



Engagement with Industry and the Public Sector: Take-Outs / Key Ideas






Take-Outs, Key Ideas on:
“How to Identify, Attract and Interact with Industry, especially SMEs
and Public Sector”


Challenges regarding engagement with industry (especially SMEs) & the public sector

HOW TO IDENTIFY OR GET IN TOUCH WITH ORGANISATIONS OR COMPANIES?


Use all available channels to get in touch with SMEs, industry


 go through your own contacts database, your existing relationships and network and
 use your website **newsletters**

 go through government agencies as they have a network of industry contacts

 go through professional bodies and relevant industry associations to be able to be put in contact with their network

 go to professional events

 (co-)host events with industry and public sector, do your own “knock the door” and pursue them!

 Advice: Target relevant SMEs = relevant in the sense that they have reasonable possibility to use your HPC or HPDA services in a way that benefits their business

Key elements to attract and interact with the industry (especially SMEs) and the public sector

TRUST

Data security will be key for interaction with industry and SMEs

- having a legal expert to support you during the interactions would be helpful, to manage with IP-rights...etc.
- An NDA might be needed

SIMPLICITY

Dedicated training courses for industry users are needed (ground level knowledge)

- they usually are beginners in the HPC/HPDA fields and generally have no internal expert to manage this topic
- Propose a resource allocation support (to EuroHPC JU, PRACE and the national computing infrastructures)
 - industry and public sector could contact you to get information about the various processes and to get support to apply
- Propose an information point (through your website for instance)
 - you will need to be able to explain the various funding or computing opportunities to the industry and public sector in your country
- You could get a legal representative who would be able to explain what you offer and do the legal discussions

TIME

Provide or facilitate access to Proofs of Concept (PoC)

Having a dedicated team and developing a specific project pipeline would be needed to enhance interaction with industry and public sector

How to communicate and promote HPC/HPDA services to industry (especially SMEs) & the public sector

Provide/display detailed success stories on your website to show and explain what is your added value

- displaying your own success stories with the detailed used process and results will help industry and SMEs to see how and why they can interact with you
- some generic success stories are already available via FF4EuroHPC:
 - <https://www.ff4eurohpc.eu/en/success-stories/>
 - <https://www.ff4eurohpc.eu/en/multimedia/booklet/>

Present what HPC/HPDA can be used for, what you are offering

- a PDF one page presentation can be helpful, it could be sent to SMEs or public sector for a first contact, as an introduction

Use simple terms to present and define what HPC or HPDA is

- in case using the words "HPC"/"HPDA" isn't clear enough for the clients, you could try to use "multi-GPU", "multi-CPU"

Follow-up elements and monitoring of success of the engagement activities with industry (especially SMEs) & the public sector

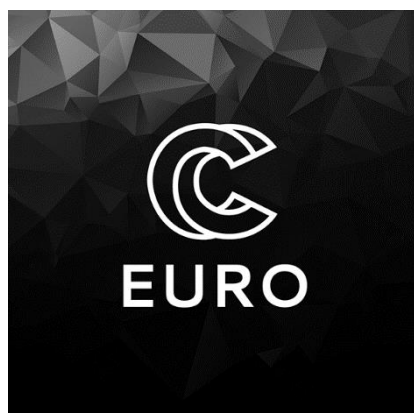
You can use an application form to start interaction with industry/SMEs

- in order to understand and refine their needs and their business topics. You could also propose to have a prior phone call with them to support them filling out the form.

Define your own internal relevant KPIs

You could track the number of new hirings at SMEs as results of their HPC projects with you

💡 Idea: when a funding is awarded to an SME for a collaboration or a PoC or else, companies should commit to providing data on hirings and increased productivity at various touch points with your NCC team



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