

# LFN MAC Meeting

February 6, 2019

 THE **LINUX** FOUNDATION

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# Agenda

- › January Board Meeting Readout
- › MAC Chair Election
- › 2019 Events
- › TelecomTV Opportunity
- › 5G World Opportunity
- › LFN Marketing Plan Review

# January Board Readout

# January Board Meeting Readout

- › Plugfest/DDF readout
- › TAC Update
  - › Chair Elections coming up
- › MAC Update
  - › GB would like reasoning behind events plan
  - › Gave overview of proposed Goals
- › OVP Update
  - › Finalizing technical details and tool integration for VNF launch
  - › Discussion of OVP evolution and priorities and roadmap

# MAC Chair Election

# MAC Chair Election

- › Election Schedule
  - › Nomination period extended until February 6, 2019 -- **Today**
  - › Voting period opens Feb 6, 2019
  - › Voting period ends Feb 13, 2019
  - › LFN Chair Announced Feb 13, 2019

# Events



# 2019 LFN Events Calendar\*

- › MWC, Barcelona, Feb 25-28 (LFN, CNCF, Hyperledger booth + 3 speaking opps + combined press briefings with CNCF)
- › OCP Summit, San Jose, March 15-15, (LFN Booth)
- › ONS, San Jose, April 3-5 (LFN Booth, Sessions, Unconference)
- › KubeCon + CloudNativeCon Europe, Barcelona, May 20-23 (LFN Booth, LFN / FD.io Mini-Summits)
- › ONAP DDF & OPNFV Plugfest, Location/Date in June TBD
- › KubeCon + CloudNativeCon + Open Source Summit China, Shanghai, June 25-26 (TBD)
- › ONS Europe, Antwerp, Sept 23-25 (LFN Booth, Sessions, Unconference)
- › OCP Regional Summit, Amsterdam, Sept 26-27 (TBD)
- › KubeCon + CloudNativeCon North America, San Diego, Nov 18-21 (LFN Booth, LFN / FD.io Mini-Summits)
- › GNTC, Shanghai, November TBD (Keynote + Workshop)
- › ONAP DDF & OPNFV Plugfest, Location/Date in December TBD

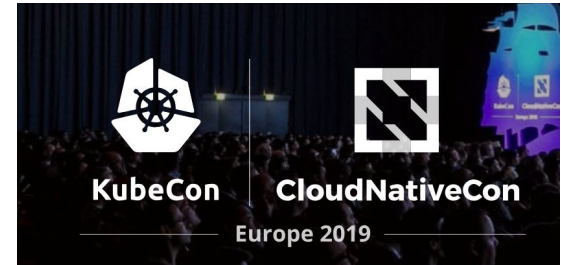
# ONS North America

- › <https://events.linuxfoundation.org/events/open-networking-summit-north-america-2019/>
- › April 3 - 5, San Jose, CA
- › Opportunities for LFN participation:
  - › CFP (now closed)
  - › **LFN Booth Demos: Submissions Due: Feb 13**
    - › Email: [bwick@linuxfoundation.org](mailto:bwick@linuxfoundation.org)
  - › LFN Unconference Track
- › Encourage all members to attend and register early!
- › LFN Member Code: LFMEM20 (20% discount)



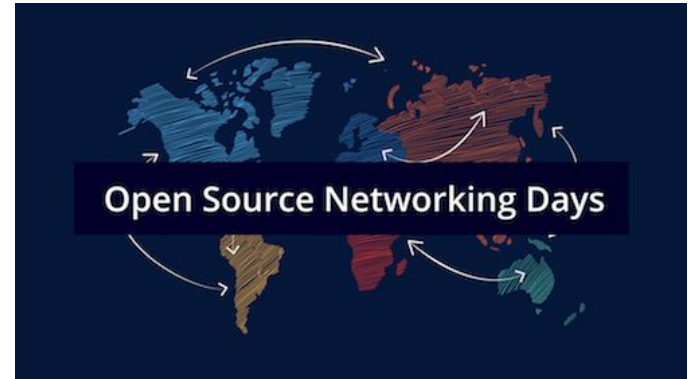
# KubeCon Europe

- › <https://events.linuxfoundation.org/events/kubecon-cloudnativecon-europe-2019/>
- › May 20 - 23, Barcelona
- › Opportunities for LFN participation:
  - › CFP (now closed)
  - › LFN Booth: **Members needed for booth presence**
    - › Sign up sheet will be sent
- › LFN Min-Summit Workshop
  - › Goal: Represent the best of the LFN project portfolio related to cloud native and foster integration efforts and opportunities between communities
  - › **Need to determine best way to program, timelines, etc. (March Call)**



# OSN Days

- › Q4 OSN Days Tours Completed (Oct 12-Nov 6)
  - › China: Shanghai, Nanjing, Beijing
  - › APAC: Singapore, Taiwan, Tokyo
  - › NorAm: Ottawa, Bay Area, Dallas
- › Q4 OSN Days Tours Attendee Survey Summary:
  - › NPS Question: 57 respondents (37 promoters, 1 detractor): NPS = 64 (Excellent)
- › 2019 OSN Days:
  - › There is budget for 2 OSN Days Tours in 2019
  - › ***Seeking 2019 OSN Days site hosts/regions/cities/dates recommendations***
  - › Initial Proposal: Europe Tour (1H2019) & APAC/China/India Tour (2H2019)
  - › Questions? Ideas? Suggestions?



# LFN Marketing Plan Review

A background graphic featuring a network of blue lines connecting various yellow circular nodes, set against a dark blue gradient background.

# 2019 LFN Marketing Plan

Jan, 2019

 **LF** NETWORKING

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## 2019 Goals

- › Drive deployment of LFN technologies by developing and telling compelling stories about users and successes
- › Increase developer engagement by collaborating with the technical community through community events, major trade shows, and DDFs/Plugfests
- › Position LFN as a thought leader and integration point in the evolution of the ecosystem, including VNF compliance, DevOps and automation processes, cloud native NFV, and 5G/Edge/IoT

# Strategy + Tactics: Goal #1

Drive deployment of LFN technologies by developing and telling compelling stories about users and successes as well as awareness of training offerings

- › Communicate the value of the LFN ecosystem through user-centric case studies, white papers, solution briefs, and other content – leveraging existing assets as well as developing new ones.
  - › Prioritize harmonization efforts across projects.
  - › Emphasize opportunities that appeal to cross-industry audiences (e.g., 5G, containers, edge)
- › Maintain consistent press/analyst engagement to secure a regular drumbeat of earned coverage among industry influencers (including news releases and briefings where relevant)
- › Secure speaking engagements at strategic mix of industry events across geos that target a breadth of relevant audiences (including exec keynotes, technical community sessions, and panels)
- › Refresh web presence to create a consistent message and highlight user and thought leadership stories
- › Raise awareness of availability and value of LFN-related training by infusing into campaigns and content



# Strategy + Tactics: Goal #2

Increase developer engagement by collaborating with the technical community through industry events, meetups, OSN Days, and DDFs/Plugfests

- › Organize and execute global OSN Days events and OSN user group meetups, in conjunction with member hosts, to localize knowledge-share, deepen engagement, and grow developer base across geos
- › Continue to differentiate ONS by positioning it as a technical conference; providing developers with a useful forum for advancing the technical work (e.g., co-located events, developer unconference); and providing discounted pricing structure for key developers
- › Organize and execute co-located DDFs and Plugfests/Hackfests cross-LFN and cross-industry
- › Highlight the most compelling and innovative community-led developer work as demos in the LFN booth at ONS and other events

# Strategy + Tactics: Goal #3

Position LFN as the leader and integration point in the evolution of the ecosystem, including VNF compliance, DevOps and automation processes, cloud native NFV, and 5G/Edge/IoT

- › Launch OVP VNF verification through an integrated campaign that combines a mix of digital marketing and PR
  - › Highlight compliant products and testing areas
  - › Continue drumbeat throughout the year to highlight updates as program evolves into other areas - breadth and depth
- › Create positioning for LFN wrt CNCF projects and drive collaborative partnerships with the cloud native community
  - › Continued presence at CNCF events and MWC
  - › Evangelize integrated efforts that demonstrate progress with CNFs (speaking sessions, education/awareness of cloud native NFV use case, demo or compelling success story by Q3)
  - › Position FD.io VPP as high-perf dataplane of choice for cloud native application
- › Create and evangelize content that highlights integrated activity across cloud, edge, containers and IoT
  - › White papers, case studies, solution briefs, press releases, contributed (member-driven) blogs, webinars/podcasts, etc.
  - › Leverage OPNFV's position as a key upstream integration point: XCI, and CD-release process
- › Complete VCO 3.0 demo (with cloud native) and showcase at major event(s) to demonstrate LFN 5G leadership
- › Analyst Research: leverage co-sponsor opportunities (with members) to drive research that positions LFN and its ecosystem as innovative leader
- › Thought leadership storytelling on how LFN is driving innovation in DevOps and Automation across networking industry
  - › Package data from HR survey that demonstrates importance of DevOps and Automation to CSPs
  - › LFN and community-generated content on specific projects, solutions, best practices, etc. that address DevOps/Automation (E.g., Orange OpenLab)

# Key Metrics

- › 1 case study, white paper, and solution brief per quarter
- › 5-10 third party event/meetup speaking opportunities secured for LFN members and staff per quarter
- › Key message pull-through in 80% of coverage
- › Thought-leading coverage in 2-4 non-traditional media outlets (e.g. outside of networking verticals) on integration with cloud native, Edge/IoT, DevOps/Automation
  - › Leverage evolution of VCO and FD.io/VPP integrations in 2H19
- › Achieve at least a 50 Net Promoter Score (NPS) on post-event surveys for OSN Days events & DDF/Plugfests
- › 2 analyst research reports/case studies (sponsor required)

# TelecomTV Opportunity

# TelecomTV Opportunity

- › We have an option to hire TelecomTV for ONS NA & ONS Europe
  - › approx \$40K for both events
  - › Not currently in ONS Budget or LFN Marketing Budget
- › Option 1: 3-6 LFN members to divide costs (LF managed, LF content)
- › Option 2: 1-2 members to divide costs (member managed, member content)

# 5G World Opportunity

# 5G World Opportunity

- › We have two speaking opportunities for 5G World London (June 12-13)
  - › Panel in the Virtualization & 5G Cloud track. Specific topic TBC, possibly:
    - › Timing and synchronization in high performance 5G networks
    - › Edge computing & integrated IoT in a 5G world
    - › Developing an end-to-end 5G automation strategy
    - › Strategies to simplify your mobile network transformation
    - › Simplifying, accelerating and assuring 5G networks
  - › Speaking Slot: 20-minute speaking engagement on LFN-related topic, also part of “Virtualization & 5G Cloud” track
  - › Needs to be a telco/SP member, speaking on behalf of LFN

# MAC Meeting Calendar



# MAC Meeting Calendar

- › Propose to maintain monthly meeting cadence in 2019 subject to input and workload.
- › Suggest keeping this date/time (first Wednesday of each month)

# Backup