authored by the <i>editor</i> role and publishing it on the specified content type block.	Apart from ATC, HP is also attributed with the publishers' role, as the Project Coordinator. The Project Management Hierarchy will further decide on this
editor	This role is responsible for adding different content	All partners are

	types (events, news, publications and Web articles). The role is the sole responsible for modifying their own content, while the role has no access rights to the content authored by an agent of the same role	attributed with the editor's role. The Project Management Hierarchy will further decide on this
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It is apparent that the access rights given to a role can be inherited to the preceding role.

Following the role description in Table 4, the different content type can be uploaded/ updated by the designated roles. The administrator is responsible for fully accessing all the nine content types defined in section 3.3, while the content of type events, news, publications or Web articles can be additionally accessed from the two other roles. The procedure is as follows:

- i. An editor decides to create or modify a content type.
- ii. Upon creation, the content is submitted for review to the publishers' team, through the workflow tab.
- iii. An email notification is sent to the publishers' role, who is responsible for reviewing the content and:
 - o Marking the content as "draft", thus an email notification is sent to the originating editor for content modification.
 - o Marking the content as "publish", thus the publishers' role decides to whether the content is published on the specified content type block immediately or at a certain time period.
- iv. The content is finally approved and is placed in the proper block on the Web Portal.
- v. At any time, the editor and/or the publishers can change the status of a published content to draft and the process for content modification is repeated from step i.

3.5 Web Portal Traffic Monitoring

In order to get quantitative realisation on the Web Portal impact to the target stakeholders and measure the effectiveness of this communication channel, a number of traffic analysis tools have been investigated and evaluated.

The evaluation was based on the requirements set for such a tool, which are summarised in the features listed in Table 5.

Table 5: Requirements on necessary features for Web Portal monitoring

Feature	Description
Daily analysis of views/visitors	Should have a detailed info of the per day visits/views
Number of visits	Should aggregate the number of visits
Unique visitors	Should identify the unique visitors per day
Page views	Should identify the pages viewed per day
Visit Duration	Should calculate the average time for visiting the Portal / page
Demographic analysis of visits	Should analysis the per location visits
Technology	Which browser is used, so that to optimize the site views for these browser
Kind of traffic	Should distinguish between direct (www.a4cloud.eu), search engine (which keywords are used), referral traffic (re-direction from other sites)
Source of traffic for referrals	Should optionally discover where social media contribute to the promotion of the Portal

The tools that were evaluated with respect to their capabilities to facilitate these features are:

- <http://awstats.sourceforge.net/>
- <http://statcounter.com/>
- <http://www.phpmyvisites.us/>
- <http://www.tracewatch.com/>
- <http://piwik.org/>

All these tools satisfy the fundamental requirements set in Table 5. These tools differentiate from Google Analytics, which is one of the most popular and common traffic analysis and monitoring tools widely used, in the sense that they do not perform any intrusive method (like cookies analysis) to track the visitors' behaviour and get statistics on the usage of a Web application. The AWStats tool has been considered as the most appropriate solution, since it makes use of the logs provided by the Web Server of the Portal.

A graphical presentation of the AWStats tool for analysing the A4Cloud project Web Portal traffic is provided in Figure 5.

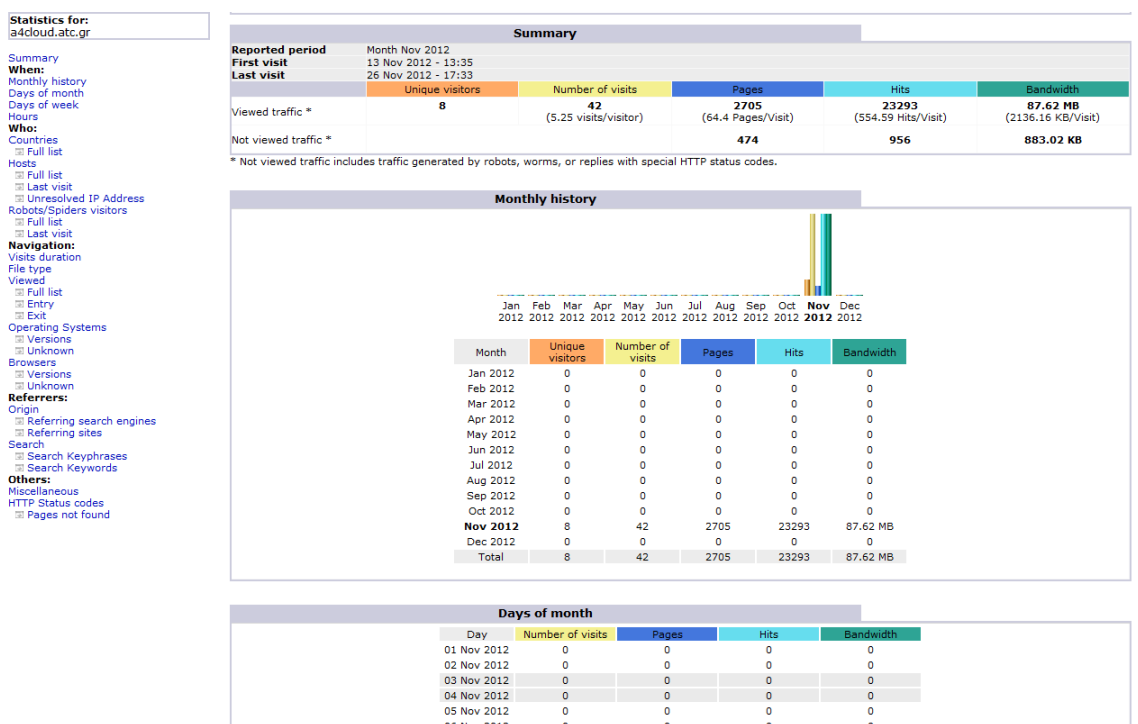


Figure 5: Snapshot of the AWStats traffic analysis and monitoring tool

4 Conclusions

This document summarises the activities and the contents of the Project Presentation and the Web Portal of the A4cloud Project.

The Project Presentation consists of 15 slides, which analyse the environment in which the A4Cloud research is conducted and explain the rationale for delivering innovative research in the field of trust and security, through an accountability-based approach.

The A4Cloud Web Portal has been released in its current form to act as the main means of dissemination and communication. The functionalities and the content are continuously revised and updated to meet stakeholders' expectations and engage them in the research and promotional activities.

5 References

- [1] Drupal CMS: <http://drupal.org/>
- [2] Assembla: www.assembla.com
- [3] AWStats: <http://awstats.sourceforge.net/>
- [4] StatCounter: <http://statcounter.com/>
- [5] Phpmysites: <http://www.phpmyvisites.us/>
- [6] Trace Watch: <http://www.tracewatch.com/>
- [7] Piwik: <http://piwik.org/>

6 Appendices

6.1 The Project Presentation

The Project Presentation is available as a Power Point 2010 file, with the extension .pptx, including notes for the speaker. The file accompanies this report.

6.2 The Project Web Portal

The A4Cloud Web Portal is available online in www.a4cloud.eu. The Web Portal accompanies this report.

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