How a shared heartbeat ignites a purposeful Service Portfolio

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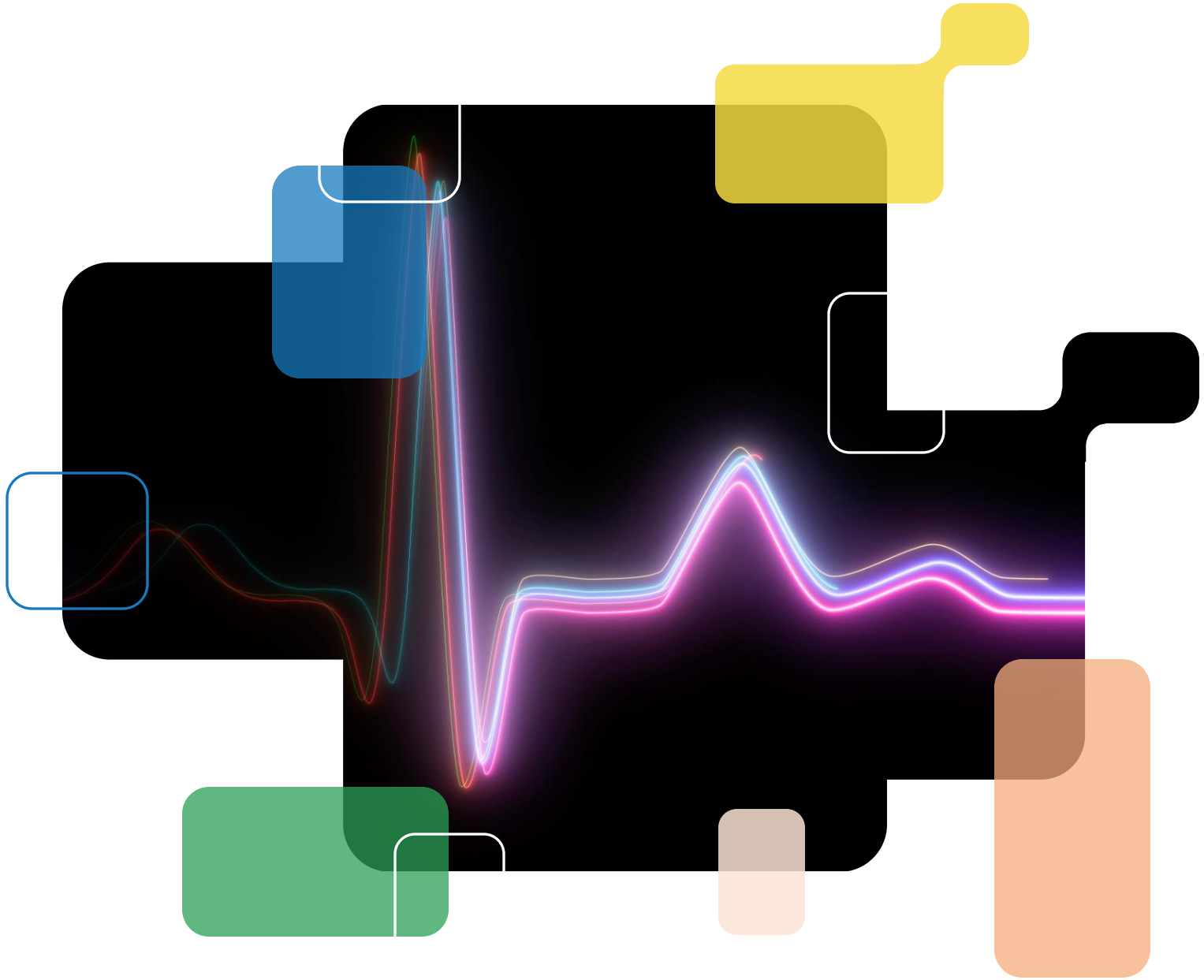


SURF

It started with focussed pioneers

SURF NET

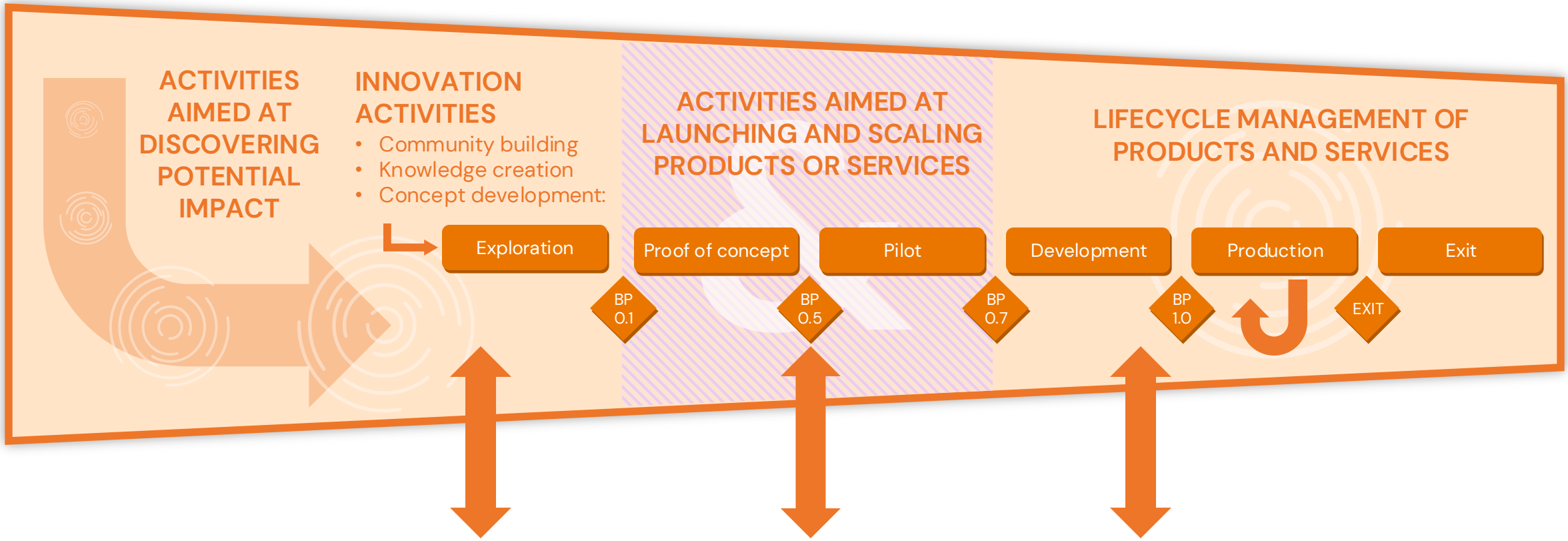
SURF SARA

SURF MARKET

SURF

Change was needed

Strategic Portfoliomanagement Proces



Look at the world from
different perspective

We went from

Stand-alone products

Developing markets with small & focussed services

Technology push

to

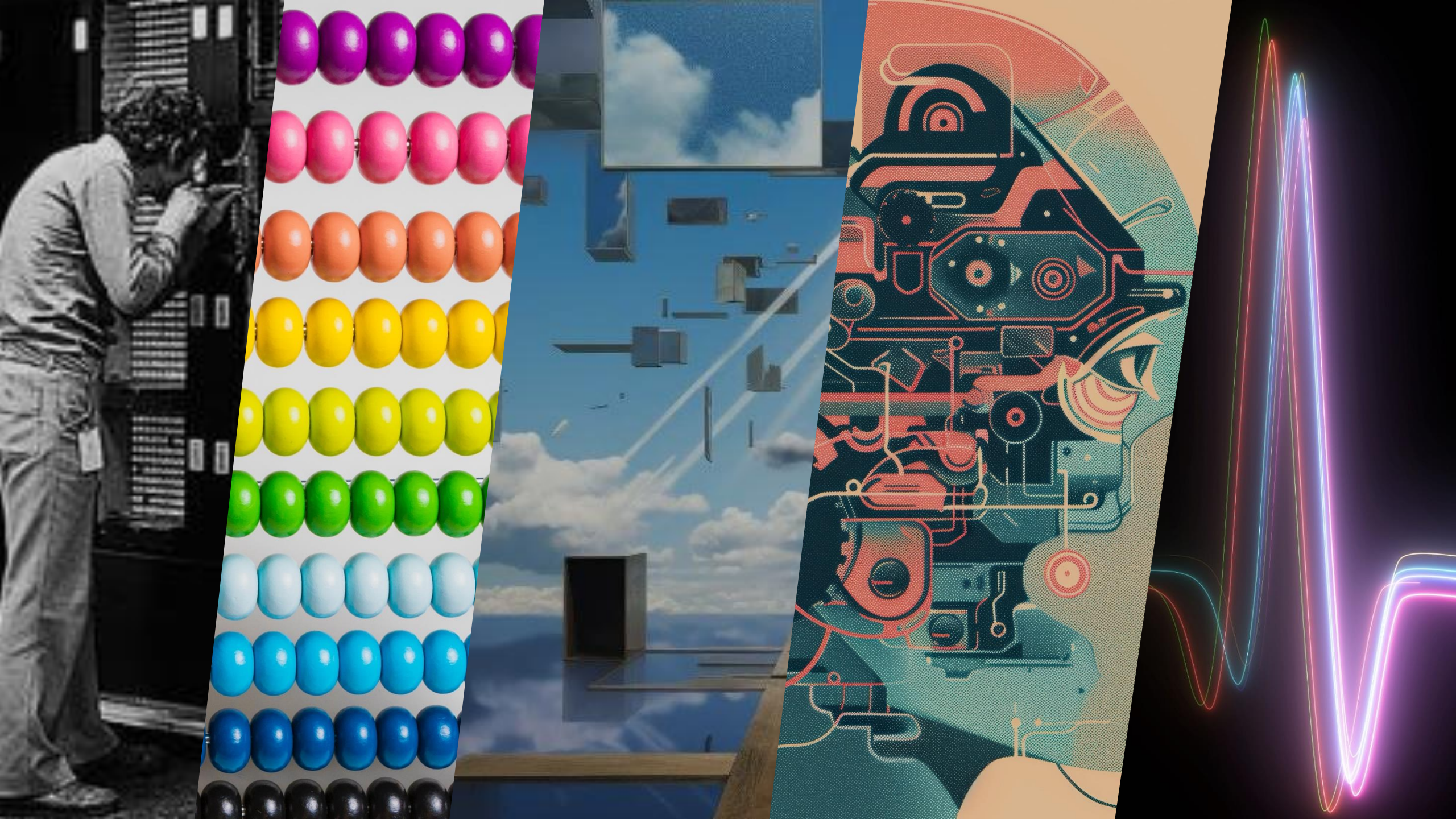
Products supporting primary processes

Mature markets with complex & diverse services

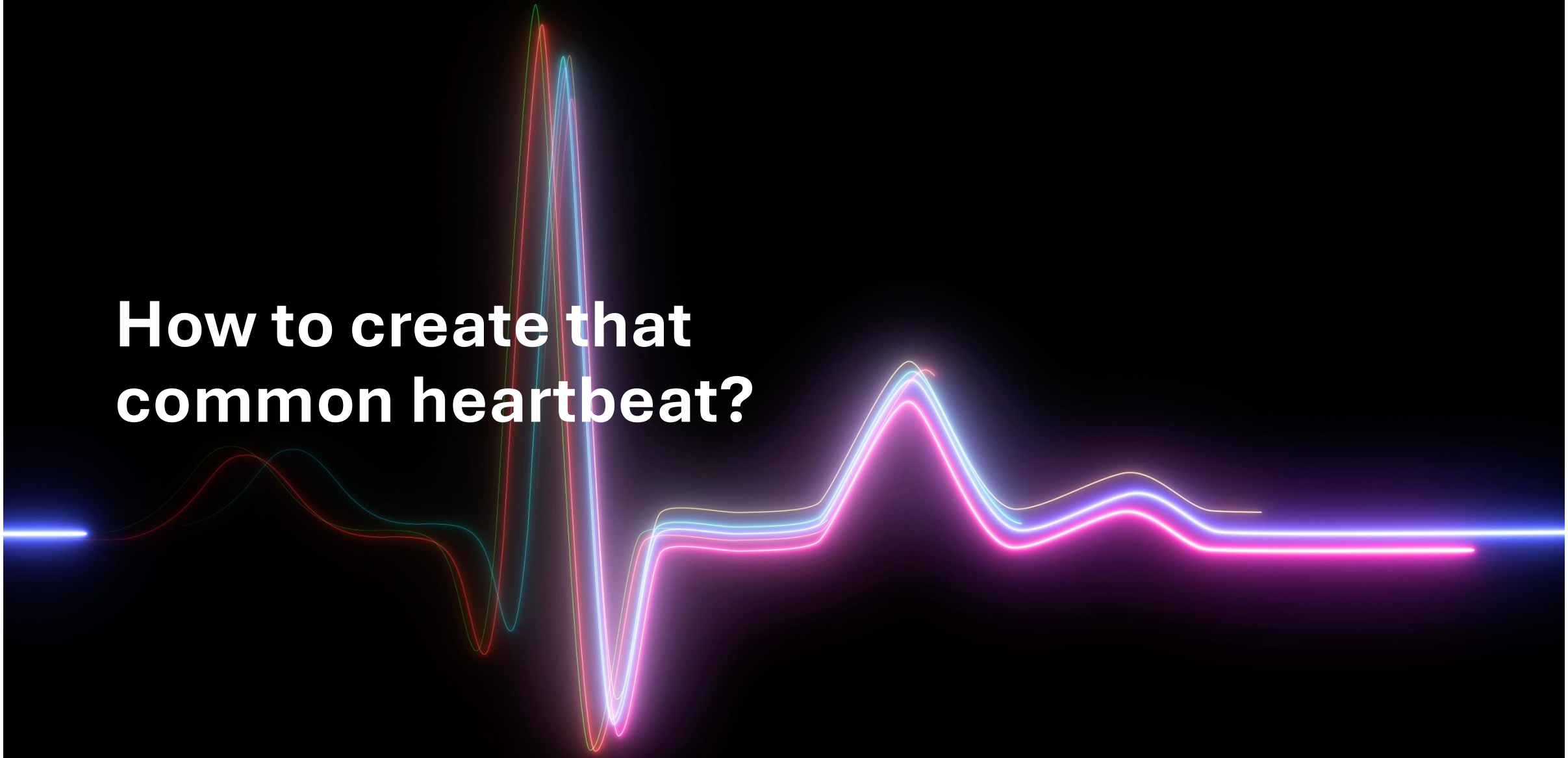
Understanding ’wants’ and ‘needs’

We needed to change
our mindset

Create ONE heartbeat
SURF



How to create that common heartbeat?



SURF

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

Ingredients

- Multi-year Strategy ✓
- Positioning
- Portfolio & Brand Strategy
- Service Propositions
- Services ✓

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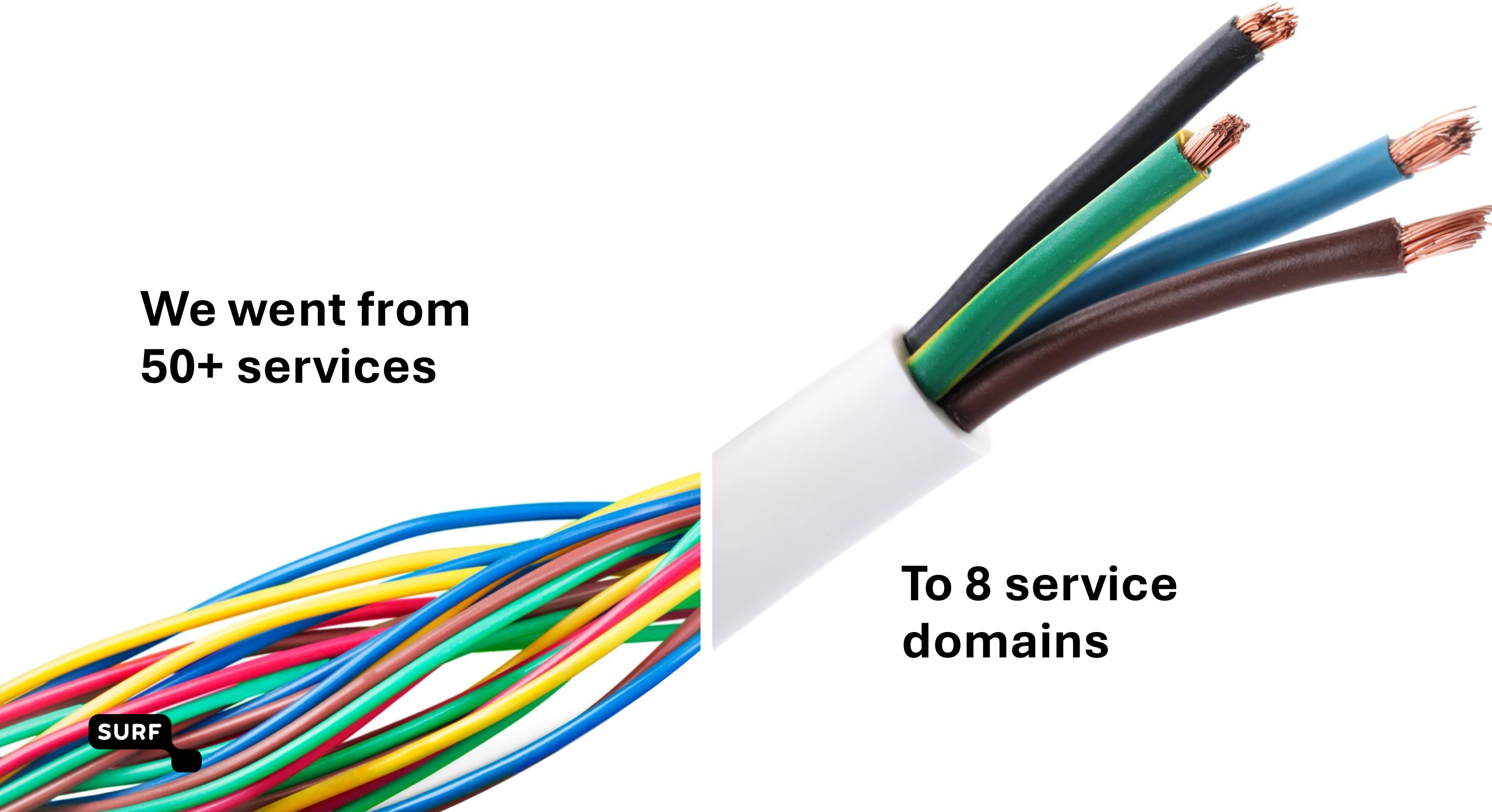
Components of positioning

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

The power of the collective, moving forward as one

We went from
50+ services



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*

SURF

BEFORE

- SURFdrive
- Research Drive
- Data Archive
- Object store

AFTER

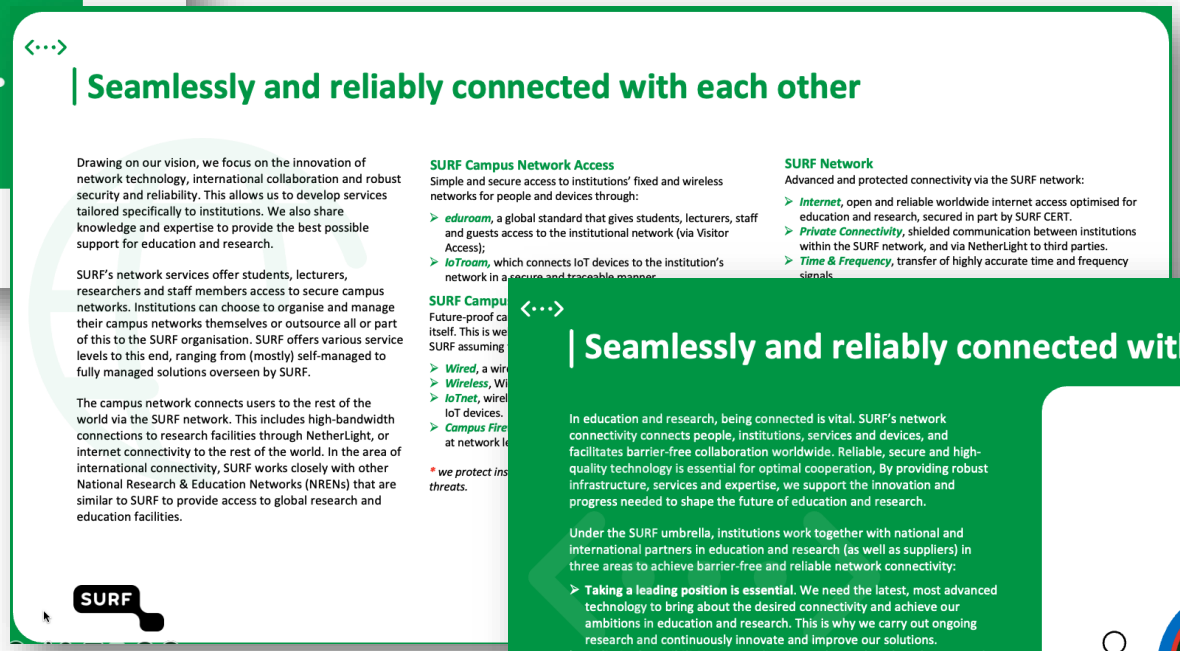
Storage and datamanagement

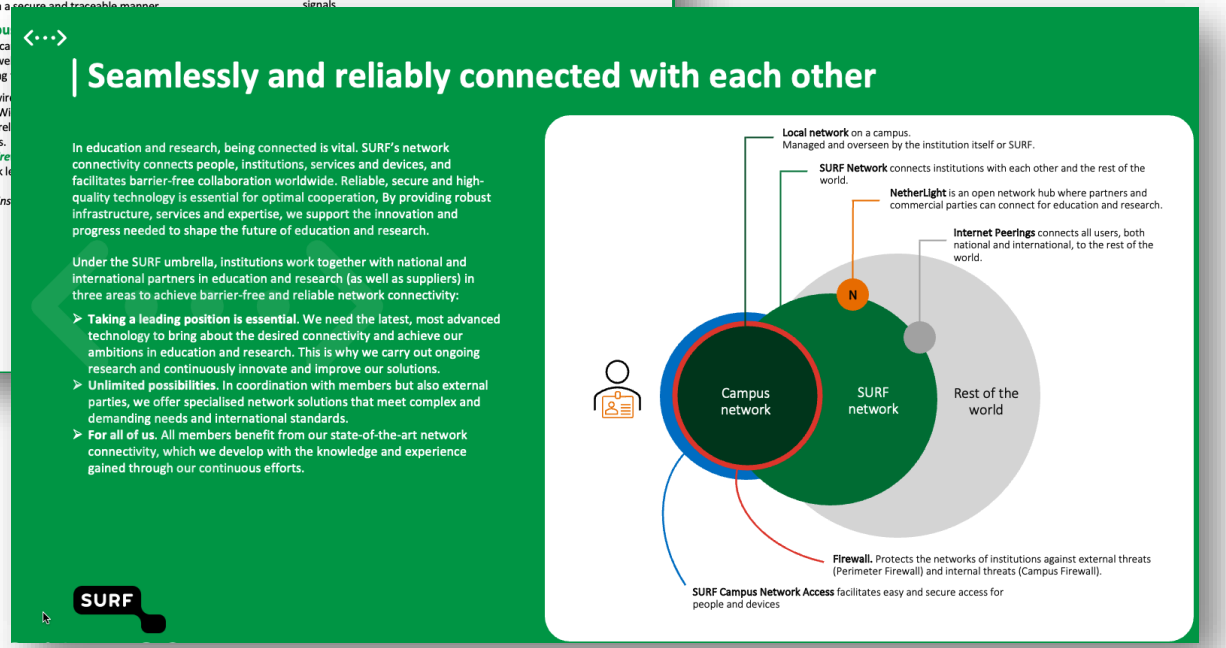
SURF Storage

SURF Sync & Share

Vision for each domain

edu.nl/8mfb7





SURF

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

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Our 5 keys to succes

5

Process of large groups

across whole SURF

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