Corporate Membership Engagement Strategies

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Internet2 Mission

- Develop and deploy advanced network applications and technologies, accelerating the creation of tomorrow’s Internet.

Internet2 Goals

- Enable new generation of applications
- Re-create leading edge R&E network capability
- Transfer technology and experience to the global production Internet
Internet2 Partnerships

Internet2 fosters the partnerships and collaboration that spurred the development of the Internet.

- Academia
- Industry
- Government
- International
Corporate Member
Engagement Goals

- Engage industry
  - Supporting the Internet2 mission and goals
  - Primarily higher education focused
  - Maximizing the mutual value proposition
- Engage industry
  - Supporting the Internet2 mission and goals
  - Addressing industry interests
  - Maximizing the mutual value proposition
A learning community focused on innovation
“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.”

Kippelman and Lemmer
December 2005
• Engagement focused relationship management

• Supported by Collaboration Framework
  • Intellectual Property Framework
  • Technology Transfer
  • Working Group Structure
  • Internet2 as a Neutral Convener
  • On line Collaboration Environment
  • Community building activities

• Engagement Strategies:
  • IT Providers
  • Content Providers
  • IT Consumers
Engagement Strategies: IT Consumer Companies

- Participation in Internet2 Working Groups/Initiatives/Activities: (ongoing)
  - Connecting business expertise and interests with R&E
  - Active participation – influencing, contributing, promoting tech transfer
  - Examples: Presence & Integrated Communication, Reconnections Workshop, HOPI, Digital Rights Management, Real Time Communications…
Engagement Strategies: IT Consumer Companies

- “Corporate Forum” concept --
  - Set of activities? Organized group? A Separate membership level?
  - Led by industry and addressing their key interests
  - Focused on driving innovation and innovative solutions
  - Cross industry collaboration framework: building and supporting partnerships for those with common interests
  - Leveraging knowledge and experience of R&E community
  - Sharing knowledge and experience with R&E community
Engagement Strategies: IT Consumer Companies

- Corporate Forum -- (continued)
  Possible projects/ activities

  - Projects and initiatives supporting business interests
    - Possibly Corporate Security: IPv6, federated identity, network trust zones, de-perimeterization … (international/global interests….

  - Knowledge Transfer focused conferences/ workshops/ activities…
    - Measurement infrastructure, “Internet2 value”

  - Consulting Services

  - Hub effort for lobbying effort to help US move more quickly

  - Member Meeting content

  - Advanced network test bed capability:
    - Pervasive Computing, IPv6 planning

  - Supported by online collaboration environment

  - Industry “Buyers Group” for discounts
“Corporate Forum” Engagement Plan

• ISC discussion
  • What is missing? What are the priorities? What is the appropriate Internet2 niche? What is the process and timeline for moving ahead?

• Planning group
  • Gather input from other corporate members
    • Member Meeting BoF
    • Corporate member communications
  • Refine recommendations
  • Get started -- identify pilot efforts/topics/; initiate listserv to aid collaborative discussion….  
  • Other???