

# E-COMMERCE MARKETPLACE



## NIMBIS, AWESIM DEVELOP COLLABORATIVE HPC ENVIRONMENT

Nimbis, founded in 2008, acts as a clearinghouse for buyers and sellers of technical computing services and provides pre-negotiated access to high performance computing services, software, and expertise from the leading compute time vendors, independent software vendors, and domain experts.

Partnering with the leading computing service companies, Nimbis provides users with a choice growing menu of pre-qualified, pre-negotiated services from HPC cycle providers, independent software vendors, domain experts, and regional solution providers, delivered on a “pay-as-you-go” basis.

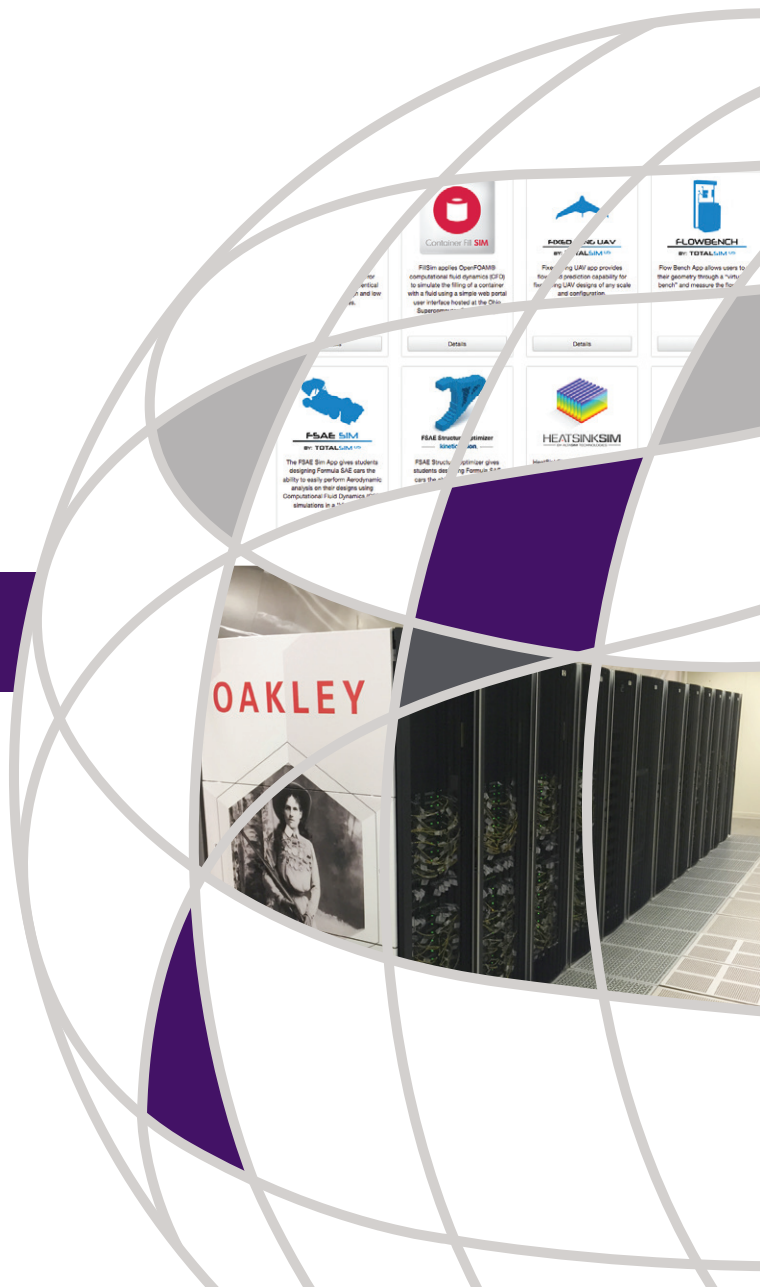
Nimbis makes it easier and more affordable for desktop users to exploit technical computing for faster results and superior products and solutions.

*“Nimbis is providing, essentially, the e-commerce infrastructure that allows suppliers and OEMs together, to connect together in a collaborative form ... AweSim represents a big, giant step forward in that direction.”*

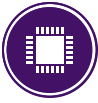
— Bob Graybill, Nimbis president and CEO

## VIRTUAL DESIGNS. REAL BENEFITS.

Nimbis Services Inc., a founding associate of the AweSim industrial engagement initiative led by the Ohio Supercomputer Center, has been delving into access complexities and producing, through innovative e-commerce solutions, an easy approach to modeling and simulation resources for small and medium-sized businesses.



INFORMATION  
TECHNOLOGY



## THE CHALLENGE

Nimbis and the AweSim program, along with its predecessor program Blue Collar Computing, have identified several obstacles that impede widespread adoption of modeling and simulation powered by high performance computing: expensive hardware, complex software and extensive training. In response, the public/private partnership is developing and promoting use of customized applications (apps) linked to OSC's powerful supercomputer systems. These apps mask many of the inherent intricacies behind web portals created with partnering engineering service providers (ESPs).

## THE APPROACH

Nimbis has successfully created an e-commerce marketplace that is both intuitive and user-friendly. However, users must be willing to use it, according to Graybill. "Unfortunately, a lot of small and medium-sized manufacturers are not ready, or they simply don't feel comfortable with engineering e-commerce sites. Sometimes they need the confidence and wisdom that comes from an ESP standing with them to actually get started using modeling and simulation."

## THE SOLUTION

From a technical perspective, e-commerce sites have been around for a while. In the mid-1980s, CompuServe offered one of the first examples of e-commerce as we know it today—the Electronic Mall; a service where users could purchase items directly from 100+ online merchants. Amazon and eBay transformed e-commerce in the mid-1990s, and online sales in the United States are expected to reach \$335 billion in 2016.

"There's a major difference between what we have done and what's 'generically' available out there," said Graybill. "Ours is not static."

Nimbis is already pushing ahead on its next challenge—developing cloud-based collaborative communities of interest with embedded marketplaces targeting manufacturing supply chains, DoD trusted microelectronics and collaborative research institutes initiatives.