

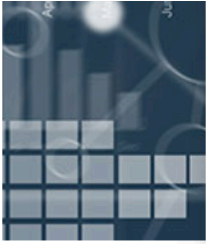
CSC/Funet experiences

(Services marketing within a wider strategic plan)

18.09.2019



CSC – Suomalainen tutkimuksen, koulutuksen, kulttuurin ja julkishallinnon ICT-osaamiskeskus



Expertise



We harness our expertise, networks and information technology to enhance our customers' success and ultimately benefit the whole society. We offer technology and service development solutions for **research, education, culture and public administration**, our expertise areas. We are proactively seeking out innovations and new services through national and international **collaboration** to benefit our customers.

Our mandate is to keep Finland at the cutting edge of technology by e.g. being a partner in national and international projects. ICT platforms, **Finnish University and Research Network Funet** and efficient **datacenter** functions are the basis of our solutions.

<https://www.csc.fi/expertise>

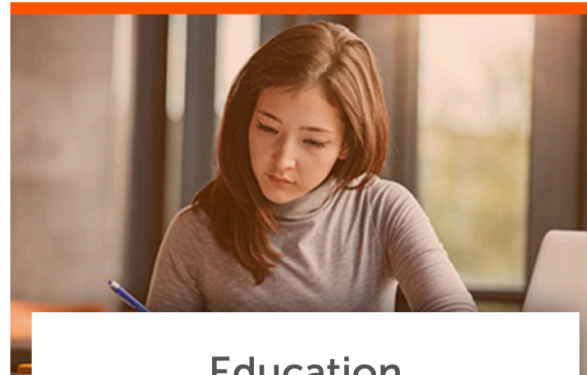


Get to know our solutions



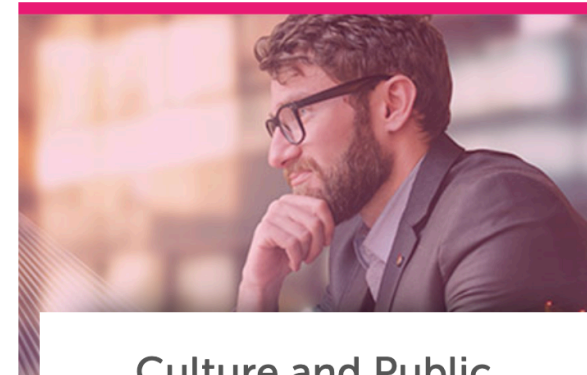
Research

Expertise and scalable ICT solutions for supporting research



Education

Reliable partnership in advancing education and teaching



Culture and Public Administration

Interoperable Information systems tailored to the diverse range of customers' needs

CSC's solutions



Computing services



Data management and analytics for research



Support and training for research



Research administration



Solutions for managing and organizing education



Solutions for learners and teachers



Solutions for educational and teaching cooperation



Hosting services tailored to customers' needs



Identity and authorisation



Management and use of data

ICT platforms, **FUNET NETWORK** and data center functions are the base for our solutions

<https://www.csc.fi/en/funet-kaikki-palvelut>

Funet Services

Funet (Finnish University and Research Network) is a high-speed data communications network serving the Finnish research community. It connects about 80 research organizations and about 370 000 users. CSC maintains and develops the Funet network.

Services included in the Funet membership

[Funet Archive Service ftp.funet.fi](#)
[Funet Certificate Service](#)
[eduroam Roaming Access Service](#)
[Funet CERT Information Security Service](#)
[Funet FileSender File Sharing Service](#)
[Funet Network Connections](#)
[Funet Vulnerability Scanner](#)

Chargeable services

[Funet Etubi Video management system](#)
[Funet Light Path network connections](#)
[Funet Silta Video Conferencing MCU Service](#)
[Funet Tiimi Web Conferencing System](#)
[Funet Router service](#)
[Funet Stream streaming service](#)

FUNET

by CSC

Further information:

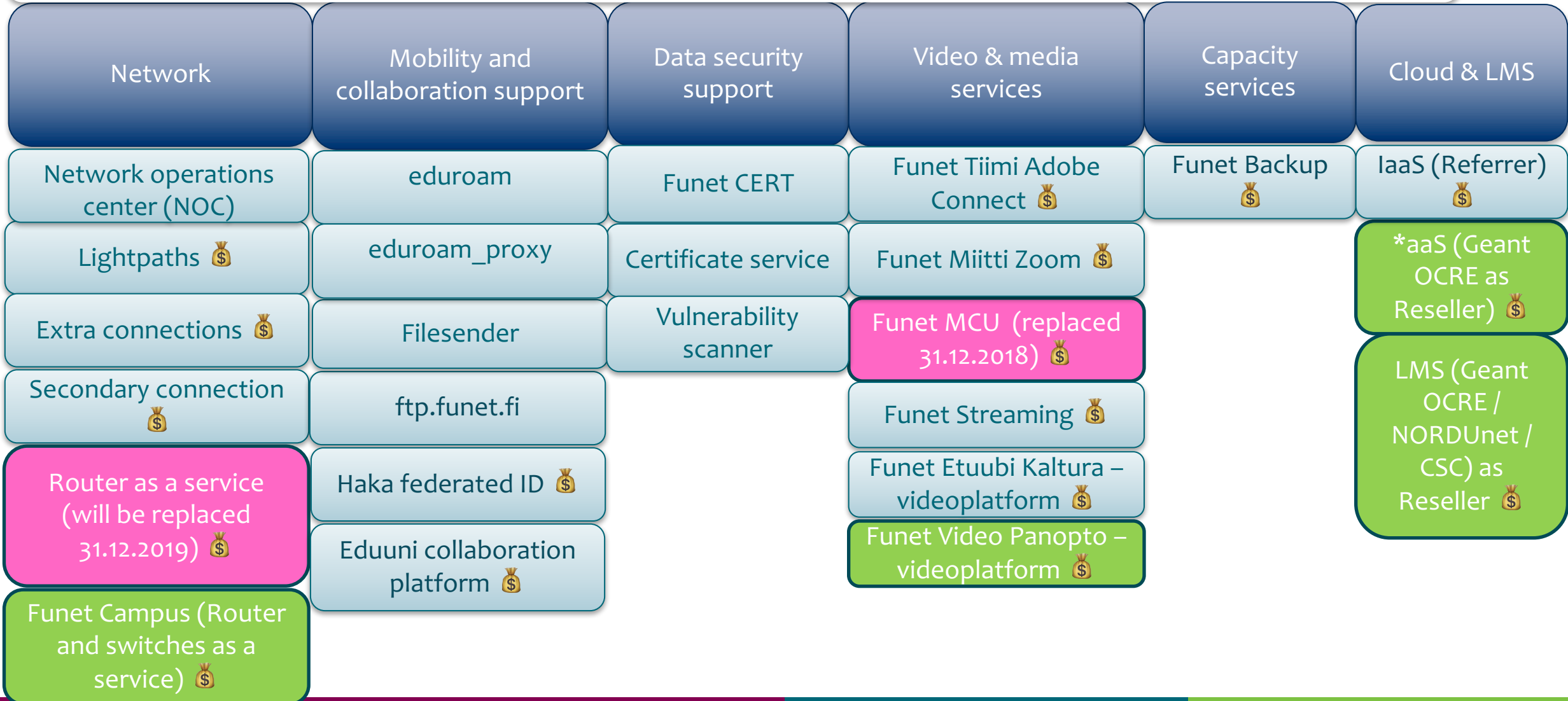
- [All Funet Network Services \(Info.funet.fi\)](#)
- [About the Funet membership](#)
- noc@funet.fi



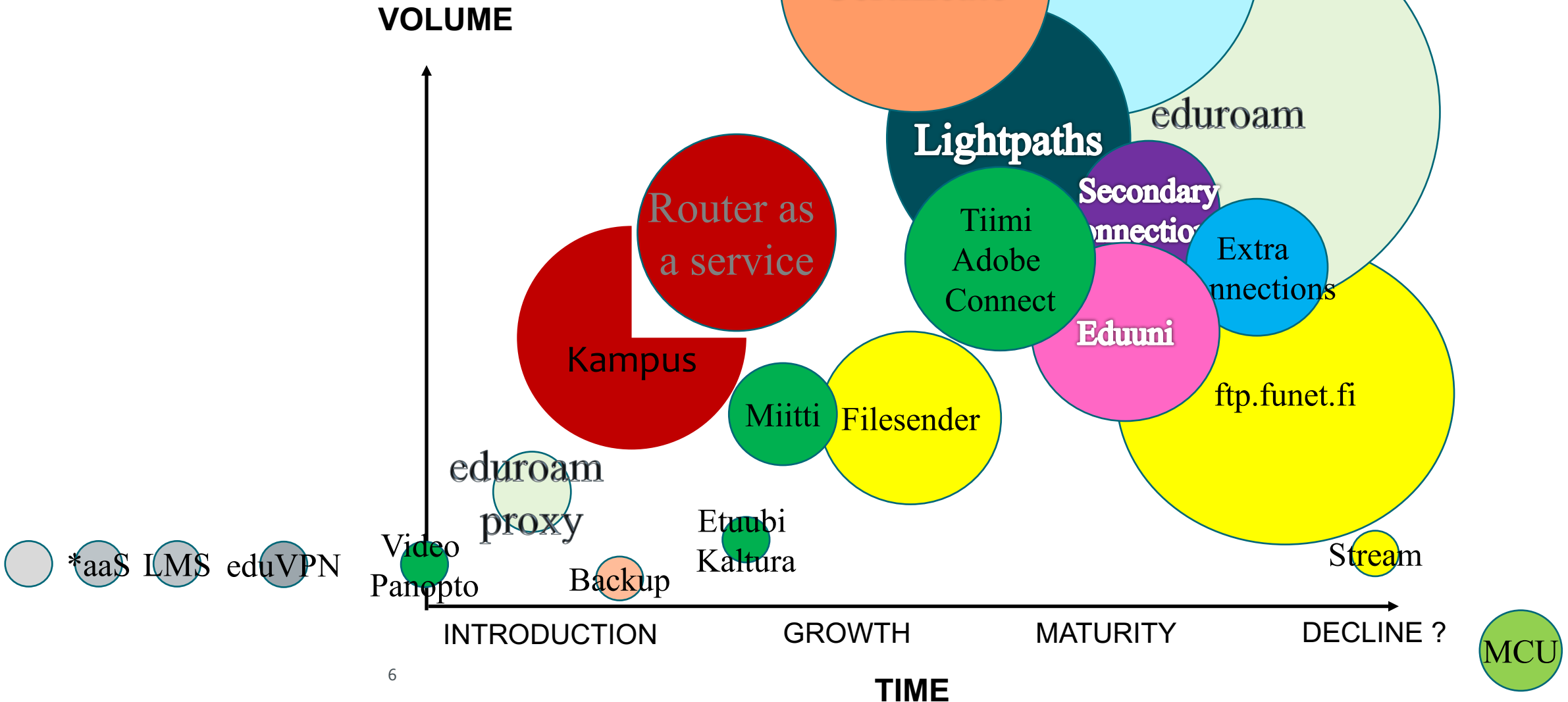
FUNET SERVICE PORTFOLIO (ca. 20 FTE)



expertise services, education & best practices, **marketing and communications**, customer co-operation groups



Funet services in product life cycle stages



Funet service availability

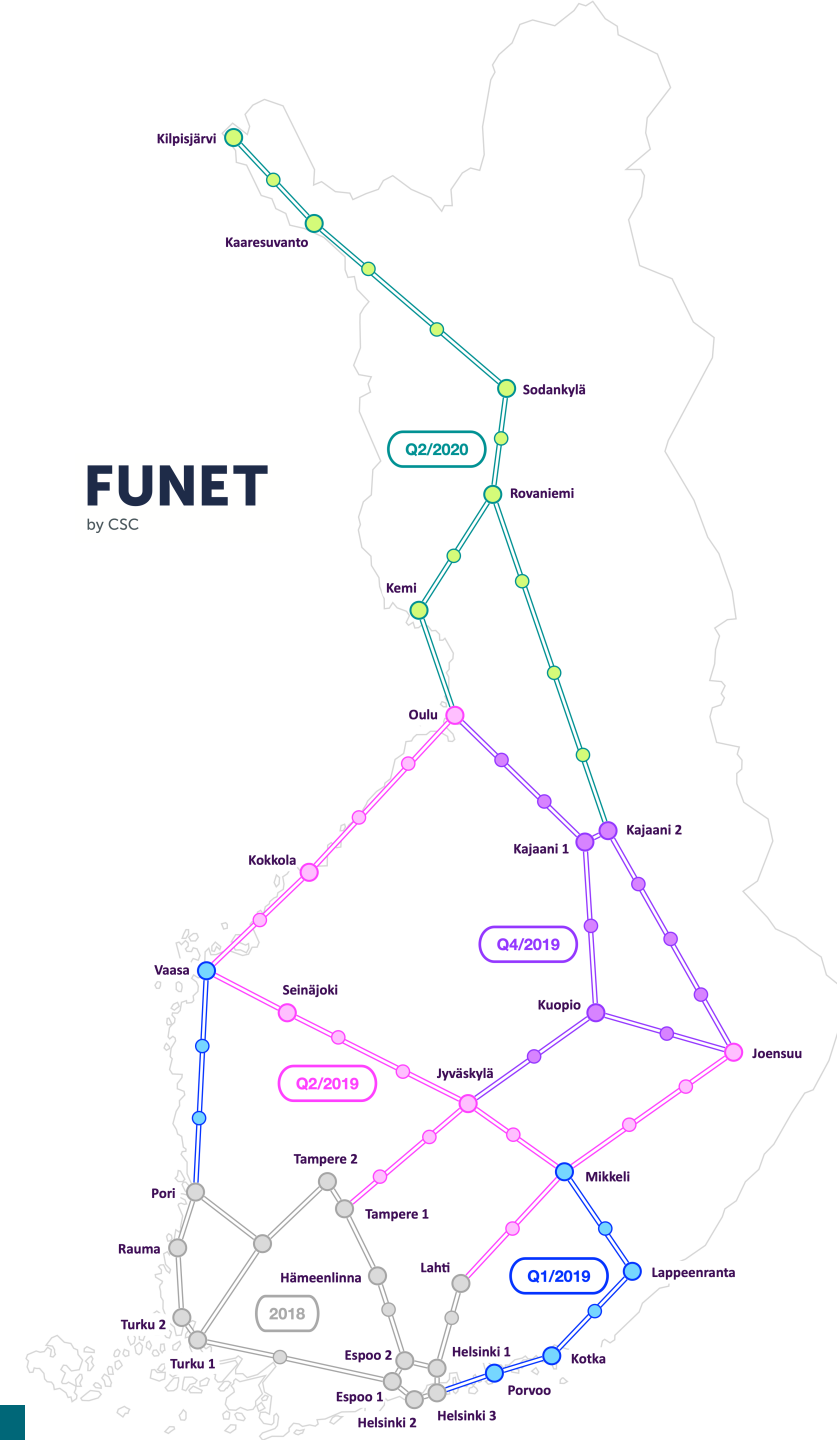


	Saatavuus-%	Katko korkeintaan vuodessa	Katko korkeintaan kuukaudessa
"neljä ysiä"	99,990 - 100,000	≈52min	≈4min
"kolme ysiä"	99,900 - 99,989	≈8h 30min	≈42min
"kaksi ysiä"	99,000 - 99,899	≈3d 13h 26min	≈7h 12min
"yksi ysi tai vähemmän"	0-98,999	> 3d 13h 26min	> 7h 12min

Palvelu	06-18	07-18	08-18	09-18	10-18	11-18	12-18	01-19	02-19	03-19	04-19	05-19	06-19
Nimipalvelu IPv4	100,000 %	100,000 %	100,000 %	99,998 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	99,993%	100,000%	100,000%
Nimipalvelu IPv6	99,973 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	99,984%	100,000%	100,000%
Funet FileSender	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	99,993 %	100,000 %	100,000 %	100,000 %	99,942%	99,921%	99,097%	100,000%
eduroam RADIUS-juuripalvelu	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	99,919%	99,970%	100,000%	100,000%
Funet Tiimi -palvelu	99,973 %	100,000 %	99,925 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	99,983%	100,000 %	100,000%	98,941%
Funet Tutkain -palvelu	99,963 %	99,994 %	99,994 %	99,970 %	99,994 %	100,000 %	99,942%	99,664%	99,957%	99,913%	99,970%	99,942%	100,000%
Laadunmittauspalvelu im.funet.fi	99,971 %	100,000 %	99,867 %	100,000 %	99,951 %	99,834 %	100,000 %	100,000 %	99,864%	100,000 %	99,908%	99,739%	99,955%
Jäsen sivusto info.funet.fi	99,977 %	100,000 %	99,845 %	100,000 %	99,978 %	99,833 %	99,978%	99,972%	99,864%	100,000 %	99,901%	99,739%	99,948%
Aikapalvelu NTP	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000 %	100,000%	100,000%

Marketing & Communications

- Different target groups for an NREN
 - **current** customers / customer sectors
 - IT Centers / IT managers / decision makers
 - Professors / teachers / students / end-users
 - **potential new** customers / customer sectors
 - **owners / shareholders**
 - **ministries, political decision makers**
 - **etc...(?)**
- Different target groups needs (at least sometimes) different marketing actions/tools



Case Funet: How do we do marketing?

- <https://www.csc.fi> top level, arrow heads for “everyone”
- <https://info.funet.fi> institutional level, service portfolio, service descriptions, service and availability reports, pricelist behind login...
- <https://www.eduroam.fi> service level information
- Funet newsletter monthly text-only email via listserv about current activities
- Funet Technical Days traditional annual seminar and workshops for universities’ and institutes’ technical and administrative people
- Surveys customer satisfaction surveys, development surveys...
- Used to have also brochures, banners, service flyers on paper, stickers...

How do you do marketing?

- Any campus level service marketing?
 - Funet examples
 - eduroam and filesender Ao-campus-posters
 - eduroam wet-floor-signs
- Regular customer meetings?
 - Funet examples:
 - annual Funet Technical Days (organised by Funet)
 - annual IT-conference for HEIs (organised by HEI)
 - annual conference for universities of applied sciences (organised by UAS)

A close-up photograph of a brown bear's face, looking directly at the camera, set against a blurred background of green grass and white flowers.

Nationally notable projects

CSC actively seeks to participate in social debate and influence the national and international operating preconditions that are significant for the company or its stakeholders. Promoting the competitiveness of Finnish research is a key part of our mission.

<https://www.csc.fi/funet-2020>

A close-up photograph of a green printed circuit board (PCB) with various electronic components, including a microchip and resistors, under a teal light effect.

The data management and computing development program strengthens Finnish research

In the data management and computing development program, investments are made in hardware and related services. The Ministry of Education and Culture will be carrying out the development program with research and innovation actors in 2017–2021.

[Read more »](#)

A photograph of a server room with rows of server racks, illuminated by a bright teal light that creates a perspective effect down a central aisle.

EuroHPC – the next step in high-performance computing

The next big step in high-performance computing is in exascale supercomputers, whose vast computing power is needed in the conducting of top research in a wide range of data and computing-intensive fields. This type of research would be impossible without such computing power.

[Read more »](#)

A network diagram consisting of numerous white nodes connected by thin lines, set against a dark blue background with a subtle grid pattern.

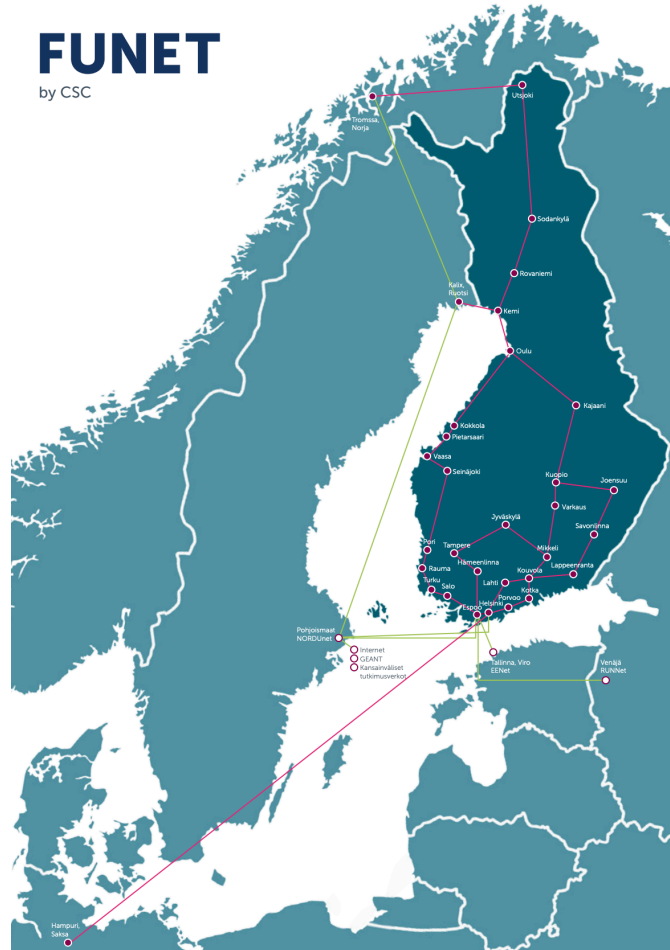
FUNET 2020 – Data network modernisation project ensures effective and seamless data connections

Funet 2020 is a modernisation project for the network which began with a period of preparatory work carried out in spring 2016. The project seeks to ensure for the coming years the coverage, capacity, data security and service reliability of the Funet network and its services as well as keeping service capacity up-to-date in relation to the growing and diversifying demands on the network.

[Read more »](#)

FUNET

by CSC



The network that linked Finland to internet is updating: digitalizing routines at higher education institutions rely increasingly on a reliable high-speed network

✍ Maria Virkkula

Even though the road taken by the Finnish University and Research Network (Funet) has been bumpy at times, its formation and development can be considered a Finnish success story.

During Funet's 35-year history, communications technology and the Internet have gone through several major changes. Modem connections running at speeds of just a few tens of kilobits per second have increased by a million times, evolving into paths of light that carry data at speeds of tens or even hundreds of gigabits.