

Introduction

Dear readers,

We are very glad to introduce you the third newsletter of the ARTIST project.

Following the information posted in ARTIST newsletter (Issue 2) that released on March 2014, Issue 3 focuses on presenting how ARTIST achievements and results can be exploited by external to the project stakeholders. Thus, a consortium based initiative named "ARTIST Club" was founded to foster collaboration around the results after the conclusion of the grant. ARTIST Club can be used by both a) commercial partners for cross fertilization of opportunities and to pool investment and marketing costs and b) specific actors that are specialised in parts of the cloud computing chain and establish partnerships with other members. Furthermore, the ARTIST Club will provide a transparent and fair decision-making mechanism to facilitate the realization of ARTIST's one of the basic objectives: *long-term sustainability for the Open Source project*.

ARTIST framework provides opportunities to three categories of users, the *Clients* (those that seek to modernise their legacy applications to the cloud), the *Providers* (those that typically offer SW modernisation as part of application portfolio management services) and the *Researchers* (those that are interested in building new application areas on top of innovative features in the cloud computing and software modernization domains). With respect to these categories, ARTIST framework provides particularly advantageous for clients with a series of similar modernisation projects. Thus, through the reuse of patterns from one project to the next, efficiency and consistency are high. In addition to, providers can adopt ARTIST's Open Source tools ([the second release is now available](#)) and integrate them into their offerings and researchers can build on top (future development) of a number of directions that are identified, namely model-driven engineering, optimisation patterns, provider benchmarking and feasibility and maturity assessment.



Thank for your interest in our work

The ARTIST consortium

The ARTIST Club



Aspirations in exploiting the results from the project run high among the partners of the ARTIST consortium and there is a strong potential for partnerships based on geographic coverage, skills and IPR synergies and links to the partner's existing portfolios. There is a will to continue the strong working relationships established and to realise a return on investment by commercialising ARTIST services.

At the same time, the business model for delivery of ARTIST services on the whole has materialised into an umbrella organisation, termed the ARTIST Club, that pools investment in the areas of marketing and future asset development, but that allows each partner, or collaboration of partners, to exploit the commercial opportunities without limit. A more centralised control of exploitation would be seen as a straitjacket inhibiting partner activities.

The partners sought a way to formalise this in a formal contract, yet at the same time the project is also committed to an open source distribution of the majority of the assets, in line with the exploitation strategies of the academic partners. Having published many results as open source prevents any control of the use of results by this formalised ARTIST Club: recipients of open source software are licensed solely by the license they received with the software, including between partners.

Nonetheless, the business model for the ARTIST club has always been predicated on the strength of the ARTIST brand. Branding is key to presenting a complete end to end portfolio of results which are legally owned by different combinations of partners, each with expertise in different tools. The decision was made therefore to legally base the ARTIST Club around control of the branding.

Consequently, ownership of the ARTIST branding will be transferred to the ARTIST Club by each consortium partner (each of whom owns a certain, unspecified stake in it). As the ARTIST Club is not a legal entity this results in an equal ownership among the Club members. Rules on membership require a leaving Club member to surrender this ownership upon leaving and that ownership be redistributed should a new member join. This agreement ensures that ownership does not become centralised in specific members or controlled by external parties. The remainder of the legal agreement covers decision making and rules of the use of the branding, and is somewhat similar to a project consortium agreement.

In this way, the open source software is separated from the ARTIST Club. The Club members have exclusivity regarding the use of the brand, but not the software. The brand can be mutually promoted and consequently act as a catalyst for business opportunities. Meanwhile, the open source software can be developed by both members and non-members, but with the restriction that only members can associate their commercial services with the ARTIST Club. As further incentive for collaborators with the open source project, the Club Associate status exists permitting organisations to associate research, development and use of the software with the club, but denies the sale of branded services or voting rights within the Club. At the time of writing, the contract is being drafted.

Participation in the Club as member or associate, and with the open source project remains open to both consortium partners and third parties.

ARTIST value proposition and market comparison

Framing the unique and specific selling points of the project is not an easy task. The tools had methods have been developed in order to assist the modernisation of software for the cloud, from end-to-end, yes, but this is not unique. Some tools are semi-automated, yes, but again, this is not exclusive. The most common modernisations are already catered for in the market through specific offerings, in some cases SMEs dedicated purely to the same A-to-B migration and modernisation. Here the tools are almost fully automated, little customisable and completely optimised for A-to-B. The ARTIST toolset is not geared for these kind of frequent modernisations because it has been designed for dealing with heterogeneity – both in the source and destination formats. It is designed to be able to deal with unique input and to produce bespoke output. However, at the same time it is geared towards repeatability – the reuse of artefacts, the emphasis on getting the metamodel right so that this upfront investment pays out over multiple modernisations. So ARTIST is also not for the twilight zone of the long tale, either: those modernisations that will be done once in a blue moon. Rather ARTIST is looking at the higher parts of the long tail: too infrequent or too complex to be dealt with by the production line style of automated A-to-B service, yet where the cost of modernising the second, third and fourth application costs a fraction of the first. ARTIST can also be considered as the hard tangible results of the project, or as the services that will be made available by its partners and advertised through the ARTIST Club. Consequently we have the following value proposition:



The ARTIST service is for owners of software who need to modernise it to the cloud the service is an end to end solution that provides the client with the modernized software. Unlike most alternatives, the methodology is source and target agnostic.

The consortium has also compared the ARTIST value proposition to 26 substitutes and competitors in the market, based on a number of technical and business attributes felt to reflect the strongest selling points of the results. These included attributes such as price, the steepness of the learning curve, whether pre-migration assessment was included and so on. We discovered that one of the most distinguishing features was the code-optimisation and platform-selection support, absent in the large majority of the 26. On the other hand, the pre-migration assessment we had considered to be unique is present in two thirds of the comparison services. (Note however that this was a binary present/absent and no examination of quality was conducted). We also found that just over half the competitors claimed to offer some automation and just under half some reusability of code, artefacts and so on. We found no single competitor offered all ARTIST features. The closest offered ¼ of the features but all but three of them offered half or less. Furthermore, with relation to well-known and popular solutions for Cloud migration (e.g. Cloudfoundry), ARTIST goes one step beyond and alters characteristics of the existing code that could create issues when deployed in virtualized, dynamic environments and are not handled by these solutions, that mainly focus on deployment aspects. However, ARTIST is not only about migrating software and modernizing the application, but offers extensive capabilities in terms of provider selection, resource type selection, services performance and SLA auditing processes. Especially for the latter, these are considered unique in the current provider ecosystem.

This exercise has helped the project position the results and has been taken into account in the dissemination materials. It has reaffirmed our consideration of the value proposition for the results as one of completeness, offering a greater array of functionality and control to the user than the existing market does. It has also indicated where we need to stress the performance or specification of certain features (e.g. pre-migration assessment) over the mere fact of existence. The work continues as the partners further define their individual exploitation plans.

ARTIST open source release No. 2



It has just publicly published the latest release of ARTIST tooling. You may find the complete and updated open source package [here](#)!

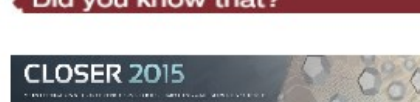
The current package contains the latest version of all the ARTIST tools that cover the complete migration chain, from pre-migration analysis, code optimization, deployment and validation of migrated application. This version provides a much mature tools from functional and non-functional points of view. Besides, an *Eclipse integrated framework* is also provided along the isolated tools to facilitate the installation and configuration of the overall solution.

Apart from delivering the ARTIST solution to the open source community, the ultimate goal of opening the tools to external developers is to obtain valuable feedback about how easy and straightforward is the installation and usage of the different tools and solution as a whole; and how useful is the overall solution or some of the tools for migration purposes. For that, it is possible to drop comments or questions at each tools package in the ARTIST web site. Tool providers are ready to answer you!

What concerns the contribution to existing open source communities, ARTIST is delivering contributions to Eclipse community (Modisco, modelling community, labs, marketplace); and to other open projects such as the Standard Performance Evaluation Corporation research group (SPEC RG). Creation of a project in OW2 community is also under development. You can find details about Open Source in ARTIST [here](#).

31 open source tools (most of them under EPL license) are ready to be consumed by software developers to support them in migration projects of non-cloud complaint code towards the cloud. Do not miss this chance! For any doubt or further information contact us info@artist-project.eu

Did you know that?



ARTIST has already published several articles to scientific journals and conferences and participated in several events.

Recently, ARTIST was presented at the [European Project Space \(EPS\) Session](#) – Cloud Computing, Smart Cities and Green ICT Systems within the 5th International Conference on Cloud Computing and Services Science, CLOSER 2015, on 21st May 2015, in Lisbon, Portugal.

For more information about ARTIST publications, please [click here](#).

For more information about ARTIST events, please [click here](#).

Where to look next

ARTIST will be presented at the following events in 2015:

[Eclipse Conference](#), Toulouse, France, 24th-25th June

[Cloud World Forum](#), London, UK, 24th-25th June



[9th Symposium and Summer School On Service-Oriented Computing](#), Crete, Greece, 28th June - 3rd July

[ACM/IEEE 18th International Conference on Model Driven Engineering Languages and Systems \(MODELS 2015\)](#), Ottawa, Canada, 27th September 27 - 2nd October

[ICT 2015 event](#), Lisbon, Portugal, 20th - 22th October

Come and meet us!!!!

Do you want to be part of it or know about it

Register with our newsletter through the website (www.artist-project.eu), contact us in clara.pezuola@atos.net or:

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Who are we?

Contact information

Project coordinator: Clara Pezuola, ATOS Spain SA, clara.pezuola@atos.net

Web site



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