2021 LFN Messaging Workshop 062321

Supporting Documents

Latest Slide Presentation

Old LFN Messaging

Old LFN Personas

Attendees

Brandon Wick Jill Lovato Heather Kirksey Ranny Haiby Bob Monkman Neil Hartsell Seshu Kumar Mudiganti Sandeep Panesar

###

Notes from the last call

Supporting Documents

UPDATED Slide Presentation for today

Current LFN Messaging

Current LFN Personas

Attendees

Brandon Wick Jill Lovato Lindsey Sech Ranny Haiby Bob Monkman Neil Hartsell Seshu Kumar Mudiganti Sandeep Panesar

Brandon led a review of the latest messaging deck. We started with the P&L owner slide from Neil, then covered Olga the Operations person and Sally the developer.

Small tweaks were made live in the latest rev of the deck (linked to above). The following points were also expressed that may be added into the overall deck in the appropriate place in the next rev.

 --5G is the current generation we are focused on for GTM (at least for the next year or 2). However, the industry will be moving onto 6G eventually so when looking at longer timeframes, we should consider weaving in the term xG.

--5G can mean public or private. Privately owned Telco network vs. Amazon built. Ability to offer that over private networks key. Look for ways to mention both appropriately.

--Somewhere we should consider referencing "shared R&D, shared development" and the time/cost savings associated with it.

In developing countries, open source will allow them to compete and control their own networks. Good messaging for smaller network operators and orgs as well.

For end users, putting LFN open source projects into RFIs and RFQs is important. This is in fact happening and we have a proof point, Orange. Consider adding this in whenre appropriate.

For Paula: Joining LFN also means accessing a set of tools/tooling that will save costs, e.g. Anuket test suites.

Heather mentioned the LFN research report using the COCOMO methodology. We should consider how we could possibly tune this calculator to a project /org specific level and offer it publicly (for users to determine their own TCO). Brandon/Heather to look into this.

The operations slide is good, but tighten the CTA a little bit. For Ops, focus probably on getting to know the software (stability, reliability), a little less so on innovation.

Reminder: Brandon is out on PTO 6/24 - 7/5. Please see Heather and Jill in them meantime. The next meeting time is TBD.

###

Notes from the last call

Lindsey led a review of the latest messaging deck. A version of this deck will be presented to the LFN board in July.

Open Source Backgrounder will be put into backup.

Proof Points Idea: Bring 1 proof point deck forward. The rest of the personas can go into back up.

A question was raised if other non-functional aspects (in addition to security). We can weave in a mention of this, e.g. "feature development" in our our overall messaging.

Projects are all concerned about all FCAPS, particular focus on security based on world events.

Volunteers are needed to continue to tweak the personas (can happen offline).

For example, is Sally supposed to be an active contributor to the project, or end user? Will we lose the higher level folks? There was an idea to make Sally more influencer, a thought leader. "Bring your ideas, and shine in your innovation." Motivate people to become contributors. "Swim in a great ecosystem of ideas." "Become a leader/influencer in the community."

Next Steps: Send out the latest to this group, ask for feedback. Volunteers to take personas and clean them up.

###