



**Title:**

**Detailed plans of concertation, dissemination and external liaison**

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**Abstract:**

This deliverable defines the planned dissemination process through concertation meetings, clusters, IPv6 Forum, workshops, and conferences. This also identifies important liaison to be established between the IST projects and external Working groups like Eurescom, ETSI, IETF, IPv6 Forums etc.. for information exchange to realise harmonised standards development, planning, development, deployment and interoperability tests.

**Keywords:** IPv6, QoS, Next Generation Networks, Dissemination, Liaison

\*\*Nature: P - Prototype, R - Report, D - Demonstrator, O - Other

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## Executive Summary

The 6INIT project is the unique in its kind, which addresses the next generation networks deployment as the main target and plans to demonstrate the first European IPv6 based next generation networks. The demonstrations planned during 2001 are targeted towards bringing the awareness of limitations of IPv4 and the need of planning the future networks taking into account the real user needs, and developing appropriate solutions. This will be done with selected set of standard services like IP telephony, video conference, stock exchange and media applications which will be driving the information society. The awareness of available standards and products is an important issue in the evolution of the future network. The 6INIT project will work very closely with other IST projects, standards groups and Forums as well as industrial organisations to promote the IPv6 based networks development and deployment. The awareness will be created among the industry, Research institutions, vendors and user groups through the concertation process at the level of IST projects, in addition to industry and standards liaison, market awareness in IPv6 summits, participation in major workshops and events through IPv6 Forum which would be used as the platform for promotion of IPv6..

This deliverable will provide the approaches adopted by the project in promoting IPv6 to the media at large.

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# 1 CONCERTATION PROCESS: TOPICAL WORKING GROUP

The first concertation meeting among Key Action 4 projects was held on 9<sup>th</sup> Feb. 2000 and the concertation mechanism to be adopted were discussed. As a result of these discussions it was agreed to create type of 'Next Generation Networks Initiative' covering the aspects of network infrastructure, QoS and Active services and Network management related groups. 6INIT volunteered to develop the concept of the concertation process for the network infrastructure group as a leading partner. The details of such initiative is given in the following sections.

## 1.1 Next generation networks /Network Infrastructure

Lead Project: 6INIT

Co-ordinator: Mr. Latif Ladid, Ericsson , Denamrk

Rapporteur: Dr. Sathya Rao, Telscom AG, Switzerland

### 1.1.1 Introduction

The main technical issues covered by the next generation network group are related to the topics addressed by the projects that will participate to the meetings, workshops and conferences. Based on the focus of the work in the Key Action IV.2.3, it is expected that these will be:

- Internet
- Fixed telecommunication networks: Core, Access and Home networks
- Mobility
- Satellite communications

IPv6 has been developed to cater for next generation networks taking into account the evoluion of home networks, mobile networks based on GPRS delivering high speed data services etc.. The successful deployment of these technologies is dependent upon feasible strategies for their interoperability with existing networks and services (functionality over all of layers 1-7 in classical OSI terminology). Such interoperability issues will be the focus of the Cross Programme Action project activities, and include:

- . Protocols at all levels
- . Interface standards
- . QoS
- . Standards conformance
- . Fixed-Mobile interoperability
- . Network management aspects
- . Control plane issues
- . Satellite and terrestrial interoperability
- . Service Level Agreements (user-network and network-network)
- . QoS Routing
- . Evolution
- . Interoperability with legacy systems
- . Regulatory / policy matters
- . Security: Authentication, authorisation and accounting.

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### 1.1.1.1 Thematic network grouping, Projects to be involved and issues addressed

#### TN1: Infrastructure

6INIT	IPv6 Network architecture, transition, QoS, security, deployment
GCAP	Network architecture, Multicast protocols, IPv6, QoS, Active networks
GEOCAST	Fixed-terrestrial network interworking,
SUITED	Interworking between fixed and satellite networks

#### TN2: Mobile and Wireless

Moebius	Mobile IP platform, Health care application, trials
WINE	Wireless internet, standards
DRIVE	IPv6 in multi-radio environment, 3GPP
GNIUS	Wireless networks (GSM)

#### TN3: Optical networks

LION	Resilience in optical networks
Harmonics	Optical access networks
Meteor	Optical networking
LION	Optical networking, Network resilience
BASS	Access networks, QoS

#### TN4: Home Networks

EHOME	Residential Gateway, standards
Inhomnet	Home networks
PALAS	Power line communication
SIRLAN	Home networks, security,

#### TN5: Edge devices

Videogateway	Video streaming across heterogeneous networks
Netgate	Protocol gateway, interoperable networks, VOIP

#### TN6: QoS, CoS, SLA/SLS

AQUILLA	Network architecture, QoS, Diffserv, standards
CADENUS	Premium IP service architecture, QoS, SLA/SLS
Moebius	Mobile IP platform, Health care application, trials
Tequila	QoS, service architecture, trials
GCAP	Network architecture, Multicast protocols, IPv6, QoS, Active networks
FORM	Enterprise management and QoS
M31	Resource management, charging, QoS

#### TN7: Network management

Shuffle	Agent technology, Resource management
MANTRIP	Mobile agents for network management
M31	Resource management, charging, QoS
FAIN	Network architecture, Active networks, network management
WINMAN	Management of IP over WDM
ANDROID	Application level Active Networks

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## 2 OVERALL CONCEPT OF THEMATIC CLUSTERING:

The projects active in key action 4 addresses different issues related network infrastructure, interworking and interoperability, protocols, network management, service provision and QoS applied to Core, Access and Home networks.

The list of Projects identified above are grouped in Concertation networks , for consensus development towards common specifications, standards and perhaps common trials whenever possible, addressing a common theme of interest.

Since the networking involves all functionalities for provision of QoS end to end, it is necessary to develop further interactive dialogue among different core groups (Concertation Networks) in the form of Common Interest Groups, so that interfaces across different functionalities can be agreed upon for easier integration of modules developed in different projects and to develop contributions towards standards. This group should also follow ongoing standards activity and market trends around the world for adopting individual project activities towards exploitable results.

The Concertation Networks and Common Interest Groups can lead to the definition of Cross Programme Action project definition to demonstrate the results of cross project developments integrated into a relatively large demonstrable deployment of networks and services.

### 2.1 Concertation theme clusters:

1. Next generation network infrastructure: IPv6, Mobile and Wireless networks, Optical networks, Home Networks

Lead: 6INIT

Project groups: TN1- TN5

2. QoS and Active services: QoS, CoS, SLA, SLS, Active services, Multicasting, BW brokering

Lead : CADENUS

Project Groups: TN6

3. Network Management: Agent technology, Active services, Resource management, Charging

Lead: Shuffle

Project Groups: TN7

### 2.2 Working methods:

<b>Objectives of Action Line IV</b>	<b>Approach of clusters</b>
Expand the technological basis of convergence.	Foster liaison between the different projects in the Action Line in advanced communications.
Remove and overcome bottlenecks that prevent the development of ubiquitous and scaleable networks and interoperability.	Feed back information to the IST projects, regarding issues raised by the operational sectors and standards.
Support new schemes to enable businesses, organisations and individuals to take advantage	Liaise between the projects and user groups to make potential users aware of the possibilities

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of their new environment.	offered by the IST research.
Support for interoperability and standards.	Build awareness of the work of IST in the standards and specifications bodies working in advanced communications. Establish a permanent liaison from the cluster to: ETSI, EURESCOM, IETF, COST.
Give support for European policies (e.g. next generation mobile voice and data services).	Present the work and recommendations of IST to regulators and policy-makers.
Anticipate market needs and nurture emerging technologies.	Encourage the take-up of IST results by actively promoting the emerging results to the outside world: Bench marking and roadmaps
Promote excellence in the technologies that are crucial to the Information Society, to accelerate their take-up and broaden their field of application. The work will address the convergence of information processing, communications and networking technologies and infrastructures.	Promote excellence by feeding requirements from external state of the art work results to the projects. Accelerate take-up by promoting awareness of possibilities and results among the user sectors. Ensure dissemination among the Action Lines.  Accelerate convergence by raising awareness among the related projects, of relevant developments in other sectors.

### 3 CO-OPERATIONS WITH THE EXTERNAL BODIES

#### 3.1 Co-operation for Standards and Fora activity

A major impact of IST RTD projects will be on the harmonisation of standards through their contribution. The early knowledge of the upcoming standards, and experience with corresponding implementations, can give European manufacturers a strong time advantage in reaching the market.

GINIT will work very closely with IPv6 Forum for awareness creation among the actors responsible for developing next generation networks.

Projects in the cluster will establish contacts with ETSI and EURESCOM, as well as with the IETF, Internet 2, the ATM Forum and with ITU study groups. In this way, inputs from the RTD projects are submitted at the appropriate level. This procedure has already been used in the ACTS Programme with success.

Understandings have been reached with members of relevant ETSI, COST, Eurescom and ITU groups, regarding the importance of such co-operation and flow of information (though it is difficult to get these writing due to political and legal implications). Similar agreements are being sought with the Forums (IETF and 3GPP) to get the results of IST projects flowing into the standards work (especially the Internet-related standards) at a global level.

#### 3.2 Co-operation for dissemination

In relation to dissemination, there are many relevant publications to which contributions can be made. These inputs will be solicited primarily via the cluster. Since most of these publications (newsletters, journals, papers, special issues, books) will be directly in the interests of the RTD projects and their constituent companies it is anticipated that voluntary co-operation will be very forthcoming. The Cluster project (to be defined) will also be responsible

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for the organisation and editing of some of these publications, there are little or no “overheads” for the projects. The project will liaise with projects, to provide input in terms of summarising the technical details, to make the text more suitable for a less-technical audience.

The project intends to support the generation and development of so-called ‘green papers’, addressing convergence issues (both of interest to the projects and relevant to industry). There is therefore potentially substantial value that can be added to the RTD results of the individual projects. The definition of the scope of these “green papers” will be carried out in consultation with the projects that attend the cluster events.

### **3.3 Co-operation with Eurescom and Quantum**

6INIT has established very close co-operation with Eurescom IPv6 project for joint application demonstrations, with interconnections to Japan and Canada. We are also discussing extending these trials to US network as well.

The 6INIT Web server is already running on IPv6 network and anyone having native IPv6 network can access the project server through tunnelling across IPv4 network.

The interconnection between the European networks will be done using Quantum IPv6 connectivity. The corresponding understanding has already been reached between 6INIT, Eurescom and Quantum.

### **3.4 Co-operations with industry**

All the necessary co-operations with the relevant industry (e.g. Ericsson, CISCO, ..), operators (BT, DT, FT, Swisscom), standards groups (ETSI) and relevant Forums (Eurescom, IPv6 Forum, 3GPP) have already been established from the project.

## **4 CLUSTER PROJECT STRUCTURE PROPOSED:**

The realisation of different objectives has to be set forth by well defined project to manage such clustering, interest group and cross action initiative. The project structure can be as follows:

### **4.1 WP1: Cluster Meetings**

2-day cluster meetings to be held approximately every 3 months. This workpackage is responsible for providing:

- logistic support for cluster meetings, where projects can meet and exchange views
- identifying consensus (eg. for documenting in “green papers” and/or forwarding to standards)
- chairmanship of meetings
- rapporteurship of meetings

This workpackage will produce a type of ‘green paper’ addressing the issues that were discussed in the cluster meetings, which will be forwarded to the important related events and fora meetings for harmonising their work, taking into account the IST RTD project opinions and results. The Green papers should represent the benchmarking analysis of projects results compared to ongoing activities in the similar field. This can lead to Roadmaps definition, based on evolution scenarios that can be foreseen.

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## 4.2 WP2: Workshops and conferences

2-day workshops to be organised approximately every 3 months. Some of these workshops (eg. 1 per year) will take the form of a global interactive conference. This workpackage is responsible for:

- providing the logistic support for the workshops
- attracting external contributions from bodies (e.g. ETSI, Eurescom, IETF, ..... ) working in related areas and from CRC, Canada; CRL, Japan (e.g. WIDE and KAME projects), Singapore (e.g. SingAREN) and the USA with whom the consortium has contacts and good experience of liaison for the exchange of state-of-the-art activities in their regions.
- collecting and reporting inputs from external organisations unable to attend
- identifying consensus (e.g. for documenting in “green papers” and/or forwarding to standards)
- identifying appropriate conferences in which the activities and results of the Action Line IV could be best disseminated (e.g. ECMAST, QofIS2000, Interworking, IDC, ....)
- providing the overall chairperson and session chairpersons for the workshops and conferences organised by the project
- rapporteurship of workshops and conferences organised by project, including compilation of the proceedings

This workpackage will produce a type of ‘green paper’ addressing the issues that were discussed in the workshops and conferences, which will be forwarded to the important related events and Forums meetings for harmonising their work, taking into account the IST RTD project opinions and results.

## 4.3 WP3: Liaison

This workpackage be responsible for maintaining continuous liaison with fora and standards bodies, especially:

- ETSI, COST (263, 264, 257), ATM-Forum, IETF, IPv6, Internet 2, Eurescom

This role includes:

- maintaining a "living list" of projects in IST, Eurescom, COST, together with their activity areas, and relating these areas with Working Groups in IETF and ETSI.
- providing contributions to these organisations, based on consensus opinions from the cluster, or addressing specific technical issues
- summarising the meetings, for future reporting at cluster meetings and/or workshops

## 4.4 WP4: Dissemination

Dissemination is an important part of the project; indeed, the activities of workpackages 1-3 also incorporate informal aspects of dissemination. However, this workpackage acts as the formal interface to the rest of the IST Programme, and external organisations. Specific dissemination activities organised by this workpackage include:

- (interactive) Web site
- Publications
- CD-ROM

## 5 6INIT COMMITTED EVENTS:

6INIT project participated in the first concertation meeting held in Brussels in Feb. 2000 and contributed significantly in identify the issues to be addressed.

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The project co-operated with other initiatives to organise the first IST workshop event related to next generation networks in Rennes on 28 Mar. 2000, in conjunction with ATM developments' conference. It also participated in the concertation meeting on the 29<sup>th</sup> in Rennes.

6INIT was invited by the EU commission to discuss the issues of IPv6 during Mar. to understand the importance of IPv6 future in Europe, and to identify the possible political and financial issues to be considered by the European actors.

Many members participated in the IPv6 Summit held in Terruride, USA and presented the views of IPv6 initiatives in Europe.

The paper proposed by 6INIT for IFIP Networking'2000 conference to be held during May 2000 in Paris has been accepted.

The next major event would be the IPv6 summit in UK along with world telecom conference in May where 6INIT plans to organise a demonstration of first implementation of IPv6 networks and services. 6INIT also plans to participate in the ATM2000 IFIP conference to be held in Heidelberg during June 2000 and in the Interworking'2000 conference in Oct'2000 in Oslo.

## 6 6INIT AND IPV6 FORUM

6INIT project uses IPv6 Forum as their platform to promote IPv6. IPv6 Forum has major manufacturers, vendors and user groups as its members and hence form an effective platform to influence the future network evolution. The members are promoting the vision of IPv6 Forum which has the following objectives:

To address the problem, Internet product vendors, Internet Service Providers and systems integrators will work together, with and through the IPv6 Forum, to ensure smooth and accelerated deployment of IPv6-based solutions in the global Internet and enterprise networks.

### **The objectives of the forum are to:**

- Achieve prime objectives of fast penetration of IPv6 into the Internet in the order of 10% by 2002, a critical % of deployment for mission-critical applications, see fig. 1.
- Align the understanding and create a common terminology to advance the deployment of IPv6 products and services.
- Increase awareness of the benefits and opportunities of IPv6 Solutions.
- Increase deployment in Enterprise Intranets, Service Provider networks and carriers, and across the Internet.
- Help users develop strategies and evaluation criteria for deploying and testing IPv6 in their IP networks.
- Increase knowledge of IPv6 standards, technologies, products and services.
- Enable effective demonstrations and test-beds of IPv6 Solutions.
- Increase the number of content and application vendors utilizing IPv6 Solutions.
- Increase the number of vendors supporting the IPv6 Forum.
- Facilitate interoperability testing.

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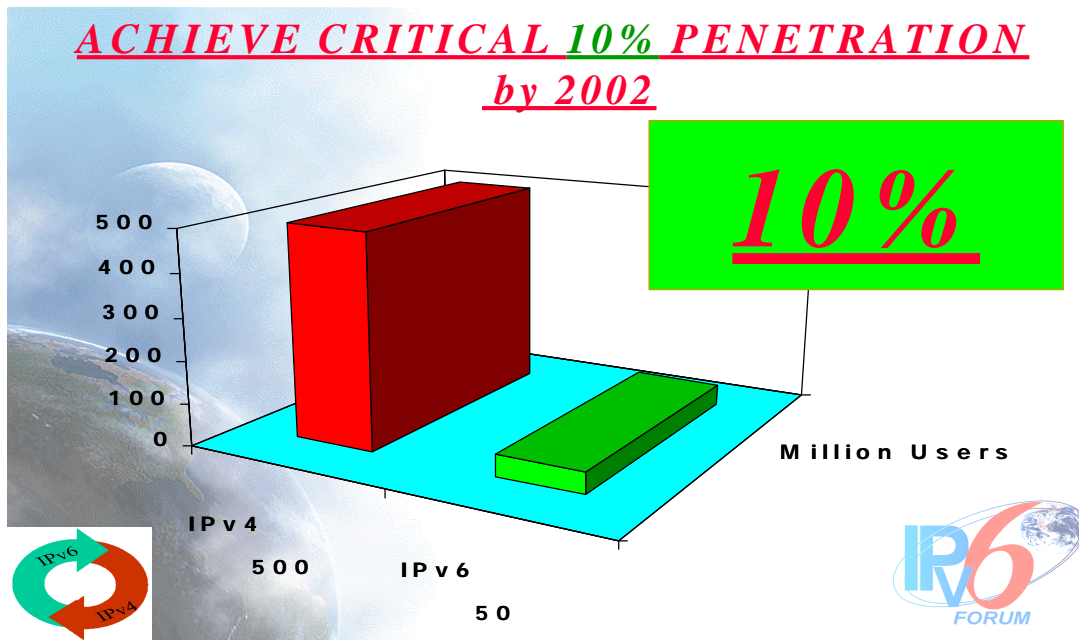


Fig. 1 : Penetration of IPv6 expected

## 6.1 IPv6-based TECHNOLOGIES

The following is a list of the technologies that the IPv6 Forum will seek to bring into focus, explain and accelerate the use of IPv6-based, not in any order:

- Autoconfiguration
- IPsec
- Mobile IP
- PIM/RSVP/Integrated services
- 3G/GPRS/UMTS
- QoS
- IPsec over QoS
- IPv6 Telephony
- Mobile Terminals, ...

### 6.1.1 IMPEDIMENTS TO DEPLOYMENT

- Lack of Host (server and client) and Router vendors shipping IPv6 integrated in their base product set. The ISPs cannot deploy IPv6 without products. Vendors need to ship products.
- Entities unable to obtain a real IPv6 address from their providers or ISPs, who in turn cannot get a real IPv6 address from any Internet Registry today.
- The stop-gap for the IPv4 address shortage is NAT which has been widely deployed, until those users feel the pain of not being able to sustain the needs for end-2-end networking (e.g. IPsec, VOIP, Realtime Video/Audio, Multicast) they will continue to feel good about NAT.
- Many Enterprises have not heard the IPv6 Story and do not know yet that a solution is here for their Intranet and their connection to the Internet which will not require NAT. So lack of IPv6

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"Marketing" to real users who want new solutions. The IPv6 Story needs to be told with a marketing and business message not a technical message.

- The Year 2000 problem is the focus of many entities now and updating their Networking Infrastructure will be next. Once the Y2K problem is resolved more attention units will be given to the YV4 problem space as one of my IETF colleagues referenced it one time.

Initial discussions and input suggest the following key obstacles preventing the widespread adoption of IPv6 Solutions:

- Lack of consensus among vendors
- Lack of understanding about the incremental services and solutions at network demarcations points made possible by IPv6 products.
- Buyer's lack of knowledge about the technologies and products.
- Lack of understanding of the value proposition for business solutions.
- Fear and uncertainty relative to the risk of deployment. (Risk is defined but the reward has not been defined.)
- Concerns about maturity, interoperability and testing/performance measurement.
- Concerns about the ability to effectively implement end-to-end IPv6.
- Network Upgrades and Administration.
- Security.

The major initial and general impediment appears to be a lack of knowledge and its consequent impact on demand for IPv6 Solutions in enterprise and service provider buyer segments. However, these obstacles need to be validated via a **user council** and **survey** as discussed below.

## 6.2 MARKETING AND EDUCATION STRATEGY

### 6.2.1 ROADMAP

The following sections outline the "what we will do" in the forum campaign. The "Services" section below details the "how we will do it".

The primary "Buyer" campaign is targeted at enterprise and carrier/service provider organizations. The secondary "Vendor" campaign is targeted at Vendor organizations. The tactics required to remove the impediments outlined above are identified for each of these campaigns. Planning for the campaigns will take into account the needs of each market segment and interplay between the enterprise/service provider and vendor campaigns.

The Forum's initial efforts will be directed at raising awareness of IPv6 Solutions and their benefits.

Follow-on marketing and education will address technical considerations and engineering options and will be a factor of target markets, the need for education and the amount of money the forum has to spend. The forum will employ a marketing mix of Internet-based information, PR, collateral and events. The initial priorities of the marketing campaign are to establish an identity for the forum and to aggressively evangelize IPv6 solutions to the enterprise and carrier markets.

### 6.2.2 BUYER CAMPAIGN

The ultimate goal of this campaign is to achieve cross-enterprise/cross-service provider deployment and use of IPv6-based solutions in IP networks. This campaign is focused on buyers in enterprise, service provider and core infrastructure providers.

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The key phases and activities within this campaign are:

- Raise awareness of business benefits and opportunities enabled by IPv6 Solutions
- Educate buyers about available products and services
- Educate buyers about IPv6-enabled network topologies
- Educate buyers about IPv6 infrastructure technologies and standards
- Educate buyers on resolution of impediments and deployment strategies

*1. Raise awareness of business benefits and opportunities Enabled by IPv6 solutions*

- IPv6 Solutions enable traffic prioritization for users, mission-critical applications (SAP etc) and different network segments.
- IPv6 Solutions enable improved performance of new bandwidth-sensitive applications such as IP telephony, audio/video streaming etc.
- IPv6 Solutions enable the introduction of differentiated service classes (Virtual Private Networks etc.) and sophisticated Service Level Agreements within enterprise and carrier organizations.
- IPv6 Solutions increase productivity by enabling prioritized use of IP networks.
- IPv6 Solutions enable the introduction of differentiated security classes (Virtual Private Networks etc.) and sophisticated Security algorithms within enterprise and carrier organizations.
- IPv6 Solutions increase the ability to control and manage IP traffic in a policy-based manner.
- Products are increasingly interoperable, reducing costs and expanding choices.
- There is substantial industry support for IP-based IPv6.

*2. Educate buyers about Available Products & Services*

- Identify categories of IPv6-enabling products.
- Devices
- Policy-based IPv6 software applications
- Measurement and Testing tools
- Identify existing application/network service categories that benefit from IPv6-enabled networks.
- ERP (SAP, PeopleSoft etc.)
- Identify new application categories that benefit from IPv6-enabled networks.
- Policy-based User/Group/Network Traffic Prioritization
- Multimedia
- IPv6 Telephony
- Audio/Video Streaming
- Conferencing
- Mobile Terminals
- Encourage buyers to review the IPv6 Forum product directory and contact vendors about products that can help their business.
- Encourage buyers to request vendor information and demonstrations.

*3. Educate buyers about IPv6-enabled network topologies*

- Identify key IP network demarcation points where IPv6 products enable new network services.
- Build, show and document model IPv6-enabled networks.
- Encourage buyers to research IPv6 testbeds such as 6REN/6BONE and European 6Networks.

*4. Educate buyers about IPv6 infrastructure technologies and standards*

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- Categorize and explain IPv6 technologies, standards and their inter-relationship.
- Encourage potential buyers to visit the IPv6 Forum web site and to participate in the IPv6 Forum mailing lists.

#### *5. Educate buyers on resolution of impediments and deployment strategies*

- The IPv6 Forum can provide information and referrals to help address common concerns/impediments.
- Buyers can consult the IPv6 Forum product and services directory for consulting expertise.
- The IPv6 Forum can provide education and methodologies to help plan for evaluation.
- The IPv6 Forum can help communicate concerns to vendor community.
- The IPv6 Forum can provide methodologies to address management issues, such as costs and savings.
- The IPv6 Forum can provide information related to concerns about network impact.
- The IPv6 Forum can provide technical information and training in network engineering, administration and diagnosis.

### **6.2.3 PRODUCT VENDOR CAMPAIGN**

This campaign is focused on product vendors. Its goals are to expand the number of hardware and software products that support or can take advantage of IPv6 capabilities, implicitly or explicitly. The more vendors supporting IPv6, the more legitimacy the market gains.

The activities and phases within the vendor campaign are:

- Evangelize IPv6 solutions and marketplace
- Explore the need for developer training on explicit IPv6 support

#### *1. Evangelize IPv6 solutions and marketplace*

- Business demand for IPv6 capabilities should be fostered and IPv6 support is an important product differentiation.
- Consumer demand likely to be high because of new applications and services including Secure E-Commerce, Secure Internet Banking, Voice over IP, Streaming Multimedia, VPN' s, Prioritizing mission-critical traffic etc..
- Major vendors and emerging companies are supporting IPv6.
- IPv6 Solutions standards are mature enough to justify R&D investment.

#### *2. Developer Training*

- Provide technical education to accelerate product and services development. Potential topics include protocol overviews and comparisons, software API' s (e.g. WinSock 2 and IPv6) and sources of developer support.

## **6.3 SERVICES**

This section introduces and describes the specific marketing and education services that will be used to address the market segments and impediments described above. The services are subject to the IPv6 Forum budget constraints and changes in the priorities of the Forum. The following plans and programs are based on the priorities as decided by the board.

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The following activities and deadlines are updated on a regular basis separate to this plan and made available to members via email and the web site.

The activities are prioritized as follows:

- Brand Identity for the IPv6 Forum
- Membership Evangelism
- Create web site and mailing lists
- Framework and Taxonomy
- Publish white papers and case studies
- Survey users/buyers (establish User Council and create ongoing online survey)
- Influencers Program
- Profile & Model Networks
- Industry Events

### **6.3.1 WEB SITE**

The IPv6 Forum web site is a key education and marketing medium. The site's primary objective is to be the premier information resource for IPv6 Solutions including base technology, products, services and benefits.

The site will also recruit the IPv6 Forum Members and be a vehicle for communicating with the Forum's membership through a private "Member Only" section.

#### **WEB SITE CONTENT**

##### *About the IPv6 Forum*

This web site section defines the Forum and its objectives. It will explain the IPv6 Forum's role and provide "Calls to action" and follow-up mechanisms for interested visitors and acknowledge sponsors.

##### *Activities and Education*

The Enterprise and Carrier Solutions (Case Studies) sub-section will provide information on the business opportunities, benefits and incremental services made possible by IPv6-enabling IP networks. This will include member-supplied case studies.

##### *The Virtual Marketplace*

The Buyers Guide (Product and Services Directory) serves MIS, ISPs and application developers by providing a central source of information on IPv6 Solutions, enabled products and services.

Owners of products and services are responsible for the content of the entries. The IPv6 Forum provides an easy-to-use, form-based administration tool for uploading and updating these pages located in the member only section of the web site. Pages may include: product title, descriptions, links to pages, graphics, and links to demos/evals, vendor contact information and other information. The IPv6 Forum will vet submissions prior to entry in catalog.

Only Members will have information available within the directory. Users will be able to navigate the directory via keyword search, listings by vendor, listings by category, and listings by product title.

##### *Events*

The events section will keep the industry informed of the IPv6 Forum and related events. It also allows other conference and event organizers to request speakers from the IPv6 Forum speaker bureau.

##### *Technical Resources*

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The IPv6 Forum Technical Resource Center will provide the place where the Technical Directorate outlines in simpler terms:

- IPv6 Technology and Network Framework
- Taxonomy of terms
- An introduction to IPv6 Solutions, their benefits, classes of products and an FAQ
- Overviews of IPv6 technologies and standards
- IETF and other technical resource references (largely pointers) including protocol overviews, working groups and relevant RFCs
- White Papers as made available from the IPv6 Forum, its Members and other resources
- Deployment and implementation planning aids including: training, application selection, trial deployment and other considerations
- 6REN/6BONE and other Test Networks and other test-bed information
- Discussion Forums and other interactive resources (e.g. mailing list archives, hypermail)
- Technical Articles

### 6.3.2 WHITE PAPERS AND CASE STUDIES

#### WHITE PAPERS

The IPv6 Forum white papers are educational and designed to overcome impediments to IPv6 Solutions deployment by market segment. They will also attract repeat visitors to the IPv6 Forum web site.

The white papers will be vendor-neutral and positioned to complement information available from the the IPv6 Forum membership. The work of researchers and engineers in the IPv6 Solutions community will be referenced. The white papers will frequently recommend that the reader visit the IPv6 Forum web site and, in particular, its directory of products and services.

Surveys, market research and input from members will help guide the IPv6 Forum in the selection of white paper topics, audience level, market segment(s) and format. The web site will be used as the principal delivery mechanism. We will provide camera-ready artwork for vendors wishing to print large quantities for their customer base. There will be a total of 10 papers published in the first year of the forum.

The following White Papers could be published not in any order of priority. Additional white papers will be identified and recommended to the steering group.

- IPv6 Technology
- Taxonomy of terms
- FAQ
- An introduction to IPv6 Solutions, their benefits, classes of products
- Overviews of IPv6 technologies and standards

#### **Deploying and benefiting from IPv6 Solutions in Enterprise Networks**

- Potential uses/services
- Product types
- Transition strategies
- Carriers/Service Providers
- Lack of knowledge about opportunities, benefits, and potential incremental services
- Concerns about maturity and reliability.

#### **Deploying and benefiting from IPv6 Solutions in the Carrier Networks**

- Potential uses/services

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- Product types
- Transition strategies
- Enterprises
- Lack of knowledge about opportunities, benefits, and potential incremental services
- Concerns about maturity and reliability.

#### **IPv6 and Policy Protocols**

- Introduction to the relevant IPv6 protocols
- Introduction to relevant policy protocols
- Inter-relationship between the protocols covered.

#### **IPv6 Programming**

- How to implement IPv6 Solutions capabilities in an application.
- Product Vendors
- In-house Enterprise developers
- Lack of knowledge and applications.

### **6.3.3 CASE STUDY LIBRARY**

We will build a program to solicit case studies from member companies and/or to produce enterprise buyer and service provider/carrier case studies for use as educational collateral and for the press. The program will produce a number of case studies early in the IPv6 Forum to build the size of the library quickly. On-going studies will be produced to track the breakdown of impediments to the deployment of IPv6 Solutions. Funding for the IPv6 Forum case studies is outside of the existing baseline budget. The case studies in the library will consist of member company case studies until the funds are raised for this program.

### **6.3.4 INFLUENCERS PROGRAM**

#### **OVERVIEW**

The “Influencers” Program addresses people that can dramatically influence the early success of the the IPv6 Forum. The Influencers Program consists of the following:

- Press Campaign
- Analyst Campaign
- Speaker Bureau
- Case Study Library
- Researchers and Standards Bodies.

#### **PRESS CAMPAIGN**

The objective of the press campaign is to gain high visibility exposure to the press and public through a series of specialized programs and events.

#### *Editorial Focus and Relationships*

- Identify important books and influential editors.
- Target books by market segments.
- List of important books and editors from charter members.
- Obtain editorial calendars.

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- Campaign for articles and feature placements.

#### *Press Releases*

We will publish guidelines and boilerplate for the IPv6 Forum related press releases.

#### *References and Spokespeople*

Editors want to speak to the end users or those who deploy the technology to validate what the vendor community is saying.

We need to build a database of references that the press can speak to in the following categories:

- Customer References
- Analyst and Research References
- Standards Body References
- Industry Spokespeople
- Founding members and General Members
- The IPv6 Forum

#### **ANALYST CAMPAIGN**

The IPv6 Forum should partner with leading independent research analysts who are focused on the MIS community. The Analyst Campaign has the following objectives:

- Encourage research and information
- Reference for the press and independent speakers for events
- Stimulate demand for IPv6 products and services
- The IPv6 Forum will work with analysts focusing on IPv6 Solutions technology, products and services and the IPv6 Forum's goals and objectives.

#### *Analyst Campaign Plan*

- Identify important groups and influential analysts.
- Target analysts by market segments.
- List of important analysts and researchers from charter members.
- Obtain publishing lists and calendars.
- Campaign for research and articles.
- Recruit as speakers

#### **SPEAKER BUREAU**

The IPv6 Forum will maintain a list of speakers on a speaker database with information on the backgrounds and areas of expertise. There is a submission form for member representatives to list themselves as potential speakers at events. The IPv6 Forum should actively pursue in winning speaking engagements at major industry events.

### **6.3.5 MODEL NETWORKS PLAN**

The IPv6 Forum will work with vendors and within events such as conferences and seminars to enable demonstrations of IPv6 Solutions products.

### **6.3.6 EVENTS**

#### **TRADE SHOWS & CONFERENCES**

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Conditional to the available resources, the IPv6 Forum will participate in various trade shows and conferences. Speaking opportunities will be the primary means of participation. Members of the IPv6 Forum Speaker Bureau will be given the opportunity to present at opportunities identified by the IPv6 Forum and the IPv6 Forum Members.

The IPv6 Forum booth space, BOFs and multi-vendor pavilions at trade shows and conferences are not an immediate priority.

- International conferences will be prioritized.
- The board and the working groups will identify speakers in other countries who can represent the forum internationally.

### 6.3.7 MEMBERSHIP PLAN

In order to increase resources, the IPv6 Forum is actively recruiting new Forum members.

### 6.3.8 TARGET MARKET

#### VENDORS

The primary target market for Membership in the IPv6 Forum is product vendors, ISPs and Telecom companies, systems integrators, software and applications houses, large or small.

#### ENTERPRISE BUYERS

The current model of Membership services may meet the needs of large Enterprise Buyers which act as internal vendors, but does not supply adequate services for small to medium sized enterprises.

A new category of Membership may be required for a large number of Enterprise Buyers to join the IPv6 Forum. It is clear that this is not a primary focus and will be revisited later this year.

## 6.4 MEMBER BENEFITS

The IPv6 Forum will provide the following member benefits:

*Access to buyers.*

The IPv6 Forum should become the most important and comprehensive information resource for IPv6 technologies, products and vendors. Members join the forum to promote their companies and products and to be seen as one of the “who’s who” in this market place. The IPv6 Forum will attract the largest number of focused and qualified purchasers of this technology.

*Access to in-depth technical information.*

Members can quickly expand the knowledge base of their engineering groups by gaining early access to quality information not available in one place from any other source. This means faster “Time to Market” for member company’s products.

*Participate in Technology Forums.*

Members of the IPv6 Forum can interact with other industry leaders in specific technology projects such as interoperability test events.

*Leverage the Forum’s Early Warning System.*

Members can track their competition, the industry landscape and the needs of customers.

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Members utilize the IPv6 Forum weekly news briefs, market research, industry surveys and migration strategy documents

*Influence the Industry - Network with other leaders.*

Member companies help guide, control and drive the progress within the IPv6 Forum. Members help influence the direction and growth of the industry. Attending member only meetings provides the opportunity to explore potential partnership opportunities.

## **6.4.1 MEMBER SERVICES**

To meet the objectives of this forum, the IPv6 Forum can provide services in the following categories. Based on the group's priorities and funding potential, the IPv6 Forum board will work to agree on actual services.

### **Publications**

Newsletter, technology reports, weekly news round-up and presentations.

### **Forums (Events & On-line)**

Member meetings, working groups, mailing lists, participation in exhibitions, conferences & interoperability events.

### **Customers and Marketing Opportunities**

The forums and publications focus customers and influencers on participating vendors. They create business leads and marketing opportunities. Members capitalise on unique business opportunities by participating in the forum and special projects.

### *Publications*

#### **Weekly News Roundup**

A weekly email round-up of press releases and articles referencing IPv6 technology, products and vendors.

#### **Educational Publication Series**

This publication series will clearly describe the technology, how it relates to other technologies and its business benefits.

#### **Monthly IPv6 Forum Member Newsletter**

This monthly newsletter made available to the IPv6 Forum members will keep them up-to-date on the latest plans, information, events and opportunities for member companies.

#### **Product Catalog and Buyers Guide**

This will be the definitive guide to IPv6 products and vendors. This guide will lead buyers to member vendors.

#### **Presentation Materials (Speaker Bureau)**

A set of presentations will be available for use by member companies.

### *Meetings, Events and Online Forums*

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**Member Meetings**

Bi-annual member meetings will be an opportunity for the IPv6 Forum members to review progress, discuss plans and meet other the IPv6 Forum member company representatives.

**Mailing Lists**

Public mailing lists will solidify the value of the forum and enable buyers and sellers to ask questions and get answers in a public on-line forum.

**Events**

The IPv6 Forum will create discounted exhibitor and sponsor opportunities for the IPv6 Forum members at the IPv6 Forum events.