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Milestone M2.1

Service Marketing Plans

GN5-1 Project

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Abstract

This document details the initial work undertaken to deliver Service Marketing Plans for the GN5-1 Project.



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Executive Summary

This report is the preliminary output of Work Package 2 Task 2 Service Marketing. It lays out the structure of communications for the latest iteration of the GÉANT project (GN5-1) and identifies the actions that will be taken during the project to provide service marketing support to the development and delivery work packages. It includes any known outputs following from the previous GN4-3 and GN4-3N projects and sets in place the interfaces required to support the project overall.

The GN5-1 project has been in place for less than three months at the time of writing and as such most service development work packages are still in the process of defining their work plans. Therefore this milestone document will focus on determining the internal communication structures that will be put in place to ensure timely and effective support for these work packages.

The overall structure of the GN5-1 project closely matches that of GN4-3, therefore service marketing for GN5-1 will be designed along similar principles to those employed in the earlier project, considering the relevant stakeholder personas for each service offering, as well as the specific communications and marketing needs of each work package.

1 Introduction

The GÉANT project provides a wide range of services to the R&E community, in the areas of:

- Networking and Network Management.
- Trust and Identity.
- Online (Cloud) Services.
- Security.
- Learning and Development (outside the scope of Product and Services Marketing).

These five groupings align with the GN5-1 project work packages as illustrated below:

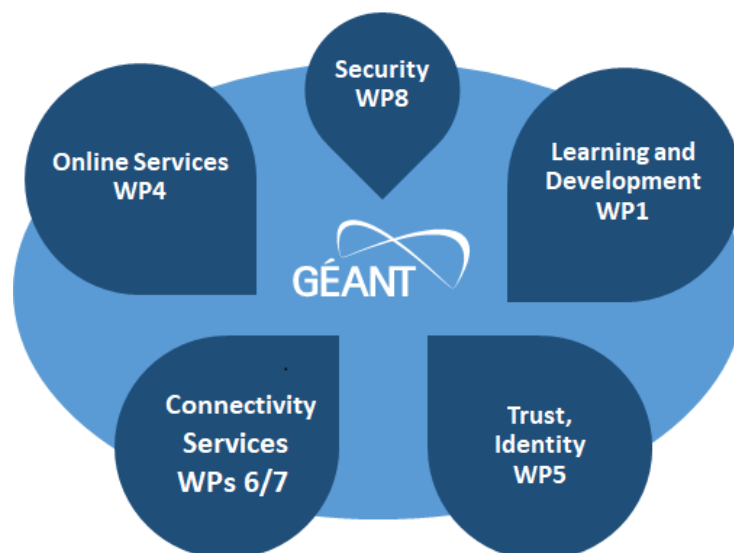


Figure 1.1: Service Groupings and WP mapping

Each of these service groupings have a target user group (and in some cases multiple groups), therefore different communication strategies which cover all constituent stakeholders must be developed. This means a target stakeholder group has to be defined and a marketing/communications plan drawn up accordingly for each service in order to ensure that suitably tailored messages and calls-to-action are developed.

This document examines all services delivered within the GN5-1 project (excluding Learning and Development) to set out and plan their marketing communications needs throughout Period 1 of the project (January-December 2023). This planning will not only address the stakeholder groupings but also recommendations on the use of different media, channels and platforms (on- and offline) used for communications.

2 Stakeholder Groupings, Personas and Communication Methods

2.1 Stakeholder Types

The GN5-1 project operates in a complex environment with a wide range of stakeholder groups. These include Primary and Secondary Stakeholders, shown in Figure 2.1 below. The Secondary Stakeholders' main communication channel is via the Primary Stakeholders; however they also have direct visibility of some communication channels and messages.

For example, National Government Stakeholders will have a primary communication channel through their respective NREN but will also be able to see all public communication channels. This means that consistency of messaging is crucial and GÉANT should be aware of the potential that these secondary stakeholders will be viewing communications materials. This is particularly relevant for Campus and Institutional Stakeholders, who have a commercial/contractual relationship with their NREN, so that it is very important that any GÉANT communications do not conflict with the messaging delivered by the NRENs.

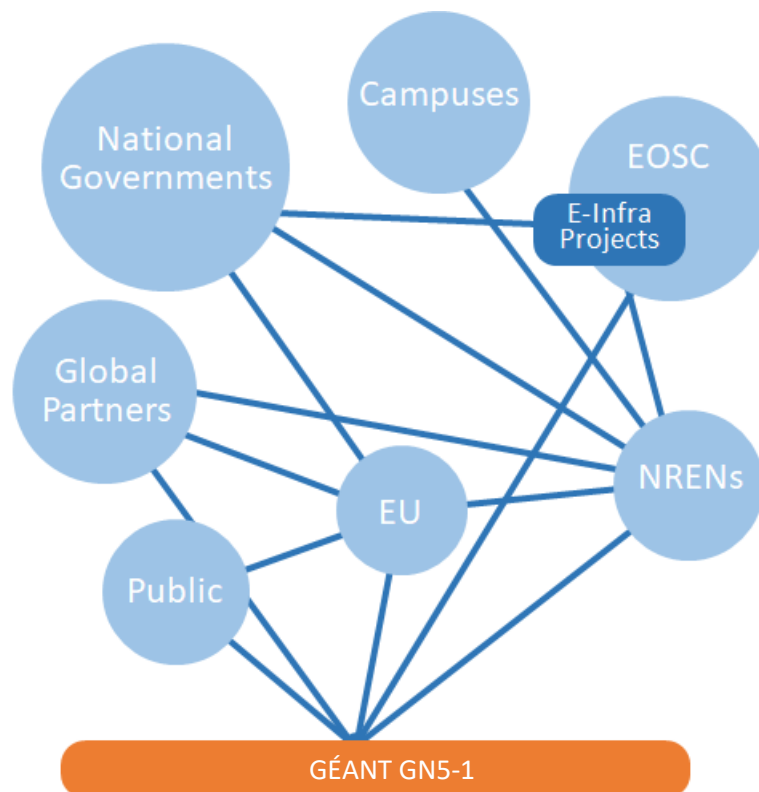


Figure 2.1: Stakeholder groups

This addressing of secondary stakeholders/personas (such as institutions and end users) can result in an additional layer of messaging across the community that may complicate communications. NRENs (the largest primary stakeholder group) have a vital role in providing end-user communications and any GÉANT actions must complement rather than conflict with their messaging.

Achieving this balance is further complicated by the fact that within the NREN community there are different marketing philosophies and capabilities which, combined, can result in GÉANT having to take the lowest common denominator approach to promotional/end-user communication planning.

All end-user marketing activities therefore need to be managed in such a way as to support NREN activities. For example, this process requires the capacity for marketing materials to be translated and/or co-branded by NRENs. In addition, WP2 T2 will provide updated branding guidelines and media resource packs to NREN Marcomms teams.

2.2 Communication Methods

In addition to segmentation by service type and stakeholder grouping, service communications are separated into two key communication “tracks”:

- Functional communications
- Promotional communications

These two types of communications address the different needs of the stakeholder groupings, as shown in Figure 2.2.

	Audiences	Channels	Content
Promotional (benefits and stories – The Why)	Public Researchers Campuses Governments	Websites CONNECT Social media External events	Articles Videos Slides Case studies
Twin-track approach			
	Audiences	Channels	Content
Functional (features and information – The What)	NRENs Service implementers E-infrastructures Industry	Intranet Wiki Internal events	Service features Implementation Fact sheets Technical posters

Figure 2.2: Communication “tracks”

For example, technical delivery or support teams within an NREN are more likely to be seeking technical/functional information relating to a service, whereas public or funding stakeholders are more likely to seek impact/result-related information.

2.2.1 Functional Communications

The functional communications track includes technical service descriptions, technical case studies, training webinars, service order forms, and the channels and platforms used to host these communications.

The audience stakeholders for this type of communications will tend to be the technical teams within the NREN communities looking to adopt a new service or to further their understanding of an existing service or a new service functionality. Much of this communication type is focused on technical personas within the NREN and is communicated via the Partner Relations function in Work Package 3.

2.2.2 Promotional Communications

Promotional communications help potential users understand in broad terms what a service does, but primarily focus on the reasons why a service is useful and valuable.

These communications are aimed at a wider, primarily non-technical audience, though technical audiences may also use this information in the early stages of their selection/investigation process

In general, service types that this form of communications would be used for are those with clear end-user personas. In the case of GÉANT services, these are primarily those using the “edu” prefix, including established services such as eduroam and eduGAIN and newer ones such as eduVPN. Services such as InAcademia also have requirements for promotional communications but in this case these are targeted at a separate group of stakeholders/personas – commercial service providers.

The WP4 Online Services portfolio also requires a range of awareness-raising informational services to be provided to secondary stakeholders and end users. Therefore, all these services will require at least a minimum amount of dedicated promotional material. These will be delivered primarily via the in-country NREN marcomms resources.

3 Service Marketing Plans

The previous section introduced GÉANT’s overall conceptual strategy for service communications and the division of communications and marketing into two Promotional and Functional strands, and how communications are streamlined and focused on different aspects of the adoption process and the personas involved.

By defining and clarifying this approach it is possible to then identify what marketing activities should be applied for the promotion of each service depending on what stage in the adoption cycle they are at. Specific communications plans have been created in conjunction with the service owners to understand the particular needs of their key user stakeholders and tailor communications accordingly.

These separate plans, which focus on the specific stakeholder profiles identified for each Service Work Package, are set out below. The plans will be reviewed and updated throughout this project to ensure that they continue to be aligned with any new developments and adjustments to service schedules.

3.1 WP4 Above-the-Net Services

WP4’s online services are listed in

“OCRE2”	Initial discussions will be taking place to lay out the format for the replacement for the OCRE framework services
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Table 3.1 below.

Service	GN5-1 Plan
OCRE Framework services	Supplier and NREN communications during tendering process and after handover from the OCRE project
Web-RTC (eduMEET)	Service in full production from November 2020 (deferred from spring 2020 due to COVID-19)
“OCRE2”	Initial discussions will be taking place to lay out the format for the replacement for the OCRE framework services

Table 3.1: WP4 Service Portfolio

The primary stakeholders/ personas for these services are:

NRENS

- Cloud service delivery managers (CSDMs).
- Decision makers.
- GN5-1 participants.
- Global NRENS as Global Cloud Group.

GÉANT

- Management.
- Project Management Board.
- Special Interest Groups & Task Forces (SIG-CISS, SIG-MSP, SIG-Marcomms, SIG-TNE, TF-EDU).

R&E Institutions and Buyer Groups

- Cloud service providers, suppliers and operators.
- Research infrastructures, programs and projects (EGI, EOSC).
- Policy makers (EC, national governments and governmental bodies).

Stakeholder engagement is essential for WP4 for the purposes of:

- Outreach
- Uptake and Usage
- Forecast and Monitoring

3.1.1 Activity Plans

WP2 and WP4 have a long-established working relationship and staff resource from the GÉANT Marcomms team is embedded within the WP4 T0 marketing task. As such, all marketing planning for WP4 services will be closely coordinated between the two work packages. WP4 will be arranging its inaugural marcomms planning meeting in March 2023 and the outputs of this meeting will be used to determine the support and actions required of Service Marketing.

Based on current activities continuing from GN4-3 the following service marketing activities are expected.

Service	Activity
Clouds Services	Maintain and update clouds website, generate and publicise case studies materials through the website and social media to the appropriate persona/stakeholder groups
	Engage with NREN Marcomms teams through the Marcomms Cloud Forum to ensure communication to second level stakeholders is undertaken
	Respond to the needs/requirements of WP4 via the WP2/WP4 joint activities
eduMEET	Periodic service updates and communications requirements

Table 3.2: WP 4 Service Portfolio and planned marketing activities

3.2 WP5 Trust and Identity

The primary stakeholders for WP5's T&I services are NRENs and Institutions, while their secondary stakeholders are end users.

The core services within WP5 are:

- eduGAIN
- eduroam
- eduTEAMS/CoreAAI
- InAcademia

3.2.1 Activity Plans

Regular service/business development meetings have been put in place between WP2, WP5 and WP3 to understand the WP5 service marketing requirements in detail and to put in place service-specific marketing activities aligned with new service developments.

Promotional activities are expected to take place around developments in particular for the eduGAIN, eduroam, InAcademia and eduTEAMS services, as follows:

- eduGAIN developments will be focused around supporting services (F-ticks, central security function) and supporting continued outreach – particularly towards emerging Identity Federations.
- eduroam developments will be the principal promotional activity for GN5-1. Cross-promotion of eduVPN and WiFiMon will also take place.
- InAcademia was rebranded in March 2023 and substantial efforts will take place to support outreach to both federations and commercial service providers who will act as customers for this service.
- eduTEAMS and the new CoreAAI service will require substantial service marketing activity in GN5-1.

3.3 WP6/WP7 Connectivity Services

Connectivity services, as managed and developed under Work Packages 6 and 7 are principally focused on NREN partners/stakeholders and as such require largely functional marketing and communication of new developments and enhancements. Therefore, these services offer reduced scope for outbound Impact Marketing or demand generation.

However, some services, in particular perfSONAR, NMaaS and WiFiMon, are of direct utility to the end institutions served by the NRENs, and thus benefit from such marketing.

GÉANT's connectivity services are listed in Table 3.3 below.

Service	Work Package
GÉANT IP	WP7
GÉANT Managed Bandwidth Service	WP7
GÉANT Guaranteed Bandwidth Service	WP7
GÉANT Open	WP7
perfSONAR	WP6
Argus/TimeMap	WP6
PMP (Performance Measurement Platform)	WP6
NMaaS	WP6
WiFiMon	WP6
RARE	WP6

Table 3.3: WPs 6/7 Service Portfolio

3.3.1 Activity Plans

Bi-Weekly meetings have been initiated with WP6 to determine the marketing requirements for each service. It has been agreed that the branding/UX (User eXperience) of the family of WP6 services will be the priority activity for WP2/WP6 in the second quarter of 2023.

The services supported by WP7 are operationally stable. Regular meetings take place within the PLM framework to support new features/functions/availability of these services for communication via WP3 T1 Partner Relations teams to the relevant NRENs.

3.4 WP8 Security

Work Package 8 is a rapidly developing work package in GN5-1 that supports a range of individual security-related activities. The primary stakeholders for these services are technical NREN security and network management teams. Key WP8 Activities are listed in Table 3.4 below.

WP8 Activities
SOC
Security Baseline
DDoS Vulnerability Management
Crisis Management Workshops (CLAW)
Training and Awareness
Business Continuity Management
eduVPN

Table 3.4: WP8 Service Portfolio

In addition to addressing the primary stakeholders, there will be a general requirement to expand outreach and promotion of the range of WP8 activities and services to the end-user communities.

3.4.1 Activity Plan

As with WP4, dedicated resource is allocated to WP8 to support marketing and outreach. The following activities are planned for GN5-1:

Cybersecurity Months 2023 and 2024

This is a tactical marketing activity with stakeholders that include both technical teams and end users. The activity will include the publishing of security-focused blog posts (aimed at the primary stakeholder audience comprised of institutional users and other NRENs) to share best practice, as well as the use of social media (particularly the @eduroam accounts) to demonstrate the security features of eduroam and eduGAIN. This will be a continuation of the work carried out in 2021 and 2022, and will take into account the experience gathered in of those campaigns. There will be a need for regular outreach to NREN marcomms teams to provide localised customisation of the content for national audiences.

Crisis Management Workshops (CLAW)

These workshops are a regular activity to support NRENs in the management of security and related incidents and to ensure responses to these events are coordinated across the organisation. Promotion of these workshops to maximise attendance is the role of WP2 T2 alongside WP2 T1.

Infoshares and Workshops

As services are developed and released, infoshares and workshops will be held to support their launch. These will be formatted in conjunction with WP8 staff and their timing will be dependent on launch schedules and resource availability.

eduVPN

eduVPN has been identified as a service that will require ongoing marketing support in GN5-1. This will focus on marketing Awareness Activities and promotion to NRENs.

4 Conclusions

All services within the GN5-1 Service Portfolio have differing communications requirements, and as such a single communications strategy is unlikely to be suitable for all these needs.

This means that an approach that takes into consideration these differences is necessary to ensure both that resources are available at the correct point in the Product Lifecycle and that Service Marketing can assist in the early phases of product scoping and in particular stakeholder/persona analysis of the user types to better plan service launch activities.

As a support function, the role of service marketing is to understand the needs of the delivery and development work packages and to respond to their development plans. Therefore, at this early stage of the GN5-1 project, activities have focused on developing relationships and regular planning meetings with these work packages to better understand their needs and the planned timescales of developments and, in particular, product/service launches.

Glossary

eduGAIN	A service that enables the trustworthy exchange of information related to identity, authentication and authorisation between the GÉANT Partners' federations.
eduMEET	A Video Conferencing service developed for the Research and Education community
eduPKI	A service that provides Public Key Infrastructure (PKI) certificates for GN3 services. This ensures that the communication between the servers and users of the services is secure and reliable
eduroam	A global service that provides secure roaming connectivity
eduTEAMS	A platform providing turn-key solutions for creating and managing Community AAls following the AARC Blueprint Architecture
eduVPN	A VPN service provided for the international research and education community
EOSC	European Open Science Cloud
FaaS	Federation as a Service
GCS	GÉANT Connection Service – a service enabling automated provisioning and resource reservation through configuration of fully transparent Ethernet circuits over the GÉANT network using a set of tools (OpenNSA) based on the Network Service Interface (NSI) protocol
GÉANT IP	Connectivity service providing general-purpose IP (Internet Protocol) transit between participating NRENs and other approved research and education partners and providers, ensuring high-bandwidth, international Internet connectivity for over 50 million academic users
GÉANT Lambda	Connectivity service providing dedicated, transparent 10Gbps or 100Gbps wavelengths between any two GÉANT PoPs especially serving users with extreme networking demands, for example large-scale research projects
GÉANT Open	A service allowing NRENs and approved commercial organisations to exchange connectivity in a highly efficient and flexible manner through using shared facilities to enable inter-organisation connectivity
GÉANT Plus	A connectivity service allowing user access to point-to-point circuits of between 100Mbit/s and 10Gbps across an existing pre-provisioned network. The service has been replaced by the GÉANT Connection Service (GCS) since June 2020
IdP	Identity Provider
IaaS	Infrastructure as a Service
InAcademia	A low-cost, secure service that allows online merchants to validate whether a customer is a student or is affiliated to an education institute
NMaaS	Network Management as a Service
NREN	National Research and Education Network
OCRE	Open Clouds for Research Environments
perfSONAR	Performance Service Oriented Network Monitoring Architecture
PMP	Performance Measurement Platform
R&E	Research and Education
SA	Service Activity
T	Task
T&I	Trust and Identity

VPN	Virtual Private Network
WiFiMon	WiFi network monitoring and performance verification system
WP	Work Package
WP2	GN5-1 WP2 Marcomms, Events and Policy Engagement
WP2 T1	Communications and Design
WP2 T2	Services Marketing
WP3	GN5-1 WP3 User and Stakeholder Engagement
WP3 T1	Partner Relations
WP4	GN5-1 WP4 Above-the-Net Services
WP4 T0	WP Management
WP5	GN5-1 WP5 Trust & Identity Services Evolution and Delivery
WP6	GN5-1 WP6 Network Development
WP7	GN5-1 WP7 Network Core Infrastructure and Core Service Evolution and Operations
WP8	GN5-1 WP8 Security