

How to launch successful services?

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| Agenda

01

Intro & SURF's approach (*10 mins*)

02

Examples from the audience (*10 mins*)

03

Future needs (*15 mins*)

04

Wrap-up & next steps (*5 mins*)



55 years of SURF

**It started with technology
focused development of
services**

| Our environment is changing



General market
with more
integrated services



Our **added value** is
no longer
self-evident



Rapidly **changing**
and **complex** world

How to optimize and maximize our value and create strong narratives around our services and portfolio?

| The power of the collective

01

Collectively determine the conditions, direction and quality of digital education and research

02

Brand values

- Thought Leadership
- Digital sovereignty
- Collective
- Progressive & forward-looking

03

Core values

- Passion
- Reliable
- Open

Strategies tied together

Why

Mission & Vision

Positioning
Our purpose & story

How

Multi-year Strategy

Portfolio Strategy

AI strategy

Sourcing strategy

... strategy

What

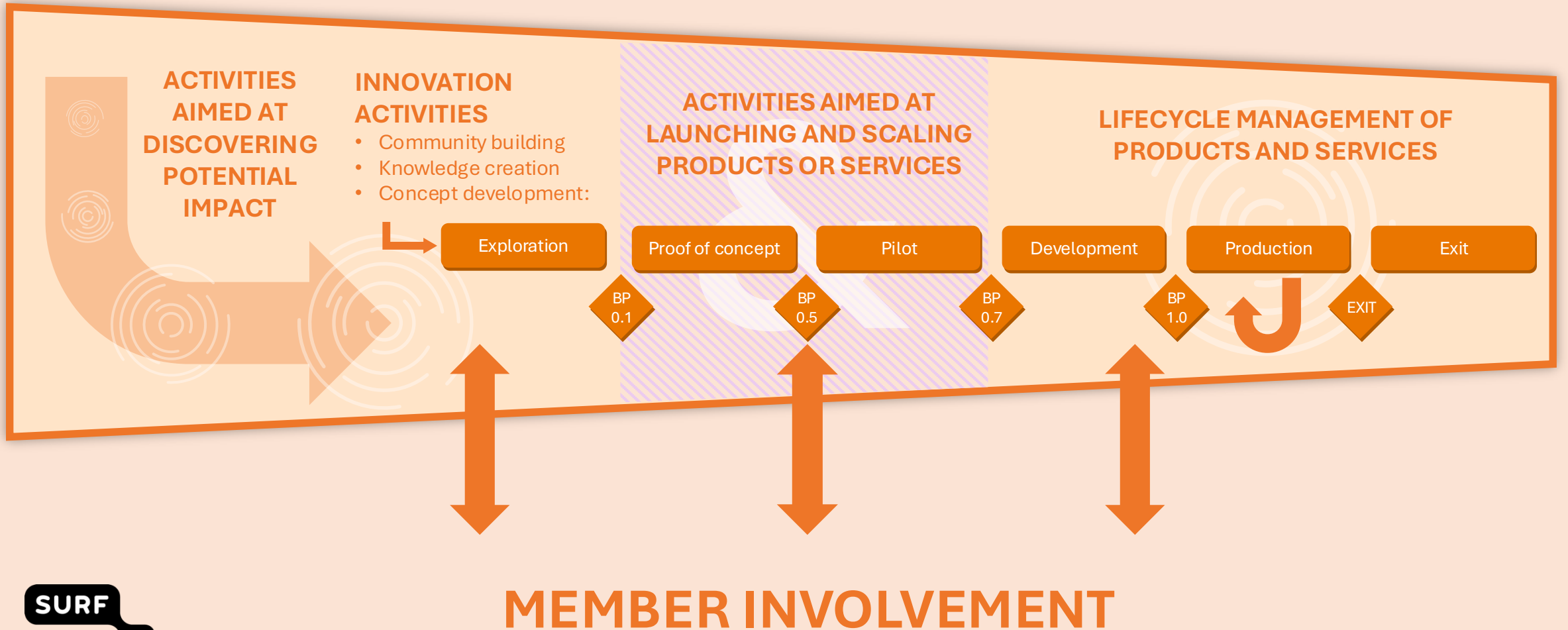
Knowledge

Projects

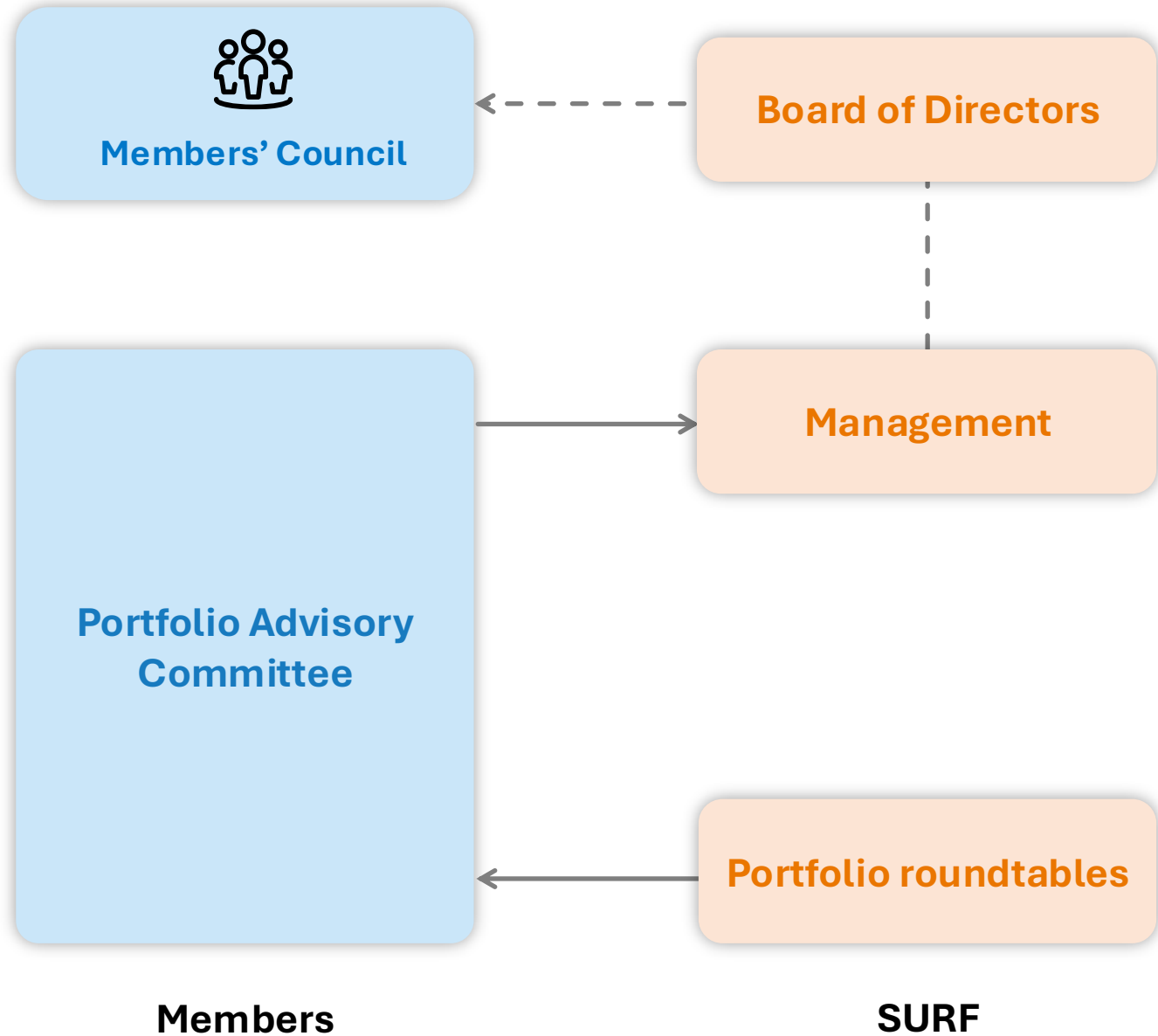
Services

Partnerships

Strategic Portfolio Management Process



Governance of services



| A portfolio in eight service domains



Identity & access management



Storage & data management



Network connectivity



Publishing



Security



Flexible education



Compute

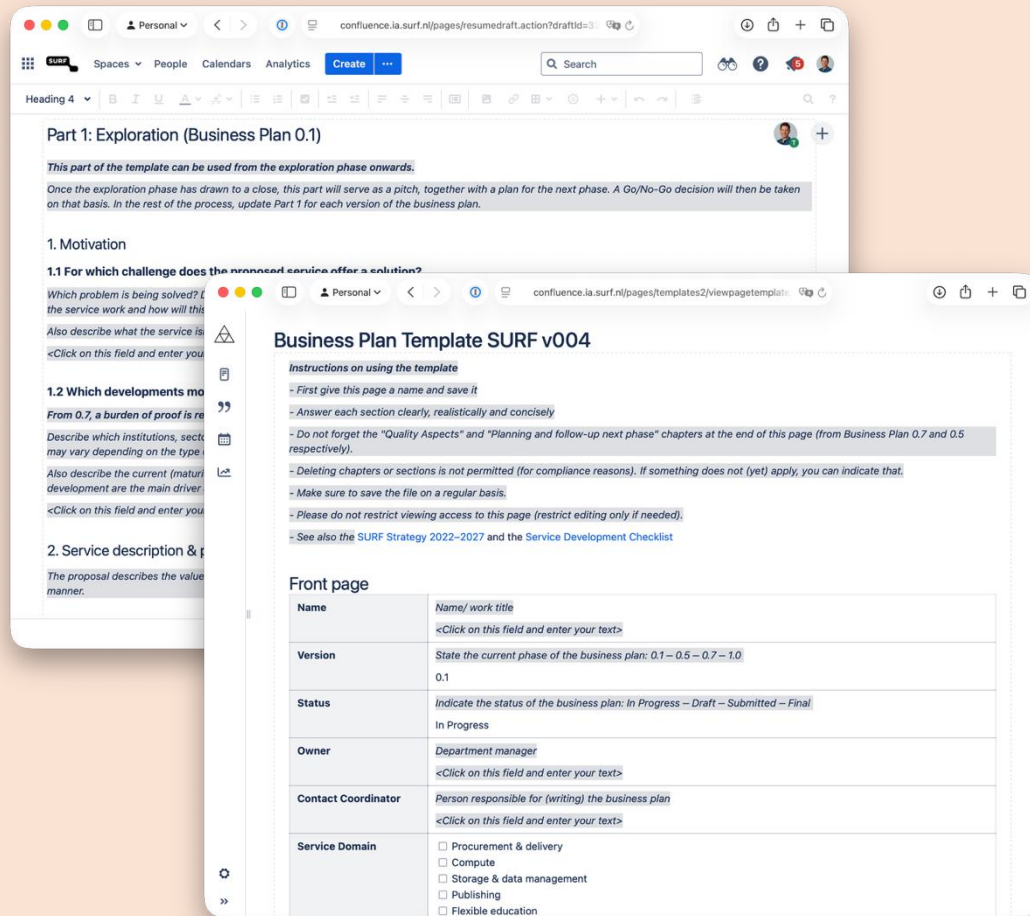


Procurement & delivery

SURF

Our structured approach with these 8 service domains allows us to collectively cover essential elements of the digital infrastructure that are needed for state-of-the-art education and research.

Guidance: business plan template



Part 1: Exploration (Business Plan 0.1)

This part of the template can be used from the exploration phase onwards.

Once the exploration phase has drawn to a close, this part will serve as a pitch, together with a plan for the next phase. A Go/No-Go decision will then be taken on that basis. In the rest of the process, update Part 1 for each version of the business plan.

1. Motivation

1.1 For which challenge does the proposed service offer a solution?

Which problem is being solved? / the service work and how will this be achieved?

Also describe what the service is / <Click on this field and enter your text>

1.2 Which developments motivate the service?

From 0.7, a burden of proof is required. Describe which institutions, sectors, may vary depending on the type of service.

Also describe the current (mature) development are the main driver / <Click on this field and enter your text>

2. Service description & value proposition

The proposal describes the value proposition in a clear and concise manner.

Business Plan Template SURF v004

Instructions on using the template

- First give this page a name and save it
- Answer each section clearly, realistically and concisely
- Do not forget the "Quality Aspects" and "Planning and follow-up next phase" chapters at the end of this page (from Business Plan 0.7 and 0.5 respectively).
- Deleting chapters or sections is not permitted (for compliance reasons). If something does not (yet) apply, you can indicate that.
- Make sure to save the file on a regular basis.
- Please do not restrict viewing access to this page (restrict editing only if needed).
- See also the SURF Strategy 2022-2027 and the Service Development Checklist

Front page

Name	Name/ work title <Click on this field and enter your text>
Version	State the current phase of the business plan: 0.1 – 0.5 – 0.7 – 1.0 0.1
Status	Indicate the status of the business plan: In Progress – Draft – Submitted – Final In Progress
Owner	Department manager <Click on this field and enter your text>
Contact Coordinator	Person responsible for (writing) the business plan <Click on this field and enter your text>
Service Domain	<input type="checkbox"/> Procurement & delivery <input type="checkbox"/> Compute <input type="checkbox"/> Storage & data management <input type="checkbox"/> Publishing <input type="checkbox"/> Flexible education

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Share your own!



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How about you?

Examples from the audience

Future needs: let's connect

Be precise & practical

Wrap-up & next steps



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Share your own!



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Digitally **ambitious** together

Digitalisation that works for and by education and research in the Netherlands

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