LF Edge Akraino

Summary on Input on GCC and SDNLab co-operation with Akraino China

Dec 2nd, 2021

Ike Alisson

LF Edge Akraino TSC member

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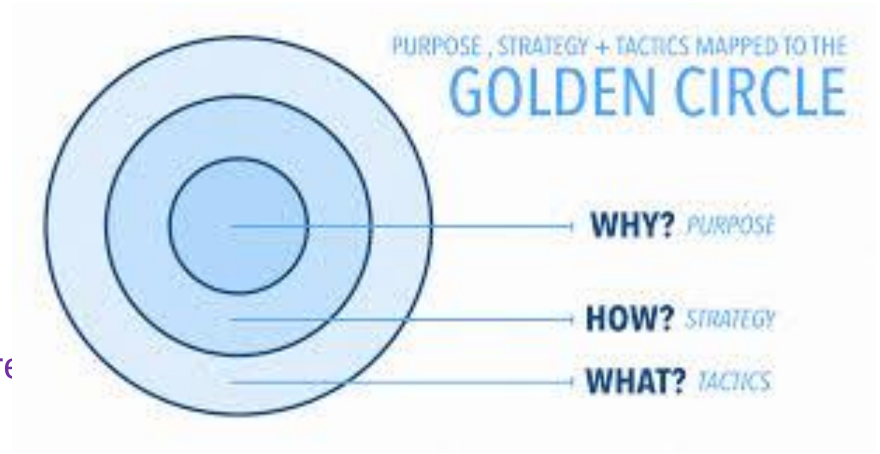
1.Summary input from Jim St Leger, Chair, TAC, LF Edge - 1

1. What is/are the Objective(s) of the Akraino China Community:

- the 1st & Fundamental Question that needs to be answered

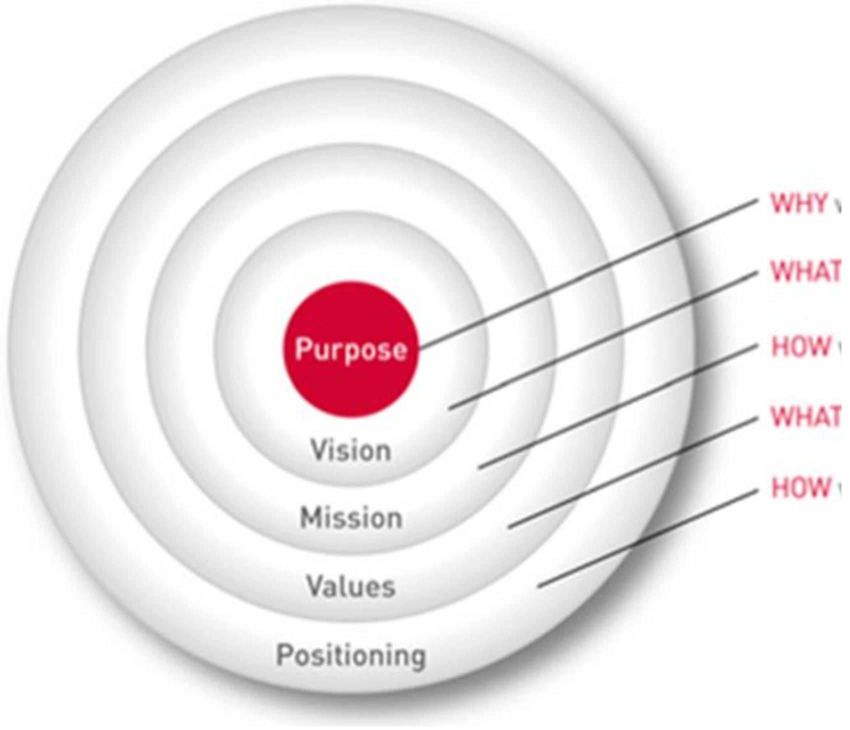
- Milestones (to reach that Objective(s).
    - EdgeX example: focused on building the EdgeX Community in China:
        - EdgeX recruit Companies & Individuals in China to get involved in the Project. The curre
          EdgeX folks in China largely drive all of the work.

        - Is Akraino approach more like “seek partnerships with other organizations in China” and
          work within those partnerships vs a Core Focus on Akraino and growing Akraino?



2. OpenGCC:

- An overview of OpenGCC presented to Akraino TSC meeting by Fuyou Miao on Oct. 21st, 2021: https://wiki.akraino.org/display/AK/TSC+2021-10-21+%28Thursday%29+7%3A00



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1.Summary input from Jim St Leger, Chair, TAC, LF Edge - 2

2. OpenGCC:

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- On p. 9 of the presentation, the GCC Vision and Value Proposition explicitly indicates to be supporting solely Arm platform

- on p. 13, there is a reference to Akraino membership (to GCC).

- Any such (membership) Initiative needs to be implemented within LF Edge "Associate" membership practice as followed and implemented by other LF Edge Projects (e. g. in the case of (FB) Open TIP (Telecom Infra Project) and Eclipse Foundation;

- If that's one of the (Akraino) goals, Clarity is needed as to where/how LF Edge would fit in here?!?!?!?!

- It is recommended to verify whether there is an alignment of Open GCC and LF Edge (and Akraino as part of it) Values and Views on the purpose and use of Open Source.

3. Edge Computing Consortium (ECC):

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1.Summary input from Jim St Leger, Chair, TAC, LF Edge - 3

3. Edge Computing Consortium (ECC - http://en.ecconsortium.net/Content/index/cid/26.html)

3. 1. **One Question** to be verified is whether ECC is a Trade organization or an Open Source initiative ?!?!?!

- There is clearly a tiered Structure based on Membership that determines who gets access to what activities & materials & can be involved various efforts resembling how ETSI or ORAN Alliance operates today.

3. 2. The Question(s) that needs to be answered is/are:

3. 2. 1. Would it be an LF Edge (on behalf of Akraino) relationship to ECC?
3. 2. 1. 1. How (the Relationship/membership) would it look to be?
3. 2. 1. 2. What access it would create and not create?

3.3. Remarks to **Edge Computing Consortium (ECC) Charter: http://en.ecconsortium.net/Content/index/cid/86.html**

3. 3. 1. IPR (Intellectual Property Rights) - clarification might be needed related to the Use of Licenses, created Content & Documentation?

4. SDN Lab - https://www.sdnlab.com/

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1.Summary input from Jim St Leger, Chair, TAC, LF Edge - 4

4. SDN Lab - https://www.sdnlab.com/

- Recommended (to Kural) to reach out to SDNLab (after Akraino China objectives were defined) as SDNLab supports other Projects and Technology efforts in China

- Note that SDNLab are an Agency that offers Services ranging from Web Content, Technical Materials, Labs, Events, and more.

- SDNLab might be able to package up an Offering to help Akraino expand and build in China as SDNLab seem to be very involved with Academic and other Institutions and be able to create Cost-Free Opportunities.

- Recommended to have "an exploratory conversation with SDNLab"

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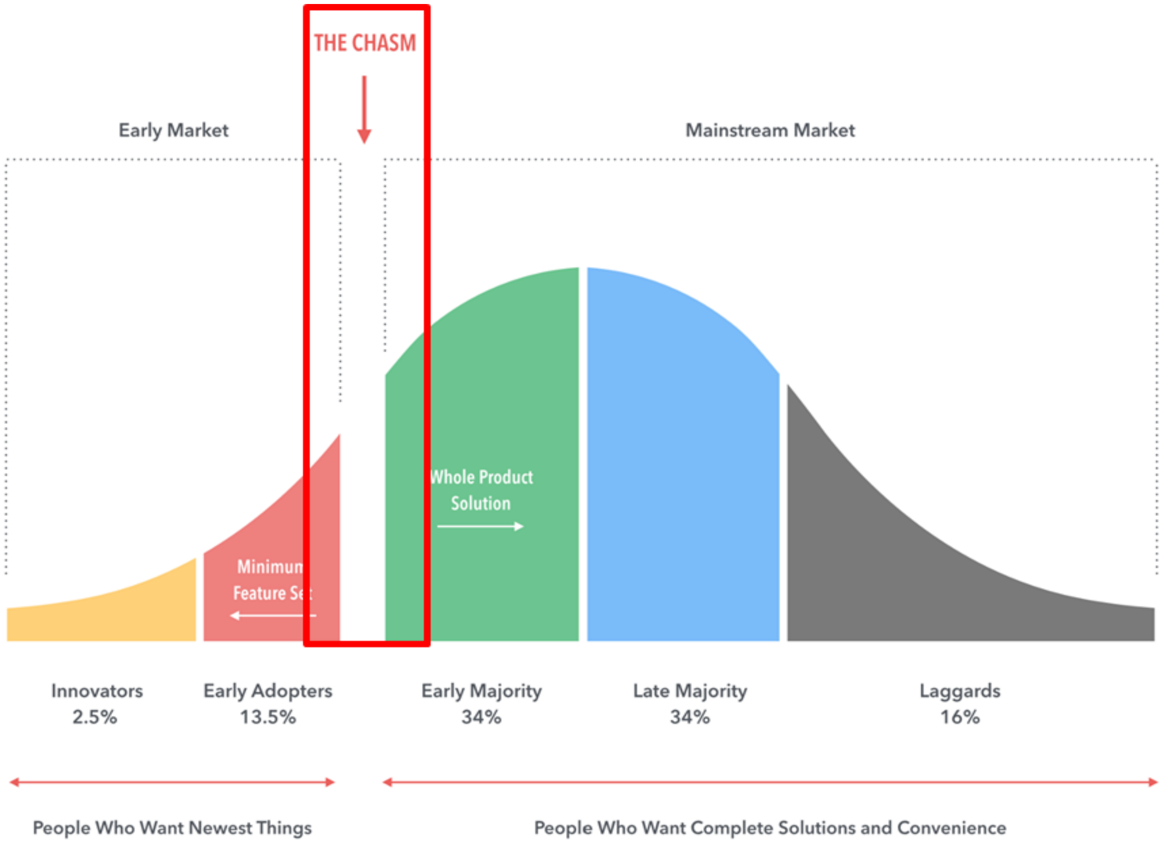
2. Technology Adoption Life Cycle Management- 1

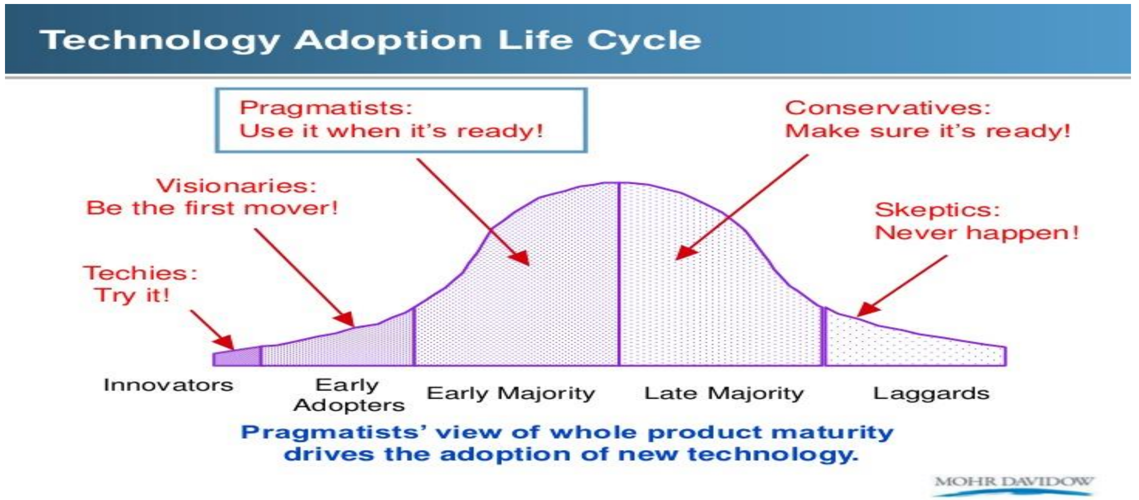
In the case of Product and Marketing Innovation "Crossing the Chasm" (from 16% Market share to acquire additional 35% Market share (Fig. on the left) in order to reach 50% Market Share and set the mark to becoming a Market Leader), one (1) of the Key things ***a "Pragmatist" Customer wants to see is strong Competition.***

If you are fresh from developing *a New Value proposition with Visionaries (in the "Early Market"), that Competition is not likely to exist* - at least not in a form that a Pragmatist would appreciate.

What you have to do then is create it.

Creating the Competition





Creating the Competition

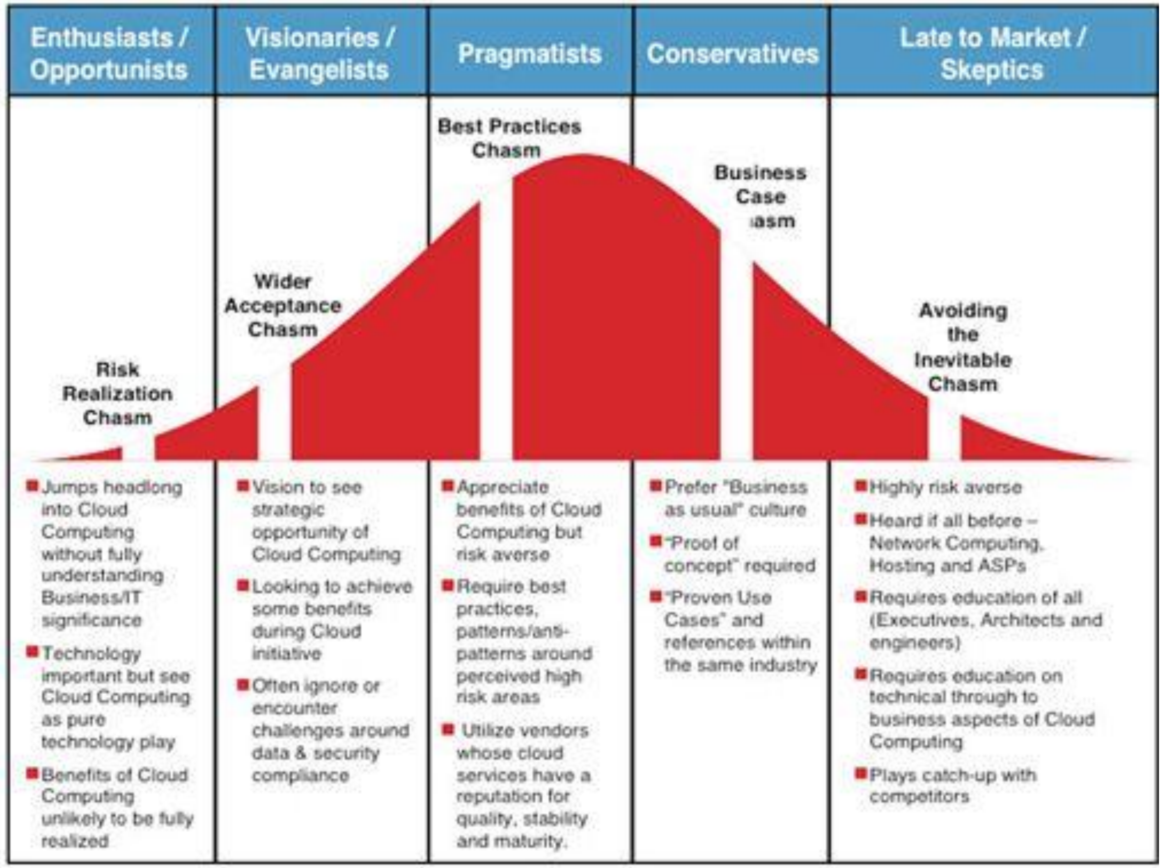
In the progression of the Technology Adoption Life Cycle, the Nature of Competition changes dramatically.

The changes are so radical that, in a very real sense, one can say at more than one (1) point in the cycle that one has no obvious competition.

Unfortunately, Where there is "No Competition", there is ´No Market

Developing an "Early Market", "**Competition"** has not come from *Competitive Products* so much as from *Alternative Modes of Operation.*

The Early Market
The Competition takes place at the Level of Corporate Agenda, not at the Level of Competing Products. That's How Competitions work in the Early Market



2. Technology Adoption Life Cycle Management- 3

The Early Market
The **Competition** takes place at the Level of Corporate Agenda, not at the Level of Competing Products. That’s how Competitions work in the Early Market .

In the Early Market has been to enlist "Visionary" sponsors to help to overcome (Product) Resistance.

In the Pragmatist’s Domain, ***Competition*** *is defined by Comparative Evaluations of Products and Vendors within a Common Category.*

In sum, the "Pragmatists" are loath to buy until they can compare.

Competition, therefore, becomes a fundamental condition for purchase. So, coming from the "Early Market", where there are typically no perceived Competing Products, **with the Goal of Penetrating the Mainstream, you often have to go out and *Create Your Competition*.**

Creating the competition is the single most important Marketing Decision made in the battle to enter the mainstream.

Technology Adoption Lifecycle (TALC)

Customer Mindset:	Techie “it's cool”	Visionaries “let's be ahead”	Pragmatists with a problem	Mid-majority - Move with herd (e.g. IT)	Conservatives	Skeptics
Product Type:	Generic New Category	Incomplete	Expected Whole Product	Easy Plug-in Solution	Augmented	Assimilated

"Inside the Tornado" Geoffrey A. Moore and "The Chasm Companion" Paul Wiefels
Image used with permission of the Ottawa Centre for Research and Innovation

2. Technology Adoption Life Cycle Management- 4

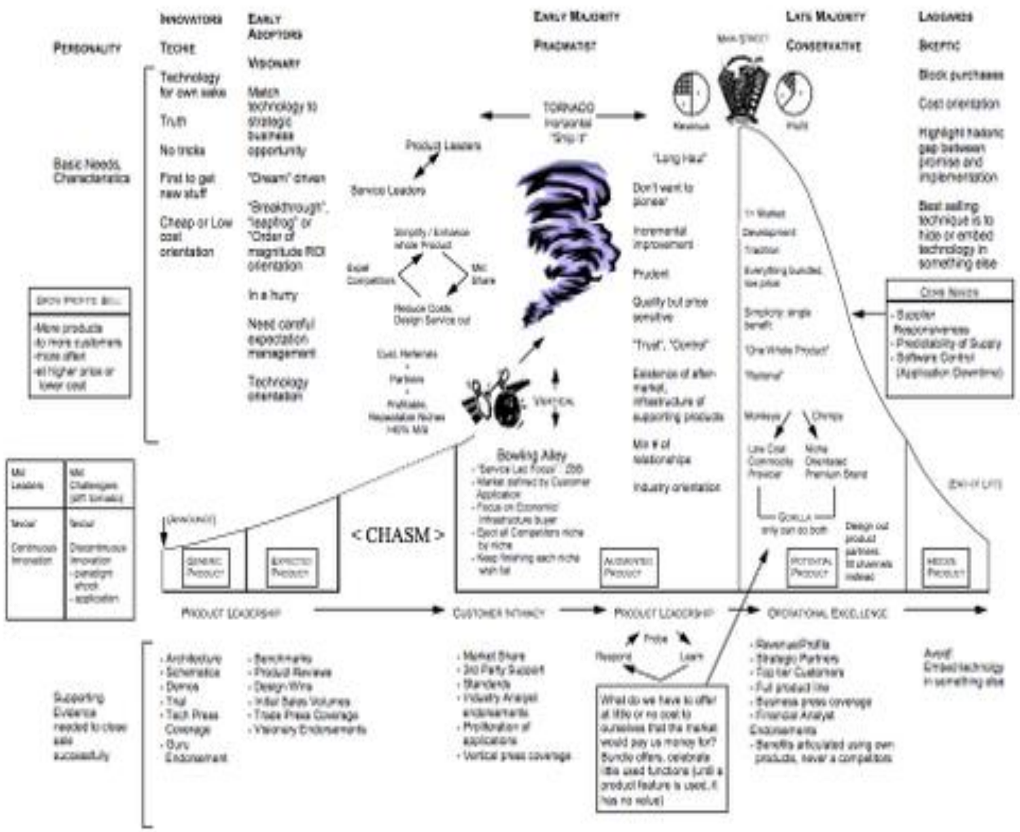
So, coming from the Early Market, where there are typically no perceived Competing Products, **with the Goal of Penetrating the Mainstream, you often have to go out and *Create Your Competition*.**

Creating the Competition is the single most important Marketing Decision made in the battle to enter the mainstream.

So, how can you avoid selecting a self-servicing or irrelevant Competitive set?

The key is to focus in on the Values and Concerns of the Pragmatists, not the Visionaries.

It helps to start with the "right" Conceptual Model—in this case, *the Competitive-Positioning Compass.* That model is designed to create a value profile of target customers anywhere in the Technology Adoption Life Cycle, identify what to them would appear to be the most reasonable competitive set, develop comparative rankings within that set on the value attributes with the highest ranking in their profile, and then build our positioning strategy development around those comparative rankings.



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To the Pragmatist buyer, the Most Powerful ***Evidence of Leadership and likelihood of competitive victory is Market Share.***

In the absence of definitive numbers here, Pragmatists will look to the *Quality and Number of Partners and Allies* you have assembled …

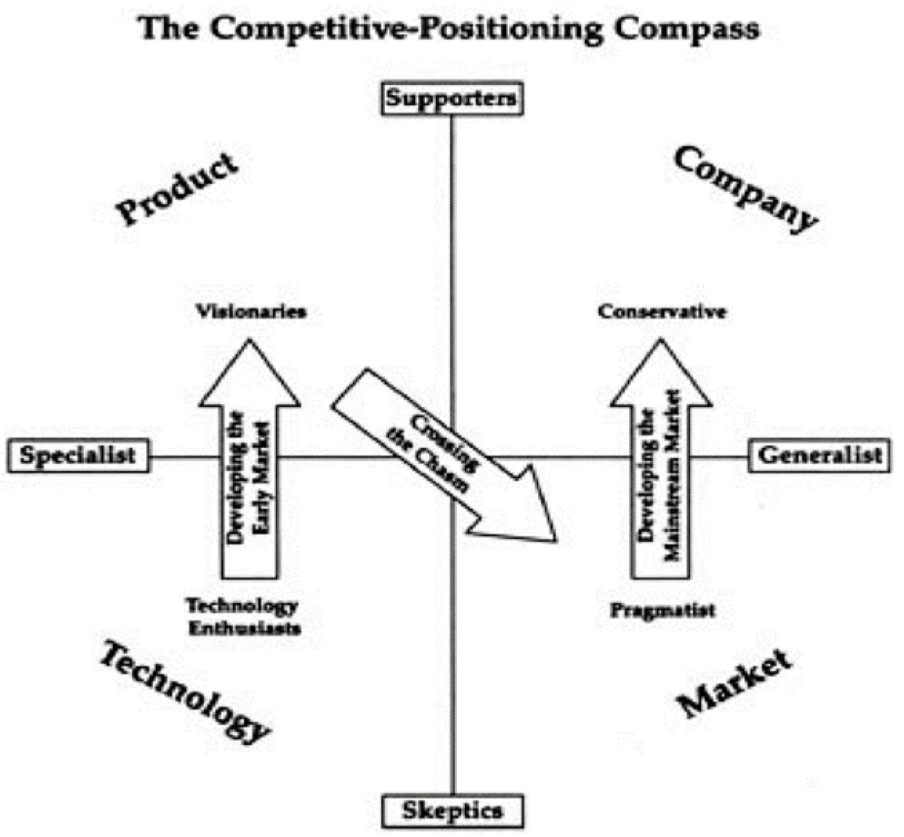
What does work for Product Managers, on the other hand, are "Tactical Alliances".

"Tactical Alliances" have one and only one (1) Purpose: to accelerate the "Formation of whole Product Infrastructure within a Specific Target Market Segment.

The basic Commitment is to code-develop a Whole Product and Market it jointly.

This benefits the Product Manager by ensuring Customer Satisfaction.

It benefits the Partner by providing Expanded Distribution into a hitherto untapped Source of Sales Opportunities.

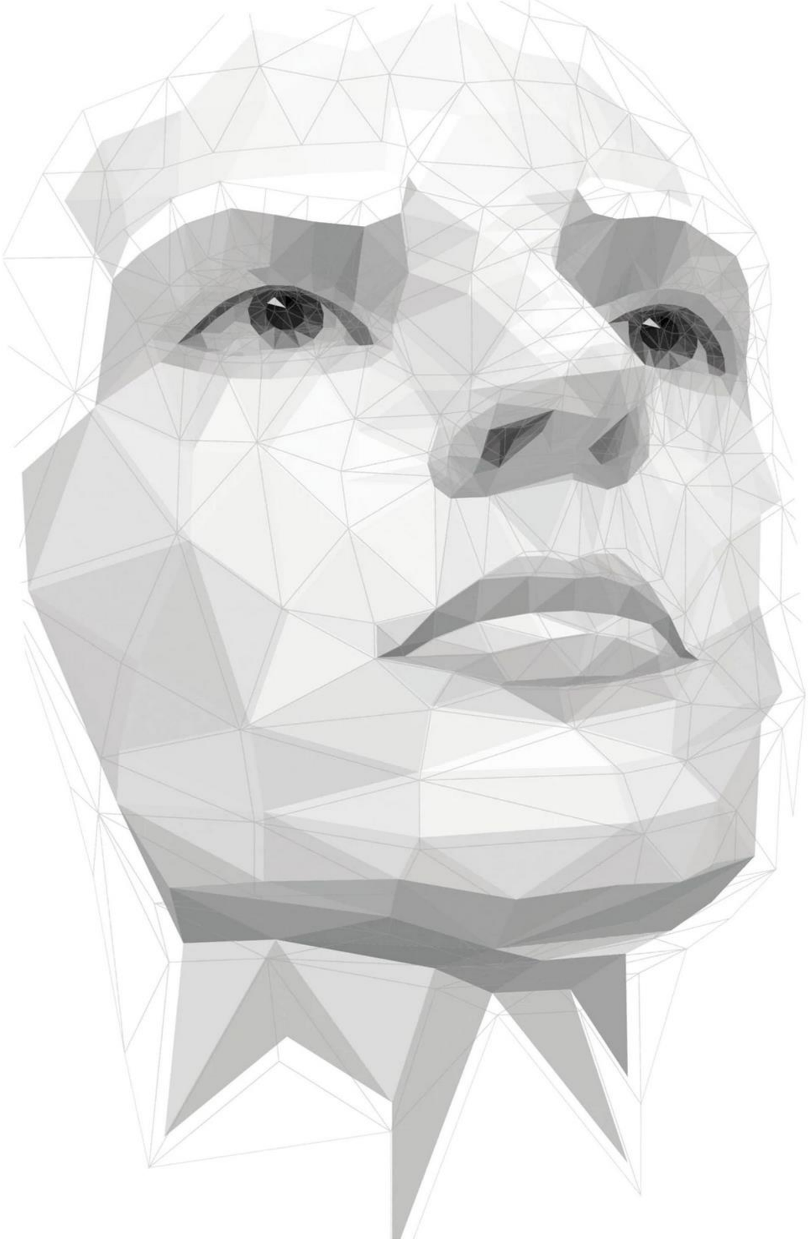


Product-Centric	Market-Centric
Fastest product	Largest installed base
Easiest to use	Most third party supporters
Elegant architecture	De facto standard
Product price	Cost of ownership
Unique functionality	Quality of support

Welcome to the internet of senses

10 Hot Consumer Trends 2030

Welcome to the internet of the senses.



01. Your brain is the user interface

Fifty-nine percent of consumers believe that we will be able to see map routes on VR glasses by simply thinking of a destination.

02. Sounds like me

Using a microphone, 67 percent believe they will be able to take on anyone's voice realistically enough to fool even family members.

03. Any flavor you want

Forty-five percent predict a device for your mouth that digitally enhances anything you eat, so that any food can taste like your favorite treat.

04. Digital aroma

Around 6 in 10 expect to be able to digitally visit forests or the countryside, including experiencing all the natural smells of those places.

05. Total touch

More than 6 in 10 expect smartphones with screens that convey the shape and texture of the digital icons and buttons they're pressing.

06. Merged reality

VR game worlds are predicted by 7 in 10 to be indistinguishable from physical reality by 2030.

07. Verified as real

"Fake news" could be finished – half of respondents say news reporting services that feature extensive fact checks will be popular by 2030.

08. Post-privacy consumers

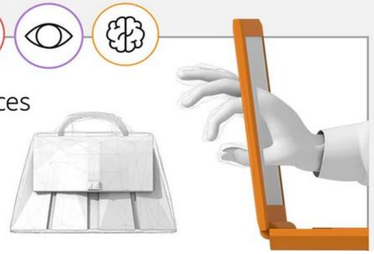
Half of respondents are "post-privacy consumers" – they expect privacy issues to be fully resolved so they can safely reap the benefits of a data-driven world.

09. Connected sustainability

Internet of senses-based services will make society more environmentally sustainable, according to 6 in 10.

10. Sensational services

Forty-five percent of consumers anticipate digital malls allowing them to use all five senses when shopping.

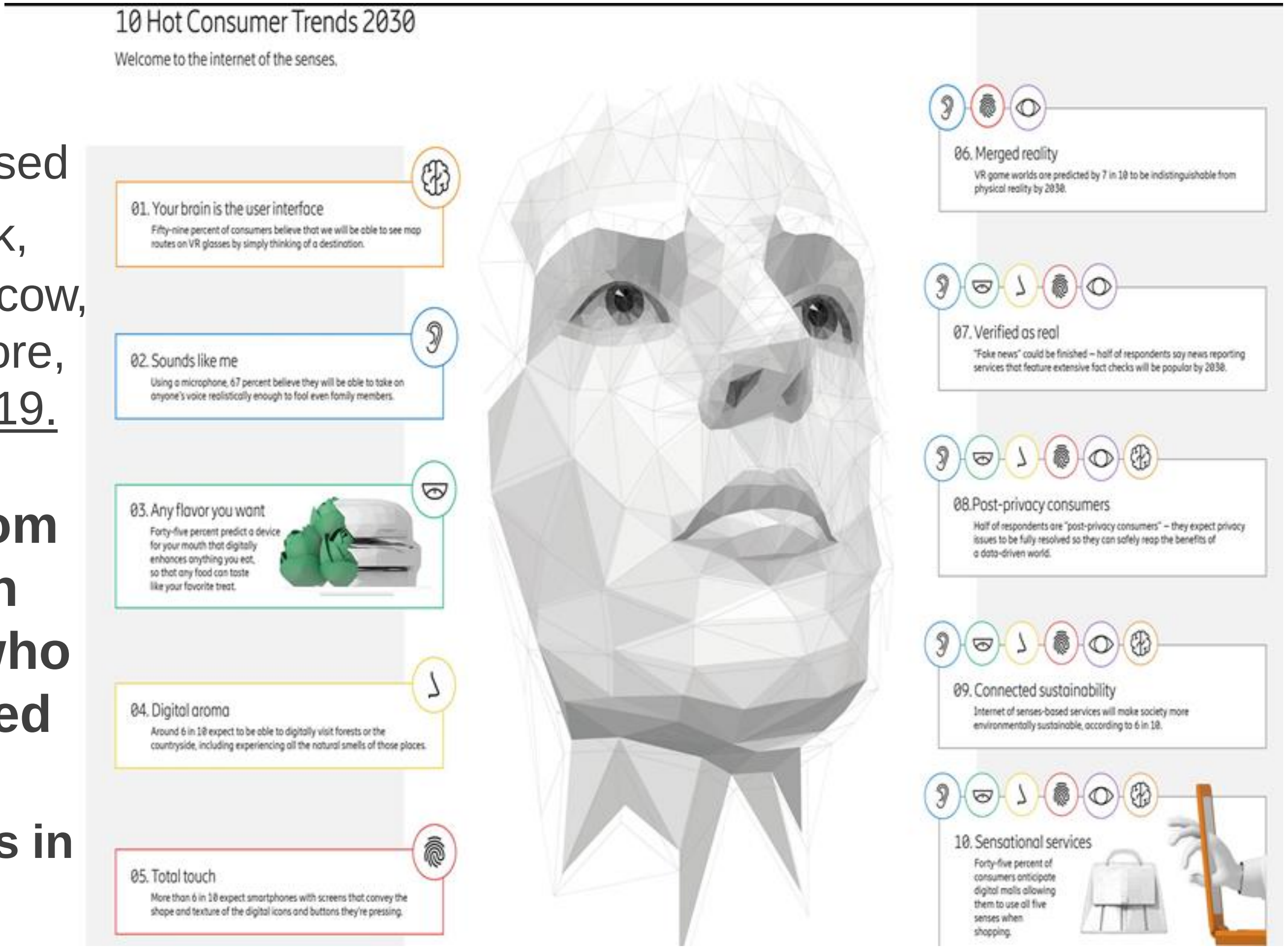


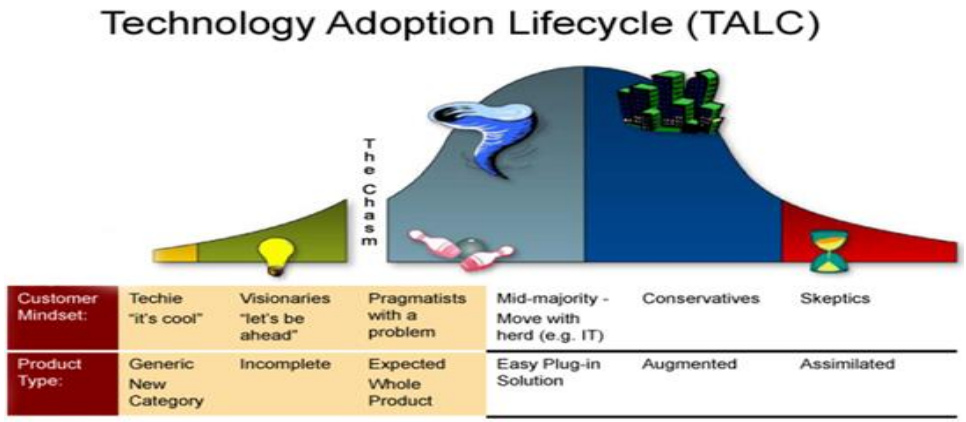
Methodology

The Quantitative Results referred to in the Report are based on an **Online Survey of Residents** in Bangkok, Delhi, Jakarta, Johannesburg, London, Mexico City, Moscow, New York, San Francisco, São Paulo, Shanghai, Singapore, Stockholm, Sydney and Tokyo, carried out in October 2019.

The **Sample** consists of at least **500 Respondents from each city (12,590 respondents were contacted in total, out of whom 7,608 qualified), aged 15–69, who currently are either "regular users" of Augmented Reality (AR), Virtual Reality (VR) or Virtual Assistants, or who intend to use these Technologies in the future.**

Correspondingly, **they represent only 46 Million Citizens out of 248 Million living in the Metropolitan Areas surveyed, and this, in turn, is just a small fraction of Consumers Globally**. However, we believe their "Early Adopter" Profile makes them important when exploring "expectations" on Technology for the next decade.





Questions?

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