



## BEinGRID Presents Grid Solutions for Business

**Barcelona, June 3, 2008** – **BEinGRID, Business Experiments in GRID**, will present today a series of cutting edge solutions, designed around the end user to solve real business challenges through the application of Grid technologies. The three-day event organised this week from June 3 to 5 in Barcelona, **BEinGRID Industry Days**, is showcasing the innovative Grid applications that have been applied across a wide range of targeted sectors including finance, supply chain management, media, leisure and engineering, among others. These success stories are complemented with keynotes, live demonstrations and roundtables by internationally recognized experts in Grid who have a clear business approach.

The objective of the BEinGRID Industry Days is to show that Grid technology is by far ready for further uptake. This will be done through the results of the project's pilots, each with specific business processes addressing current customer needs and requirements. The involvement of the end users and service providers in each pilot has led to genuine and practical solutions that balance each actor's needs.

As an example, the 'Virtual Reality for Architects' application, has been developed to allow architects to provide customers with highly realistic models through which they can navigate in real time. Allowing clients to explore the building is an added value as they can better appreciate the design. Most innovatively, the application has been developed to allow the architect to work remotely – perhaps at the clients' site, and access the service on an on-demand basis – allowing greater financial flexibility. *"Thanks to this application, we now benefit from unused resources in a simple way. This implies reduced processing time. Saving time during the processing phase, actually enabling us to increase and concentrate more on the test phase and reducing post-production related issues. We raise the customer's satisfaction and avoid a delay which, at the end, makes it a really cost-effective solution"* confirms Isidore Zielonka, Partner, Art & Build.

In addition to the live demonstrations from the pilots, speakers from Forrester, Amazon.com, AXA, BT, eBay, IBM, Logica, Univa UD and the European Commission, as well as our sponsors Atos Origin, Platform Computing, GridSystems, Axiomatics and Layer 7 Technologies, will be addressing key representatives from SMEs, big industries and research organisations. The BEinGRID Industry Days is thus a unique opportunity to access high-quality content, real-world business scenarios and best practices of Grid adoption.





BUSINESS EXPERIMENTS IN GRID

Project Coordinator Santi Ristol from Atos Origin commented *"I am very proud that the first phase of BEinGRID has produced such outstanding results. This event will be a great opportunity for business to appreciate that Grid technologies are a viable and cost effective solution to numerous different business needs. Our many innovative end users, around whom we have developed these solutions, illustrate that Grid is business-ready"*.

The event, 3-5 June is held in parallel to the OGF23 and attendees have access to both events.

### About BEinGRID

Type of project: Integrated Project  
Project coordinator: Santi Ristol, ATOS ORIGIN  
Project start date: June 1, 2006  
Duration: 42 months  
Budget: 24.8 million Euros  
EC contribution: 15.7 million Euros

Further information on BEinGRID can be found at [www.beingrid.eu](http://www.beingrid.eu)

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