



DESIGN AND IMPLEMENTATION OF MARKETING STRATEGIES FOR NRENs

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Understanding the NREN Landscape

National Research and Education Network (NREN) landscape refers to infrastructure, organizations or initiatives that support research and education through advanced networking technologies.

Purpose

NRENs are designed to provide the following

Connectivity Services

- . Internet and VPN services

Specialized services

(EDUROAM AND EDUGAIN)

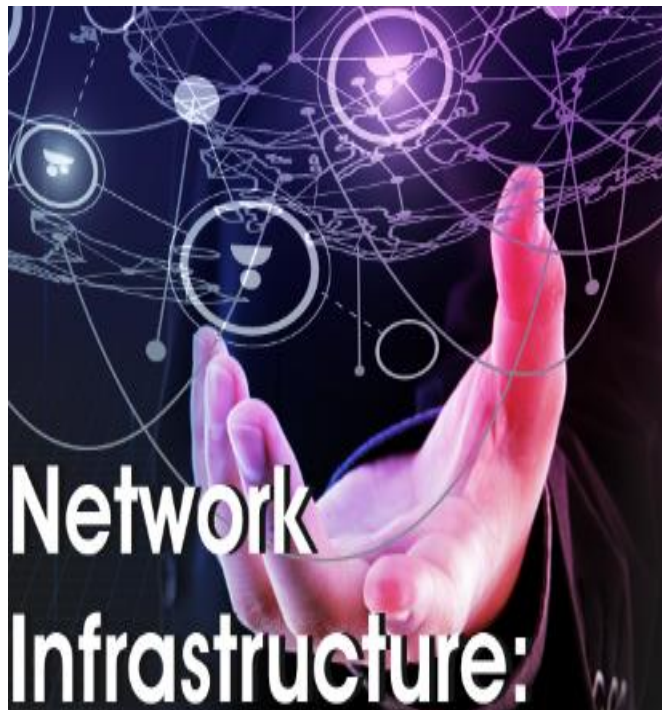
Global Presence



For the presence of NREN has the following levels

- ❖ Campus networks
- ❖ National level
- ❖ Regional Research Network
- ❖ Global Research (interconnection of regional research network)

Infrastructure



Generally NRENs lease the following.

- ❖ Capacity
 - ❖ Dark Fiber
 - ❖ Wavelength
- ❖ These are designed to handle large volumes of data and support bandwidth-intensive and computing resource applications used in research and education.

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Services

NRENs offer a wide range of services.

This includes

- HPC
- Cloud Services

What do NRENs Market

National Research and Education Networks (NRENs) don't typically "market" in the traditional sense as commercial entities do. Instead, they operate more as collaborative entities, often funded by governments or coalitions of educational and research institutions, with a mission to provide advanced network infrastructure and services to support research and education.

However, there are aspects of NRENs that can be consider in terms of promotion and outreach

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AWARENESS CAMPAIGNS



- ❖ NRENs may engage in awareness campaigns to educate the research and education community about their services, capabilities, and the benefits of using their network infrastructure.
- ❖ This can involve participating in conferences, workshops, and seminars, as well as producing educational materials and case studies.

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PARTNERSHIPS AND COLLABORATIONS



- ❖ NRENs often collaborate with other organizations, both within and outside the research and education sector, to expand their reach and capabilities.
- ❖ This may include partnerships with industry vendors, government agencies, international organizations, and other NRENs to leverage resources, share best practices, and develop new services

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Community Engagement

NRENs foster community engagement by actively soliciting feedback from their stakeholders and involving them in decision-making processes. This can include establishing user advisory groups, organizing user forums or workshops, and conducting surveys to assess user needs and preferences.

Research and Innovation Initiatives

NRENs may support research and innovation initiatives within the communities they serve. This can involve funding research projects, providing access to advanced networking resources and facilities, and collaborating with researchers to develop and test new technologies and applications.

Who do NRENs Market

National Research and Education Networks (NRENs) typically don't engage in traditional marketing activities like commercial businesses. Instead, they operate more as collaborative entities serving the research and education community.

However, they do engage with several stakeholders in different capacities:

Educational and Research Institutions

NRENs provide services primarily to universities, colleges, research institutes, and other educational and research-oriented organizations. They work closely with these institutions to understand their networking needs and provide tailored solutions to support their activities.

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Agencies and Funding Bodies

NRENs often receive funding and support from government agencies responsible for education, research, and technology development. They may engage with these agencies to secure funding for infrastructure expansion, research projects, and other initiatives.

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Industry Partners and Vendors

While NRENs themselves are typically not profit-driven, they may collaborate with industry partners and vendors to access advanced networking technologies, equipment, and services. This collaboration can involve joint research projects, technology testing, and knowledge sharing.

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Educators and Students

NRENs provide services to educators and students in the form of online learning platforms, collaborative tools, and access to digital resources. They may engage with these stakeholders through training programs, workshops, and outreach activities to promote the use of technology in education.

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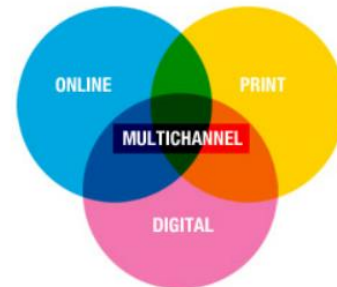
Partnerships and Collaboration

Fostering partnerships and collaborations with educational institutions, research organizations, government agencies, industry partners, and international counterparts. By working together, NRENs can leverage resources, share best practices, and expand their reach to better serve the research and education community

How do NRENs Market Effectively

National Research and Education Networks (NRENs) can effectively promote their services and engage stakeholders through strategic communication, collaboration, and advocacy efforts.

Here are some strategies that are employed:



Strategic Communication

Developing clear and concise messaging to communicate the value proposition of NREN services to stakeholders. This includes highlighting the benefits of high-speed connectivity, advanced collaboration tools, and access to research resources. Utilize various communication channels such as websites, newsletters, social media, and direct outreach to reach different audience segments.

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Continuous Improvement and Innovation

Stay abreast of emerging technologies and evolving needs of the research and education community. Continuously innovate and enhance services to address emerging challenges and opportunities. Solicit input from stakeholders, monitor industry trends, and invest in research and development to ensure NRENs remain at the forefront of technology and service delivery.

By employing these strategies, NRENs can effectively market their services, strengthen relationships with stakeholders, and advance their mission of supporting research, education, and innovation.

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User Engagement and Feedback

Actively engage with users to understand their needs, gather feedback, and tailor services accordingly. This can involve organizing user forums, conducting surveys, hosting training sessions, and providing avenues for user support and assistance. By involving stakeholders in decision-making processes, NRENs can build trust and loyalty among their user base.

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COMMUNITY BUILDING AND EVENTS



- ❖ Organize community-building events, workshops, conferences, and webinars to bring together stakeholders from the research and education community.
- ❖ These events provide opportunities for networking, knowledge sharing, and collaboration. They also serve as platforms for showcasing new technologies, sharing best practices, and fostering innovation.

Thank You! For Your Attention
