31-08-2021

Deliverable D2.6
Service Stakeholder Communications Strategic Plan

Period 3 Update

Abstract
This document examines all services delivered within the GN4-3 project (excluding Learning and Development) to set out and plan their marketing communications needs throughout the third period of the project lifecycle (September 2021 – December 2022).

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Executive Summary

This report is the periodic update of the Work Package 2 Service Stakeholder Communications Strategic Plan. As such, it includes any incremental changes to the previously published Period 2 Strategic Plan [D2.4], reflecting any changes in service implementation and any differences in focus going forward in Period 3 (P3) of the project (September 2021 – December 2022).

GÉANT occupies a complicated marketing landscape with a wide range of products and services and a diverse set of stakeholders. In addition, marketing support for most of its services involves technical support as well as the promotion of broader user awareness.

As a result, GÉANT has developed a twin-track marketing support approach with clearly defined Functional and Promotional channels and materials.

Core stakeholder audiences and marketing and support needs have been identified for each service family and, where appropriate, each individual service. In this way, GÉANT can ensure that its messaging is focused and targeted in such a way as to best support awareness and uptake of its services.

It should be noted that, owing to the COVID-19 epidemic heavily restricting travel from early March 2020 and impacting greatly on the implementation of the GN4-3N project, a number of service implementations were delayed and others brought forward (particularly eduVPN and eduMEET). Therefore, the strategic plans detailed below will reflect the dynamic product development processes during Period 2 that have affected Period 3.

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 GN4-3 project work packages as illustrated below:
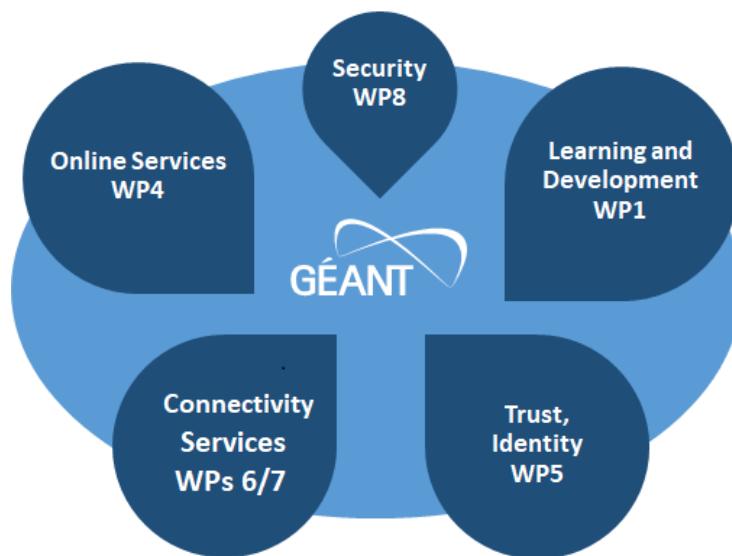
Figure 1.1: Service Groupings and WP mapping

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 developed accordingly for each service in order to ensure that suitable tailored messages and calls-to-action are developed.

This document examines all services delivered within the GN4-3 project (excluding Learning and Development) to set out and plan their marketing communications needs throughout the third period of the GN4-3 project (September 2021 – December 2022). 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 and Tracks

2.1 Stakeholder Types

GÉANT 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.
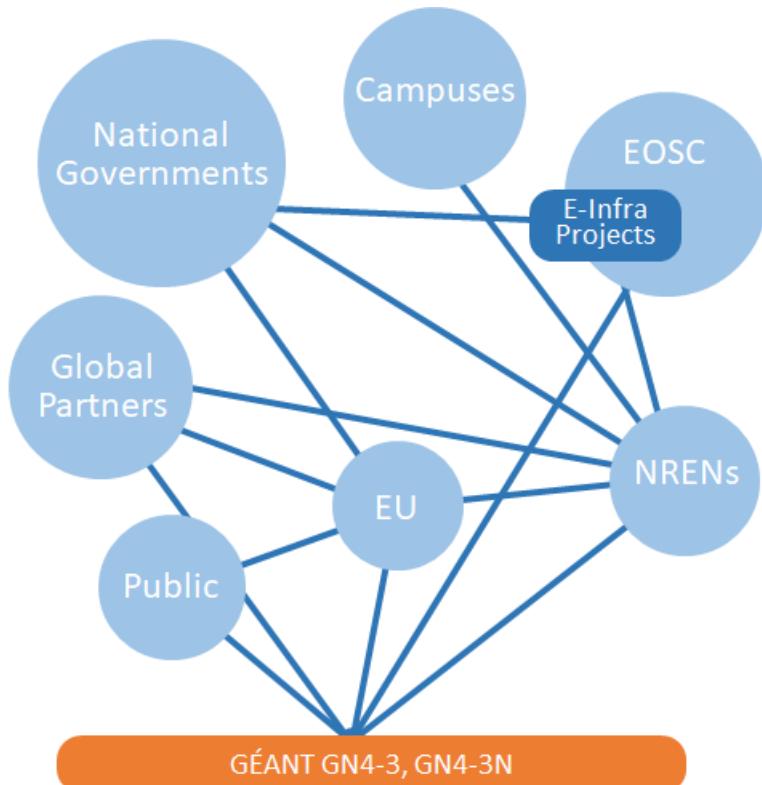
Figure 2.1: Stakeholder groups

This addressing of secondary stakeholders (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   Types of Communication

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.

Promotional (benefits and stories – The Why)	Audiences	Channels	Content
	Public	Websites	Articles
	Researchers	CONNECT	Videos
	Campuses	Social media	Slides
	Governments	External events	Case studies

Twin-track approach

Functional (features and information – The What)	Audiences	Channels	Content
	NRENs	Intranet	Service features
	Service implementers	Wiki	Implementation
	E-infrastructures	Internal events	Fact sheets
	Industry		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.

According to the proven AIDA[1] marketing model (Figure 2.3), the adoption process for a product or service consists of four distinct phases: Awareness, Interest, Desire, and Action. Each customer/stakeholder progresses through this "funnel". The first step is Awareness; This step introduces the stakeholder to the service/product. By its nature the information needs marketing content to be "pushed" to the user "If they don't know that the service exists, they will not search for it". It also requires very broad information about what the service is and what problem/issue it is solving.

The next stage is Interest; Once the customer is Aware of the service and recognises its value then they will become interested and will actively seek out information. This is likely to be a combination of promotional/commercial and more technical/functional information (as shown in Figure 2.3): "How will it work for me?" "Is it something we could use?". The Interest stage is followed by the Desire and Action phases. These further confirm with the stakeholder that they need the service. Within the IT sector these phases are likely to revolve around cost/price questions.

The Action phase is the final step in adopting the service and is primarily a face-to-face activity involving account/business development teams. The marketing involvement in this phase is usually limited to ensuring documentation is prepared correctly so that the service adoption can proceed easily and smoothly.
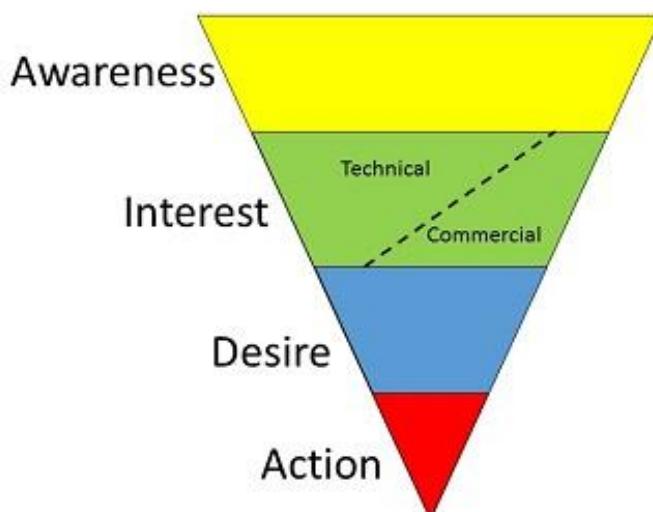
Figure 2.3: AIDA Marketing Process

With reference to GÉANT's marketing needs, the first two phases of the AIDA concept can be mapped to its Promotional activities and the last two phases to its Functional activities as previously detailed in Figure 2.2. This linkage between the marketing types and the needs of an adoption process provides a framework that GÉANT can use to plan its marketing activities.

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[1] Awareness, Interest, Desire, Action – relating to the stages of product/service selection and adoption.

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.

2.2.1.1 *Applicable Service Types*

All services within the GÉANT portfolio will require a range of functional communications materials and activities focused on their specific user groups.

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 (Awareness and Interest elements of the AIDA marketing process).

2.2.2.1 *Applicable Service Types*

In general, service types that this form of communications would be used for are those with a clear end-user applicability. 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.

However, 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.

3 Stakeholder Communications Strategy and 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 in line with the AIDA model.

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 period to ensure that they continue to be aligned with any new developments and adjustments to service schedules.

3.1 WP4 Online Services Plan

WP4's online services are listed in Table 3.1 below.

Service	Period 3 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)
Preferential Quotations	Continue to manage the delivery and adoption of commercial cloud services offered as Preferential Quotations.
GÉANT Cloud Flow (GCF)	Launched in a beta program in November 2020, available for new users for cross-border cloud services.
Multi-Cloud Management System	Will be launched in Q3 2021.

Table 3.1: WP4 Service Portfolio

The primary stakeholders for these services are:

NRENs

- Cloud service delivery managers (CSDMs).
- Decision makers.
- GN4-3 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

- Establishing and managing the CSDMs community, securing resources.
- Informing the community of service offerings and benefits, and options for consuming them.
- Stimulating use of GÉANT cloud offers.
- Collaboration on clouds.
- Interaction with economic operators (suppliers, resellers and funding bodies), R&E community (NRENs, institutions, researchers, teachers), GÉANT internal teams.

Uptake and Usage

- Aggregating demand and requirements (volume of services, legal, national)
- Advice & support on transitioning to the cloud and using the GÉANT cloud portfolio (including GÉANT helpdesk function).
- Getting feedback for case studies as examples for the uptake, helping and making the adoption support more efficient.

Forecast and Monitoring

- Planning future work.
- Feedback from institutions to suppliers.
- Overview of NRENs cloud services and legal issues.

WP4 has a well-established, standalone marketing function which undertakes a range of activities both in conjunction with WP2 and separately. These are:

Activity	Frequency	Stakeholders	Remarks
Cloud Forums (meeting, presentations, discussions)	Bi-weekly	NREN CSDMs	Inform about offerings, discuss processes and issues, record provider presentations with Q&A
Mailing lists	Daily, weekly	NREN CSDMs, WP4 Tasks and teams, R&E institutions	General cloud support for NRENs, GÉANT teams and institutions (clouds@geant.org), mailing lists for CSDMs, WP4 Tasks
Internal cloud environments: • GÉANT intranet cloud repository • Office365 environment • GN4-3 WP4 wiki • WP4 joint calendar	Daily	NREN CSDMs, WP4 tasks and teams	GÉANT cloud document repository (Framework Agreement document packages, preferential quotations, white labelled slides) IaaS Framework service matrix (for comparing Framework offerings) Office365 environment for NREN CSDMs for working on documents and sharing more restricted cloud material GN4-3 WP4 wiki and joint Calendar for the WP4 teams (participation at events, holidays, travels, occupancy of the joint VC meeting rooms)
Cloud website	Daily, weekly, monthly	NRENs, GÉANT, R&E institutions and end users, cloud providers, policy makers	Cloud portfolio, news, tools, guidelines, resources, user stories, case studies, introduction videos, NREN and vendor contacts, newsletter subscription, infosheets, posters, presentations
Articles (CONNECT magazine, etc.)	Quarterly for Major updates, Ad hoc news updates throughout the year	NRENs, GÉANT, R&E institutions and end users, cloud providers, policy makers	Informing, showing, highlighting
SIG & TF and other community group meetings	1-3 per year per SIG/TF	NRENs (in Europe and globally), GÉANT	Gather feedback, review of documents, advertise services, discuss, etc.
WP4 meetings (Task Leaders, Tasks, Contract Management Policy Authority, etc.)	WP4 all hands every 2 years; Other meetings –	GN4-3 WP4 participants	Get feedback, work on and review the documents & processes, advertise services, discuss issues. Both F2F and virtual meetings

Activity	Frequency	Stakeholders	Remarks
	monthly or bi-monthly		
Trainings and workshops	GÉANT trainings for NRENs – once a year; National trainings with providers on demand	NREN CSDMs, R & E institutions	Get feedback, show, inform both publicly and internally in GN4-3 and internally among GÉANT SIGs and teams. Also in collaboration with providers.
TNC	Once a year	NRENs, GÉANT, R&E institutions and end users, cloud providers, policy makers	Cloud presentations, workshops, sessions, demos, posters, meetings (incl. Global Clouds), cloud cafe
GN4-3 Symposium	Every 2 years	NREN decision maker, GN4-3 participants, GÉANT management, NREN management and employees	Get feedback, show the work, advertise the services, etc.
Papers and talks at national and international conferences	4-5 per year	NRENs, R&E institutions, end users, policy makers	Get feedback, advertise the GÉANT clouds portfolio and offerings, collaboration
Recorded webinars and infoshares	3-4 per year	NRENs, GÉANT, R&E institutions and end users, policy makers	Inform the NRENs and public about the possibilities and processes of GÉANT clouds and of cloud providers available through GÉANT. Both publicly available recordings and with restricted access to more sensitive data
OCRE Supplier Communications	As required	All target groups	Webinars, Training Sessions, Case Studies, Promotional Support.
Periodical reporting	Monthly, quarterly, annually	GÉANT management, NREN management	Inform about WP4 work, justify investments, monthly vendor reports about the IaaS Framework consumption for NRENs
Cloud Newsletter	2 per year	NRENs, GÉANT, R&E institutions and end users, cloud providers, policy makers	Inform about any important events, activities and developments taking place in the cloud community.

Table 3.2: WP4 stakeholder engagement plan

3.1.1 Marketing Activities Summary

Tactical

The redesign of the clouds website (using the new Herald Theme WordPress environment) was completed in Period 2. This site will progressively become the core source for new marketing and support materials for Cloud Services. The deferment of the clouds website design has enabled WP2 to gain additional experience with the new infrastructure on smaller service websites which will improve the ability to rapidly update and manage the clouds site.

The success of eduMEET during the early stages of the COVID-19 pandemic indicates high levels of demand for the service, which will therefore require additional marketing support in Period 3.

Training activities targeted primarily at technical audiences, including technical webinars, will be undertaken alongside the WP4 team.

Strategic

As a result of the publication of the results of the Open Clouds for Research Environments (OCRE) project, a range of awareness-raising activities are planned with the other project partners to ensure user stakeholders are participating in the tender process.

> ## OCRE
>
> The Open Clouds for Research Environments project (OCRE), aims to accelerate cloud adoption in the European research community, by bringing together cloud providers, Earth Observation (EO) organisations and the research and education community, through ready-to-use service agreements and with €9.5 million in adoption funding.
>
> OCRE, which was launched in January 2019, will address this by running a pan-European tender and establishing framework agreements with cloud service providers that meet the specific requirements of the research community, saving institutions the time-consuming and complex process of doing this themselves.
>
> Although OCRE is a separate project, GÉANT is a consortium member of OCRE and is using its experience gained during the IaaS Framework Tender process to support this activity. The results of the OCRE project will therefore colour the cloud service aspects of WP4 and the required marketing activities.
>
> Trust-IT services are the primary partner providing marketing support to OCRE and so GÉANT WP2 and WP4 will be supporting them in the delivery of marketing materials. In particular the supplier relationships developed through the IaaS Framework and TNC sponsorships will play a key role in this support.

3.2　WP5 Trust and Identity Plan

The services in WP5's portfolio together with anticipated Period developments and marketing requirements are listed in Table 3.3.

Service	Task	Period 3 Plan
eduGAIN	Task 1	Refresh website and promotional materials
eduroam	Task 1	The eduroam team will be finalising a number of developments for which a promotional campaign could be run. These developments include: • Running eduroam audits for NROs • Develop the relationship with the OpenRoaming service and agree joint activities • Managed eduroam SP pilot • New eduroam policy • Managed eduroam IdP service needs new round of promotional activities aligned with planned updates.
eduTEAMS	Task 1	Assist with graphic design (logos, icons) Coordinate the publication of news stories related to eduTEAMS Assist with informational / technical videos (e.g., screencasts, narration)
InAcademia	Task 1	Refresh brand and visuals (including campaign planning) Localise marketing collateral for each 'live' country, including translating video into local languages (either subtitles or new voiceovers) Template marketing collateral for future in-country promotions Establish social media budget Establish budget for brand refresh (including web redesign) Determine required activities Undertake marketing activities agreed with product owners

Table 3.3: WP5 Service Portfolio

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

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 in Period 3. Cross-promotion of eduVPN and WiFiMon will also take place.
- InAcademia was launched in Period 1.

  Period 2 and 3 activities are focusing on identity federation adoption and service provider recruitment. Promotional activities that were scoped in Period 2 are also planned to be completed in Period 3.

- eduTEAMS adoption greatly increased during Period 2 with many research infrastructures using eduTEAMS to build their community AAI. Specific communication will be required to promote the achievements of the service.

3.2.1 Marketing Activities Summary

Based on the above service requirements, a range of activities will be carried out based on the service implementation plans and schedules. These can include:

Videos

Following the success of the eduroam promotional video [eduroam_vid] from Period 1, which has been adopted by a number of NRENs and translated and subtitled into 8 languages and the InAcademia video which was developed in Period 2, the strategic plan for Period 3 will be to create similar videos for other services to support their adoption by NRENs.

Longer form informational/educational videos may need to be produced, including How and What information, for a range of services, including a revised eduGAIN video.

The intended audience for these videos will be primarily the technical decision-makers of NRENs and Institutions.

As these are educational videos with highly technical content and language and a need for accuracy, the initial content is likely to be generated by the work package and then formatted and produced by WP2 T2.

Other Tactical Materials

Two types of marketing materials are needed to support the two different targeted audience types: end-users (students and researchers) and technical teams within the NRENs and Institutions.

For end users, these materials include primarily awareness-raising content in local languages with NREN co-branding. Therefore, in-country production will be undertaken with core designs being created by Work Package 2 for NREN customisation and production.
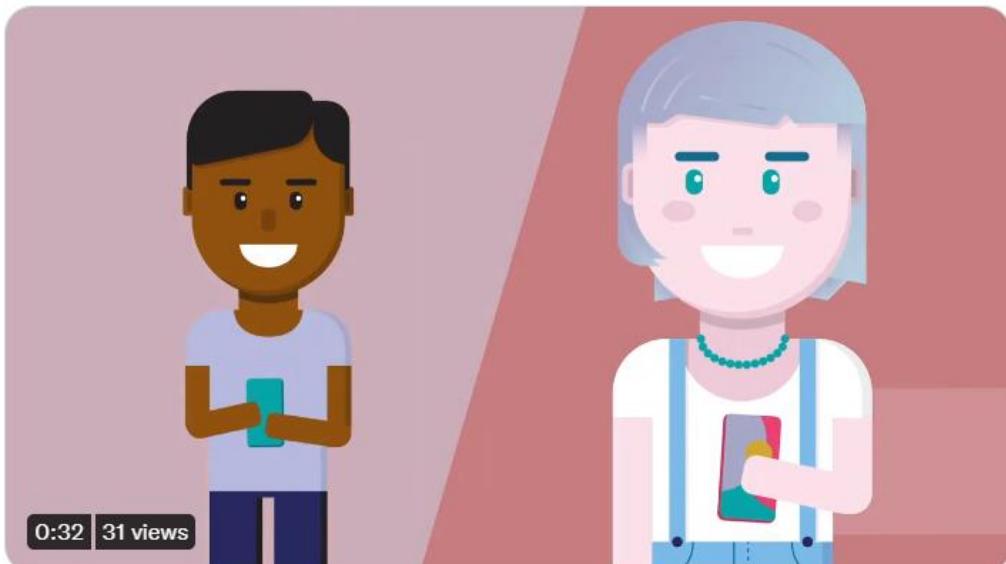
Figure 3.1: Example of NREN Informational materials based on WP2 T2 content.

For technical audiences the material will be largely "educational/informative" in nature, often taking the form of Posters/Infographics which are focused on the IT departments within NRENs as well as Institutions. Again, these will be centrally designed with options for in-country customisation – usually focused on country-specific calls-to-action.

Figure 3.2: Example informational poster (eduGAIN April 2021)

Websites

The main geant.org website will be redeveloped in Period 3 to include the provision of updated service content encompassing the full range of R&E AAI service activities undertaken by GÉANT and partners. The eduGAIN site will be revamped in P3 to reflect the new branding of service websites as typified by eduroam and eduVPN.

3.3   WP6/WP7 Connectivity Services Plan

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 3.4 below.

Service	Work Package	Period 3 Plan
GÉANT IP	WP7	Content will need to be updated and revised following 4-3N rollout
GÉANT Plus	WP7	
GÉANT Lambda	WP7	
GÉANT Open	WP7	No changes planned
GÉANT Connection Service	WP7	Launch Q 3-4 2022
MDVPN	WP7	Ending of Proxy service feature. Internal NREN comms only.
L3VPN	WP7	Stable – no changes
Spectrum Sharing Services	WP7	To be trialled – News announcement support needed
perfSONAR	WP6	Continued support and improvements
perfSONAR Consultancy and Expertise	WP6	Continued support
PMP (Performance Measurement Platform)	WP6	Ongoing maintenance and support with updates to the supporting software and potential hardware upgrades
NMaaS	WP6	Continued support and improvements
WiFiMon	WP6	Continued support and improvements

Table 3.4: WPs 6/7 Service Portfolio

3.3.1   Marketing Activities Summary

Until new services are implemented via GN4-3N, marketing activity for connectivity services will focus on the new network.geant.org site which will progressively include updated connectivity service information in addition to technology and project information.

NmaaS (Network Management as a Service)

NMaaS is now a mature service therefore NMaaS promotion will now be focused supporting service uptake in institutions and larger projects that require network management facilities to support their infrastructure. This will require a new marketing strategy to directly address these stakeholders.

perfSONAR

perfSONAR is the international collaboration developing the perfSONAR software. Marketing activities for this service will continue in conjunction with the international development teams.

perfSONAR Consultancy and Expertise (C&E)

This activity supports user groups with expert advice on the implementation and use of perfSONAR in four key areas:

- Help to ensure that design measurement architectures and infrastructures based on perfSONAR fit the performance monitoring and measurement needs of the requesting party.
- Specific training on perfSONAR deployment, usage and best practices.
- Extra support to deploy and operate perfSONAR, provided by GÉANT and the NRENs as requested.
- Maintenance and operation of a set of perfSONAR services useful to the global perfSONAR community and GÉANT area perfSONAR users in particular.

Performance Measurement Platform

The Performance Measurement Platform (PMP) enables NREN and Universities operations teams to gain an understanding of perfSONAR's functionalities, and at the same time provides an infrastructure to assess the performance of the GÉANT backbone as seen by its users. PMP consists of:

- Low-cost hardware nodes with pre-installed perfSONAR software that are deployed in GÉANT collaborating organisations (largely NRENs) in Europe and beyond.
- Central components including a central Measurement Archive (MA) and a Dashboard.

PMP marketing will be focused on supporting the roll-out of this service more widely as the footprint expands. This marketing will be focused on technical materials and support.

WiFiMon

As the newest service in the WP6 portfolio, there will be a strong focus on promoting WiFiMon's availability to the potential user community. As with NMaaS, the WiFiMon service is targeted at institutions, to assist them in their delivery of Wi-Fi services on campus. Therefore this tool will require a new marketing strategy to directly address these stakeholders. WiFiMon provides a means by which the user experience of eduroam-enabled Wi-Fi networks can be measured.

The potential user community is a close match with eduroam provider institutions therefore the web and social media coverage for that group will be leveraged to enhance and target awareness of WiFiMon.

3.4 WP8 Security

Work Package 8 is a new WP within GN4-3 and collates individual security-related activities that were previously distributed across Service Activities (SAs) in previous iterations of the GÉANT project.

The primary stakeholders for these services are technical NREN security and network management teams. However, two activities (eduVPN and the 2021 Cybersecurity Month) have an additional secondary focus on end users. Key WP8 Activities are listed in Table 3.5 below.

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

Table 3.5: WP8 Service Portfolio

In addition, 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 Marketing Activities Summary

The following activities are planned for Period 3:

Cybersecurity Month 2021 (October) and October 2022

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 and 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 2019 and 2020, learning from the experiences of those campaigns. There will be an extension to include regular outreach to NREN marcomms teams to provide localised customisation of the content for national audiences.

security.geant.org website

The activities of WP8 form a substantial resource for NRENs and Institutions. As such, a separate end-user facing website is an appropriate approach to promote and disseminate these resources. The development of this website will therefore be a primary and early deliverable within Period 3. Early development work has commenced and it is anticipated that the site will be available by October 2021.

Crisis Management Workshops (CLAW) November 2021 and dates to be confirmed in 2022

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 primary role of WP2 T2.

Security Day 2022

In addition to the CyberSecurity Month (which is a pan-industry activity), NREN and R&E specific outreach and support will be provided in the form of Security Day communication activities. These will be defined in Q4 of 2021.

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 timings will be dependent on launch schedules and resource availability.

eduVPN

eduVPN has been identified as the network service that will require the most marketing activity in Period 3. This will focus on marketing Awareness Activities and promotion to NRENs. A detailed marketing plan for eduVPN will be produced in conjunction with the eduVPN product team and will be appended to this overall plan once it has been finalised.

4 Conclusions

All services within the GN4-3 Service Portfolio have differing communications requirements, and as such a single communications strategy is unlikely to be suitable for all these needs.

Service marketing should provide two distinct types of information:

- Promotional – raising awareness of a service, whether of a new/planned service or to new user groups.

- Functional – Providing the adopters of the service with the required information to enable them to select a service and/or implement and support it post-adoption.

By identifying different stakeholders' communications needs, it is possible to closely tailor marketing activities to the requirements of each family of services and ultimately each individual service.

References

[D2.2]   https://www.geant.org/Projects/GEANT_Project_GN4-
                              3/GN43_deliverables/D2-2_Service-Stakeholder-Communications-
                              Strategic-Plan.pdf
[eduroam_vid]   https://www.youtube.com/watch?v=OkpQAmVBaGs
[Goldfish_ Infographic]   https://blog.hubspot.com/marketing/human-attention-span-decreased

Glossary

AIDA   Awareness, Interest, Desire, Action

AAI   Authentication and Authorisation Infrastructure

AARC   Authentication and Authorisation for Research and Collaboration

C&E   Consultancy and Expertise

CAT   Configuration Assistant Tool (eduroam)

CSDM   Cloud service delivery manager

DDoS   Distributed Denial of Service

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 AAIs
                    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
L3VPN	A Multi-Protocol Label Switching (MPLS) Layer 3 VPN service that uses a highly scalable, peer-to-peer model allowing NRENs to outsource routing information to GÉANT, creating a large-scale virtual router
MA	Measurement Archive
MDVPN	Multi-Domain Virtual Private Network – the GÉANT MDVPN provides an end-to-end international network service that enables scientists all over Europe to collaborate via a common private network infrastructure
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
PMC	Project Management Convention
PMP	Performance Measurement Platform
R&E	Research and Education
SA	Service Activity
SaaS	Software as a Service
TACAR	Trusted Academic Certification Authority Repository – a repository operated by GÉANT to safely store and securely distribute verified root Certification Authority (CA) certificates
T&I	Trust and Identity
TCS	Trusted Certificate Service
URN	A Uniform Resource Name namespace registry administered by GÉANT
VPN	Virtual Private Network
WiFiMon	WiFi network monitoring and performance verification system
WebRTC	Web Real-Time Communications