Internet 2 Corporate Value Proposition

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• Objective
• Value Proposition
• Projects to Accelerate Corporate Acceptance of Internet2
• Internet2 Structural Changes to Encourage Corporate Membership
Objective

• To analyze the needs of corporate members and recommend specific actions the Internet2 can take to provide a stronger value proposition to membership.

  – Internet2 has a strong focus on delivering value to the education community.

  – Internet2 Industry Strategy Council (ISC) commissioned a workgroup to identify the value proposition of Internet2 membership for corporate members.
Internet2 versus Traditional Telecommunication Industry

Time

functionality

Transport Services

Traditional Telecommunication Industry

Innovation (next generation networks)

Traditional Operational Services (transport services)

Internet2 – Cycle Plan

Traditional Operational Services

Innovation (next generation networks)
Create a forum where companies come to accelerate resolution of business issues through the discovery of new innovative solutions by leveraging the world’s best intellectual capital in computing technology.
Projects to Accelerate Corporate Acceptance of Internet2
Internet2 versus Traditional Telecommunication Industry

Is the delta over t1 -> t3 value > cost?

- Internet2 – Cycle Plan
- Traditional Telecommunication Industry
- Transport Services

functionality

$t1$  $t2$  $t3$
Issue: What does a company get for the membership fee?

Projects to Accelerate Acceptance Measurable Return on Investment

University Research

Internet2

I2 Research

Industry
**Issue:** What does a company get for the membership fee?

**Action1:** Create a corporate liaison who learns each company’s business issues and challenges to better help connect members together with similar issues and goals. Liaison office needs to be a leader in bringing together university research and corporate interest so knowledge and lessons can be shared in a two-way exchange to discuss projects, concepts, research and possible joint work.
Projects to Accelerate Acceptance
Measurable Return on Investment

**Issue:** What does a company get for the membership fee?

**Action 2:** Internet2 should work to establish discounts with network providers to assist corporations to connect to the network. As a group, we should be leveraging good standing members to make volume purchases such as licensing, hardware, circuits, consulting, etc.
Issue: What does a company get for the membership fee?

Action 3: Create a corporate solution council to focus on finding common business challenges among the members and solving them with combined resources.

Action 4: Create an I2 governed “online collaboration community” where corporate members participate to share and solve problems and/or find new opportunities.
Projects to Accelerate Acceptance
Measurable Return on Investment

**Issue:** What does a company get for the membership fee?

**Action 5:** Corporate members should gain preferred licensing to technology from projects.
Issue: Not clear what the Internet2's long-term direction is for corporate members.
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**Action:** Internet2 needs to present a detailed picture of the I2 long-term strategy. Included should be details on how technology discovered due to the Internet2 will be commercialized and how the members will benefit. An incubator fund should be established for members to apply and gain access to funds for research which is the “most leveragable” across all members.
Internet2 needs to take significant real issues that the general corporate community is facing and use the intellectual power of the Internet2 group to drive creative and new ways of resolving them.

Need to make a connection between the innovative technologies that can be offered via the Internet2 community and network with real business issues that need to be solved.

The gap between theory and the here and now needs to be bridged
Issue: Pervasive computing environments are going to cause corporate customers and internal IT groups to look at the network very differently. As corporate users become more sophisticated in terms of the types of devices that they use and the expectations in terms of network connectivity change, the traditional security models need to adopt and service expectations will change.
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**Action:** Provide a next generation pervasive network for corporate customers that can demonstrate a completely new and different model. Create an innovative design that allows for a more open solution design and does not control the end points to the network but builds a security model around the core. Allow corporate customers to use I2 backbone to understand how this new design would work and be leveraged to build a transition plan from current to future state.
**Issue:** IPv6 Corporate Infrastructure Design - As network convergence of voice and data occurs the challenges and cost pressures of network operations grows. As new technologies such as RFID emerge, traditional addressing offered in IPv4.0 will not meet the new demands. Traditional security models of firewalls with rules protecting a corporate perimeter are no longer a viable solution in the new world of real time collaboration.
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**Action:** I2 could deliver a vision of how a new corporate IPv6 infrastructure would look. Help to deliver a vision of how traditional networks could be transitioned. Develop a new model through reputation security models. New network would provide easier authentication, easier ability to trouble shoot, etc all of which would lower operational costs and provide a basis to meet new technology drivers. Provide test bed that could be leveraged and used to help companies develop a transition.
Internet2 Structural Changes to Encourage Corporate Membership
Issue: There are presently 66 Internet2 corporate members. Of these companies, only 7 do not sell computing or communications as a product.
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**Action:** If Internet2 would like to expand membership to a broader type of corporate customer, the ISC will need to consider changes.
**Issue:** The current mission statement says “Led by more than 200 U.S. universities, working with industry and government…”. This does not imply corporations are on equal footing with university members. The question is “does Internet2 want corporations to be equal?”
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**Action:** Consider a change to the mission/vision statement. A proposed change could be “Internet2 is a partnership between 207 universities, 60 corporations, and many government agencies to….”
**Issue:** The current Internet2 Board of Trustees includes representation from 14 universities and 1 corporation.
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Action: The Internet2 needs to establish a balanced board that represents the interests of all the sponsors.
**Issue:** The twice-yearly member meetings primarily focus on education and government communities with minimal relevant content for corporate members. Too many sessions are “private”, creating a feeling of Internet2 not being open.
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**Action:** There should be specific tracks for educational, enterprise future concepts, and corporate security so members can easily find information that adds value that is open to all members. Recommend a partnership focused university expo so member companies can see what kinds of research are available from universities who would like to establish partnerships and potentially additional funding.
**Issue:** Internet2 offers a significant amount of intellectual knowledge and a network value proposition that could help corporations. Unfortunately, the limited focus on creating partnerships between universities and corporate sponsors inhibits value to both.
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**Action:** Create a mechanism to easily connect corporate researchers who use Internet2, to university researchers. Internet2 can be a fantastic marketplace for universities to gain additional funding from corporate sponsors and provide a strong value proposition for companies to use the Internet2 as a way to build these relationships.