

The case for global service innovation & delivery

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QUESTnet, Cairns

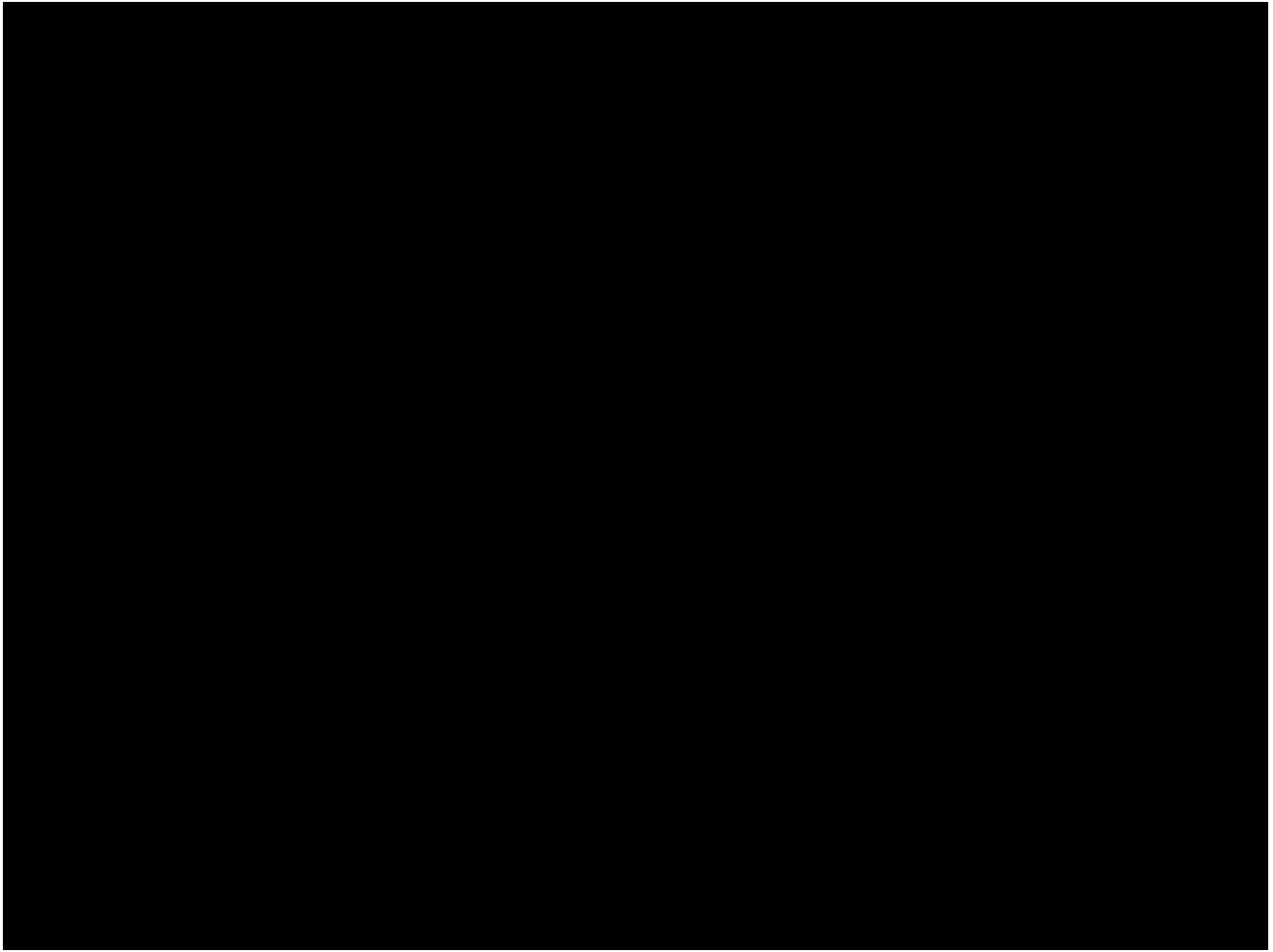


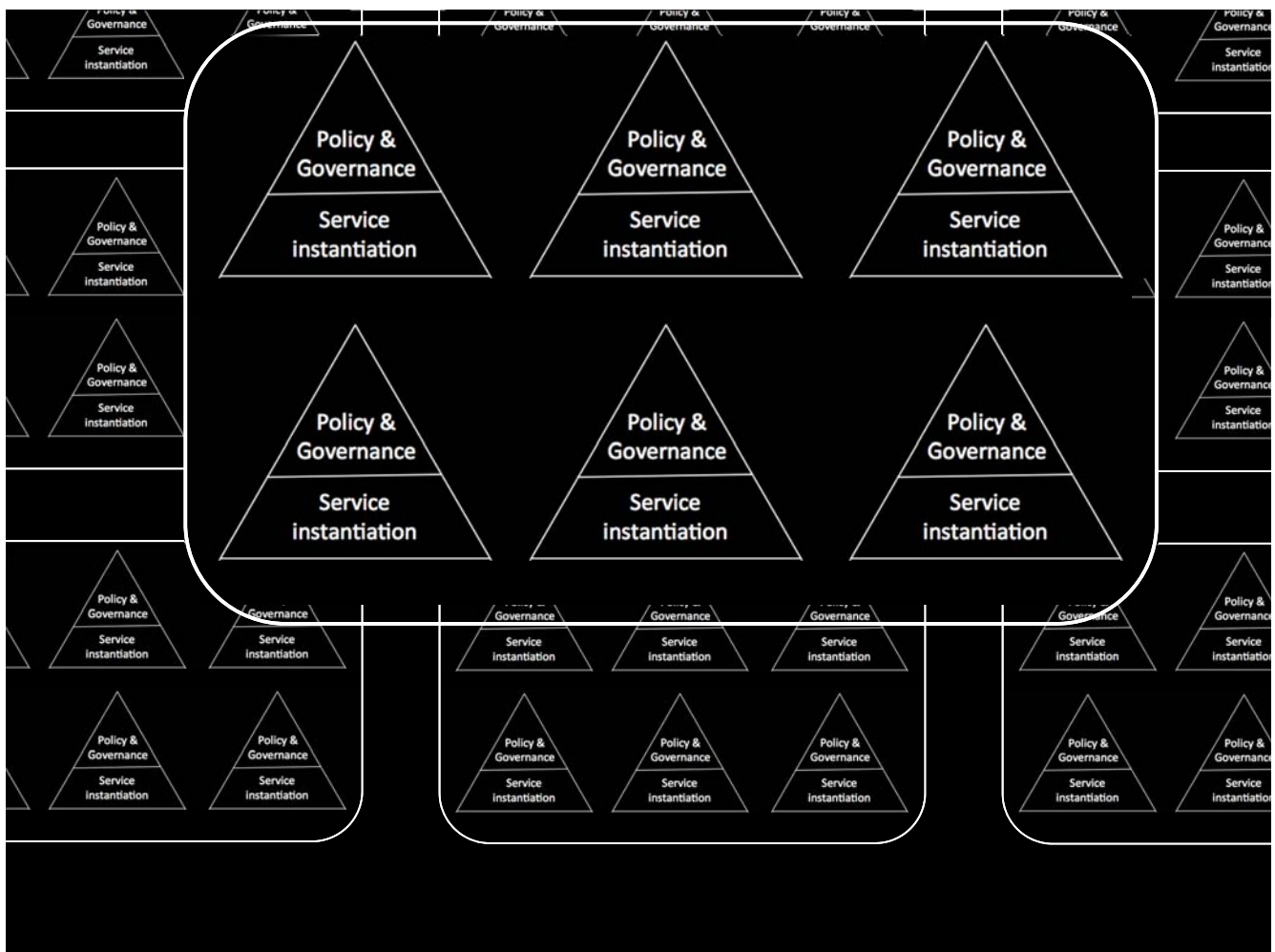
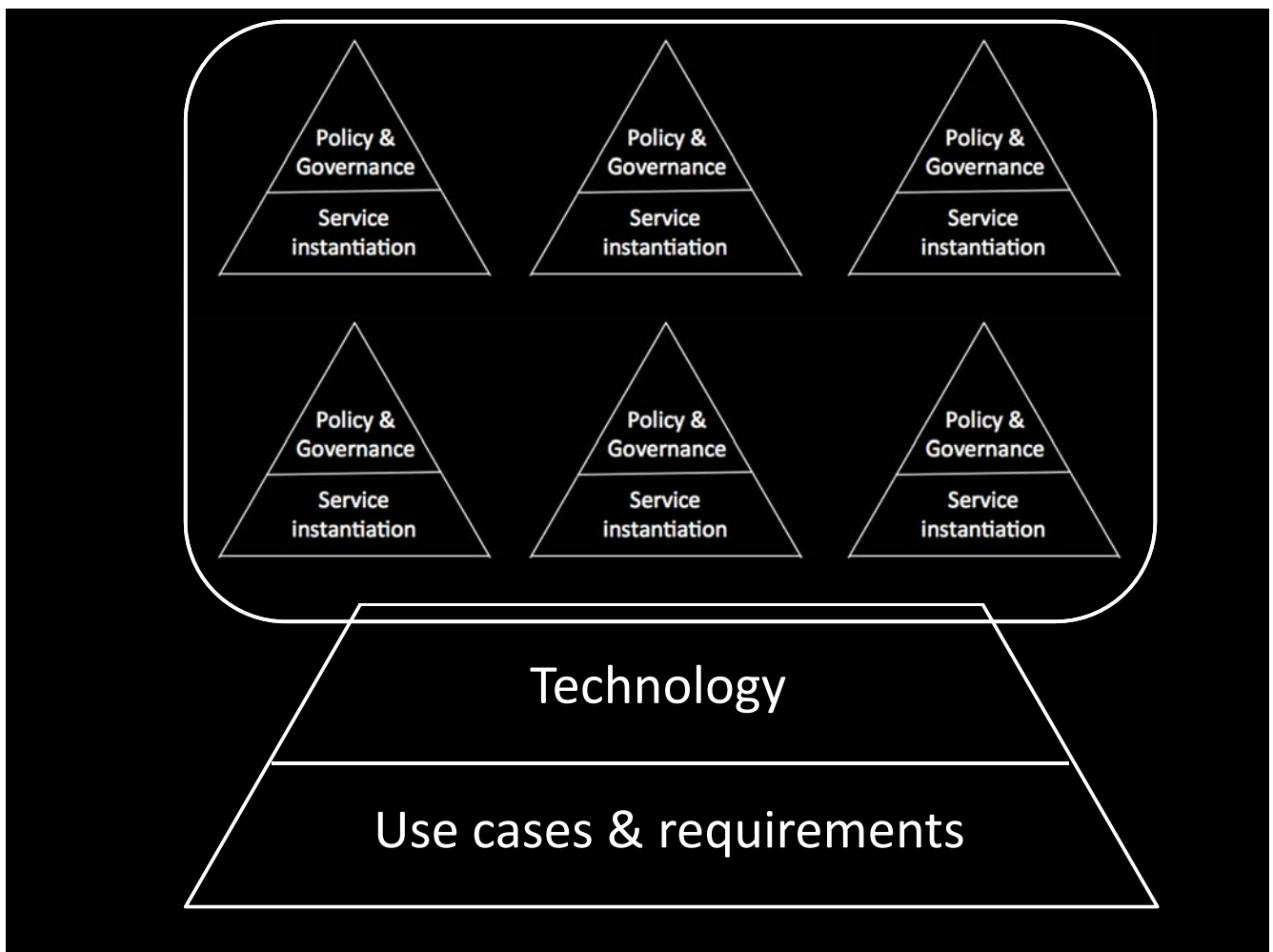
Today's
paradigm



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Today's paradigm







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The impact of globalisation

**“An era can be said to have
ended when its basic illusions
are exhausted”**

Arthur Miller

Basic illusion #1

“Our stakeholders are local”

Our customers are still predominantly local, but
other stakeholders are increasingly global

We need to organise service delivery, globally

Basic illusion #2

“Local differentiation yields net global value”

Users have similar needs, regardless of locality

We need to harmonise service delivery, globally

Basic illusion #3

“We don’t compete”

Diminishing margins at *locally-delivered* lower-layer services are driving providers to seek revenue at *globally-accessible* higher-layers

We need to align our business models, globally

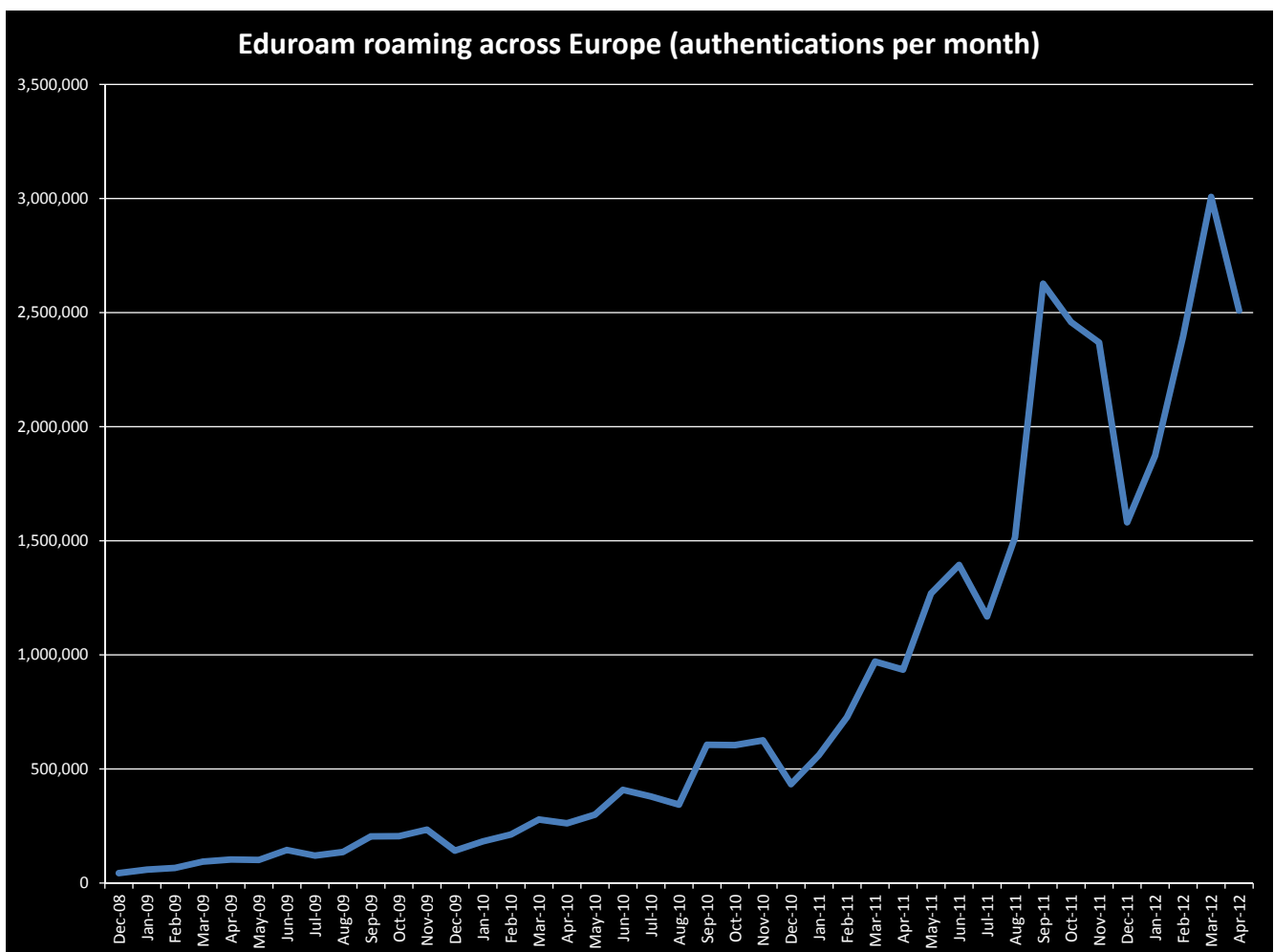
Globasaurus Rex



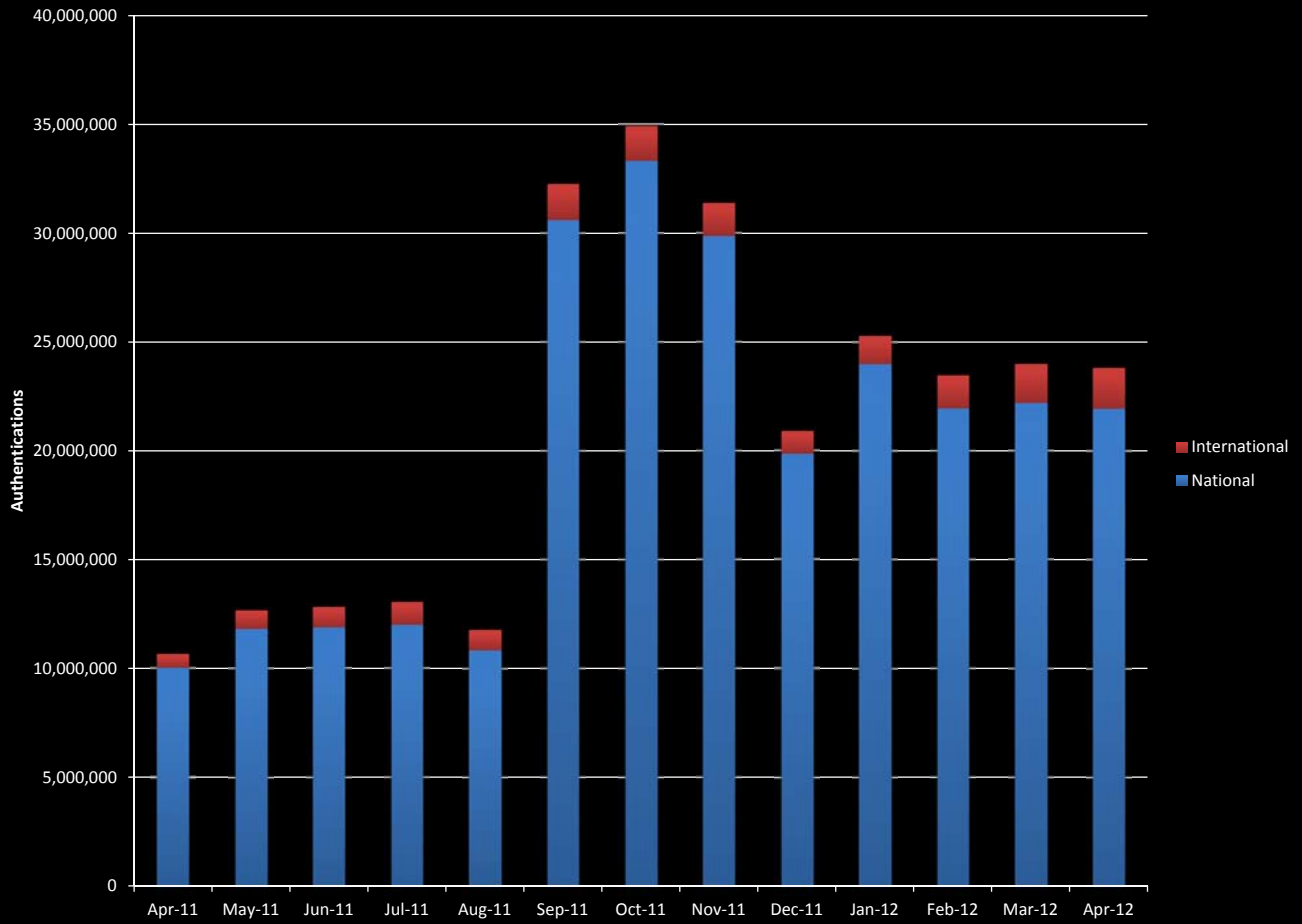


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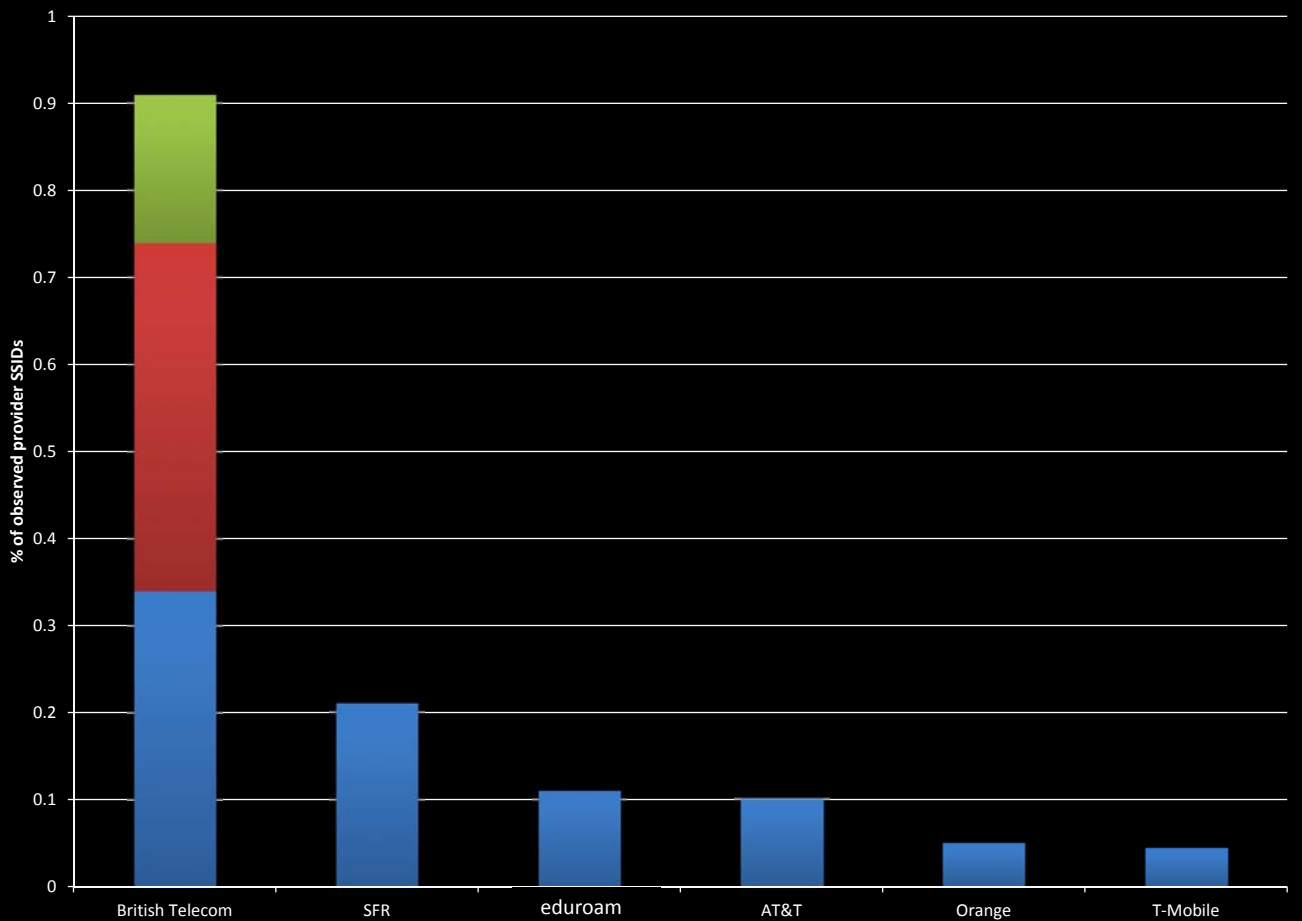
Case study: eduroam



European eduroam roaming breakdown



Network size



The eduroam experience

- Service delivery organisation
 - Early co-ordination by TERENA to test concept; service subsequently organised within GÉANT
- Service delivery harmonisation
 - Detailed delivery model developed, both nationally and at European level
 - Global harmonisation through TERENA-organised GeGC
- Business model alignment
 - Reciprocal model is simple and non-contentious

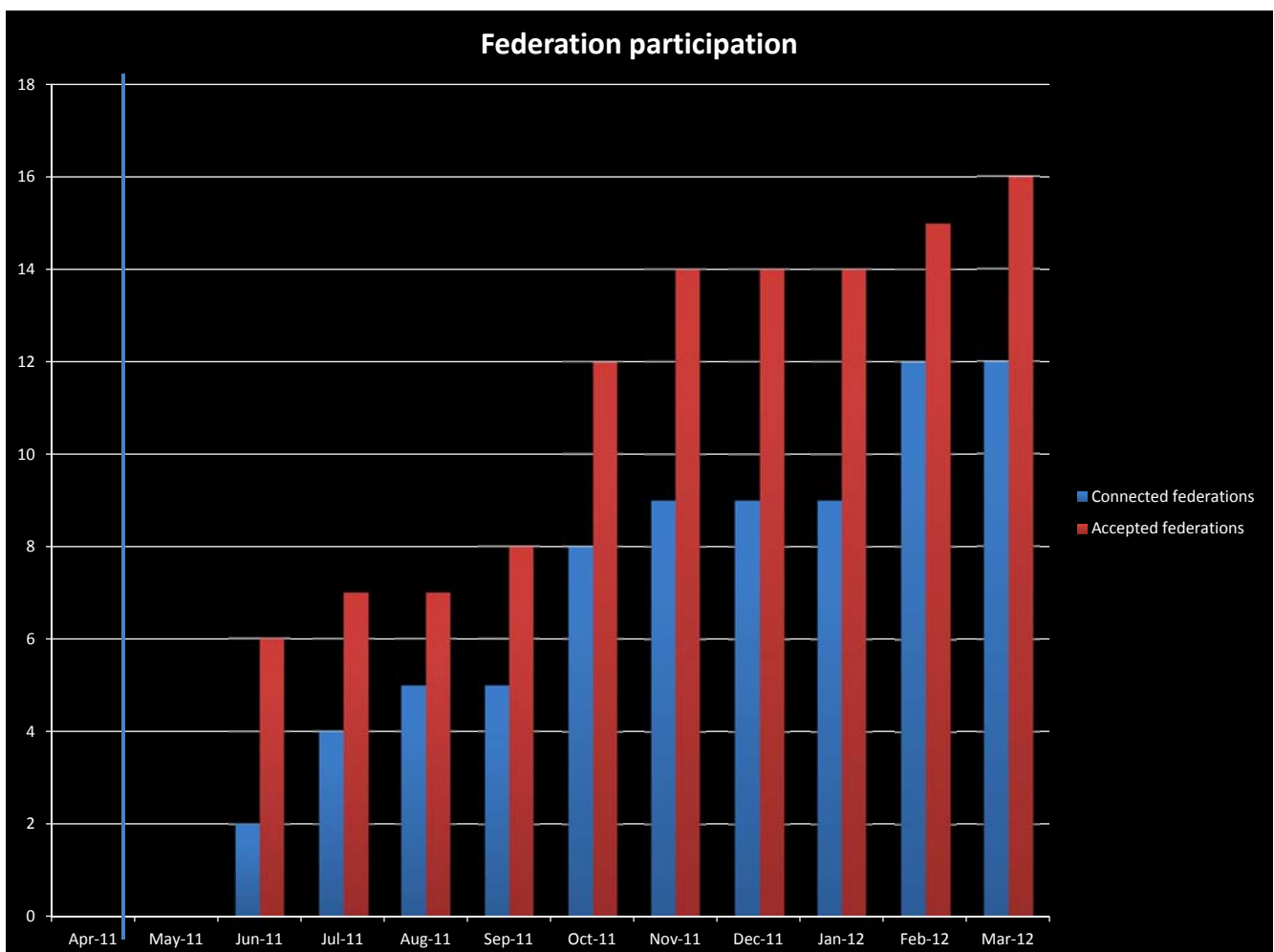


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Case study: eduGAIN

The eduGAIN experience

- Service delivery organisation
 - Identity federations focused principally at national level
- Service delivery harmonisation
 - No serious efforts to harmonise service delivery
 - Substantial work was needed to establish an LCD policy for eduGAIN
- Business model alignment
 - Fear of arbitrage

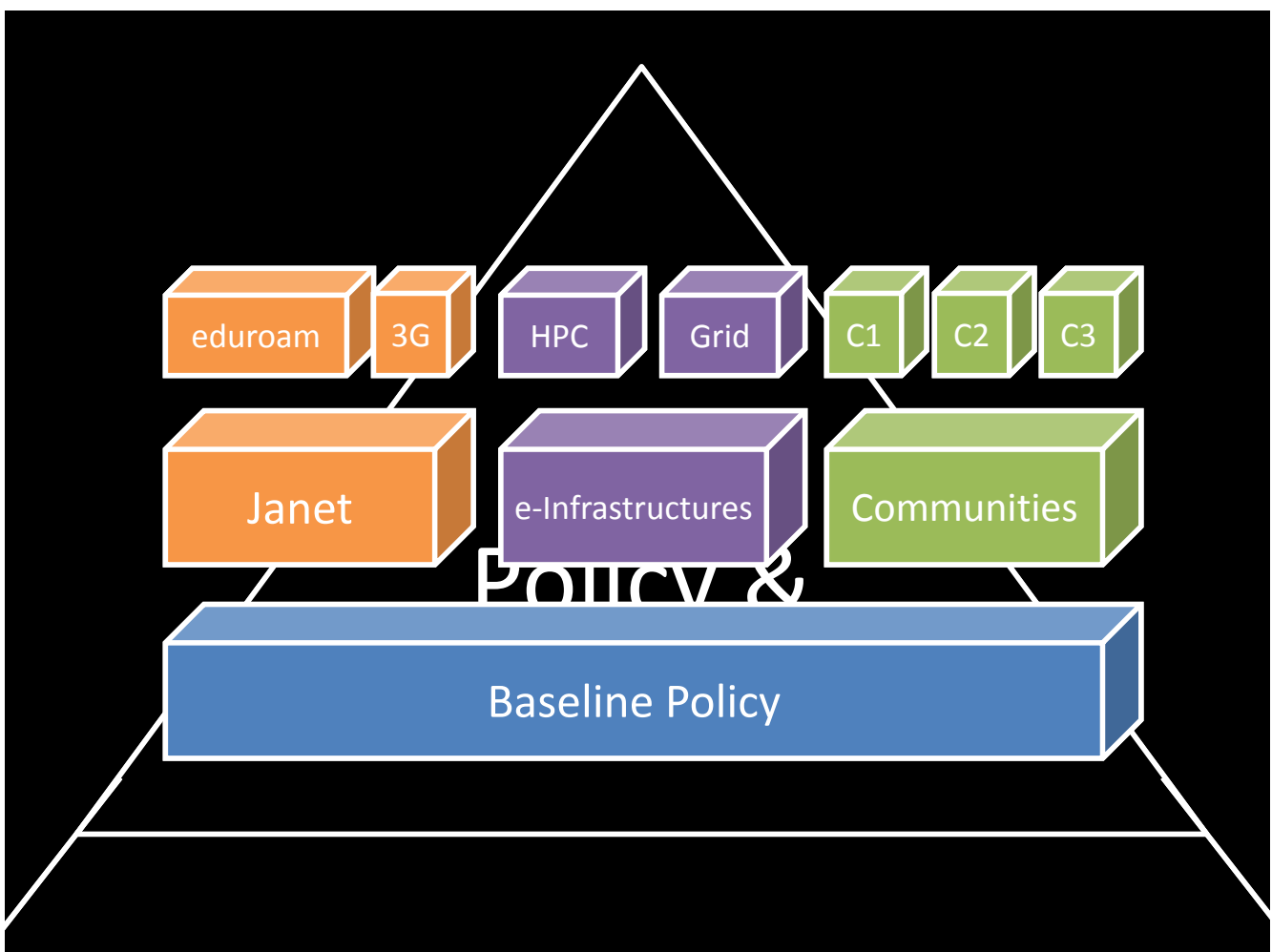
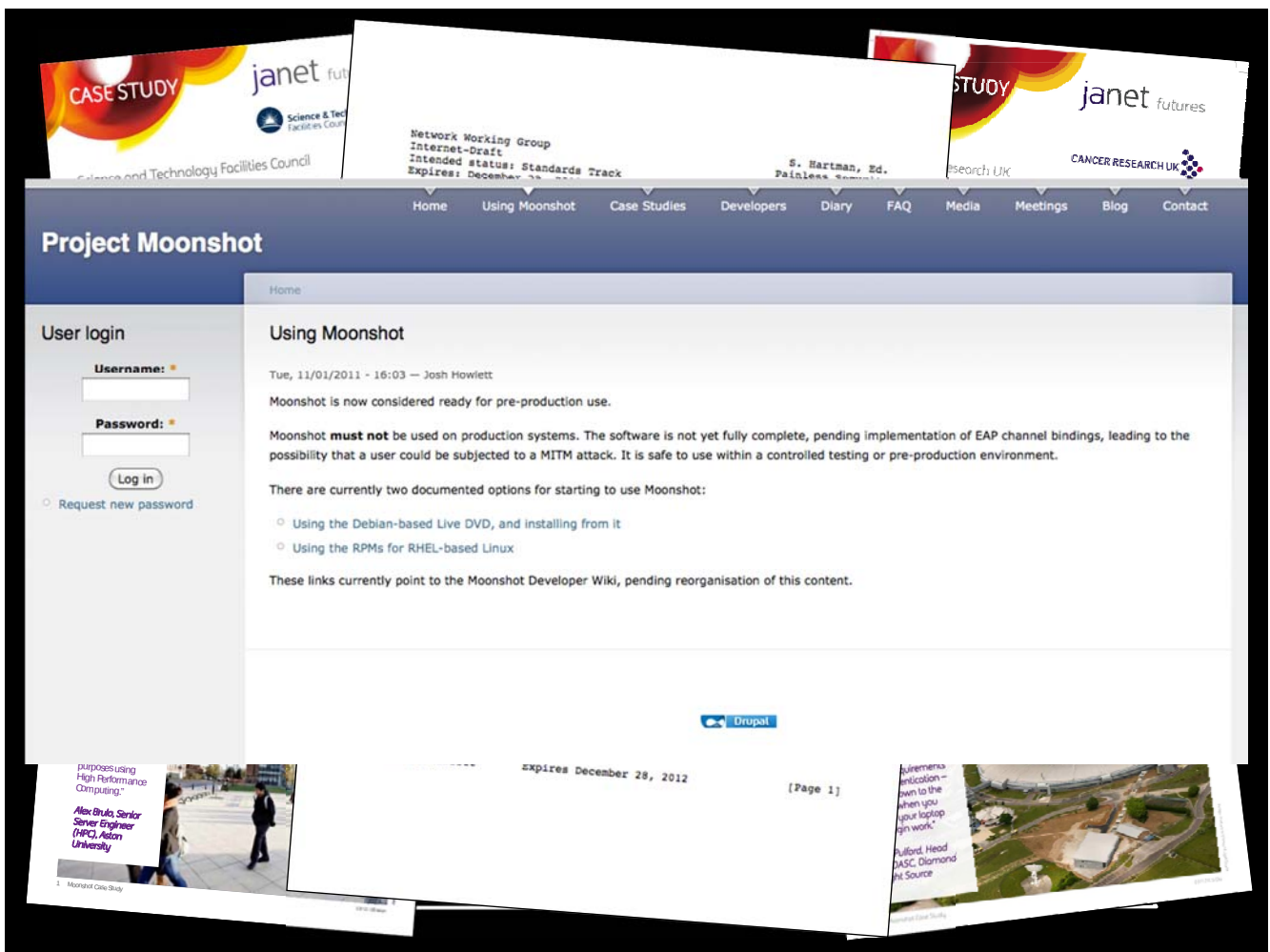




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Case study: Project Moonshot





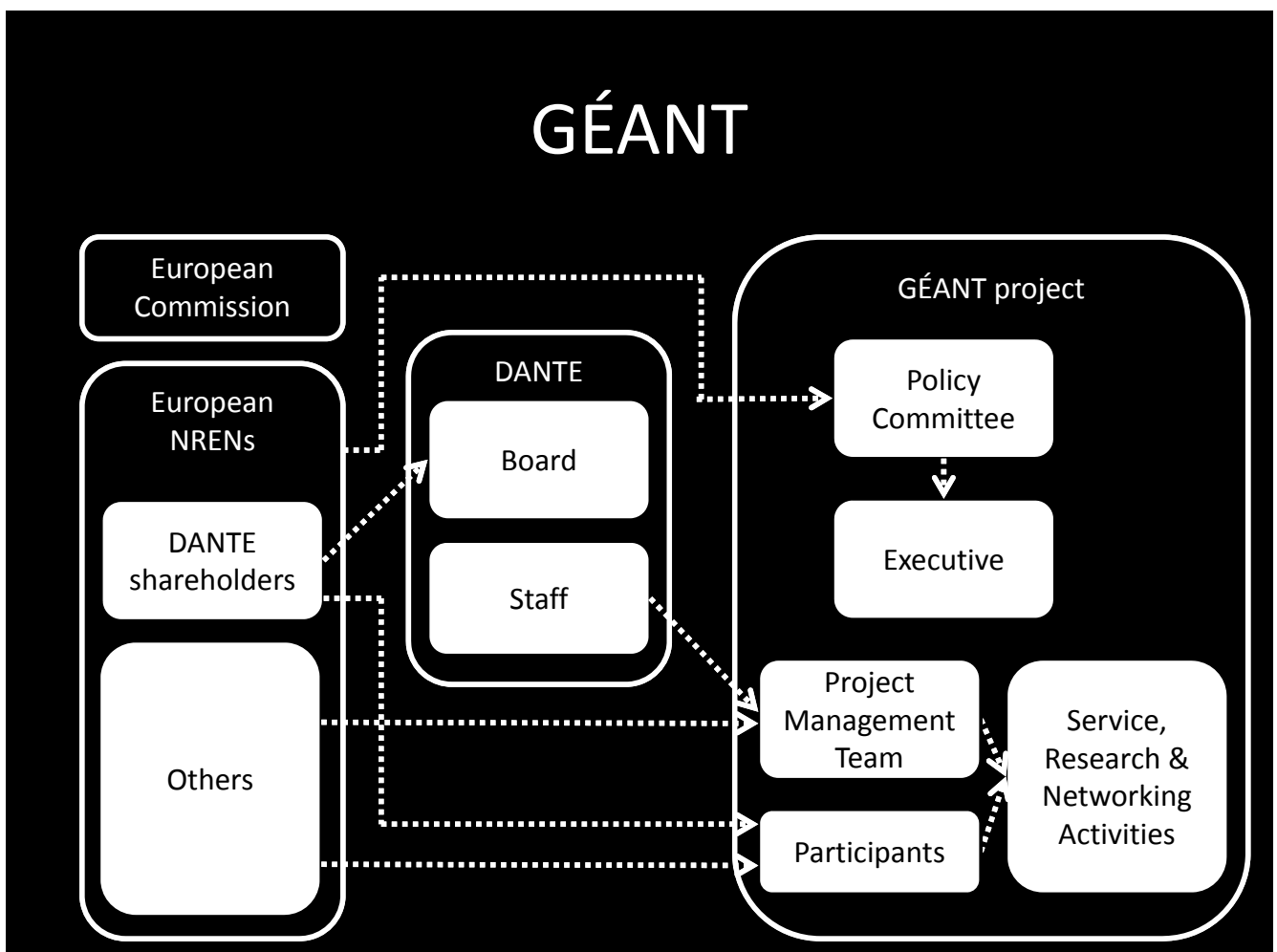
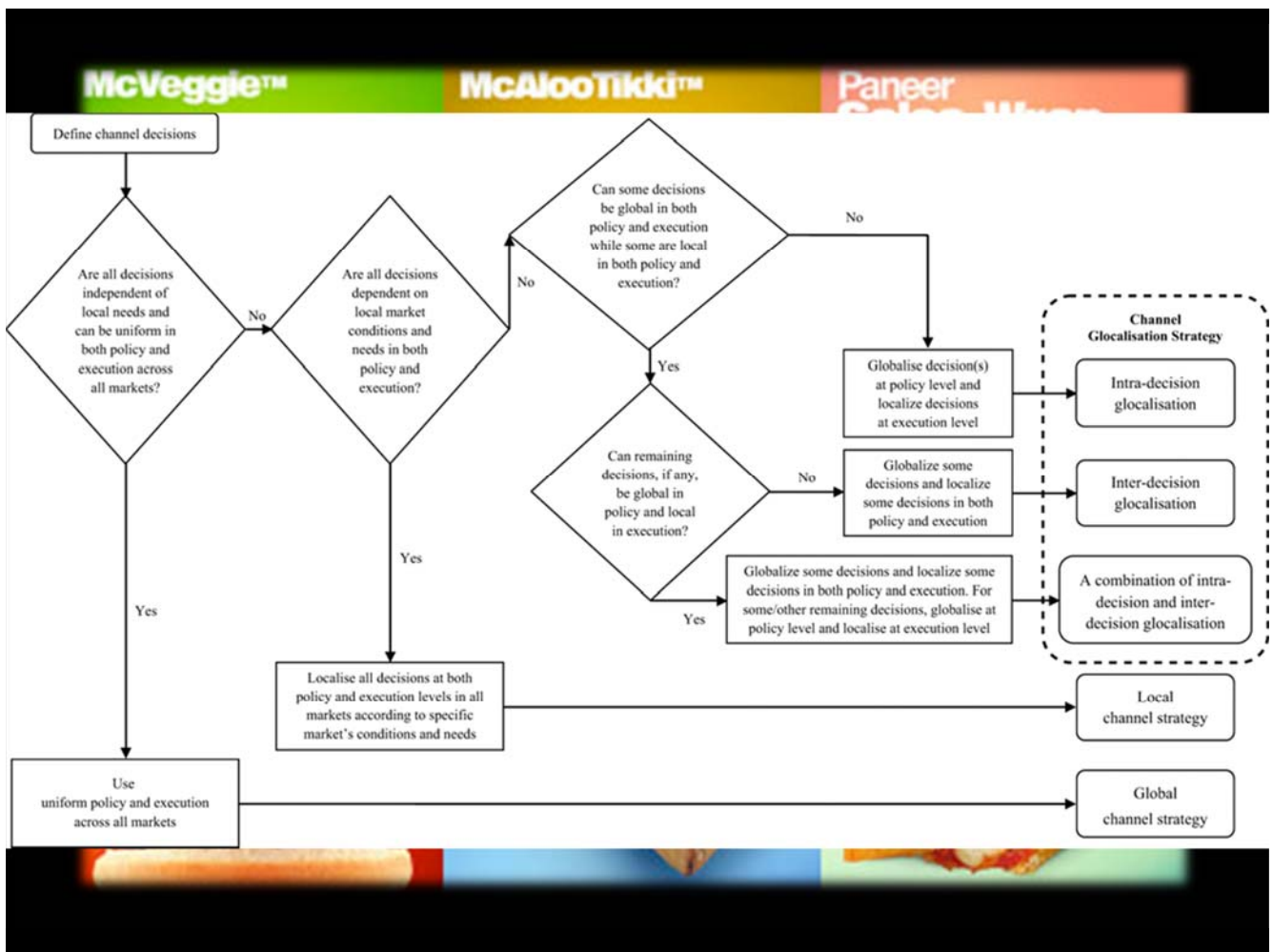
The Moonshot experience

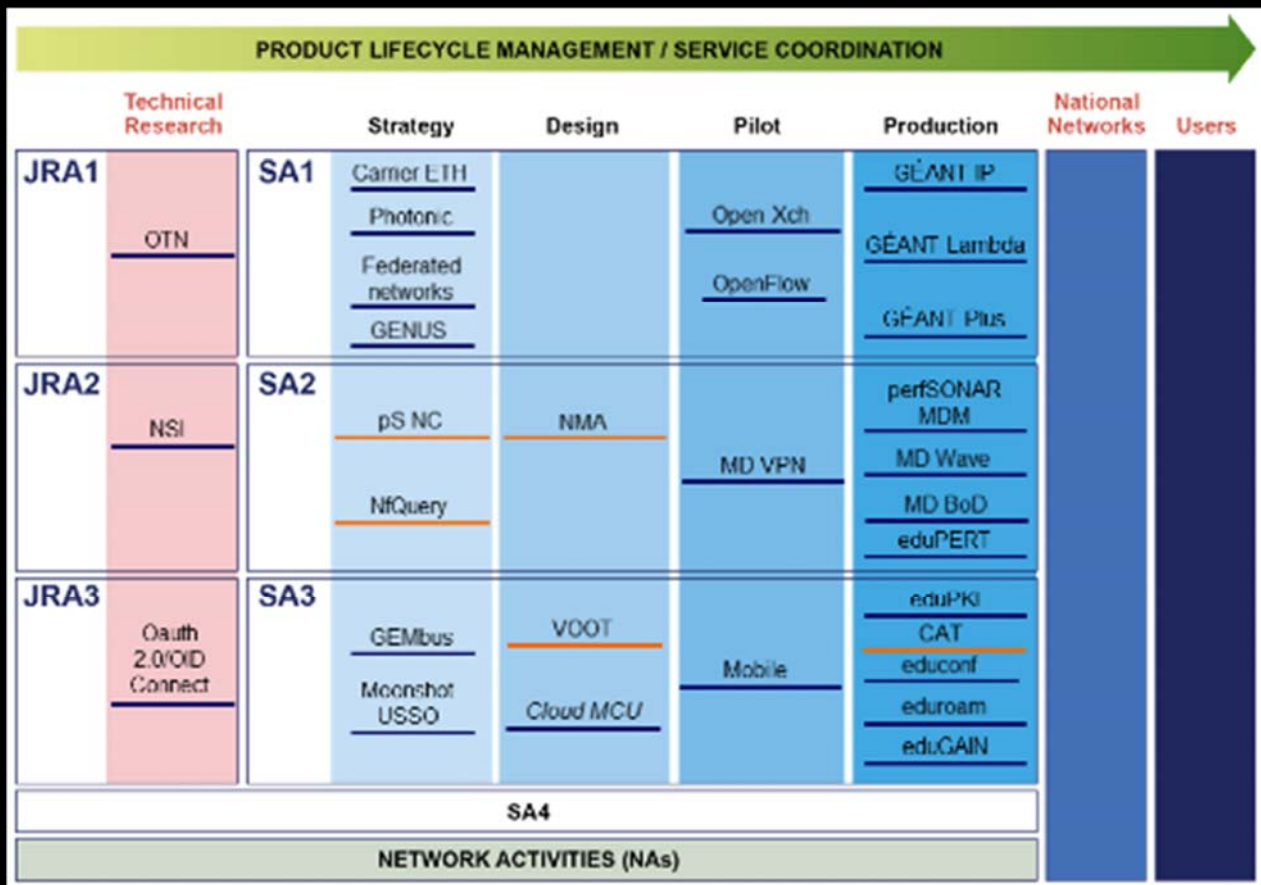
- Complex development needing broad range of skills
- Able to quickly obtain many of the skills from the community through GÉANT
- GÉANT provides a vehicle to move Moonshot forwards at a European level
- Moonshot's broad scope necessitates – if the technology is adopted – global policy co-ordination



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Going glocal



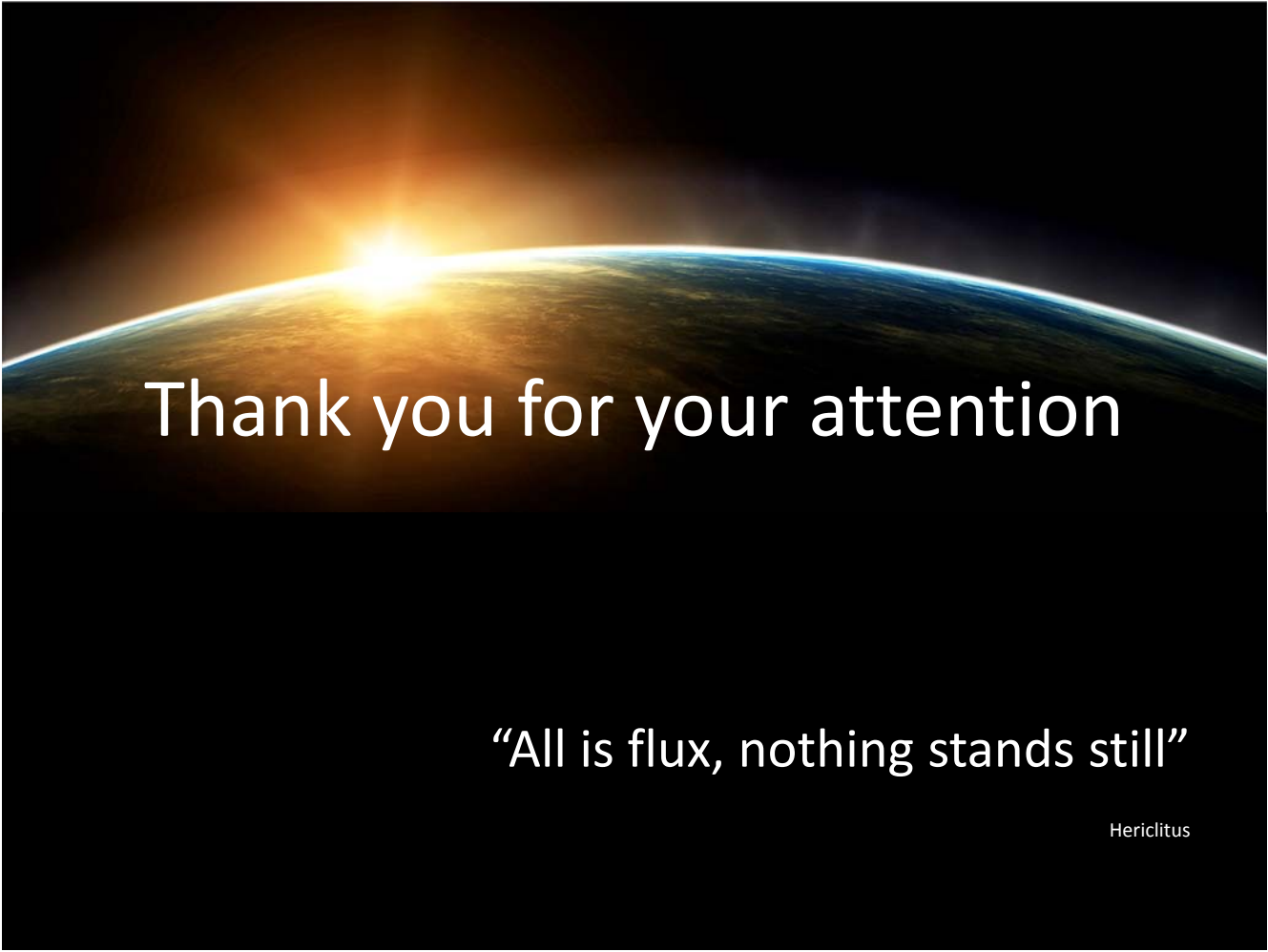


Challenges

- Trust in your delivery / innovation partners
- Sharing costs across multiple partners
- Logistical and organisational challenges of managing cross-organisational collaboration at scale
- Intellectual Property Rights, etc.

Opportunities

- More consistent service delivery to our customers, tailored to local requirements
- Consolidation of existing services allows freed resource to be applied to new developments
- Aggregation of demand and policy-making increases sector's buying power and influence
- Accelerated service/product innovation



Thank you for your attention

“All is flux, nothing stands still”

Heracitus