

# Advantages of an Industry Membership Program for Emerging NRENs

*UbuntuNet Connect 2013*



# Presentation Outline

- Bio
- Industry sponsorship for meetings and events
- Opportunities for consortium pricing on products and services
- Research & Education Technology Advisory Board (RETAB)
- Industry participation in NREN advisory committees
- Industry R&D in alignment with research and education needs
- Example of successful industry program (Internet2)
- Summary

# Brian Savory's Bio



- Professional Experience

- Business Development Manager, Optelian
- Fibre based transport networks and wireless
- Built, operated and maintained private fibre optic networks

- Research & Education (R&E) Experience

- Internet2 Involvement
  - Network Architecture, Operations & Policy Program Advisory Group
  - Program Committee
- Georgia Institute of Technology – Research Engineer
- Southern Light Rail (SLR) - R&E Regional Optical Network (RON) in the Southeast, US – Internet2 Connector / commodity Internet provider
  - President & Executive Director
  - University of Alabama System RON connects campuses and NASA Marshall Space Flight Center to Atlanta
- IEEAF / USAID / RENU Project in Uganda
  - Worked with Ed Fantegrossi / Don Riley
  - Learned many lessons about deploying R&E fibre optic networks in Africa

- Education

- BSEE, Georgia Institute of Technology
- MBA, Georgia State University



# Industry sponsorship for meetings and events

- Opportunities
  - Access to C-level information technology decision-makers and other high-level influencers
  - Key Value Prop - Industry Members are provided with access for to a highly targeted R&E community
  - Industry leadership positioning, unmatched brand awareness, equity and promotional value—and the good will of your target audience, key business partners and prospects



# Industry sponsorship for meetings and events

- **Benefits**
  - Company name and logo recognition on programs, signage and website
  - Industry Roundtable Sessions
  - Meeting registrations
  - Pre- *and* post-meeting attendee lists
- **Event / Items Sponsorship Opportunities**
  - Registration bags
  - Tweet wall
  - Hotel Keycard
  - Breakfast / Lunch / Breaks
  - Lanyard
  - Notepad, Pens



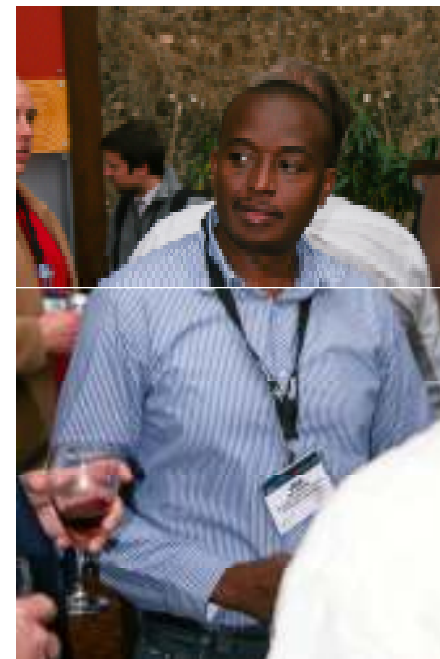
# Industry sponsorship for meetings and events

- Sponsor display area – trade show like environment
- Prospects can see, touch and feel products
- R&E Community existing and prospective customers engage with Industry Members



# Industry sponsorship for meetings and events

- International Collaborations
- International Strategy Program Advisory Group
- International Reception
- International Endowments





# Opportunities for consortium pricing on products and services

- **Internet2 Cloud Services (Net+)**
  - Secure best-in-class pricing
  - Obtain customized, not just commodity services
  - Eliminate redundant admin/legal costs and efforts
  - Mobilize our considerable ingenuity and clout to create our own solutions
- **Range of Services**
  - Identity & Access Management
  - Infrastructure, Platform, Security
  - Software as a Service
  - Video, Voice and Collaborations
  - Digital Content for R&E



# Opportunities for consortium pricing on products and services

- **The Quilt**
  - Network Facilities Project – member sponsored and reviewed equipment RFP to offer reduced pricing for members
  - Commodity Internet Service (CIS) Project – aggregation of bandwidth demand, leveraging economies of scale to create significant cost savings
- **Peering Fabric**
  - Strategic alliance
    - Internet2's CPS – Commercial Peering Service
    - CENIC's TR – Transit Rail
  - Provides strategic connectivity to portions of the public Internet and peering relationships through over 80 select entities
  - Access to some of the top content destinations in the world including: Google, Yahoo, NetFlix, and other commercial content providers

# Research & Education Technology Advisory Board (RETAB)

- In an effort to further introduce my company to the research and education community, I established the a industry sponsored Research & Education Technical Advisory Board (RETAB)
- The purpose of the RETAB was to solicit input from the R&E community at a strategic level as to which technologies and feature sets Optelian should be developing for the research and education market vertical.
- The RETAB session includes a presentation from Optelian's senior leadership and an overview of Optelian's future technology road map. This presentation was followed by a facilitated discussion to solicit recommendations from the R&E community and to learn of any technical educational forums we could implement.
- Open to current, prospective and competitive customers

# Industry participation in NREN advisory committees

- All Program Advisory Groups (PAGs) and Committees should include representative from the CIO, Regional Optical Network (RON) and Researcher communities
- Program Committee – reviews abstracts and determines content for member meeting; I personally participate as an Industry Member
- Network Architecture, Operations and Policy Program Advisory Group ( NAOPpag) - provides strategic advice to Internet2 executive leadership on all aspects of designing, operating, sustaining and coordinating advanced network services; I personally participate as an Industry Member

# Industry R&D in alignment with research and education needs

- **Research Support**
  - Research Support Center – integration of infrastructure and services into member applications and environments
  - Fellows Program – funding for qualified individuals to work full-time on collaborative projects with Internet2 staff and community members
  - Research Wave Program – provides researcher with short-term access to bandwidth as a testbed for fixed-time projects and grant proposals
  - The Observatory – provides researcher access to real-time operational data collected from Internet2's nationwide high-performance network
- **Research Solutions**
  - Collaboration on advanced networking and middleware applications
- **Research Funding Support**
  - Advocacy with funding agencies, consultation, letters of support, grant preparation assistance and more.
- **Hosting of Technical Meetings and Workshops**

# Example of successful industry program

*Internet2 Industry Member Program*

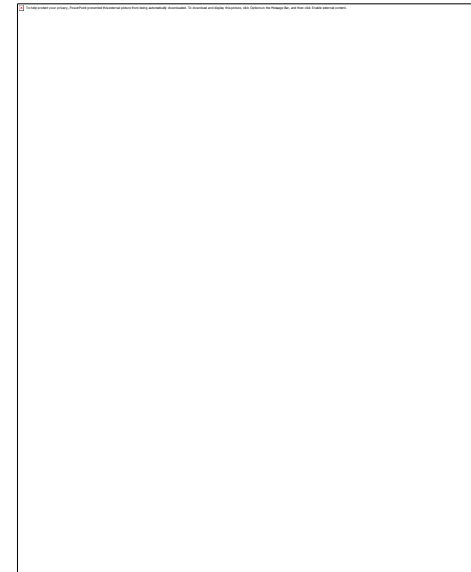
# Overall Mission Statement

- This program ensures that Internet2 creates value for industry participants and our community. The program aims to develop strategies and plans to identify, build, nurture and strengthen key relationships with industry members and prospects. Through close partnership with Internet2's business development experts (Network Services and NET+, primarily), the Industry program maximizes opportunities for industry participation with the global Internet2 community with an overall goal of creating close participation and engagement with the Higher Ed and Research and Education Community.



# From the beginning ...

"Industry partners were included in the formative discussions as we were developing Internet2. We recognized the critical role industry partners had played in the success of NSFNET; we worked with industry executives responsible for higher education engagement; and we positioned our industry partners on the same funding basis we established for higher education members – forming the foundation for an equal and successful partnership."



*Douglas Van Houweling*  
*Internet2*  
*President & CEO Emeritus*





# Industry Program – Present Day

- Today Internet2 has an industry membership program with increasing diversity in size, market focus and objectives for their membership
- Industry membership "revenue" dues have averaged approximately \$1M per year over the last several years
- Industry membership has doubled in the last 5 years, bringing the number of corporate members to almost 80
- Industry member segments range from private to public companies — large networking and equipment vendors all the way down through video distribution and cloud start ups
- Current range of industries include Aerospace and Defense, Cable TV, communications and networking, human genome sequencing, publishing and venture capital

# Industry Program – Present Day

- Higher Ed has the opportunity to shape product development so that technical products and solutions are customized for R&E global needs
- Member benefits include R&E market exposure, targeted access, workshops, collaborative development in working groups, high performance network research and engineering
- Introduction of Net+ solutions has Internet2 evolving from a pure traditional network play to a provider of services tuned for R&E; service providers sell to the community through the community
- Annual conferences and member meetings allow for industry and corporate to convene in meaningful and productive ways
- Corporate sponsorships offset meeting costs – 89% of all corporate sponsors were *Extremely Satisfied or Satisfied with Internet2 Sponsorship Benefits at the 2013 Annual Member Meeting*

# Industry Program – Future Vision

- Continue to refine the program based on new innovation and technology and in a way that benefits the community
- Strategically grow the membership base by approximately 10-15% per year – as long as the community benefits.
- Internet2 is just scratching the surface with the Net+ Service Portfolio – all services are sponsored by the community, for the community
- Economies of scale are achieved for industry members by reducing costs of overhead; Net+ services are National and Global in nature with all back end work done by Internet2

# Industry Program – Future Vision

- Emerging companies offering next generation technologies in Content Distribution, Cloud Computing, Security will continue to be critical to engage in the Global R&E Community
- Expand into different market segments such as security companies, financial services, healthcare, system integrators, global researchers
- Corporate sponsors are evolving from companies that are focused on selling products to higher ed to more companies that want to be involved in future innovation such as ESPN, General Motors, and Northrop Grumman. These companies want to shape the direction of technology to benefit society as a whole with new technologies and research opportunities.
- Internet2 can provide very tangible benefits to members that they cannot achieve on their own

# From the Current Internet2 Leadership ...

"The Internet2 Industry Program is a true partnership with our corporate community ecosystem and serves as a critical platform where organizations and researchers, educators and scientists can collaborate in an unconstrained environment to mutually shape the future of technology to advance our global mission."

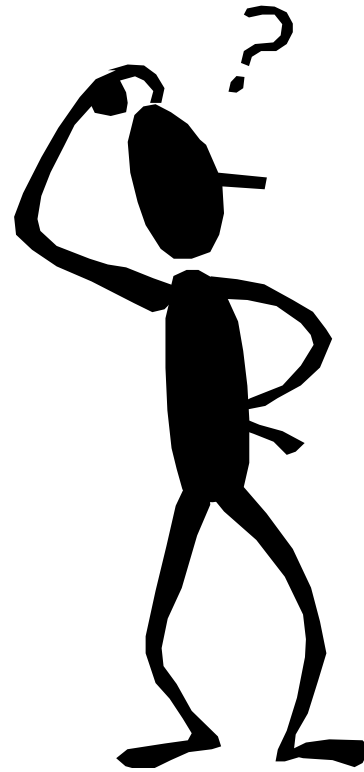


*Dave Lambert  
Internet2  
President & CEO*

# Summary

- Industry sponsorship opportunities and benefits at meetings and events
- Industry involvement in consortium pricing for products and services
- Model of a Industry sponsored Research & Education Technology Advisory Board (RETAB)
- Introduced concept of Industry Member participation in NREN advisory committees
- Industry R&D support of the research and education community
- Internet2 industry program

Q & A?



Optelian





Comments? Suggestions?



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The logo for Optelian, featuring the word "Optelian" in a blue sans-serif font with a red swoosh above the "i".

# Thank You

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