LFN MAC Meeting

November 21, 2018
Agenda

› LF Staff Updates
› November Board Meeting Readout
› LFN Marketing Plan Summary
› MAC First year retrospective and organizational input
› MAC Chair Election
› Events
  › KubeCon + CloudNativeCon North America
  › ONAP DDF + OPNFV Plugfest
  › OSN Days + OSN User Groups Update
› LFN PR Stats
› MAC Meeting Calendar
Team Updates

› Introduction: Greg Bell, Linux Foundation VP of Marketing
› Lisa Caywood no longer with LF
  › But with LFN member Juniper and still in the community!
  › Interim Coverage
    › Heather -- MAC coordination and leadership
    › Brandon -- ONAP Marketing WG
    › Amar Kapadia -- ODL Marketing WG
    › Jill Lovato -- TF Marketing WG
› Lara Taback (events) no longer with LF
  › Please channel all events related questions through Brandon (bwick@linuxfoundation.org)
› Kristi Tan (PR) on maternity leave starting January
November Board Meeting Readout

- Main topics of discussion were 2019 Budget and 2019 Marketing plan
- Board Budget Feedback
  - Bottoms-up requests were considerably higher than forecast 2019 revenue
  - Recommendations: ONAP and OPNFV to share release manager
  - OPNFV plugfests, ONAP DDFs, academic summits to co-locate
  - IT and Lab efficiencies
  - Overall reduction by 15% in Marketing Spend
  - Overall reduction by 10% for each project
LFN MAC 2019 Marketing Strategy/Summary

- **General:** MAC is eager to shift investment mix towards content and digital marketing, fewer events (not all TSCs agree)
- **Market segments:**
  - Expand/deepen Tier 1-3 telco adoption + contribution (5G, IoT, edge cloud);
  - Selectively address key Enterprise verticals and segments that bridge from telco (IaaS, retail/CDNs; enterprise edge, IIoT)
- **Deployment**
  - User stories – need operator support
  - Highlight training options
  - Deepen use case collateral
- **Developers**
  - Marketing will focus on facilitating dev engagement w/adjacent tech groups (events, meetups, etc)
- **Strategic Development**
  - OVP, VNF Ecosystem program – Research program
  - VNF market evolution: Barriers, Leading Tools (eg Yardstick), Benchmarking parameters
  - Value of automation at the edge / automation in DevOps
Content Marketing: Challenges and Audiences

LFN

› Balance telco verticals w-enterprise IT for 2019
   › Training – package FinTech OSS mini-summit (MOOC, webinar)
   › Lead to OS Networking stack MOOC + companion WP
   › Commercial ecosystem promotion, next steps to adoption
› Better define value of LFN (& OSS Networking) construct to users of projects (awareness building)

Projects

› Use case approach (multi-project); partner w-TAC committees
   › 5G
   › Enterprise edge (WAN, edge cloud)
   › Container networking (CNCF)
   › IaaS orchestration
› Joint WPs/webinars (LFDL, Edge projects, AGL) – relevance of OS Networking to non-networking verticals/audiences
› VNF/CNF, ecosystem evolutions
› Per-project technical marketing (releases, user stories, blueprints, etc)
MAC Year 1 Input

- LFN and MAC have now been around for 1 year
- Input into what’s working, what’s not, and how we want to organize ourselves for success next year
- How is the governance and participation?
- Project Working Groups vs. MAC attendance?

Proposal: Send out survey to MAC members and reconvene discussion in early 2019.
MAC Chair Election

› Current MAC chair term ends Jan 31, 2019
› Proposed Election schedule
  › Nomination period opens Jan 16, 2019
  › Nomination period closes Jan 30, 2019
  › Voting period opens Feb 1, 2019
  › Voting period ends Feb 15, 2019
  › Note this goes past the Jan 31 term, but avoids an overly compressed schedule or voting over the holidays
KubeCon + CloudNativeCon North America

› LFN will be at KubeCon North America, Dec 10-13, Seattle, WA USA
› Come see us and help spread the word through social and other channels!!
› **FD.io Mini-Summit**, Monday, Dec 10, 9:00 - 5:00, Room 401
  › No cost but additional registration required.
› **LFN Reception**, Monday, Dec 10, 6:00 - 8:00, Room 401
  › Series of 5 minute lighting talks from several LFN projects and plenty of time for socializing with appetizers, beer, and wine. The reception is open to all KubeCon + CloudNativeCon registrants.
› **FD.io Booth**
› **LFN Booth**
  › Booth Volunteers Required! Important to have a multi-project, community-rich presence.
  › Volunteer schedule with 1-hour slots. Sign up as your schedule allows:
  › [https://docs.google.com/spreadsheets/d/1KDr_ZZvQd6Me7dEWzag9o3sdU8IPXa1k-qsEXcVVtA/edit#gid=0](https://docs.google.com/spreadsheets/d/1KDr_ZZvQd6Me7dEWzag9o3sdU8IPXa1k-qsEXcVVtA/edit#gid=0)
ONAP DDF + OPNFV Plugfest

› DDF and Plugfest, January 8-11, Novay, France at the Nokia Campus. Thank you Nokia!
› Single registration, attendees select which event they are primarily attending
› Ample opportunities for cross-project collaboration around automated testing, CI/CD, Lab-as-a-Service, infrastructure, compliance and verification, documentation, and more.
› Important Technical Event! Not a marketing event but we are looking to confirm a resource for the post-event written report (following the OPNFV model)
› Sessions proposals being made here: https://wiki.lfnetworking.org/display/LN/OPNFV-ONAP+January+2019+Session+Proposals
› Registrations are tracking low -- encourage your technical teams to register and make travel arrangements very soon!
› Learn More and Register: https://www.linuxfoundation.org/calendar/onap-ddf-opnfv-plugfest/
OSN Days Update

› Q4 OSN Days Tours Completed (Oct 12-Nov 6)
  › China: Shanghai, Nanjing, Beijing
  › APAC: Singapore, Taiwan, Tokyo
  › NorAm: Ottawa, Bay Area, Dallas

› LFN Leadership (Phil, Heather, Arpit) split up the events to attend, present, facilitate

› 1,022 total registrations, 808 attendees, 20% no-show rate

› Overall Feedback: Events were well organized and well run by local site hosts (with planning support from the LFN marketing/events teams). Quality of content and speakers was high. Affirmation this is a cost-effective method to foster community learning and engagement outside of tradeshow events. Require a no-show fee. Final report in development (need attendee survey feedback)

› New web page: https://www.lfnetworking.org/resources/open-source-networking-days/

› Tours now being considered/planned for 2019 (Europe, India, China/APAC)

› Let us know if you are interested in becoming a site host!
OSN User Groups Update

› 38 groups, 24 countries, 8K+ members
› 127 event held (since inception of all groups)
› Consolidation of former OpenDaylight and OPNFV groups
› Some groups still independent, welcome to join the network
› Organizers wiki page now live: https://wiki.lfnetworking.org/display/LN/OSN+User+Groups
› Contains helpful resources including an Organizers folder with global meetups/OSN Days content
› LFN will reimburse up to $12.50 per person, $250 total for food & bev
› 4 upcoming meetups pending: Ottawa, Bangalore, New Delhi, Poland
› Meetup Pro Account: https://www.meetup.com/pro/osnug
› New webpage: https://www.lfnetworking.org/resources/osn-user-groups/
› About 30% of groups are active → push to increase activity in 2019
Results for October 2018

- Total media clips: 1,047 (across all projects)

Key events/news in latest month:

- ONS EU News Package (continued coverage): VNF to CNF, Momentum, CCVPN
- OPNFV + ETSI Plugfest blog

Impressions From the Road: Linux Foundation And Its Role In Network Transformation

“...open source has the ability to draw fiercely competitive companies together to foster innovation. That’s powerful and something I haven’t seen in my nearly 25 years of experience working in the technology industry for Dell, EMC, Hewlett-Packard, and others.”

Orange integrates EXFO vProbes into ONAP

The Linux Foundation to Drive Shift to Container Network Functions
LFN Press Coverage YTD - 18k+ total press clips
+3k since August 2018

**Top Coverage Drivers**
- ONAP
- ONS EU Coverage, including VNF to CNF

**Social Presence**
- Nearly 27k combined Twitter following (65% ODL)
- Over 6k combined LinkedIn following (89% ONAP and ODL)
**Recent/Upcoming Activity**

› OPNFV Gambia – released Nov. 13 (see blog post)
› TF Performance Lab - announced Nov. 13 (see press release)
› Telstra joined at Gold level (see blog post)
› Welcomed new Silver members Nov. 20 (see press release)

› KubeCon China – Tungsten Fabric booth + dev outreach, Nov 13-15

› Ecosystem announcement - Dec. 4 -- PLEASE HELP US PROMOTE
  › ONAP Casablanca
  › Compliance & Verification VNF beta testing and 3rd party lab program
  › OPNFV Gambia reminder
  › Focus on maturity and deployability across these announcements

› KubeCon Seattle, Dec. 10-14
  › Heather Kirksey talk on CNFs
  › FD.io mini-summit + booth
  › LFN reception + multi-project booth, Dec 10-13

The Linux Foundation, not for distribution beyond Governing Board Members
MAC Meeting Calendar

 › Next MAC scheduled for Dec 19, 2018 but LF offices closed and staff on leave
   › Proposal to cancel Dec 19 meeting
 › First 2019 meeting scheduled Wed, Jan 16
 › Propose to maintain monthly meeting cadence in 2019 subject to input and workload
Happy Thanksgiving and holiday season from LFN Staff
### Q1 2019

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Releases</strong></td>
<td>FD.io XX</td>
<td>ODL Neon</td>
<td></td>
</tr>
</tbody>
</table>
| **Events**     | ONAP DDF & OPNFV plugfest (Paris, 7-10) | • FOSDEM (Brussels, 2-3)  
• MWC (Barcelona, 25-28) | • OCP (San Jose, 14-15) |
| **Theme(s)**   | Edge automation; VNF certification & standardization (OVP, MEF, etc) |                    |                    |
| **Content/News** | - Messaging framework for telco edge (including 5G) - work with Akraino (+ K8S Edge group?)  
- FD.io press release | - WP + pitch deck: The Open Edge (release for MWC)  
- ODL release materials  
- Plugfest report | - Messaging framework for cloud-native LFN  
- 3rd party research: VNF market evolution (for ONS)  
- OVP? |
<table>
<thead>
<tr>
<th>Q2 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>April</strong></td>
</tr>
<tr>
<td><strong>Project Releases</strong></td>
</tr>
<tr>
<td><strong>Events</strong></td>
</tr>
<tr>
<td><strong>Theme(s)</strong></td>
</tr>
<tr>
<td><strong>Content/News</strong></td>
</tr>
</tbody>
</table>
### Q3 2019

<table>
<thead>
<tr>
<th></th>
<th>July</th>
<th>August</th>
<th>September</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Releases</strong></td>
<td>FD.io XX</td>
<td></td>
<td>ODL Sodium</td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td></td>
<td></td>
<td>• ONS (Antwerp)</td>
</tr>
<tr>
<td><strong>Theme(s)</strong></td>
<td>Internal: refresh &amp; formalize LFN umbrella messaging; value of LFN to user orgs</td>
<td>Evolve cloud-native content based on output of May KC workshop</td>
<td></td>
</tr>
<tr>
<td><strong>Content/News</strong></td>
<td>- Package user stories, use case blueprints, training as Deployment Activation campaign</td>
<td>- Continue Deployment Activation campaign</td>
<td>- ODL release materials</td>
</tr>
<tr>
<td></td>
<td>- FD.io release materials</td>
<td></td>
<td>- 3rd party research: quantifying value of Edge automation deployments</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- ONS news package</td>
</tr>
</tbody>
</table>
## Q4 2019

<table>
<thead>
<tr>
<th></th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Releases</strong></td>
<td>FD.io XX</td>
<td>OPNFV (Iruya release) ONAP El Alto</td>
<td></td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td>• L123? (Hague)</td>
<td>• GNTC (Shanghai)</td>
<td></td>
</tr>
<tr>
<td><strong>Content/News</strong></td>
<td></td>
<td>• KubeCon (San Diego, 18-21)</td>
<td></td>
</tr>
</tbody>
</table>
Event Definitions

DDF/Plugfest
› Goal: Intra-project dev gathering to confer on project design & implementation questions
› Parameters: Free to devs to attend. Hosted by member where possible, or other low-cost venue.

Community Events
› OSN Days/Meetups: local, member-driven outreach to potential devs and/or users in key regions (members host; ltd LFN support; no attendee fee)
› Mini-summits/workshops: co-located at 3rd party events, to engage devs/users of adjacent technologies or new verticals (LFN-funded; attendees pay for 3rd party event reg)

Major Tradeshows (ONS, MWC)
› Goal: LFN awareness/preference; member recruitment
› Parameters: LFN-funded and/or speaking opps
MWC Overview (Example)

› What: World's largest exhibition for the mobile industry
› When: Feb. 25-28, 2019 (Barcelona)
› Audience: Tier 1-2 telco executives and their suppliers
› Sample Success Metrics (actual metrics to be defined for each event):
   › 1 LFN/project keynote mention
   › 5 mentions in track sessions
   › xx executive meetings (standards groups; prospective/current members)
   › # new members within 90 days <target names>
› Key Deliverables:
   › Booth (shared with CNCF, Hyperledger)
   › Presence (collateral, demos) in member booths
   › Support member talks
Appendix

› TSC inputs/strategic marketing goals
LFN China PR/Marketing Workgroup

Promote LFN in China market
- LFN PR/News translation/publication in China, Chinese news translation and publication through LFN.
- Promotion on social media platform, Tencent video, wechat
- ONAP Architecture Document in Chinese (updating for Casablanca release)

Grow China developer community
- OSN Days China
- LFN workshop at Future Network Global Conference (05/2018) and GNTC (11/2018)
- ONAP Internship Program, ONAP University Collaborations
- ONAP meet up or Hackathon
- Speaking engagement: SDN/NFV conference, LC3, Huawei Connect

Educate Chinese developers
- ONAP Academic Summit
- ONAP Training and Certification

Budget Request: ONAP Internship program, 3 interns, 3 month full time or 6 months part-time, estimate budget $10K.
ONAP 2019 Project Priorities

**Audience focus**
- Mostly deepen/enable scalable deployments in Tier 1 carriers
- Expand to larger Tier 2s (priority 2)

**Market adjacencies**
- Containers (K8s), esp container-based VNFs (consumers): need K8s devs’ expertise in ONAP
- Edge cloud
- AI/ML for closed-loop automation, 5G alliances (O-RAN/X-RAN)

**Top 3 barriers to growth**
- “Is this real?” perception – need case studies, commercial products
- Lack of VNF providers (compliance program end 2018, part of LFN committee)
- Modularity & deployability (7 Dimensions) – Less SI work for users/vendors

**Top dev priorities**
- Dublin: global scalability
- More support for containers (bring in design patterns from CNCF)
ONAP 2019 Marketing Goals

3 new operators will be in production with ONAP-based solution by Dec 2019
› 12+ POCs in play; 1-2 will be 5G use cases

Commercial ecosystem
› 8 publicly announced, ONAP-based products/services - Need to define “Powered by” equivalent
› VNF/CNF ecosystem – Claim “CNF” concept; Program for VNF/CNF vendors?

ONAP hands-on platform certification – 1500 certified individuals (LF cert) by Dec 2019

3 Campaigns around the 3 5G sub-use cases in Casablanca (in 1H) –
› Awareness metrics + 1-2 5G POCs

Cross-tech/-project harmonization
› Edge cloud
   › Mini-summit (multiple groups, but very focused, architect working group - Akraino, Acumos, EdgeFoundry, StarlingX….) – Co-lo at ONS; Whitepaper/blueprint output, syndicate via press, webinars and other vehicles
› K8S/containers
   › KubeCon 2019 (pick 2), engage early w/container teams to participate in their mini-summits (K8s, Service Mesh, Prometheus…)
   › Invite 2-3 container devs (pay their way) to be guest lecturers/workshop leads at DDFs.
## ONAP Budget Asks - Marketing

<table>
<thead>
<tr>
<th>Events</th>
<th>Description</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>OSN Days, KubeCon</td>
<td>(container networking workshop/mini-summit), proposed an Edge event (multi-party, possibly academic), MWC, 5GWorld (speaking)</td>
<td>$10,000 Edge event (share w/Akraiino)</td>
</tr>
<tr>
<td>Third Party Content</td>
<td>VNF market evolution research</td>
<td>$25,000</td>
</tr>
<tr>
<td>Social</td>
<td>Same as 2019</td>
<td>LFN line item</td>
</tr>
<tr>
<td>ARPR</td>
<td>Same as 2019</td>
<td>LFN line item</td>
</tr>
<tr>
<td>Store Items</td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td>Tech Marketing</td>
<td>ONAP use cases, user stories, other technical content included in top-line tech marketing budget item</td>
<td>LFN line item</td>
</tr>
<tr>
<td><strong>Total Cost Unique Requests</strong></td>
<td></td>
<td><strong>$40,000</strong></td>
</tr>
</tbody>
</table>
ODL 2019 Project Priorities

**Audience focus**
- Maintain balance between NFV/telco and enterprise
- Highlight/outreach to “little” users: small ISPs in developing countries (greenfield market)

**Market adjacencies**
- Containers (K8s) as enterprise infra mgmt framework—role for ODL akin to role in OpenStack
- Edge cloud in the context of NFV, 5G (2H)

**Top 3 barriers to growth**
- Perception of decline, lack of news (focus on platform stability vs features)
- Hidden “under the covers” in commercial products
- Need more contributors in specific areas

**Top dev priorities**
- K8s support enhancements. Add testing in OPNFV
- Continued enhancements for scalability & performance
- Streamline packaging
OpenDaylight 2019 Marketing Goals

› Revitalize awareness of project – focus on user stories
  › 1 user story per quarter (likely to be multi-project) – balance NFV/Telco & Enterprise
  › Find and develop “small” stories – the many little 1-person POPs & ISPs in the Global South using ODL
  › Highlight breadth of commercial ecosystem

› Community health:
  › Targeted dev recruitment for specific areas
  › Program to drive user engagement in discussion forums

› Replicate then market ODL role in ONAP/OpenStack in K8s world
  › Goals for KubeCon involvement to be defined
  › Develop 2-3 K8s-related demos
## ODL Budget Asks - Marketing

<table>
<thead>
<tr>
<th>Events</th>
<th>All KubeCons (Booth presence or workshop representatives), OpenStack Hallway Guru, OSN Days</th>
<th>Part of LFN line item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third Party Content</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>Same as 2018</td>
<td>Part of LFN line item</td>
</tr>
<tr>
<td>ARPR</td>
<td>Same as 2018</td>
<td>Part of LFN line item</td>
</tr>
<tr>
<td>Store Items</td>
<td>ODL had ~ $5000 for store items in 2018 (rollover budget from before the merger). $8000 is the target for 2019</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

| Total Cost Unique Requests    | $8,000                                                                                         |                       |
OPNFV 2019 Project Goals

**Positioning & Messaging**
- Develop a new messaging framework to re-position OPNFV as “Industry Systems Integrator” and a place for working in cloud native and edge

**Measurement**
- Develop an LFN/OPNFV User Survey that clearly extracts OPNFV’s utilization and value to OPNFV “Users” (both service providers and vendors)
- Evolve “OPNFV Users” to “OPNFV Endorsers”

**Productization**
- Productize OPNFV tool sets as stand-alone products and and track usage

**Verification**
- Expand/Rebrand OPNFV Verified Program to include VNFs and other LFN projects (e.g. ONAP)
  - Attract / Graduate New companies, products, and projects

**Maturity**
- Graduate 4 more projects in the TSC
- Expand capabilities in cloud native & edge

**Community Health**
- Demonstrate community momentum and growth with each release

**Working Upstream**
- Continue to contribute upstream to a critical mass of key projects

**Marketing/ PR**
- Emphasize digitization, consumption, and engagements with marketing assets
- Continue to demonstrate a critical mass of favorable press coverage and proportional share of voice in the industry
OPNFV 2019 Marketing Goals

› **OPNFV R&Rs:** TSC drives key technology & strategic focus and direction; marketing will draft. **2019 additional areas:** CNFs & Network Edge

› **Desire to review and attach meaningful metrics for 2019 KPIs.** For the last couple OPNFV releases, metrics were captured during the release time period and this is still the preferred method. Contributor org diversity remains a key metric.

› **OVP:** The program was identified as a strong method to track OPNFV’s presence in the marketplace (e.g. number of product/services verified, number of participating organizations, number of service provider participants).

› **Dual-Track Release:** The upcoming Gambia release is seen as an opportunity to update our usability messaging and positioning of the OPNFV testing tools separately from the stable release and continuous release.

› **Community Wins:** Will continue to be identified and publicized

› **Looking for cross-LFN strategic marketing** alignment with other communities and groups for common themed initiatives/industry pain points in 2019. LFN – Better Together – with strong editorial and outbound focus (papers, events, webinars, summits etc)