

LFN MAC Meeting

November 21, 2018

 THE **LINUX** FOUNDATION

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); partne 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

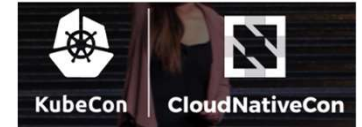
- › LFN and MAC have now been around for 1 year
- › Input into what's working, what's not, and how we want to organize ourselves for success next year
- › How is the governance and participation?
- › Project Working Groups vs. MAC attendance?

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 lightning 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_2XZvQd6Me7dEWzag9o3sdU8IPXaIk-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

LFN PR Stats: Key PR Headlines + Results



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."

LIGHTWAVE[®]

[Orange integrates EXFO vProbes into ONAP Beijing Release](#)

CONTAINER JOURNAL

[The Linux Foundation to Drive Shift to Container Network Functions](#)

LFN Press Coverage YTD - 18k+ total press clips +3k since August 2018

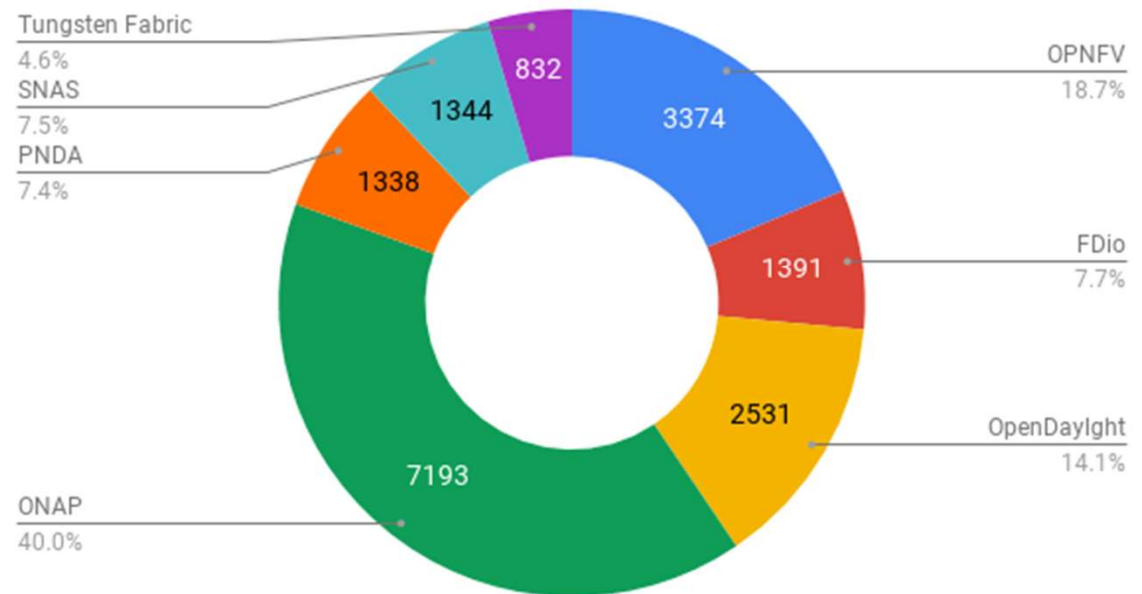
Top Coverage Drivers

- 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)

YTD (Jan-Oct 2018)



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

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



Backup

Q1 2019

	January	February	March
Project Releases	FD.io XX	ODL Neon	
Events	ONAP DDF & OPNFV plugfest (Paris, 7-10)	<ul style="list-style-type: none"> • FOSDEM (Brussels, 2-3) • MWC (Barcelona, 25-28) 	<ul style="list-style-type: none"> • OCP (San Jose, 14-15)
Theme(s)	Edge automation; VNF certification & standardization (OVP, MEF, etc)		
Content/ News	<ul style="list-style-type: none"> - Messaging framework for telco edge (including 5G) - work with Akraino (+ K8S Edge group?) - FD.io press release 	<ul style="list-style-type: none"> - WP + pitch deck: The Open Edge (release for MWC) - ODL release materials - Plugfest report 	<ul style="list-style-type: none"> - Messaging framework for cloud-native LFN - 3rd party research: VNF market evolution (for ONS) - OVP?

Q2 2019

	April	May	June
Project Releases	OPNFV Hunter FD.io XX		ONAP Dublin
Events	<ul style="list-style-type: none"> • ONS (San Jose, 2-5) • China SDN/NFV (Beijing, 17-18) 	<ul style="list-style-type: none"> • BCE (Denver, 6-8) • KubeCon (Barcelona, 20-23) • Interop (Las Vegas, 20-23) 	<ul style="list-style-type: none"> • 5G World (London, 11-13)
Theme(s)	Real-world deployments - proof points, lessons learned; OS Networking support for containers/cloud-native environments		
Content/ News	<ul style="list-style-type: none"> - OPNFV release materials - ONS news package (incl ONAP certification) 	<ul style="list-style-type: none"> - Container networking workshop @ KC - OSS for Enterprise training @ Interop 	<ul style="list-style-type: none"> - ONAP release materials - Interop content as webinar series - Intro to OS NWin MOOC - 3pg paper version + CTA

Q3 2019

	July	August	September
Project Releases	FD.io XX		ODL Sodium
Events			<ul style="list-style-type: none"> • ONS (Antwerp)
Theme(s)	Internal: refresh & formalize LFN umbrella messaging; value of LFN to user orgs Evolve cloud-native content based on output of May KC workshop		
Content/ News	<ul style="list-style-type: none"> - Package user stories, use case blueprints, training as Deployment Activation campaign - FD.io release materials 	<ul style="list-style-type: none"> - Continue Deployment Activation campaign 	<ul style="list-style-type: none"> - ODL release materials - 3rd party research: quantifying value of Edge automation deployments - ONS news package

Q4 2019

	October	November	December
Project Releases	FD.io XX	OPNFV (Iruya release) ONAP EI Alto	
Events	<ul style="list-style-type: none">L123? (Hague)	<ul style="list-style-type: none">GNTC (Shanghai)KubeCon (San Diego, 18-21)	
Content/ News			

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,

 THE LINUX FOUNDATION

 LFN NETWORKING

The Linux Foundation, not for distribution beyond Governing Board Members

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

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

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

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