

LFN Community Workspace: Marketing Assets

The goal of this wiki page is to increase the transparency, engagement, collaboration, and utility of LFN Marketing Assets that highlight open source innovation featuring LFN projects.

Marketing assets include Whitepapers, Case Studies, Infographics, Videos, etc. For this wiki, we are not considering press releases, blogs, or code release assets.

Primarily, there are 3 general categories that define how these assets are created:

LFN Marketing Driven

- These are key marketing assets that are proposed, led, and project managed by the LFN Marketing Staff. Often a technical writer will be brought in to assist.
- Examples of these assets include: 5G, Cloud Native, and Edge Intro Guide, Bell Canada Case Study, Year In Review Report
- Assets In Motion:
 - 2020 Year In Review Report, January 2021
 - Orange Tech Community Participation Feature (Feb 2021)
 - Orange Open Source Deployment Case Study (June 2021)

Community Driven with Direct LFN Support

- NFV Testing Automation WP (EUAG), January/February 2021
- AI Intelligent Network WP (EUAG), February/March 2021
- 5G Whitepaper (EUAG), April/May 2021
- SDN WP (EUAG/TAC), TBD, Depends on Survey Revamp
- LFN TAC WP: Annual TAC WP on LFN Project Offering / Integrations. Note: Exploring 5G Cloud Native Network Feature (TAC)(May 2021)

Community Driven with LFN Cross-Promotion (User Generated Content)

TBD