

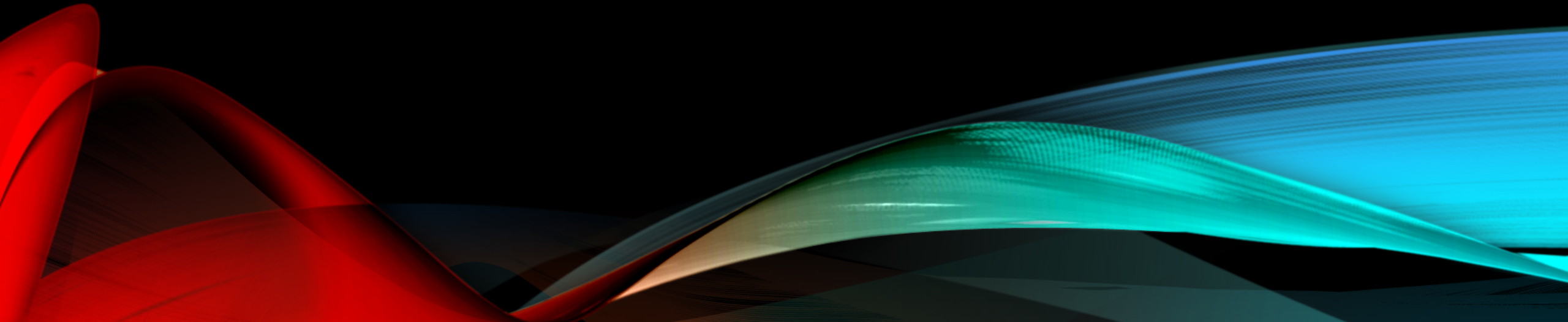
HOW TO CONVINCING YOUR BOSS OF THE VALUE OF UKNOF

And active participation in the industry

Neil McRae – Citizen-at-Large (or as Will might point out very large).

YOU ALL MADE IT HERE!?

But don't you want to do more than just turn up?!



INTRODUCTION – UKNOF'S PURPOSE

- To act as an open forum for operational, technical and engineering information exchange, co-operation and co-ordination between Internet, Ethernet and other public telecommunications network operators within the United Kingdom.
- To pro-actively support the sharing of knowledge, ideas and best practices to enhance the effective, stable and secure operation of the UK's Internet infrastructure as a whole.
- Or in old terms “rough consensus and running code”
- How does that compare to your organisations purpose?

SO YOU WANT TO GO TO UKNOF?

- Why?
 - Being as clear about what your objectives are in attending (other than the beer afterwards) and ensuring they meet your own business/organisation's agenda.
 - Objectives can be –
 - Talk to X about peering,
 - My major competitor is going to talk about his core network
 - Vendor X senior person is going to be there and we just had another OS bug
 - Gain feedback about a new idea or input to a particular problem
 - Explain a standard that could be important to the industry and get support.
 - Give guidance on roadmap for your organisation to others
 - Demonstrate to the wider industry that your organisation has clue and help generate demand
 - Note some of these work in two directions!

AFTER UKNOF IS AS IMPORTANT AS BEFORE

- Writing an after meeting report that captures detailed points that might be important across your business, send it out along with the slides and links to the videos.
 - Company X are doing Y
 - Vendor X have a new optic that will save us £LOADSOFMONEY
 - After speaking to Jim I found out OS Version 99.323.ALPHA-GEEK1 has a critical bug in it- cancel tonight's maintenance!
 - Figured out a neat new way to resolve that problem.
 - I GOT PEERING WITH WILL.NET!
 - Spoke to a guy that I think we should hire

TAKING IT FURTHER

- Use participation in the industry to drive your organisation forward
 - Your organisations' technical people are the best – how do you maintain that? How do you measure it? - Or do you just buy what \$vendor chucks out the door and employ config monkeys?
 - Being able to create technical assets is one thing but being able to articulate it and gain traction is another – presenting your proud achievement enables peer review and may lead to improvements – anyone can do sh ip bgp
 - Talk about the capability you have in much more detail than the marketing PDF

TAKING IT FURTHER

- Use participation in the industry to drive your career forward
 - You have great technical capability – put it to the test, get involved and present and project or problem that you've worked on
 - Be more than a config monkey – challenge your suppliers to build what adds value for you more than them!
 - Meet with and work with other great technical people
 - Invest some of your own time
 - Lets do it now -> You tell me?