

# 2020-11-5 Marketing Meeting Agenda/Notes

## Agenda:

- Finalize Anuket [Mission & Scope](#)
- Review early DRAFT [Positioning & Messaging Document](#). (See [LFN Messaging Template](#) & [CNTT MMA](#) examples)
- Anuket Marketing vis-a-vis OVP Evolution

## Attendees:

[Brandon Wick](#) [Heather Kirksey](#) [Bob Monkman](#) [Anjali Goyal](#) [Jill Lovato](#) [Jim Baker](#) [William Diego Maza](#)

## Notes:

The LF CS Team is working on an initial round of concepts / logos that will be presented on next week's call

There was some good feedback received on the Mission / Scope from the community. Beth made tweaks to the Mission/Scope on these final versions that Heather will clear with LF Legal

#####

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

**Project 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 model, architecture and implementation requirements and specifications for cloud-based communications infrastructure and workloads*

(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.*

#####

Brandon reviewed a draft Positioning and Messaging framework with the team and received real time feedback. Meld marketing committee members are asked to help fill in the framework before next Thursday's meeting.

There was a discussion around Anuket marketing vis-a-vis with OVP Marketing / Badging / Cloud Native Testing and collaboration with CNCF. The default of course would be to replace the "O" in OCP with an "A" = AVP and leverage Anuket with new brand. But we also want to ensure we get this right for cloud native, and include the CNF tests. Jim pointed out that the cloud native folks are thinking about different levels for badges: Ed. gold, silver, and/or CNCF badging + Telco badging, etc. Heather pointed out how layered conformance could work (e.g. using K8s test from CNTT) + Adding Telco tests from CNTT, etc. to create a badge. Downsides of this approach, however, are extra complexity, asking the ecosystem to participate in 2 separate badging programs, and tying a badge to the work of multiple projects / development teams. There was consensus that the approach/balance CNTT has created in its relationships between parties was working well and should be applied to Anuket.

By the Anuket launch (scheduled for Jan 13), we should have talking points in hand about OVP/CVC etc. About a month later, we can announce the new-look verification program (new name, new brand, new messaging, co-marketing with CNCF, etc). A key point will be how we market the artifacts coming out of Anuket. Once this has been further refined by the Operations Working Group, we can discuss this on the Marketing Working Group.

Topics for next week's call are to review the initial brand concepts, further refine the messaging doc, and discuss the preliminary comms plan. Ideas for launch include a mini-summit or webinar.