



NRENs value proposition & positioning

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SIG Marcomms
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Agenda SIG-MSP:

- GLAD - GÉANT Learning and Development
Brainstorm how we could work together on training and knowledge sharing.
 - Join mailinglist glad_community@lists.geant.org
 - Visit sitemeeting during TNC on June 10th, 2018 about GÉANT Expertise Marketplace.
GEM is planned as a one-stop-shop to access knowledge and expertise within the community as well as an opportunity to showcase the expertise of individual NRENs.
- Lighting talks – like our NREN updates
- Driving your value proposition – making the perfect pitch for your NREN

Making the perfect pitch for your NREN

Reason

Excellent connectivity is not compelling/not enough

Approach

- 4 NRENs presented their value proposition [HEAnet](#), [CYNET](#), [DFN](#), [DeiC](#)
- Split up in 4 groups and gave feedback on presentations
- 4 NRENs gave feedback on what they got back from the group

Some USP's

Advantages/unique selling points/why us

- Save money
“join HEAnet and you will save € xyz per annum”
- Clients have a voice, they are a member
You are part of a community
- Excellent customer service delivered by a trusted non-profit partner for R&E
- Offers unique specialized services (edugain, eduroam, VPN, federation)
- 1:1 contention and Direct Access to other NRENs – International connectivity
- Connects Faculty and students to global Academic Community
- High-Performance Network

Much focus on **what we do**, shouldn't it be more **who we are**?

Shouldn't it be more **who** we are?

Joint SIG MSP – SIG Marcomms meeting on value proposition / elevator pitch?