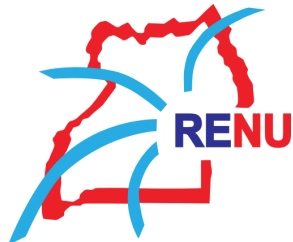


# Design and Implementation of Marketing Strategies for NRENs

## The RENU EXPERIENCE

Monday, 27<sup>th</sup> May 2024

By  
Timothy Ekaru  
*tekaru@renu.ac.ug*



# Outline

- About RENU
- Micro Environment
- Business Development Team
- Services and Products
- Targeted Segments
- eduroam
- Strategies
- Leveraging Digital Platforms
- Challenges
- Opportunities

The logo for the Internet Society Foundation, consisting of a grid of small blue dots.

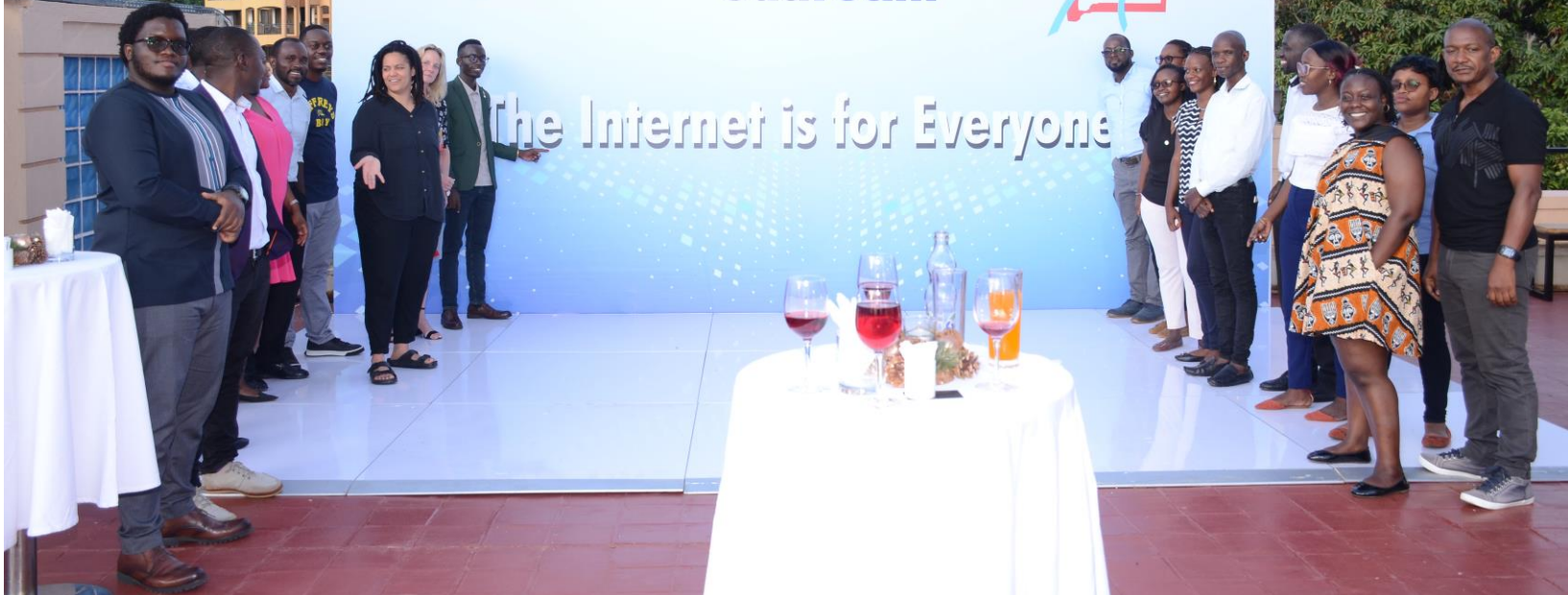
Internet Society  
Foundation

The logo for eduroam, featuring a stylized blue and green wave pattern above the text "eduroam" in blue.

eduroam

The logo for RENU, featuring a stylized map of the region in red and blue, with the acronym "RENU" in blue text to its right.

The Internet is for Everyone



# The Beginning

2006, Entebbe

- VCs of Universities
- CEOs and EDs of Research Institutions



# The Beginning

## Initial challenge

- Reliable & affordable connectivity

## BUT

- Connectivity just a means to an end

## What's the end?

- Access to resources
- Improved methods
- Improved collaboration

## Hence

- High quality education and research

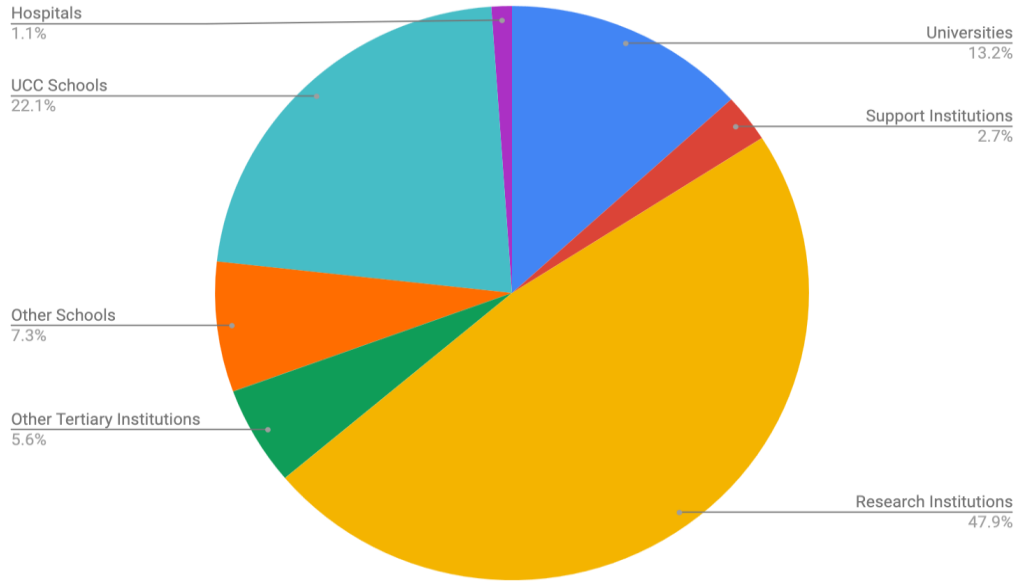


# Connectivity - Membership



Year	2023	2022	2021	2020
Member Institutions	268	179	152	139
Connected Campuses	628	450	259	216
Universities	83	72	67	61
Research Sites	301	255	85	58
Other Tertiary Institutions	35	27	22	16
Affiliate Institutions	17	13	13	13
Schools	185	77	66	62
Hospitals	7	6	6	6

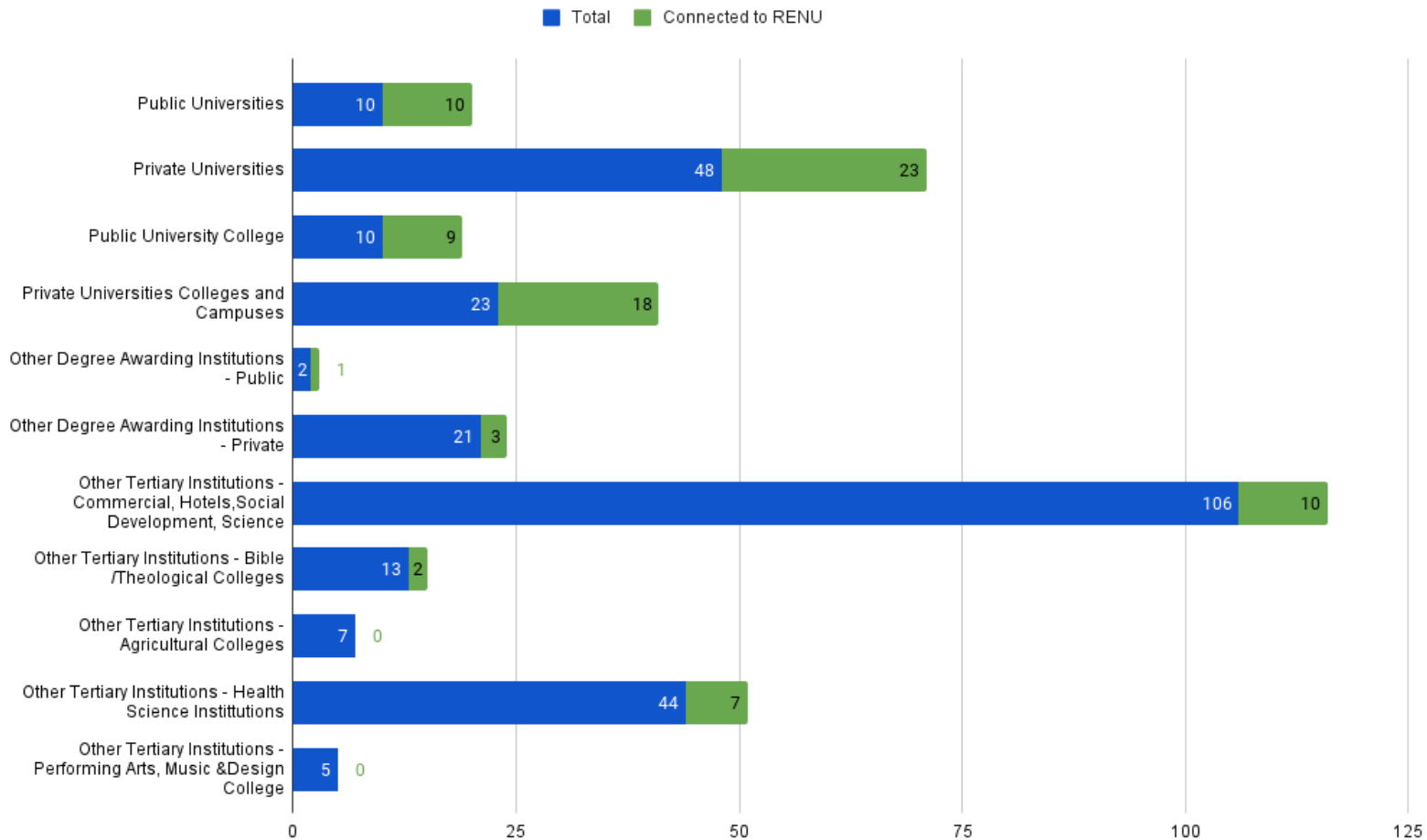
# Connectivity - Membership



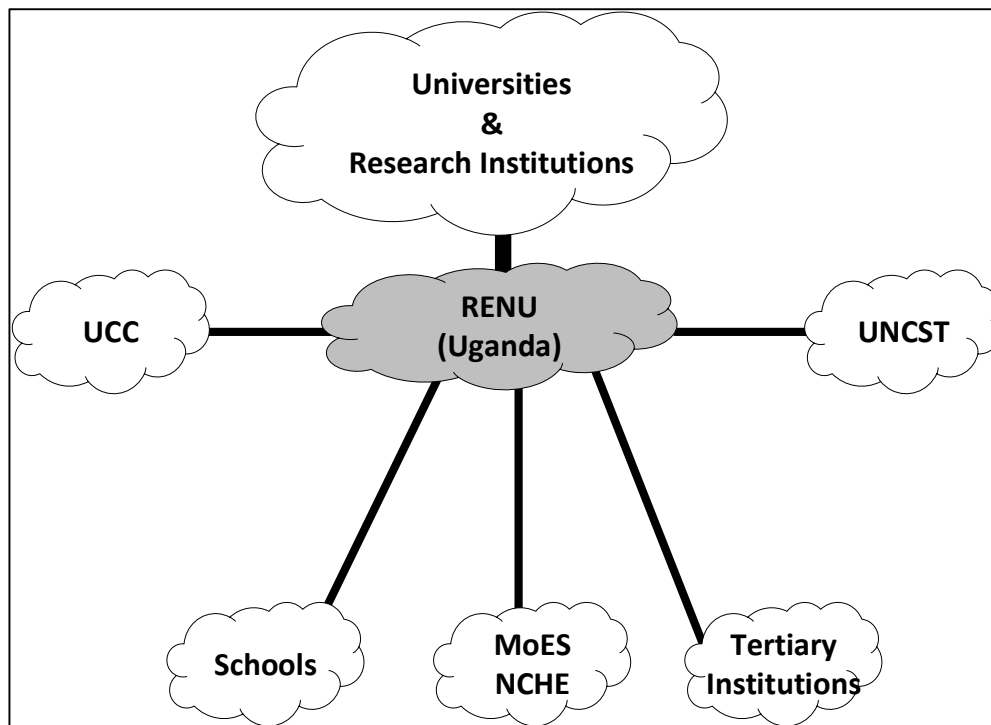
<b>Number of Connected Sites</b>	<b>628</b>
Number of University Campuses	83
Numbers of Research Sites	301
<b>Number of Other Tertiary Institutions</b>	<b>35</b>
Number of Support Institutions	17
Number of Hospitals	07
Number of Schools	46
Number of UCC Supported Schools	139

# Gaps

NCHE Categories 2022/2023



# Governance - Stakeholders





# Micro environment - Partners

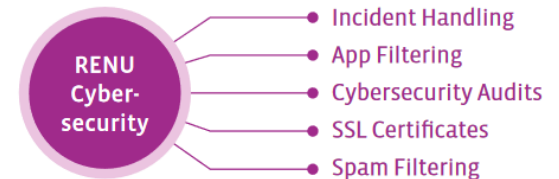
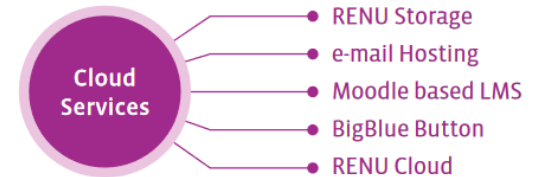
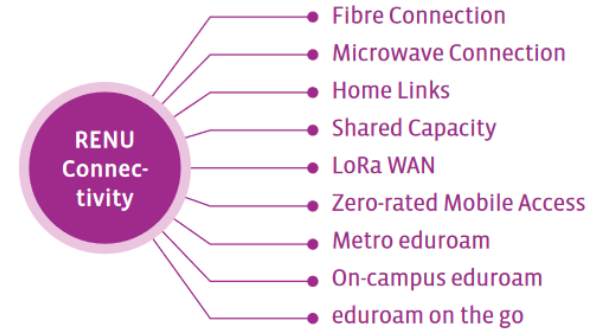
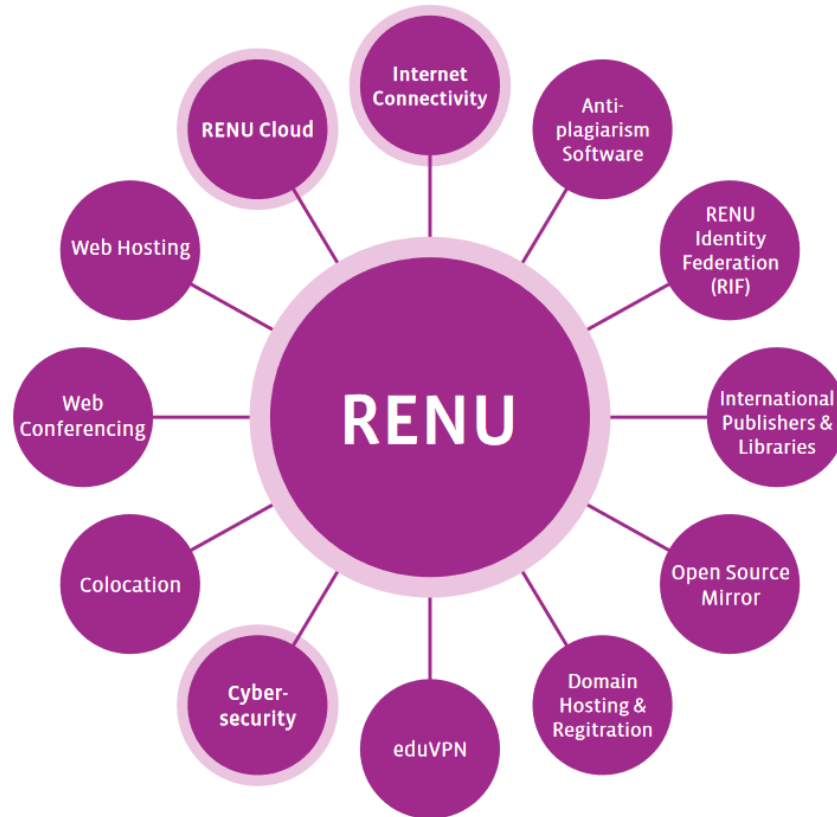


# Business Development Team

- Started - 2023
- Target – Revenue generation
- Prospecting and lead generations
- Customer engagement
- Product demonstration and presentation
- Negotiation and closing
- Market feedback and insights
- Post-sale follow-up and retention



# RENU SERVICES AND PRODUCTS



# Targeted Segment – (DMU's)



- Vice Chancellors
- Research Institution ED's
- ICT Directors
- CEO's
- Student's
- Researcher's
- Head teacher's



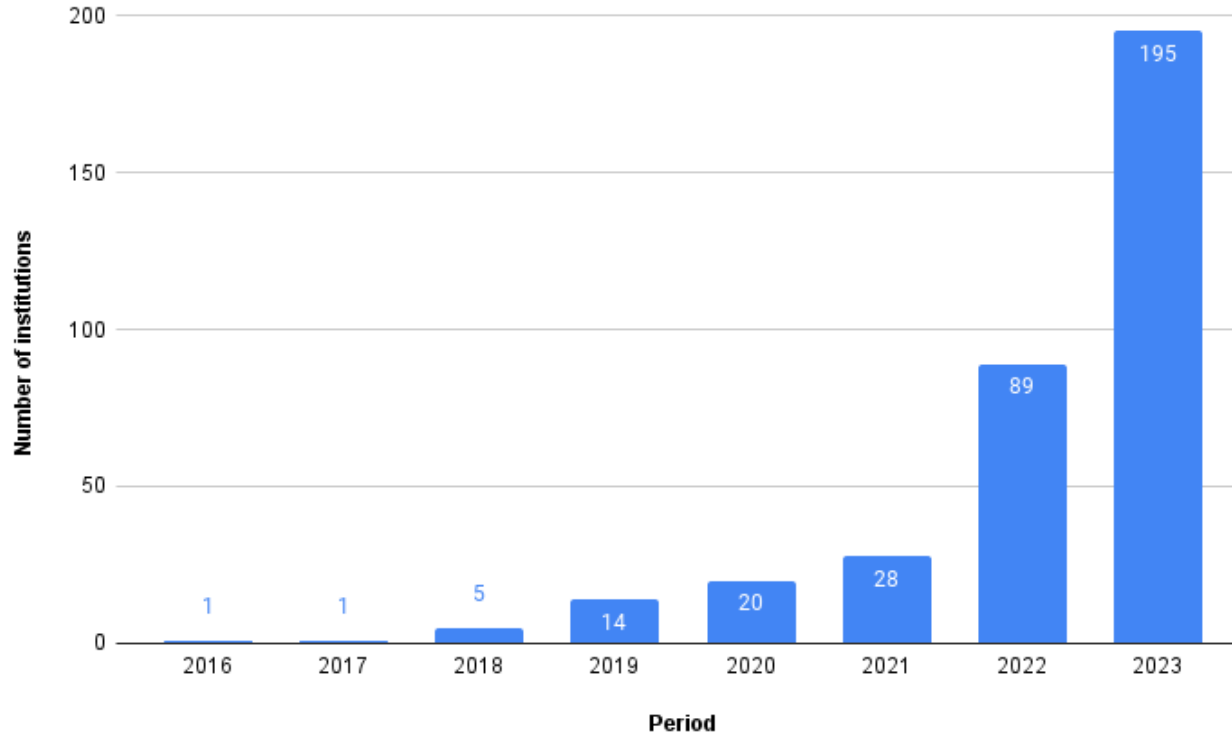
# eduroam



- **eduroam (education roaming)** - roaming access service for the international R&E community.
- It allows students, researchers and staff from institutions to obtain **Internet connectivity** across campus and when visiting other institutions.



# eduroam – Growth in participating Institutions



# Different flavors of eduroam

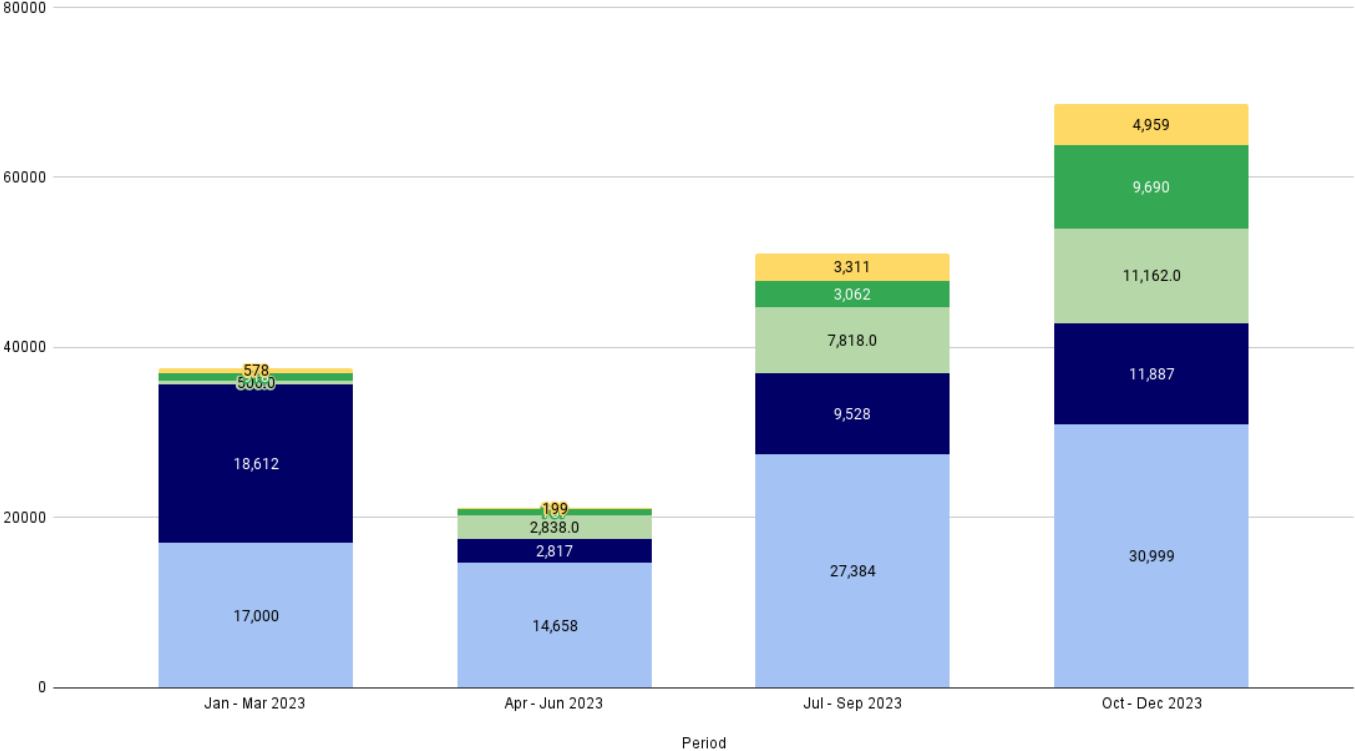


- **On Campus eduroam** – Access to Internet connectivity inside an R&E Institution.
- **Metro eduroam** – Access to Internet connectivity off campus in specific hotspots.
- **eduroam on the Go** – Access to Internet connectivity using portable MiFi devices
- **Homelink eduroam** – Access to Internet connectivity at home/ place of comfort.

# eduroam – Unique Users



Homelinks   eduroam OTG   On Campus   Campus Visitor   Metro eduroam



Q1 – 37,614

Q2 – 21,219

Q3 – 51,103

Q4 – 68,697

The eduroam logo is positioned in the top left corner of the blue sign. It consists of a stylized signal icon above the word "eduroam" in a bold, blue, sans-serif font.

**I have signed up for  
eduroam! Have you?**

BLOCK A



Hello, I am Professor,  
and I'm here to tell you  
about RENU's new product.

**eduroam on the Go!**

Anytime | Anywhere

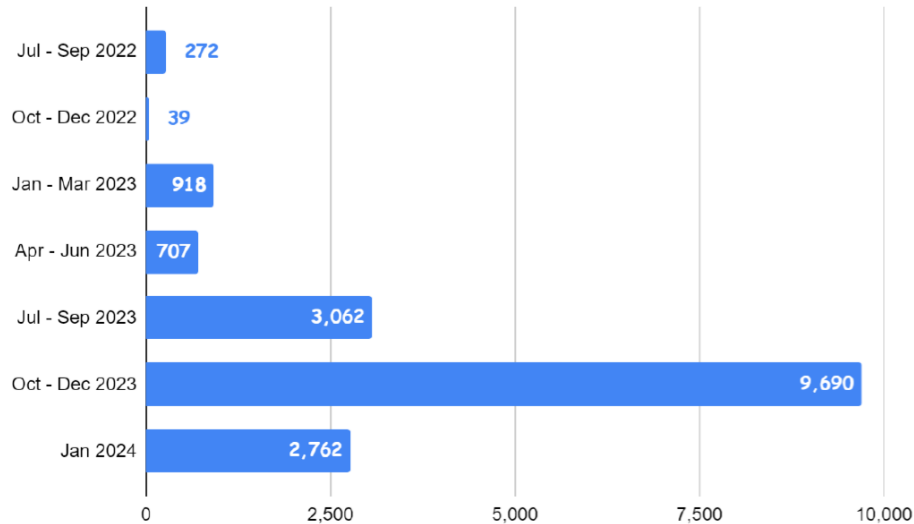


Enabling Research & Education Collaboration

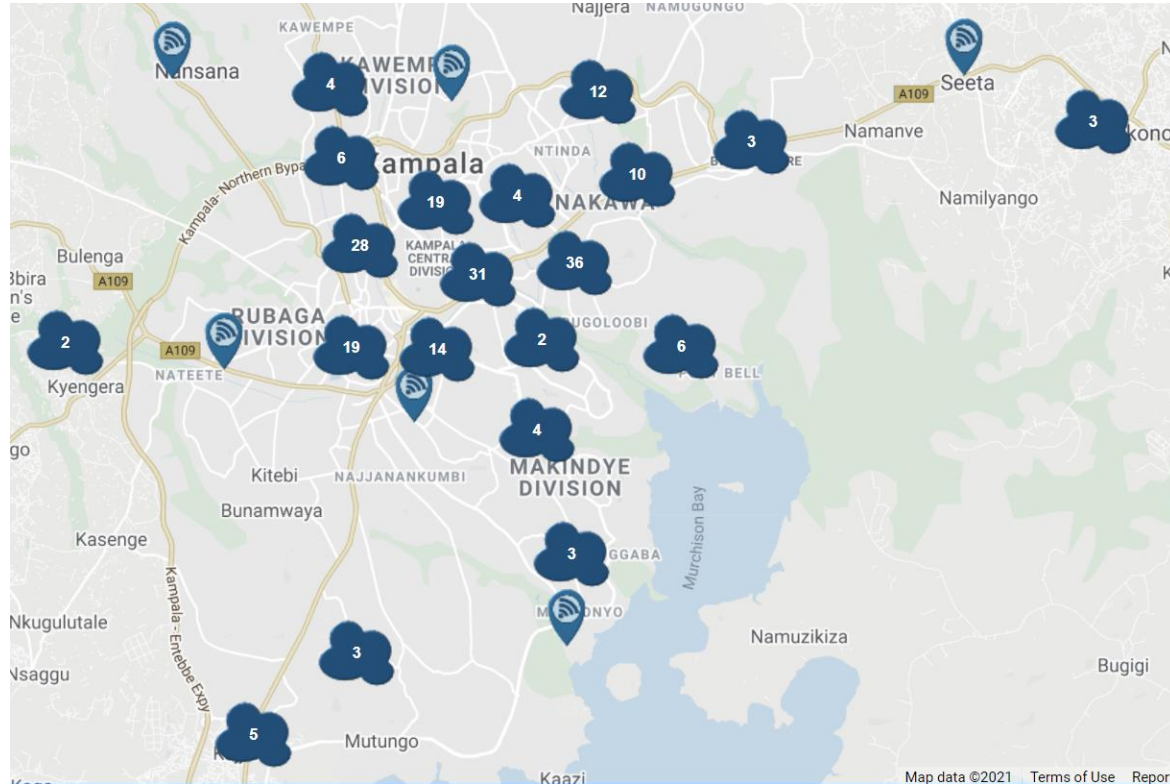


# eduroam on the Go

- **Unique users - from July 2022 to January 2024**



# Metro eduroam – Coverage Map



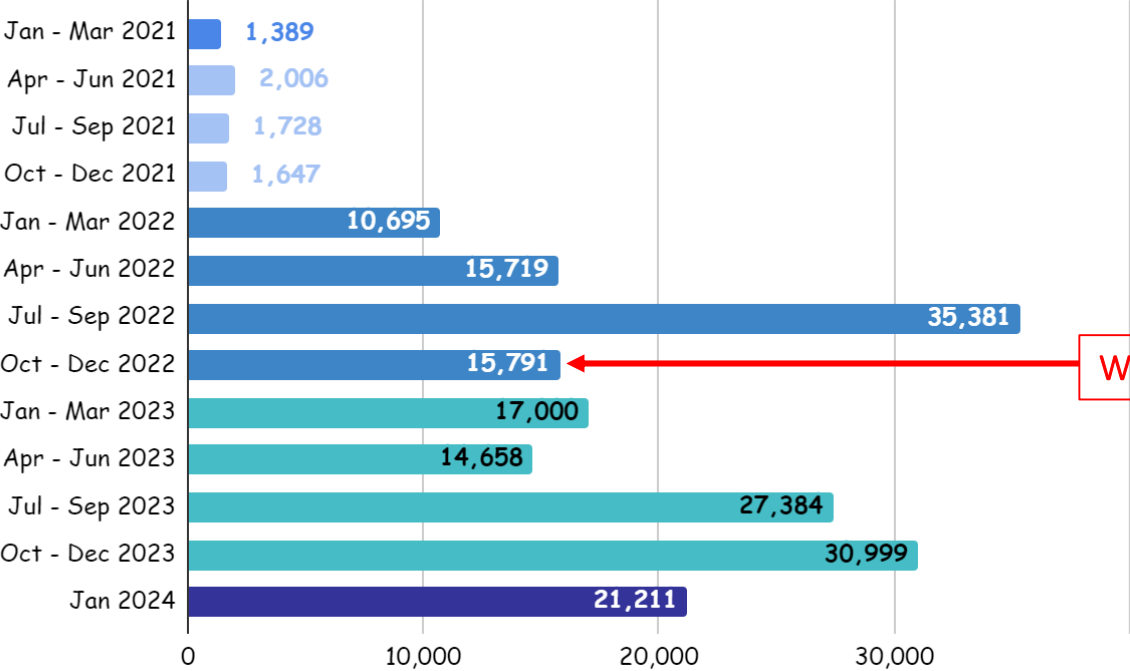
<https://eduroam.renu.ac.ug/>



2023 - Metro eduroam - Successful Logins

**17,620,099**

# Metro eduroam – Unique Users



What happened?



# RENU Partners with Mesh++ to Manufacture Solar-powered Internet Routers in Uganda

- How do we scale up Metro eduroam and support institutions better.
- Sustainability?
  - Financial
  - Environment
  - Ecosystem
  - Social, political





mesh+

Wi-Fi Anywhere

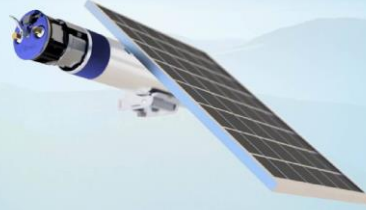


First Routers Made In Uganda



mesh+

Wi-Fi Anywhere  
No Electricity? No Problem!

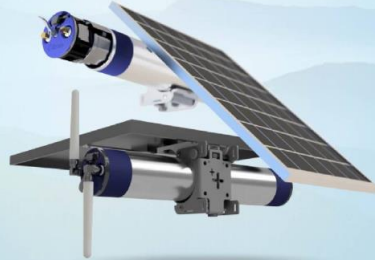


First Routers Made In Uganda



mesh+

Greening the Internet



3.7% of global greenhouse emissions is from  
our gadgets and the Internet infrastructure.

#FirstRouters  
MadeInUganda



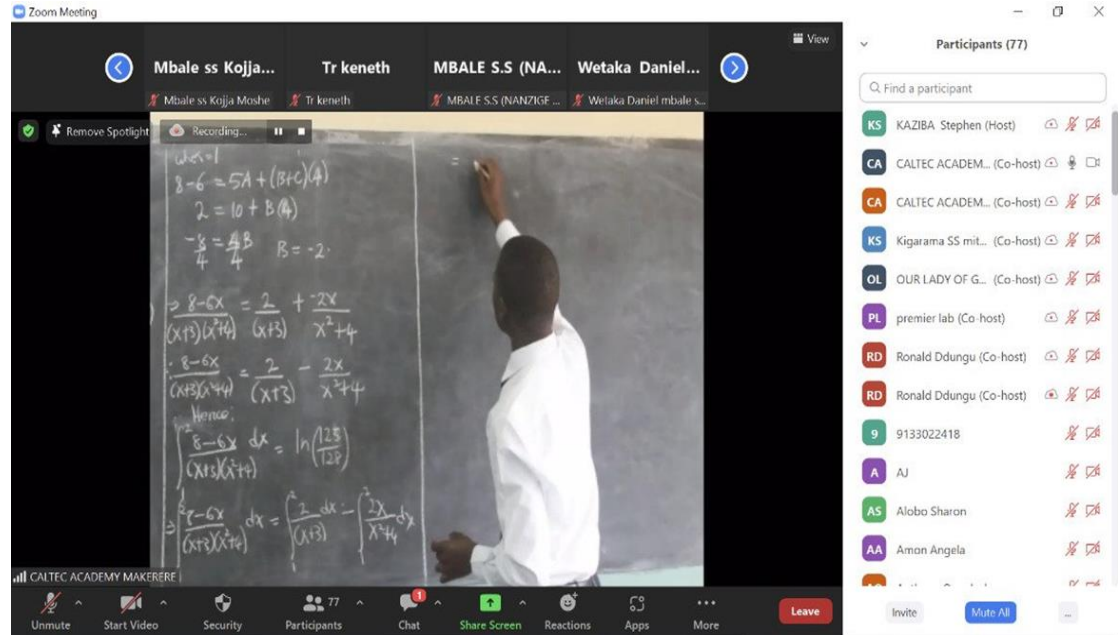
# Personal Selling

- Conversion rates
- Relationship building
- Immediate feedback
- Personalized attention
- Effective explanation



# Corporate Social Responsibility

- Graduation ceremonies
- Direct Engineering Assistance (DEA)
- Equipment donation
- Bandwidth boosts
- School seminars



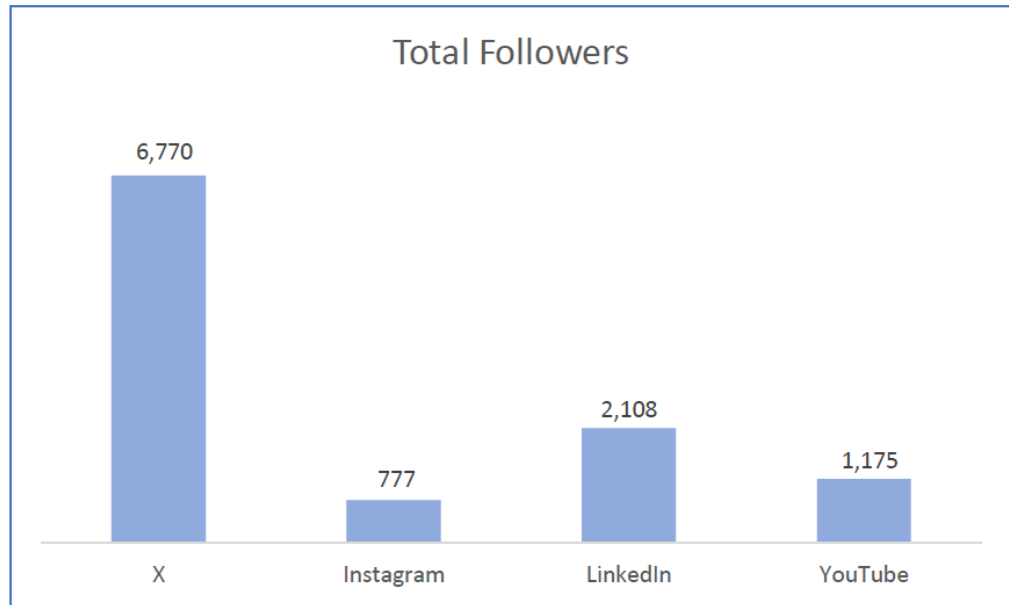
# Exhibitions

- Targeted audience
- Direct interaction
- Product demonstration
- Brand visibility
- Networking
- Sales opportunities
- Market intelligence

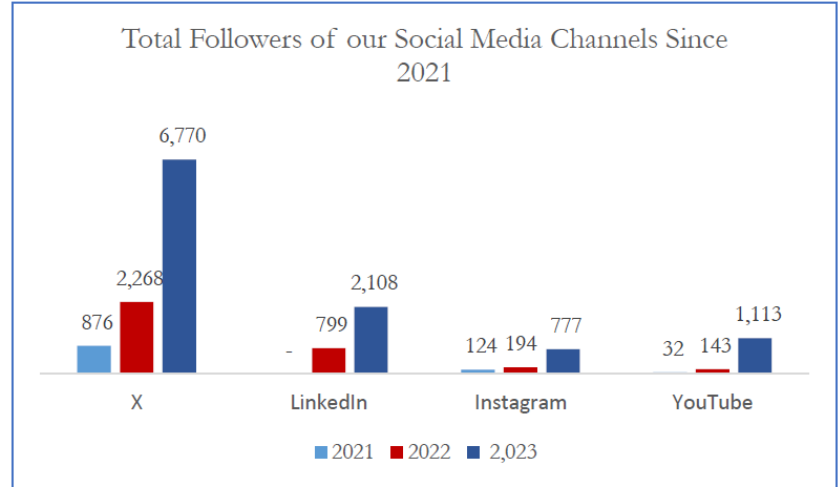
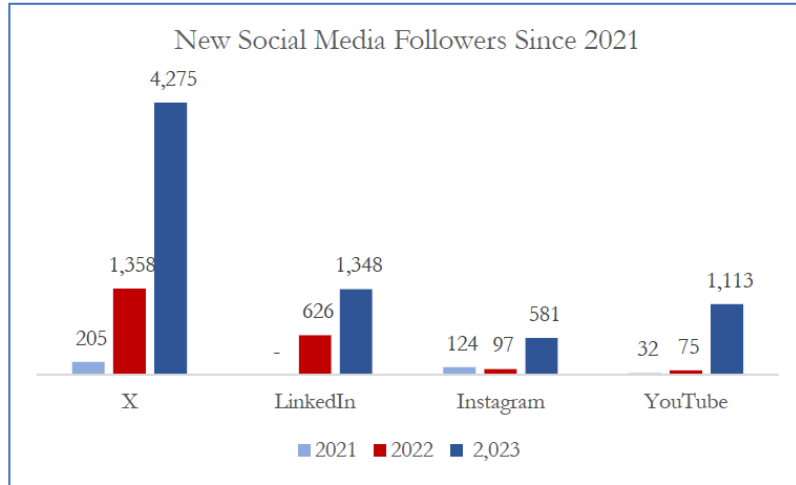


# Leveraging Digital Platforms

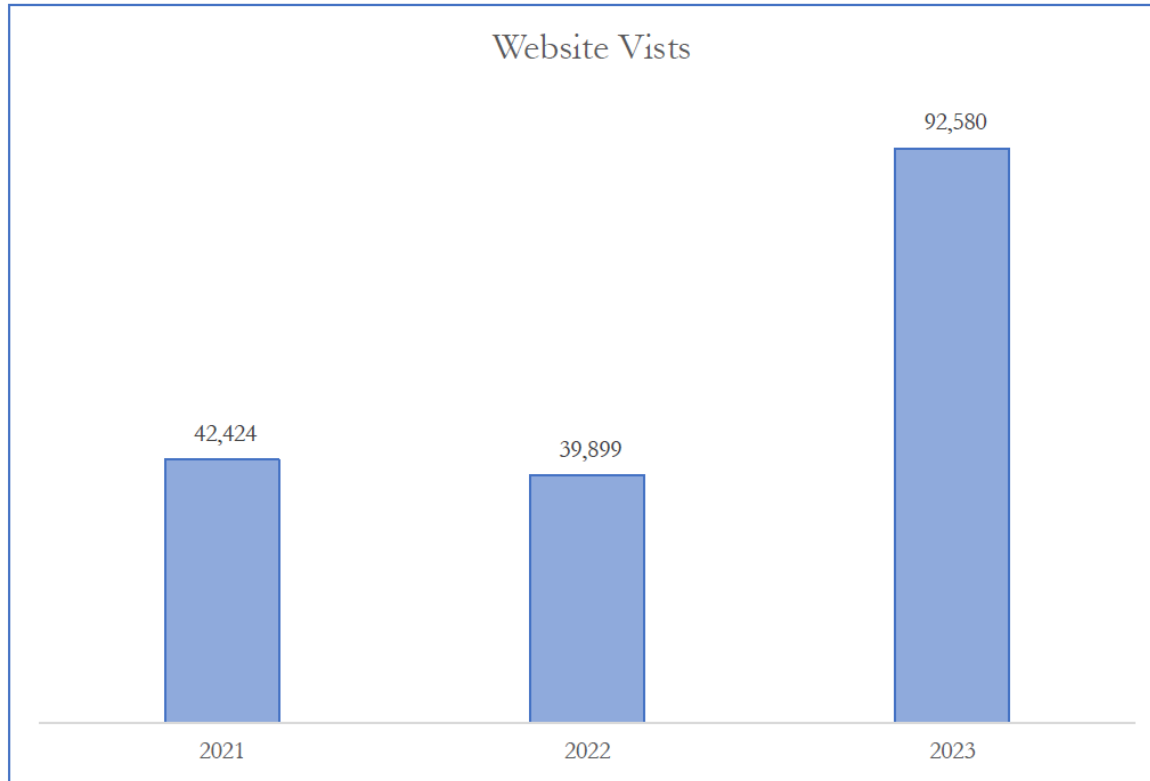
Channel	2023	2022	2021
<b>Twitter (X)</b>			
Tweets	388	561	238
Impressions	6,302,900	1,236,544	234,168
New Followers	4,275	1,358	205
Total Followers	6,770	2,268	876
<b>Instagram</b>			
Posts	169	90	47
Engagements	4,534	2,254	0
Reach	251,606	3,348	62,637
New Followers	581	97	124
Total Followers	777	1,685	124
<b>LinkedIn</b>			
Posts	262	233	NA
New Followers	1,348	626	NA
Total Followers	2,108	788	NA
<b>YouTube</b>			
Posts	18	15	1
New Subscribers	1,113	75	32
Total Subscribers	1,175	143	67
Reach	101,018	3,811	1,413
<b>Website</b>			
Visits	92,580	39,899	42,424
Hits	3,401,597	3,179,195	1,788,155



# Leveraging Digital Platforms



# Leveraging Digital Platforms



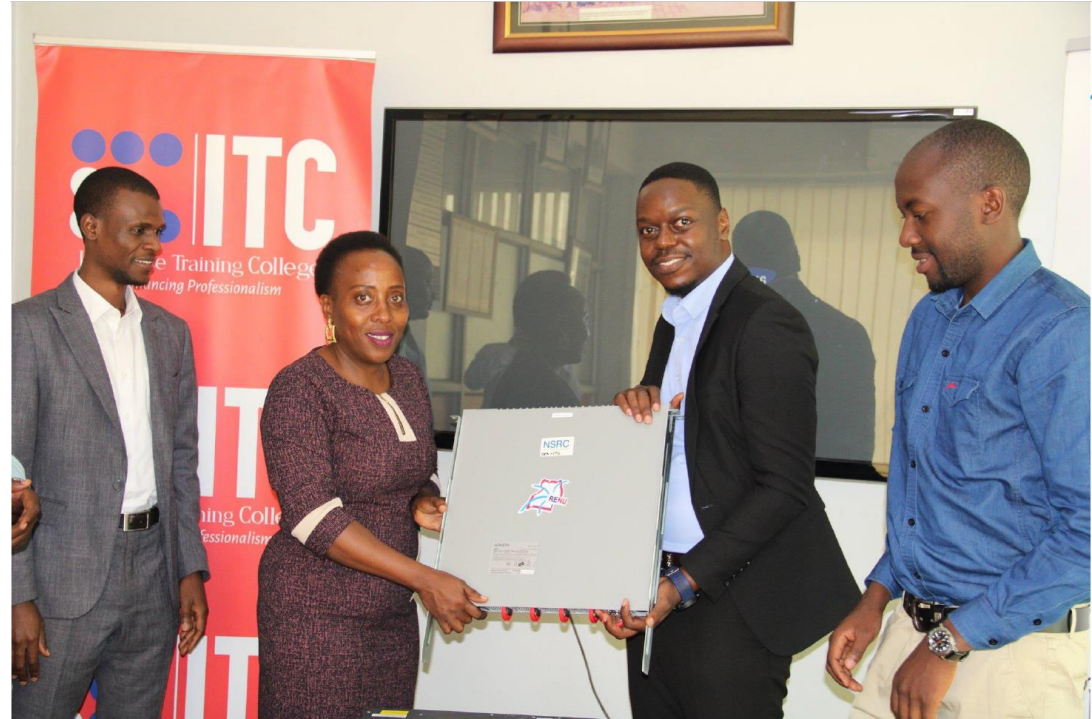
# Challenges

- Appreciation of NREN's
- Budgets
- Competition
- Pricing wars

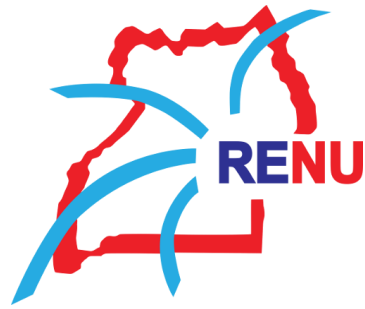


# Opportunities

- Partnerships
- Solutions and innovations
- Stakeholder relationships
- eduroam
- Products and services







# Thank You!

[www.renu.ac.ug](http://www.renu.ac.ug)