



OPNFV

□ **LINUX FOUNDATION**
COLLABORATIVE PROJECTS

Marketing Update

May 14, 2019

OPNFV / Hunter Messaging



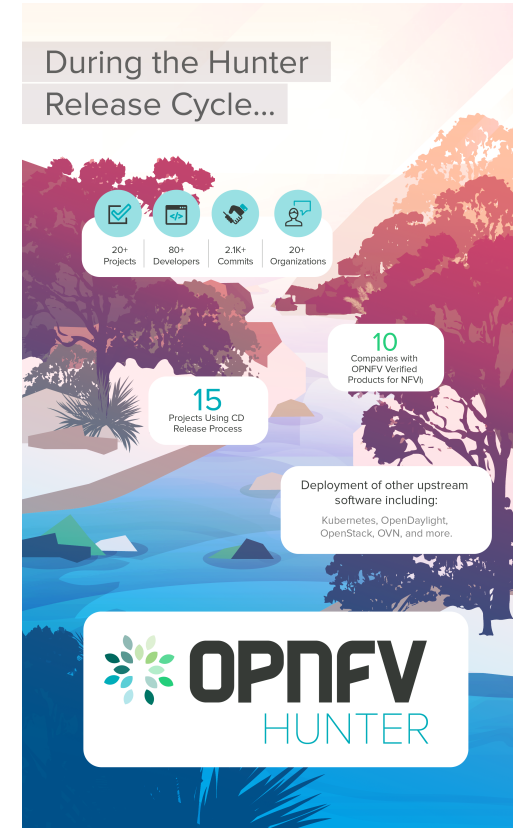
- OPNFV is evolving from primarily building NFV reference platforms to taking the lead on a common NFVI stack in collaboration with the GSMA and several global network operators.
- This is a top priority for the LFN Board (along w/ OVP and the tools to enable it).
- Accordingly, OPNFV's overall positioning and messaging should evolve to adequately reflect this.
- OPNFV Marketing Working Group has been working to address these points.
- Hunter release messaging, while still grounded in progress in our technical projects (PTL updates, Xtesting, new projects, path to cloud native), is more forward looking in this way, e.g. "... on its way to enable a common NFVI stack."

Hunter Launch Assets



Marketing Release Today at 9:00 AM PT

- Press Release
- Website Updates
- Blog Post (coming later)
- Infographic
- Social Media Promotion
- Featured in Next LFN Newsletter (June)



KubeCon + Cloud Native Con EU



- Cloud Native Network Services Day, May 20th, 9:00 – 5:00
 - Schedule: <https://www.linuxfoundation.org/calendar/kubecon-cloudnativecon-europe/>
 - OPNFV a part of 4 sessions
 - Great service provider participation (China Mobile, Orange, Vodafone)
 - Registrations low:
 - Competing with 21 other mini-summits including FD.io, \$50 registration fee (required).
 - Sessions will be captured on video for evergreen content
 - Join us!

KubeCon + Cloud Native Con EU



- LFN Booth, Tuesday – Thursday
- Next to FD.io Booth
- Volunteers needed! Sign up by **May 16th**
- Possibility to show demos from booth
 - Sign Up Form: https://etherpad.opnfv.org/p/LFN_Booth_Signups