

How a shared heartbeat ignites a purposeful Service Portfolio

Mariël Oolthuis and Lonneke Walk

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SURF





**It started with
focussed pioneers**



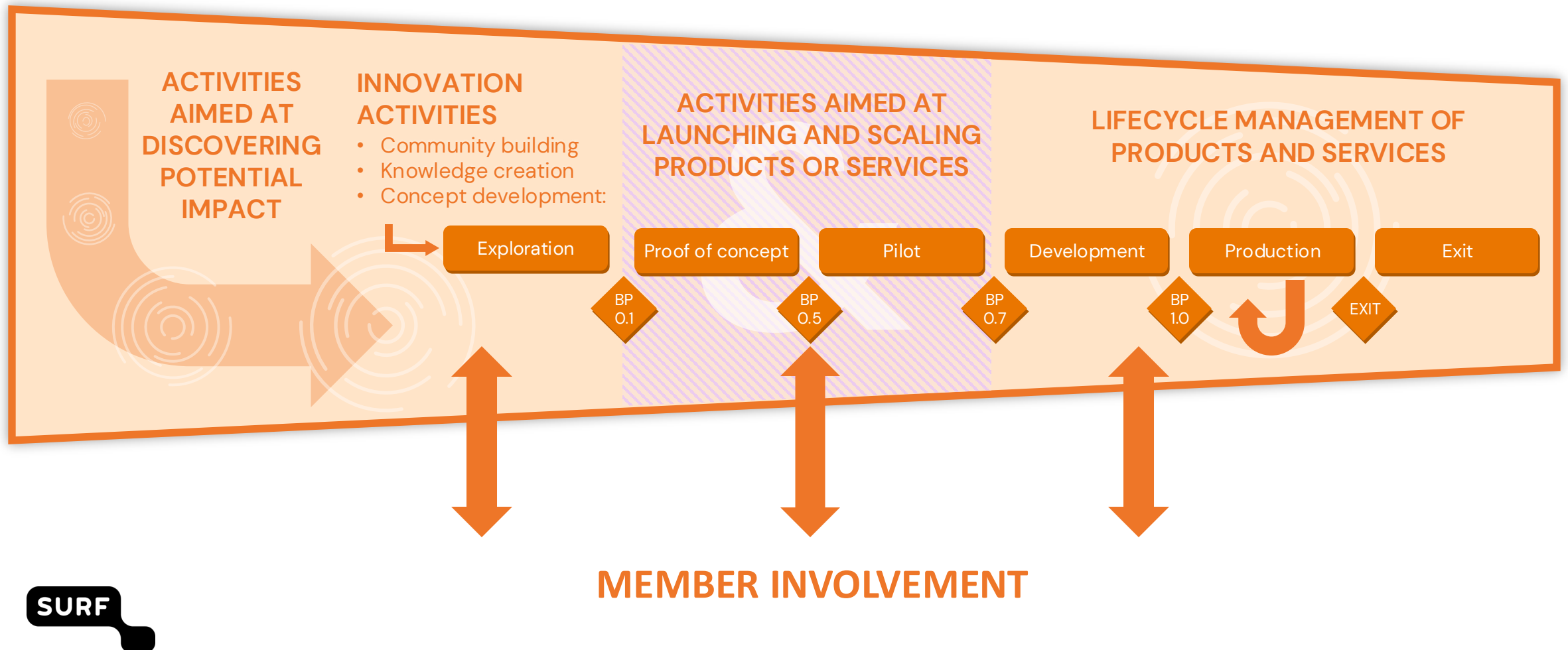


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Change was needed

Strategic Portfoliomanagement Proce



A surreal digital landscape featuring a wooden walkway that leads towards a horizon. The ground is a highly reflective blue surface, mirroring the sky and the floating objects. Numerous rectangular blocks of various sizes and colors (mostly blue and grey) are suspended in the air, some appearing to be part of a larger structure or falling. The sky is a vibrant blue with large, fluffy white clouds. Two bright, diagonal light beams cut through the sky, adding to the ethereal atmosphere. The overall composition suggests a journey or exploration from a unique, non-physical perspective.

**Look at the world from
different perspective**

We went from

Stand-alone products

Developing markets with
small & focussed services

Technology push

to

**Products supporting
primary processes**

**Mature markets with
complex & diverse services**

**Understanding 'wants'
and 'needs'**

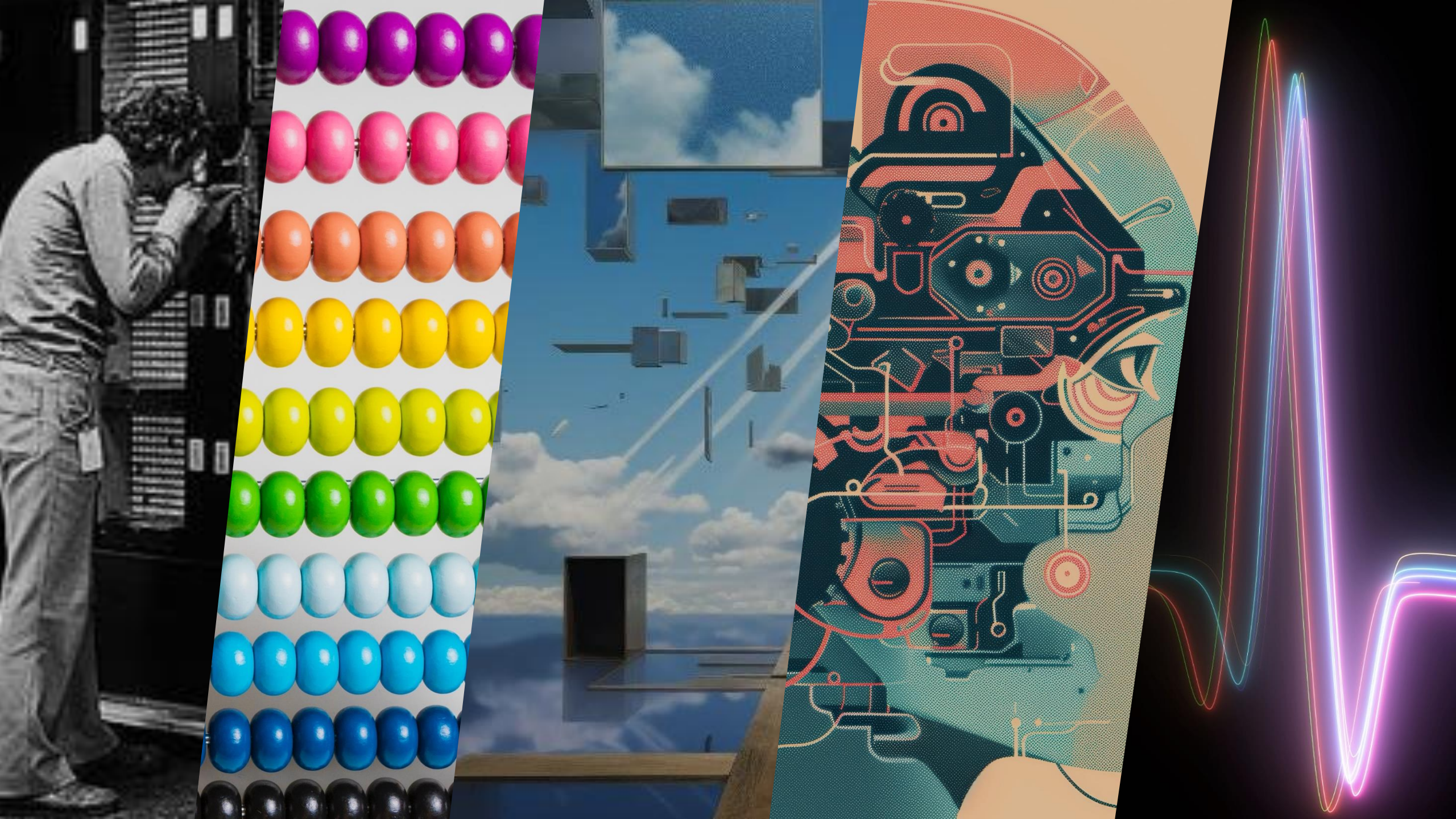


**We needed to change
our mindset**

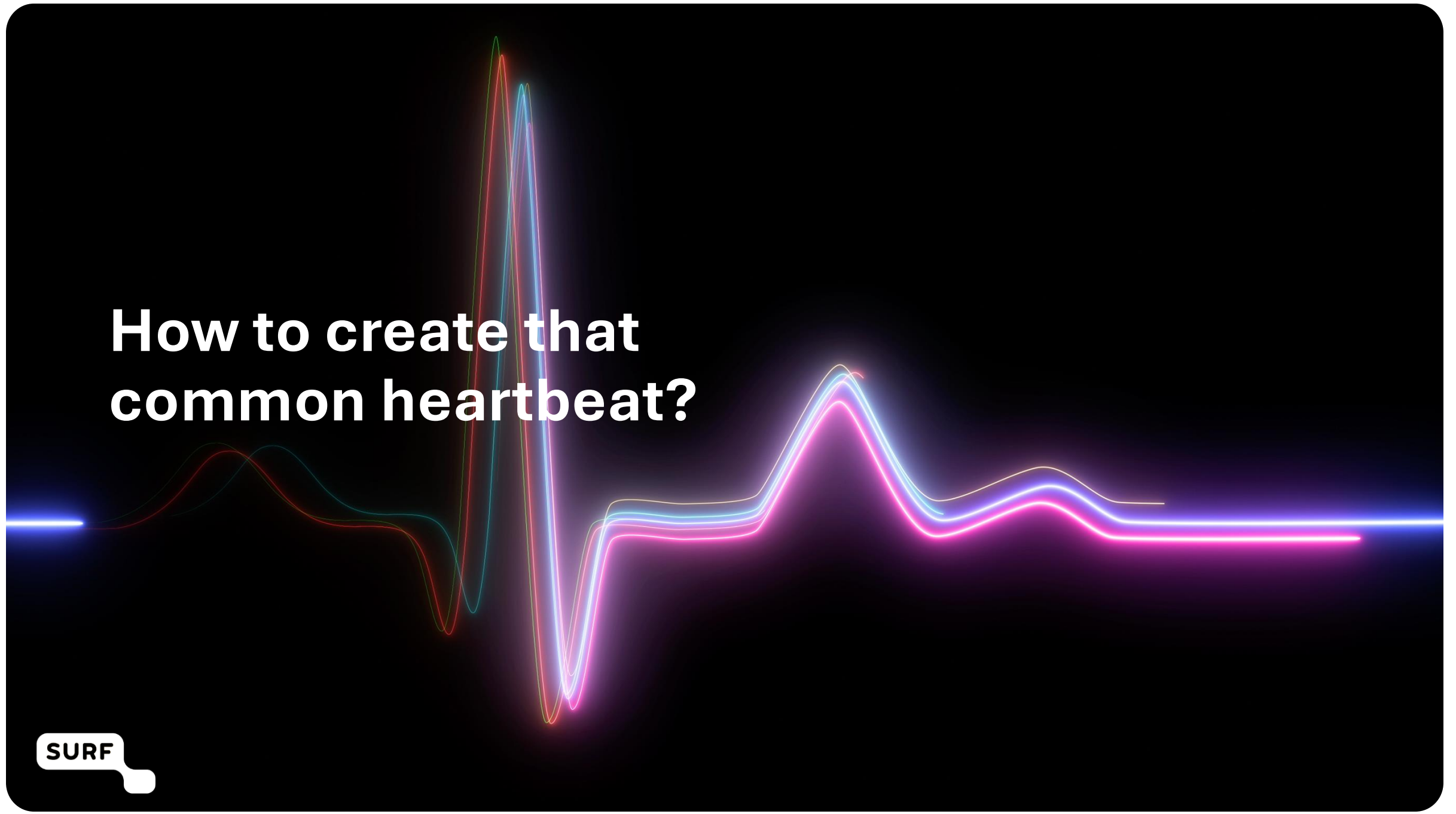
Create ONE heartbeat




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**How to create that
common heartbeat?**



A hand holding an open book, with another book visible in the background. The scene is set against a blue globe with a red grid overlay. The text is centered in a white box.

Clear & consistent process & strategy
Members' point of view
Based on a common story

Ingredients

Multi-year Strategy ✓

Positioning ✖

Portfolio & Brand Strategy ✖

Service Propositions ✖

Services ✓

| Components of positioning

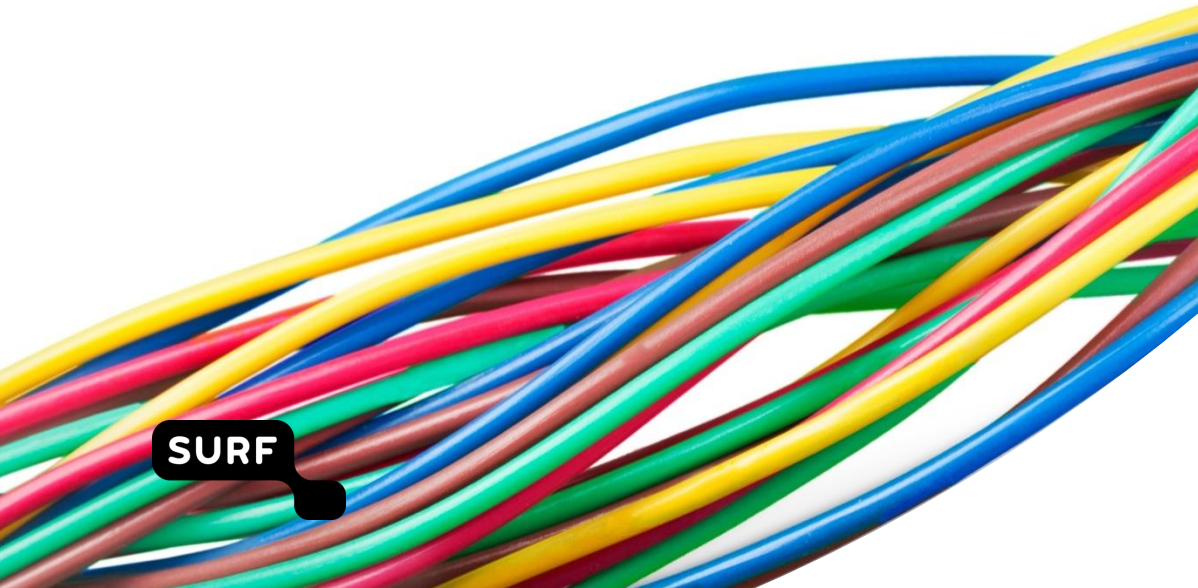
- ✓ Manifest
- ✓ Brand values
- ✓ Core values
- ✓ Our story

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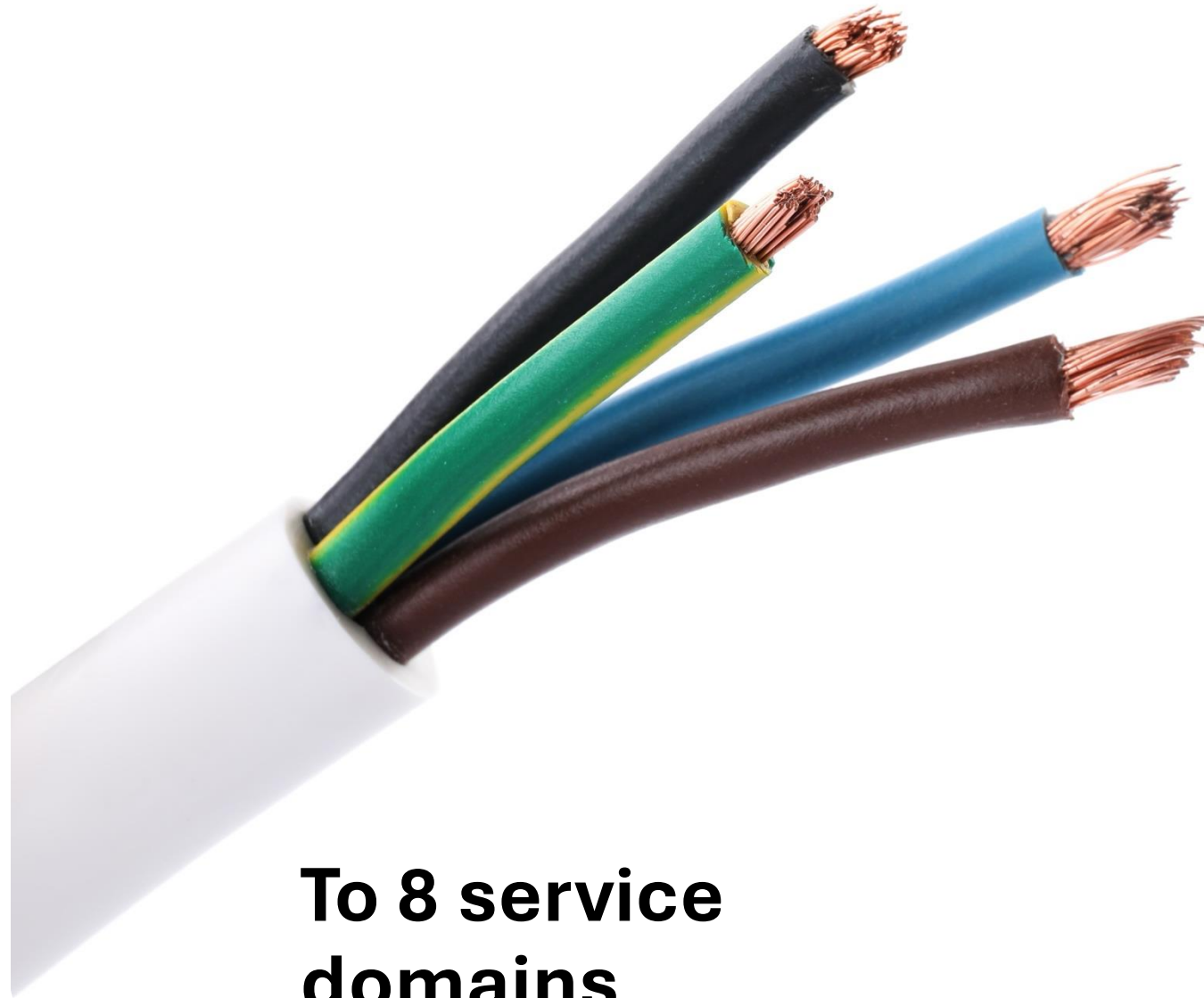
The power of the collective, moving forward as one

**We went from
50+ services**



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**To 8 service
domains**



A service portfolio in 8 domains



Procurement & delivery

Getting the best from the market together



Compute

Large-scale computing power for public advancement



Storage & data management

Data securely and reliably organized



Publishing

Knowledge circulation as the norm



Flexible education

Enhancing the flexibility of education



Identity & access management

Access managed securely and reliably



Security

Creating a safe learning and working environment together



Network connectivity

Seamlessly and reliably connected with each other

BEFORE

SURFdrive

Research Drive

Data Archive

Object store

SURF

AFTER

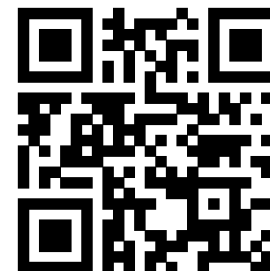


Storage and datamanagement

SURF Storage

SURF Sync & Share

Vision for each domain



edu.nl/8mfb7

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Network connectivity



Seamlessly and reliably connected with each other

Drawing on our vision, we focus on the innovation of network technology, international collaboration and robust security and reliability. This allows us to develop services tailored specifically to institutions. We also share knowledge and expertise to provide the best possible support for education and research.

SURF's network services offer students, lecturers, researchers and staff members access to secure campus networks. Institutions can choose to organise and manage their campus networks themselves or outsource all or part of this to the SURF organisation. SURF offers various service levels to this end, ranging from (mostly) self-managed to fully managed solutions overseen by SURF.

The campus network connects users to the rest of the world via the SURF network. This includes high-bandwidth connections to research facilities through NetherLight, or internet connectivity to the rest of the world. In the area of international connectivity, SURF works closely with other National Research & Education Networks (NRENs) that are similar to SURF to provide access to global research and education facilities.

SURF Campus Network Access

Simple and secure access to institutions' fixed and wireless networks for people and devices through:

- **eduroam**, a global standard that gives students, lecturers, staff and guests access to the institutional network (via Visitor Access);
- **IoTroom**, which connects IoT devices to the institution's network in a secure and traceable manner.

SURF Campus

Future-proof campus network. This is what SURF assumes:

- **Wired**, a wired network
- **Wireless**, Wi-Fi
- **IoTnet**, wireless IoT devices.
- **Campus Firewall** at network level

* we protect institutions against threats.

SURF Network

Advanced and protected connectivity via the SURF network:

- **Internet**, open and reliable worldwide internet access optimised for education and research, secured in part by SURF CERT.
- **Private Connectivity**, shielded communication between institutions within the SURF network, and via NetherLight to third parties.
- **Time & Frequency**, transfer of highly accurate time and frequency signals.



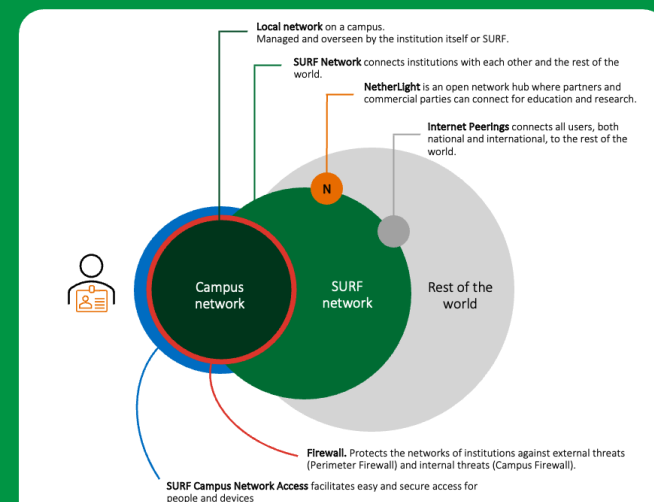
Seamlessly and reliably connected with each other

In education and research, being connected is vital. SURF's network connectivity connects people, institutions, services and devices, and facilitates barrier-free collaboration worldwide. Reliable, secure and high-quality technology is essential for optimal cooperation. By providing robust infrastructure, services and expertise, we support the innovation and progress needed to shape the future of education and research.

Under the SURF umbrella, institutions work together with national and international partners in education and research (as well as suppliers) in three areas to achieve barrier-free and reliable network connectivity:

- **Taking a leading position is essential.** We need the latest, most advanced technology to bring about the desired connectivity and achieve our ambitions in education and research. This is why we carry out ongoing research and continuously innovate and improve our solutions.
- **Unlimited possibilities.** In coordination with members but also external parties, we offer specialised network solutions that meet complex and demanding needs and international standards.
- **For all of us.** All members benefit from our state-of-the-art network connectivity, which we develop with the knowledge and experience gained through our continuous efforts.

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**We came a long way,
but we're not there yet**

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Our 5 keys to succes

2

For all the analysts,
Process of
each department space
large groups
across whole SURF



**Working together
to realise solutions for major
digital challenges
in education and research**