

Meeting 030521

Agenda

- Anuket Releases Update (status/links)
- OVP Brand Evolution
- Anuket Outreach Taskforce

Anuket Releases Update

Elbrus Blog Post from Walter published on Anuket and LFN Blogs. Social promos underway.

<https://anuket.io/blog/2021/03/01/anukets-elbrus-release-is-here/>

<https://www.lfnetworking.org/blog/2021/03/01/anukets-elbrus-release-is-here/>

MWG Recommendation: Switch back to rivers and pick up where OPNFV left off.

Recommendation accepted. Queuing up vote for the K & L release.

Anuket Outreach Taskforce

Need to create a sub-committee / working group for outreach specifically. Anuket Ambassadors?

- Define participation / roles and responsibilities:
 - Group is expected to participate in at least 1, one-hour discovery call with up to 3 Anuket prospects. The LF will coordinate the meetings.
 - Group is expected to provide onboarding support following the CNTT model (Link: <https://wiki.lfnetworking.org/display/LN/Community+Participant+Onboarding>)
 - Developer outreach/support + membership recruitment effort (exec level). **Scot** to ping Mark and Amy.
 - Need Anuket Tailored Deck **Brandon/Heather** (2 levels above the actual participants)
 - How to make group official? **Brandon** to set up a wiki page "Anuket Ambassadors"
- Brandon to highlight top prospects from Launch Event / Tech Event

Top Prospects (final list TBD):

- Chungwa Telecom
- Tele2 Nederland
- Telekom Brunei Berhad
- US Cellular
- Turkcell

Additional Level

- LFN Members not currently involved in Anuket. **Heather**
- Vodafone Outreach (**Beth/Heather**).

LFN Comms

- Anuket Launch Pick Up: Jill compiling a list.

Status?

- LFN Comms Strategy Evolving: Move away from Hard News / Campaigns to Storytelling/Narrative with info hooks.
- LFN pillars being confirmed, messaging to be updated.

OVP Brand Evolution

Anuket MWG, MAC, CVC: Recommendation: Translate OVP into AVP (and build other project/org support (e.g. ONAP, CNCF, GSMA) into supporting messaging. "Anuket Assured".

Getting resistance from China Mobile.

Need to have conversations with ONAP (**Heather** to follow up with Kenny/Trevor Lovett) and CNCF (**Heather** to follow up with Chris A).

Caterogies:

- Anuket Assured Program
- Anuket Assured Network Functions
 - VNF
 - CNF
 - Kernel

DRAFT STATEMENT

As the OPNFV project no longer exists, the Anuket Marketing Working Group and LFN MAC endorse the naming/branding evolution from "OPNFV Verification Program" (official name of the program) and "OPNFV Verified" (official name on the badge) to "Anuket Assured" for both program name and name on the badge. The badge will also incorporate the Anuket branding elements, e.g. the wavy lines. We feel that the Anuket project, is well positioned to represent the testing and integration work required for program conformance and verification and that the Anuket Assured brand can serve as the anchor for other participating projects. Existing OVP badge holders will be encouraged to resubmit their applications to become Anuket Assured using an Anuket release designated by the LFN Compliance and Verification Committee (CVC). Existing group documentation will be reworked and the program launched on a new web portal in 1H2021.