



Industry Membership: Collaboration for Transformation

www.internet2.edu/industry



“Membership in Internet2 enables Qwest to explore technology usage trends among early adopters and to collaborate with other educational technology providers. It has helped us discover unique opportunities to drive thought leadership and learn from others in the industry.”

—Sharon Montgomery,
Vice President,
Qwest Government and
Education Solutions

Internet2 provides the foundation for a powerful collaboration between academia, industry and government. As a consortium of leading U.S. universities, corporations, government research agencies and nonprofit networking-related organizations, Internet2 facilitates the collaboration of over three hundred member institutions dedicated to developing and deploying advanced networking technologies and applications. By bringing together the advanced networking leaders of today, the Internet2 community is accelerating the creation of tomorrow’s Internet.

Internet2 industry members play an important leadership role in transforming today’s Internet into the global network of the future. They can also leverage their participation to create unprecedented opportunities for growth. Though each member’s engagement is motivated by a unique value proposition, all aim to realize the potential advanced networking applications hold for research and education, and all cooperate to help shape a promising and productive national networking future.

Membership brings distinction

Internet2 membership differentiates your company from the competition. Associating your brand with the premier U.S. research and education networking community sends an important message: that your mission is to lead, to be one of the shapers of the nation’s networking future.

Industry partners and sponsors play a high-profile, influential role in the Internet2 community, demonstrating their leadership by making significant contributions in support of the development and deployment of advanced Internet applications and services. Equipment, cash, software, personnel, consulting, and

services are examples of the donations made by Internet2 corporate partners and sponsors.

Industry members may also serve on Internet2’s Board of Trustees and its advisory councils, which provide valuable input and strategic guidance on matters related to advanced networking in research and education.

Membership creates growth

Internet2 industry members have a powerful arsenal at their disposal when it comes to developing new business and enhancing existing business channels. By leveraging Internet2 advanced network technologies and community relationships, you can reach tomorrow’s consumers in a number of compelling ways.

Build brand recognition and market products directly to the Internet2 community.

The millions of researchers, faculty and students that have access to the Internet2 Network represent a powerful, technology-savvy market segment. They include students at the nation’s top universities, many of whom will become the entrepreneurs and leaders—and purchasing agents and end consumers—of tomorrow.

Interact with current and prospective customers.

Understand how and why users and organizations adopt and embrace new technologies and applications. Internet2 members are influential early adopters of new technologies who afford a unique range of market research and development opportunities.

Showcase products and services.

Industry member researchers and application developers have opportunities to discuss and demonstrate their work at a number of events throughout the year, most notably Internet2 Member Meetings and Joint Techs conferences. This allows members to throw a spotlight on the reality and

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See the industry members
community page at
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the potential of their high-performance networking products, expose their work to an international audience, and seek new project collaborators.

Acquire market and user intelligence. Learn about future marketplace needs and requirements. Explore how people actually use emerging technologies and applications and tap into the knowledge and talent that are shaping the future of Internet technology.

Discover new market-making opportunities. Industry members play a key role in moving new Internet technologies from the lab to the marketplace. Learning what's happening in leading-edge research offers a pivotal opportunity to commercialize tomorrow's applications by identifying new technologies for integration into commercial products and testing new products and services for the commercial marketplace.

Industry members are using Internet2 network connections to explore revolutionary forms of interactive technology that enable a whole new range of business benefits—from remote control of sophisticated equipment to real-time collaborations with colleagues around the world. The benefits? Improved productivity, increased operational efficiencies, reduced costs, faster prototyping, shorter product development cycle and faster times-to-market.

Membership builds partnerships

In today's rapidly evolving business landscape, building strategic partnerships is as important for established corporations as it is for new ventures. And with the high-bandwidth access and high-definition media capabilities the Internet2 Network enables, every person and organization connected to the Internet2 Network becomes a potential collaborator.

The nationwide, high-performance Internet2 Network reaches not only the millions of people at Internet2 member institutions, but through 50 international partnerships, Internet2 members can collaborate with counterparts and colleagues on over 100 international networks around the world. In addition, Internet2 member sponsorship connects more than eighty laboratories, clinical research centers, museums, early-stage spin-off companies, and state and regional education networks. Through those networks, over 61,000 community "anchor" institutions in the U.S. are connected to the Internet2 Network—including elementary and secondary schools, vocational and community colleges, libraries and healthcare institutions.

Members of Internet2's unparalleled human network form valuable partnerships within its specialized communities of interest—including working groups, special interest groups, and advisory groups. Through these partnerships, they contribute to development projects, stay abreast of advances in specific disciplines and industry sectors, build visibility within targeted market niches, even influence the development of technology protocols and standards.

Membership sparks opportunities

Internet2 membership positions companies to harness the next wave of Internet technology. Industry members with connections to the Internet2 Network are

plugged into a powerful, global, technology research and development lab where they can work together to develop new network applications, services and capabilities—without the limitations and performance bottlenecks that cripple applications on the commercial Internet. The Internet2 Network is a fertile testbed for prototype development and for moving technologies into production.

Industry members build expertise and human capital by collaborating with scientists and researchers at distributed labs the world over, using innovative forms of advanced media to extend their reach through just-like-being-there collaborations. As part of the Internet2 research community, members can explore new network protocols, services and applications, and interact directly with technology providers on practical applications for research and development products.

Internet2-sponsored conferences and workshops provide a range of other opportunities: planning and speaking at sessions, demonstrating advanced applications, and hosting or sponsoring receptions and events. All present powerful opportunities to collaborate with the leaders in advanced applications, IPv6, multicast, videoconferencing, security, middleware and other advanced networking focus areas.

Membership unlocks the future

The ability to tailor new products to the technology—and technology leaders—of the future is a critical strategic advantage for the industry leaders of tomorrow. As citizens of the gigabit broadband future, Internet2 industry members share important insights on the impacts advanced networking has on the way they do business.

A diverse, global community is already using the Internet2 Network to experiment with new technologies and new ways to use them. Through partnership and collaboration, Internet2 provides a passport to that community and a rare glimpse over the horizon at how the world will use tomorrow's Internet to work, learn and communicate.