

RedCLARA'S MARKETING STRATEGY AND CRM

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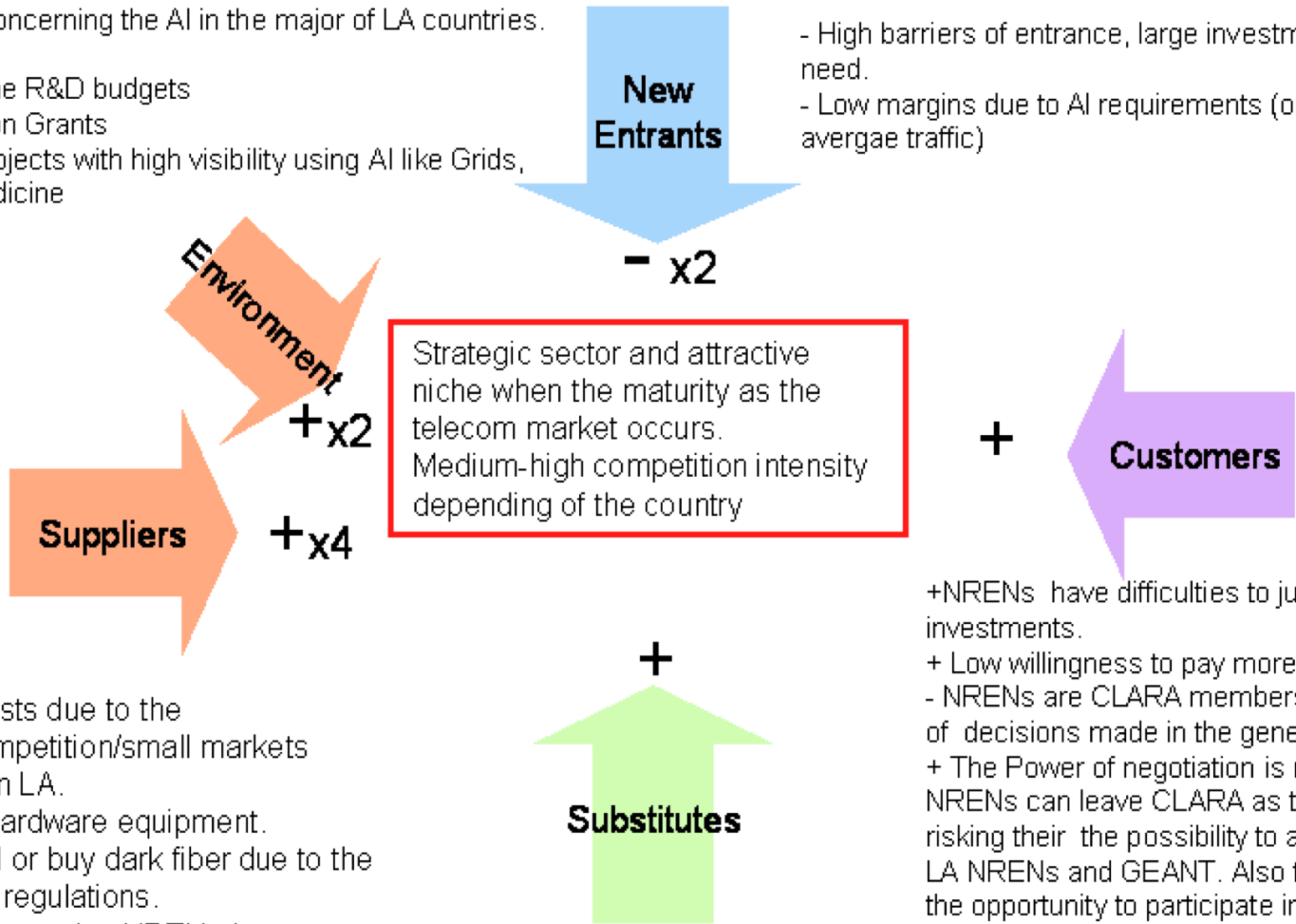
Content

- Marketing and Services
 - Diagnosis and segmentation
 - Strategic objectives
 - PR activities
- New services
- CRM system
 - Characteristics
 - New projects



Lack of public policies concerning the AI in the major of LA countries.
 Low R&D investing
 Financial crisis affects the R&D budgets
 Economic dependency on Grants
 There are prestigious projects with high visibility using AI like Grids, Astronomy and Telemedicine

- High barriers of entrance, large investments are need.
 - Low margins due to AI requirements (only 20% of avergae traffic)



High connection costs due to the monopolies/low competition/small markets telecommunitaion in LA.
 Med-Low cost for hardware equipment.
 High costs to install or buy dark fiber due to the long distances and regulations.
 CLARA´s suppliers are also NRENS Internet suppliers.

+NRENS have difficulties to justify AI investments.
 + Low willingness to pay more.
 - NRENS are CLARA members and take part of decisions made in the general assembly.
 + The Power of negotiation is moderate. NRENS can leave CLARA as their will but risking their the possibility to access to the LA NRENS and GEANT. Also they will lose the opportunity to participate in international projects organized by CLARA.

Users with low transmission requirements or that not use so often RedCLARA services can easily replace them with Commercial Internet.



Diagnosis

- RedCLARA are not widely recognized on the Academic/Research Community, compromising the justification of its existence, being in danger of being replaced by the Commodity Internet.
- The low use of RedCLARA and NREN networks put in danger their sustainability in the long term.
- The best ways to differentiate RedCLARA is communicating the benefits related to AI.
- Make them aware of their advantages like the coverage, connection speed, bandwidth available, access to next generation services
- To show the big potential and advantages that RedCLARA and the NRENs can have when working together to carry out projects or deploy services
- Keep consolidating their positioning as non commercial organizations close to the academics and scientists by promoting activities for research communities.
- Raise the awareness of RedCLARA and the NRENs and boost the “Power of the Network” (networking), by using Social-Network applications like Twitter, Facebook and LinkedIn.



Segments	Description
B2B	
Latin American NRENs	All the LA NRENs (Leaders, Consolidated, Growing, In Formation)
NRENs and international academic/research institutions	NRENs connected to any network such as: GEANT, Internet2, APAN, EUMEDCONNECT, etc.
Funding Organizations	Organizations capable of funding LA research projects
Multilateral foundations and organisations	Organisations interested in the development of the MDG, Latin American culture and integration.
Universities, Research Institutions and Academic Hospitals	Any university or academic institution connected to an NREN
International academic or research organizations	Archives, Libraries or museums interested in develop an electronic legacy and connected to the NRENs.
Cultural Institutions, Libraries, Museums	Private or public organisations interested in promoting a cultural interchange or develop an electronic legacy and connected to the NRENs.
Public institutions	Public organisations interested on Academic, Technology, MDG subjects, R&D regulation, international relationship and cooperation.
IT Private enterprises	Private companies interested in creating fruitful relationships with IT directors, Academic Staff and researchers.
B2C	
Research communities	Researchers working on international projects in favour of priority areas in LA region.
Academic Staff	Researchers, professors and other academic professionals in universities connected to the NRENs
Commercial internet users	Internet users interested in themes of research, cooperation, MDG and priority areas of the region.





Marketing Plan Objectives

- Strengthening RedCLARA's/NRENs' positioning in the Advanced Internet market.
- Develop a portfolio of services to increase the use of RedCLARA and differentiate from the competition (Commercial INTERNET).
- To support the Sustainability Model for RedCLARA and the NRENs.



Marketing Plan Objectives

For all the Segments

- To promote AI as a working tool in the scopes of science, technology and innovation.
- *“Promocionar a la IA como instrumento de trabajo en la ciencia, tecnología e innovación.”*
- Raise awareness about RedCLARA’s and the NRENs’ services portfolio in order to promote their use and increase the number of users.
- *“Promover el portafolio de servicios de RedCLARA y las NRENs para incrementar su uso y el número de usuarios”*
- To create new services oriented to support the e-science and e-collaboration.
- *“Crear nuevos servicios orientados a apoyar la e-ciencia y la e-colaboración”*



Positioning

- RedCLARA es la única organización que provee la infraestructura de base para el desarrollo de la ciencia, y servicios para el intercambio con científicos y académicos de latinoamérica y el mundo.



PR Activities

- Strengthen PR Network by creating common strategies to promote RedCLARA and the NRENs as provider of InternetAVANZADO.
- Create meeting /events for IT Directors, Academic Staff and private enterprises.
- Create fruitful relationships with directors and staff from Multilateral Organizations, Funding institutions and Public Institutions involved in the Information Society Development.
- Create fruitful relationships with directors and staff from Private Enterprises targeted as potential RedCLARA's members.
- Identify projects of relevance and the researcher's communities related to them.
- Identify Journals/Magazines interested in publish RedCLARA's special reportages (publireportages). (Researcher of the month, Innovation in technology)



RedCLARA

- Tools to achieve these objectives:
 - Special Articles, Social Reportages (to be published in DeCLARA Express, Journal/Magazine articles)
 - The CRM Contact's, Projects and Opportunities DB
 - Social Networks (Facebook, Twitter)
 - Lobbying (organizing special cocktails or breakfasts with IT Directors, Academic Staff, researchers communities and representatives from Private Enterprises, Multilateral Organizations, Funding and Public Institutions)



New Services

- RedCLARA portal Upgrade (new portal options still on development):
 - Image and Video management, users can upload, share images and videos with a RedCLARA community or any social network.
 - Big files sharing: this improvement will allow users to send big files to any other community member.
 - Webhosting: this new service will allow to the Community Coordinator to administrate their own webpage. This webpage can be publish under a RedCLARA domain or using the domain of their preference.

Videos Management

+ Red + Ciencia ● ● ● ●

Quiénes Somos Miembros Infraestructura Operaciones Servicios Proyectos Comunidades Internet Avanzada Sala de Prensa Regístrese Mi menú Atrás

RAFAEL PULEO



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- [Enviar sugerencias](#)
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RENATA Red Nacional de Tecnología Avanzada

Reportar video Compartir



Enlace permanente http://200.0.206.119/joomla/index.php?option=com_community&view=videos&task=video&userid=64

•Añadido el: **05 Noviembre 2011** | Leyenda: **05:25** | Vistas **1** | Comentarios muro: **0**

Gusta 1

Images Management

Quiénes Somos Miembros Infraestructura Operaciones Servicios Proyectos Comunidades Internet Avanzada Sala de Prensa Mi menú

usuario renata



Todas las fotos



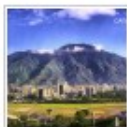
Pruebas

1 Fotos Por [Rafael Puleo](#)
Última actualización: 1 semana Atrás



test 3

1 Fotos Por [Daniela Gutierrez](#)
Última actualización: 1 semana Atrás



Album de Prueba RP

2 Fotos Por [usuario renata](#)
Última actualización: 1 meses Atrás
[Editar](#) | [Subir foto](#) | [Borrar](#)



Album de prueba

3 Fotos Por [usuario renata](#)
Última actualización: 1 meses Atrás
[Editar](#) | [Subir foto](#) | [Borrar](#)



Galería de la comunidad

1 Fotos Por [cgonzalez](#)
Última actualización: 1 meses Atrás



Daniela 3

2 Fotos Por [Daniela Gutierrez](#)
Última actualización: 1 meses Atrás



Album 3

1 Fotos Por [Daniela Gutierrez](#)
Última actualización: 1 meses Atrás



Album 2

1 Fotos Por [Daniela Gutierrez](#)
Última actualización: 1 meses Atrás



Prueba

1 Fotos Por [Daniela Gutierrez](#)
Última actualización: 1 meses Atrás



Daniela

2 Fotos Por [usuario renata](#)
Última actualización: 2 meses Atrás
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Miembros Conectados



1 usuario en línea

Images Management

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Miembros Conectados



1 usuario en línea



[http://200.0.205.43/images/originalfotos/570/8/\(3707364e37-4057114087-7.jpg](http://200.0.205.43/images/originalfotos/570/8/(3707364e37-4057114087-7.jpg)



INDICO

- Integrated to the RedCLARA Portal, it allows RedCLARA Community Members to manage the entire conference lifecycle, as well as meetings and single lectures. This software also allow the storage of documents and metadata related to the events.

INDICO



ES PT EN

Correo electrónico

.....

Remember Me

Login



Who We Are Members Infrastructure Operations Services Projects Communities Advanced Internet Press Room Register



America/Montevideo

Español

Inicio de sesión

URL del evento: <http://www.redclara.net/indico/evento/39>

Reuniones de Socios de ALICE2 y RedCLARA (Montevideo, 2011-2)

7-11 noviembre 2011 *Hotel Four Points*

America/Montevideo timezone

- **Sumario**
- Estructura del evento
- Horario
- Lista de Contribuciones
- Índice de autores

Las reuniones técnicas, ejecutivas, de comunicaciones y de capacitación correspondientes al segundo semestre de 2011 de l proyecto ALICE2 y RedCLARA, se llevarán a cabo entre los días 7 y 11 de noviembre del año en curso en la ciudad de Montevideo, Uruguay. Todas las sesiones, incluso el curso de capacitación técnica, serán realizadas en las instalaciones del hotel Four Points. RAU, Red Académica Uruguaya, es anfitrión de este encuentro.

Horarios



CLARA



Next Services

- Self Service Support System.
- Single Sign ON for services. (**Shibboleth**)
- VCE 2.0: using only an advanced version of BBB, compatible with all the platforms.
- SIVIC 2.0: improving navigation and reservation features.
- Advanced Computing Services
 - Virtual resources on demand
 - Data preservation (storage on demand)
 - Advanced applications (Algorithms, complex problems)
 - Mundane Applications (Academic/Educative)
 - Consulting on Applications Development



CRM

- To increase the Customer Capital for the NRENs and CLARA.
- Manage a data base of contacts, community members and users of the portal, allowing to establish any communication according their interests, communities membership or country.



alice2
América Latina Interconectada Con Europa



EUROPEAC
CONECTADO



CLARA

Contact List by Country:

Target Lists » Lista Colombia

[+](#) Create

[Edit](#) [Duplicate](#) [Delete](#) [Export](#)

(42 of 52)

Name: Lista Colombia

Total Entries: 275

Type: Default

Domain Name:

Description: Lista de contactos de Colombia

Other

User: RAFAEL PULEO

Date Modified: 03/09/2011 01:11pm by Administrator

Date Created: 29/08/2011 05:25pm by RAFAEL PULEO

Targets

[Create](#) [Select](#)

(0 - 0 of 0)

Name	Title	Email	Phone
No Data			

Contacts

[Create](#) [Select](#)

(1 - 10 of 275)

Name	Account Name	Email	Office Phone
Mr. Fernan Acosta Valdelamar	Observatorio del Caribe Colombiano (CO)	facosta@ocaribe.org	edit rem
Mrs. Milena Isabel Aguirre Lozano	Universidad del Atlántico (CO)	milenaaguirre@mail.uniatlantico.edu.co	edit rem
Daniel Octavio Algarra Rodríguez	No disponible (NN)	danielalgarraz@gmail.com	edit rem
Sara Victoria Alvarado Salgado	Universidad de Manizales (CO)	doctoradocinde@umanizales.edu.co	edit rem
Mrs. Raquel Anaya Hernandez	EAFIT (CO)	ranaya@eafit.edu.co	edit rem

Grouping contacts by: Area of Interest

» Search + Create

Name Any Email Account Name Person Funds ID

Country Discipline My Items

[Advanced Search](#)

Actions Selected: 0 (1 - 25 of 74)

<input type="checkbox"/>	Name	Account Name	Email	Office Phone	Discipline	User
<input checked="" type="checkbox"/>	José Delgado	No disponible (NN)	apes@perusolar.org		Ciencias biológicas	Administrator
<input checked="" type="checkbox"/>	Mrs. Concepción Hernández China	Universidad Central de Venezuela (UCV) (VE)	concepcion.hernandez@ciens.ucv.ve		Ciencias biológicas	Administrator
<input checked="" type="checkbox"/>	Doris Elizabeth Zuñiga Dávila	Universidad Nacional Agraria La Molina UNALM (PE)	dzuniga@lamolina.edu.pe		Ciencias biológicas	Administrator
<input checked="" type="checkbox"/>	Sandra Morales	Secretaría Nacional de Educación Superior, Ciencia, Tecnología e Innovación SENESCYT (EC)	tata_jo09@hotmail.com		Ciencias biológicas	Administrator
<input checked="" type="checkbox"/>	Marc Dourojeanni	Fundación Peruana para la Conservación de la Naturaleza Pronaturaleza (PE)	pronaturaleza@pronaturaleza.org		Ciencias biológicas	Administrator
<input checked="" type="checkbox"/>	Asunción Cano Echevarría	Universidad Nacional Mayor de San Marcos	d1900843@unmsm.edu.pe		Ciencias biológicas	Administrator

Marketing Campaign



» Edit Campaign: Mas red, Mejores Videoconferencias

[+ Create](#)

[Campaign Header](#)

[Budget](#)

[Trackers](#)

[Target Lists](#)

[Marketing](#)

[Send Email](#)

[Summary](#)

Campaign Summary

[Edit Campaign](#) [View Status](#) [View ROI](#)

Name: Mas red, Mejores Videoconferencias
Assigned to: RAFAEL PULEO
Status: Planning
Start Date: 08/01/2012
End Date: 07/12/2012
Description: Campaña para la promoción y fomento del uso del SIVIC

Trackers

Tracker Name:	Tracker URL:	Opt-out Link:
SIVIC	http://www.redclara.net/index.php?option=com_content&view=article&id=635&Itemid=435&lang=es	<input type="checkbox"/>

Target Lists

Name	Type	Entries	
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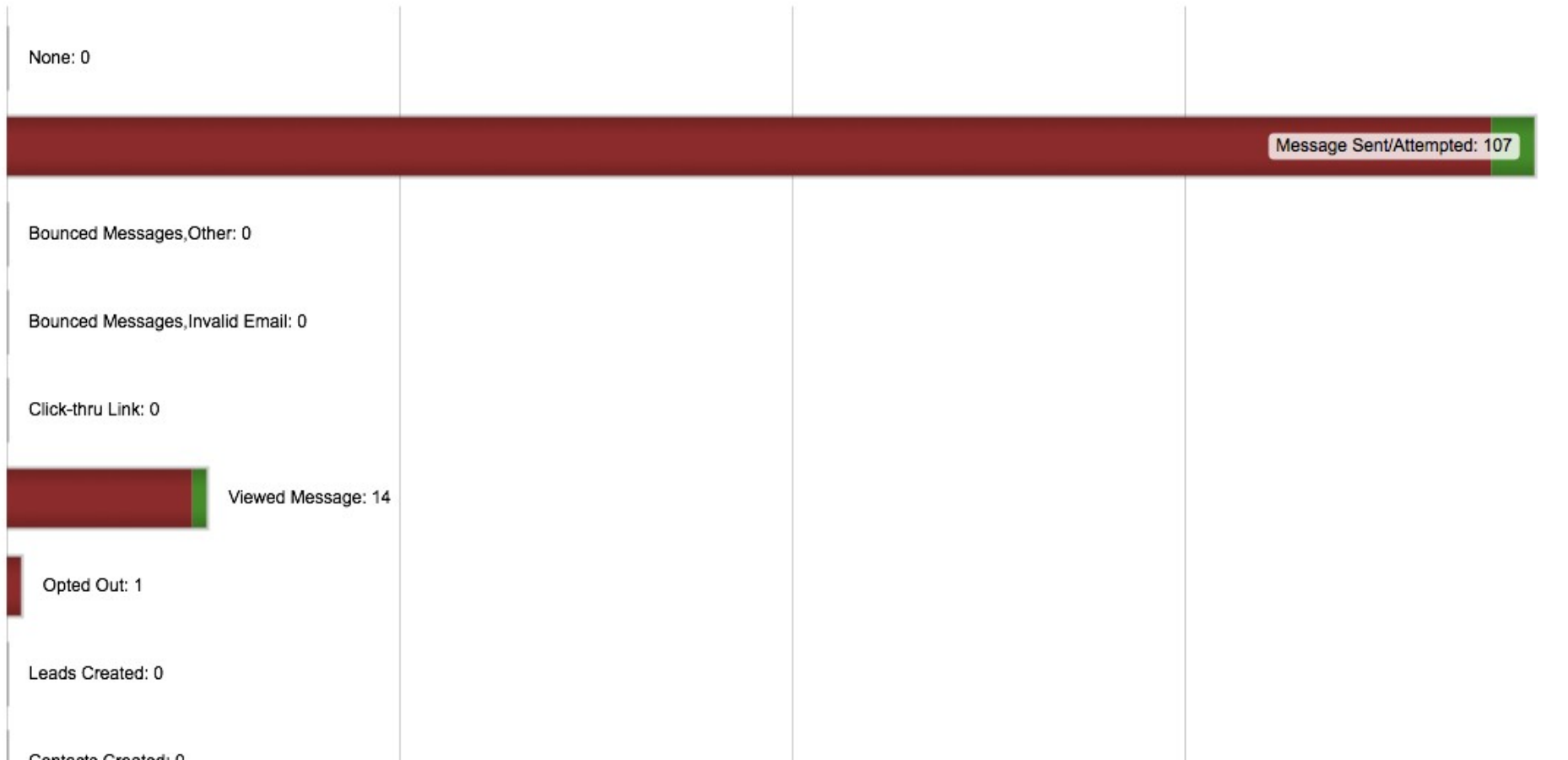
Marketing Email

[Create New Marketing Email](#)



Marketing Campaign

Campaign Response by Recipient Activity





CRM

- Currently we are working the upgrade of this system in order to:
 - integrate it with a Self Service Support System, in order to check opened cases, problems or requests regarding services.
 - Open to all the PR & marketing managers.



GRACIAS,
OBRIGADO,
THANKS