

Mission Statement and Scope Brainstorming/Collaboration

Current Proposals for community comment:

For ease of tracking input, please put any comments/questions/etc., in by prepending feedback/comment/suggested change by <Your initials or name> or by using the Wiki comment function

Mission Statement: Empower the global communications community by creating and developing reference cloud infrastructure models, architectures, conformance programs and tools to deliver network services faster, more reliably, and securely.

(PG: missing the foundation, viz., Reference Model) (Walter K: I agree with PG, it is extremely important to remember that CNTT proposes ONE Reference Model from which different technology architectures are derived. This is our strength. I propose: "developing reference cloud infrastructure model, architectures, tools, ...". I would prefer "developing" rather than "creating"; we have already created a lot of good stuff, which has been acknowledged in the telco industry; let us not forget it)

SK: I would add conformance as well to say "developing reference cloud infrastructure model, architectures, conformance program, tools,....."

BFC: Got all of the comments in.

Scope:

Anuket develops open reference infrastructure models, architectures, tools, and programs. Open source software developed within the project will leverage OSI-approved licenses, while documentation, including specifications, will leverage open licenses. The scope of the project includes but is not limited to:

- (a) *Enabling member communities to align on reference model, architecture and implementation requirements and specifications for cloud-based communications infrastructure and workloads* (Walter K: again our unique model seems to be lost; I propose , "...**to align on the reference model, reference architectures and reference implementations...**" (BFC: Added reference to the statement.)
- (b) *Supporting open source and open standards communities in the ecosystem,*
- (c) *Developing an integrated, tested, and validated open software reference infrastructure (including interfaces to hardware), with tools of its own design and from upstream testing projects,*
- (d) *Helping design a conformance framework and validation programs,*
- (e) *Contributing to and influencing upstream projects leveraging the reference infrastructure,*
- (f) *Creating new open source components within the reference infrastructure where needed,*
- (g) *Supporting ongoing strategic activities and evaluating emerging technologies to foster continued deployment success.*

Older Drafts/Notes:

(PG) Typically mission statements do not get into the weeds about how. So suggest as in the comments: "**Empower the global communications community to deliver reliable and secure network services faster.**"

Scope Bullets

- (a) Enable member communities to align on architecture and implementation requirements and specifications for cloud-based communications infrastructure and workloads
- (b) Develop an integrated, tested, and validated open software reference infrastructure (including interfaces to hardware), with tools of its own design and from upstream testing projects,
- (c) Help design a conformance framework and validation programs,
- (c) Contribute to and influence upstream projects leveraging the reference infrastructure,
- (d) Create new open source components within the reference infrastructure where needed,
- (e) Drive open standards and open-source-based ecosystems,
- (f) Support ongoing strategic activities and evaluate emerging technologies to foster continued deployment success,
- (g)

Mission Statement

Characteristics of a good mission statement (according to the internet) 😊

- Succinct

- Memorable
- Distinctive
- Has Longevity
- Motivating

Some Industry Examples

"Our mission is to organize the world's information and make it universally accessible and useful." – Google

"Bring inspiration and innovation to every athlete* in the world. *If you have a body you are an athlete." – Nike

"We strive to make the world healthier and more sustainable through innovation." – Phillips

"To give shoppers the most compelling shopping experience possible." – Nordstrom

"To reinvent how people share knowledge, tell stories, and inspire their audiences to act." – Prezi

"To put people at the center of enterprise software." – Workday

"To build the world's most convenient, secure, cost-effective payment solutions." – Paypal

"To connect the world's professionals and make them more productive and successful." – LinkedIn

"Our mission is to unlock the potential of human creativity — by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it." – Spotify

"Delivering the promise of the digital world." – Verizon

Brainstorming for Our Mission Statement

"Potato" value to be communicated:

- What does "potato" bring to the table?
- What is the ovrk output we chose to bring together
- Predictability and efficiency are important to high level execs
- From CNTT exec interviews
 - Speed of development
 - Speed and Efficiency of Deployment
 - Cost savings
- Need to capture end result we hope to achieve as well as talking about journey and collective collaboration.
- Needs to be about business value

Current OPNFV value prop: "OPNFV is a project and community for Communication Service Providers (CSPs) and their supply chains focused on network transformation and collaboration to continuously improve the efficiency and predictability of consuming and deploying NFV infrastructure, VNFs, and CNFs. OPNFV does this by iterating through implementation of toolsets, automation, verification, conformance, and performance, aligned with normalized architectures, and enabling the community to drive down cost and time to revenue for network services."

Possible Drafts (The Marketing Team is iterating on successive drafts below. Others are free to add a comment in the Comments Section and we welcome your feedback)

"Potato" empowers the global communications industry to deploy applications and infrastructure quickly, reliably, and securely.

"Potato" exists to serve the infrastructure needs of the global communications industry through architecture alignment, integration, automated testing, and conformance programs. We power the telco cloud.

"Potato" defines, integrates, deploys, and tests the infrastructure and applications necessary for next-generation communication services.

"Potato" improves the quality and agility for on-boarding network services through architecture alignment, integration and deployment, test automation, and conformance.

"We exist to enable the telecom industry to transition to cloud with respect to our infra and applications. We do this by listening to our stakeholders, creating projects that enable them and making conformance programs."

"We exist to enable the Telco cloud ecosystem to collaboratively design and deliver new reference architectures, tools and verification programs that will dramatically reduce the complexity and cost required to deploy and operationalize cloud infrastructure and services for the world's communications network." (could also end with and services for the 5G economy.)

global communications industry "collaborating" "new services & infrastructure" "quickly, reliably, and securely".

"Potato" convenes the global communications industry stakeholders to collectively design and deliver the new architectures, tools and programs required to deploy cloud infrastructure and services more quickly and predictably.

Empowering the global telecommunications community to create new cloud infrastructure reference models and architectures, tools and programs to deliver fast, reliable and secure network services.

BobM: It has just occurred to me that by changing last few words...we do not make network services themselves fast, or reliable, or secure. The previous version said, more correctly, that we do work that makes it easier to deliver services faster, more reliably and securely. Hopefully the difference is clear here in the subtle wordsmithing.

BobM: Oct23- Made the change we agreed to above, in the Meld Mktg meeting, including pulling back from adding too much technical specifics , too many "ands". The term "reference" was agreed to be crucial and when coupled with architectures, we felt that this encompassed a great deal, could imply models, specifications, requirements all at once- so this could suffice.

Empowering the global telecommunications community to create new cloud infrastructure reference architectures, tools and programs to deliver network services faster, more reliably and securely.

Scope

Current OPNFV Scope statement; The scope of the Project includes software development under an OSI-approved open source license supporting the mission, including documentation, testing, integration and the creation of other artifacts that aid the development, deployment, operation or adoption of the open source software project.

Proposed new scope:

Anuket supports the development of reference infrastructure architectures using open source license and reference documentation, requirements, and specifications under <creative commons>. These include release documentation, architecture and requirements documents, testing, integration, and the creation of other artifacts that aid in the development, deployment, operation, or adoption of the open source project. Scope includes but is not limited to

(a) Foster close collaboration of member of the global telecommunications community to *align on architecture and implementation requirements and specifications, integrate and build tests, tools, and components for NFV infrastructure, VNFs and CNFs which realize the stated outcomes.* **(HRK – May not need the last bit of this sentence – seems competitive to vendors and a-e restate more cleanly)** *(PG: IMHO, Scope statement relate to work but not the intent – "Foster close collaboration ..." is more like a Mission or Purpose)*

(b) Develop an integrated, tested, and certified open software reference infrastructure (including interfaces to hardware), with tools of its own design and from upstream testing projects,

(c) Contribute to and influence upstream projects leveraging the reference infrastructure,

(d) Create new open source components within the reference infrastructure where needed,

(e) Drive open standards and open-source-based ecosystems,

(f) Support for the strategic framework through the technologies made available by the organization to make the Reference Infrastructure testing, certification, and deployment a success. **(HRK – Make this more clear – currently up for multiple interpretations)**

Possible deeper dive statements to drive the formulation of the full value prop

Also possible to add these to the scope statement

When we define value prop, should consider the types of work we do that isn't release artifact-based.

Note that this is taken from the OPNFV 2.0 work; need to integration anything missing from CNTT

(a) Fostering close collaboration of Communication Service Providers (CSPs) and their supply chain to *integrate and build tests, tools, and components for NFV infrastructure, VNFs and CNFs which realize the stated outcomes of this mission,*

(b) iterating on developing an integrated, tested, and certified open software reference infrastructure (including interfaces to hardware), with tools of its own design and from upstream testing projects,

(c) contributing changes to and influencing upstream projects leveraging the reference infrastructure,

(d) building new open source components within the reference infrastructure where needed,

(e) leveraging open implementations to drive an open standards and open-source-based ecosystem for NFV solutions,

(f) supporting and maintaining the strategic framework of the Project through the technologies made available by the organization to make the Reference Infrastructure testing, certification, and deployment a success.