

VNF Adoption Committee

Key takeaways from interviews with members on adoption

Ximo Soler
Chair of VNF Adoption Committee

2023 General Assembly, June 19-20,
NYC



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Positive insights



Tech ready



Clusters



VNF resources



Like Minded
people

“We all know it is important. It is not about if but when”

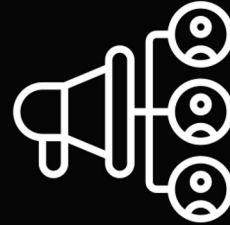
VNF improvements



Intranet



Cadence meetings



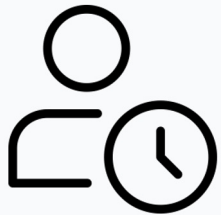
PR & Awareness



Share successes

“We know it is all there, but sometimes can be overwhelming”

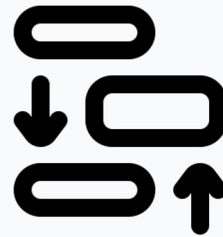
Key challenges



Stand by



Business case



Priority - internal
roadmap



Narrative -
stakeholders pitch

“As soon as someone cracks it we will follow”

WHAT IF...?

Predicting the future in a changing environment

Television won't be able to hold on to any market it captures after the first 6 months. People will soon get tired of starting a plywood box every night..."

Darryl Zunuck
Founder of 20th Century
Fox
1946

"I predict the Internet will soon go spectacularly supernova and in 1996 catastrophically collapse..."

Robert Metcalfe
Founder of 3Com
1995

"I am concerned about the long term viability. There's just not that many videos I want to watch..."

Steve Chen
Founder of YouTube
2005

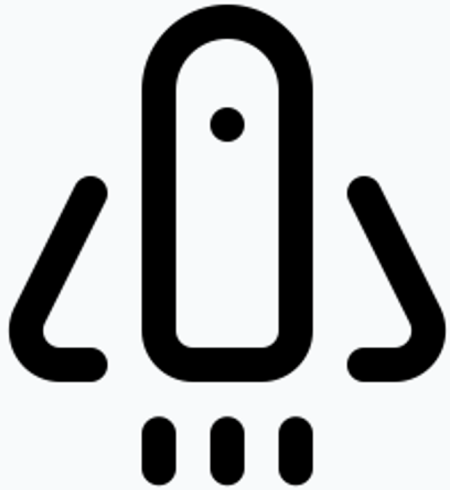
"There is no chance that the iPhone is going to get any significant market share..."

Steve Ballmer
CEO Microsoft
2007









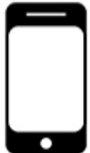







OURGANGAPPRECIATION

Call to action



NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:

Airlines	Automobiles	Telephone	Electricity	Credit Card	Television	ATM
						
68yrs	62yrs	50yrs	46yrs	28yrs	22yrs	18yrs
Computer	Cell Phone	Internet	iPods	Youtube	Facebook	Twitter
						
14yrs	12yrs	7yrs	4yrs	4yrs	3yrs	2yrs



Beyond credentials

1. Competitive Advantage
2. Talent Acquisition and Retention
3. Cost Savings and Efficiency
4. Industry Leadership
5. Customer and Partner Expectations
6. Future-proofing
7. Social Impact and Inclusion
8. Collaboration and Ecosystem
9. Early Mover Advantage
10. Bootstrap the industry

