



## **Federizer**

### **Digital Media Cargo**



### **Abstract**

Federizer is a digital media exchange and storage system analogous to cargo services. People can use Federizer if they need to transfer and store something that is either bulky or large in numbers. This includes documents, images, audios and videos. From a users point of view, Federizer is used in a similar way as the email system.

### **Idea**

In the real world we have both, the cargo and the postal services. In a digital world we only have the email system, the digital media cargo system is missing. We need to transfer and store data that are either bulky or large in numbers in a similar way to how we use the email system.

### **Problem**

The email system, while conceptually sound as a communication means, is structurally obsolete and functionally deficient. The whole email ecosystem relies on over 40 year-old architecture and therefore can't cope with a larger amount of data in messages.

### **Solution**

The new generation email system where messages and attachments are stored and transferred separately. The data protection is delegated to the identity and access management system. The email system fallback is used if the recipient's system is not available.



## **Apps**

The Progressive Web Application (PWA) technology is recommended for front-end client development. PWAs are easy to install and allow users to utilize the Federizer system to its full potential.

## **New Features**

1. Bulky or large in numbers attachments
2. Tagging system
3. Groups/Channels (mailing lists)
4. No email spoofing
5. Integrations with external systems (API)
6. Cloud-native architecture
7. Digital archive

## **Drawback**

Incompatibility with the email system.

## **Tagline**

Digital Media Cargo.

## **Numeronym**

f7r

## **Use Cases**

1. Basic use case – centralized content repository, store and exchange digital assets; plan, execute and track (business) activities.
2. Manufacturing/Engineering – product design and development, store and exchange product specifications.
3. Legal – contracts and proposals creation, store and exchange contracts.
4. Digital Media – store and exchange rich media.
5. Sales & Marketing – track sales and marketing activities, store and exchange digital assets.

## **Target Market**

According to the 2017 study from the Radicati Group, the number of worldwide email users, including both business and consumer users, will grow from over 3.7 billion in 2017 to over 4.1 billion by 2021. Email use continues to grow in the business world where it is often used not only simply as an interpersonal communication tool, but also as the default choice to send files. That is a lot of B2B and B2C relationships to generate leads to grow the business.

## **Competitive Trends**

Although instant messaging, social networking, chat, and enterprise file sharing and synchronization systems are seeing strong adoption, centralized systems are not very acceptable solutions for B2B and B2C communication. Missing Identity and Access Management integration on both communication sides can lead to potential privacy issues such as leakage of intellectual property or loss of confidential content and makes these systems incompatible with enterprise security policies.



## **Competitive Advantage**

Transparency and unambiguous data ownership - data are transferred not shared. Ease of use - everyone who uses a computer knows how to use email client, there is no need for Federizer users to take a training course.

## **Unfair Advantage**

Intellectual property rights of the Specification Lead / Working Group.

## **Business Model**

Federizer is an open source software:

1. Offer a range of support plans to help organizations to use Federizer as a secure and reliable communication platform.
2. Offer custom integrations and consultations for a fee.
3. There is an opportunity to build a business model on global and/or regional Federizer services à la Gmail.
4. Cloud provider partnerships.

## **Promotion**

To highlight the underlying difference between email and Federizer use the Cargo Services analogy. Endorse the Federizer term.

## **Marketing and Sales**

Partners, Network effect / Word of mouth.

## **Market Opportunities**

1. Enterprises
2. Associations
3. Providers
4. Universities

## **Project Status**

Major idea iterations completed, software architecture within several prototypes has been internally tested.

## **Strategic Partnership**

Build a strategic relationship with the open minded digital media company to ensure alignment of visions, goals and objectives, and to drive product adoption.

## **Exit**

Linux Foundation, Kantara Initiative

## **Conclusion**

Federizer can play an important role in communication across various industries in the public and private sectors. The combination of repository, communication and identity represents a single point of information throughout any organization, and symbolizes a gold mine of information for any individual. The Cargo Services analogy predestine Federizer to become more than an email system alternative.