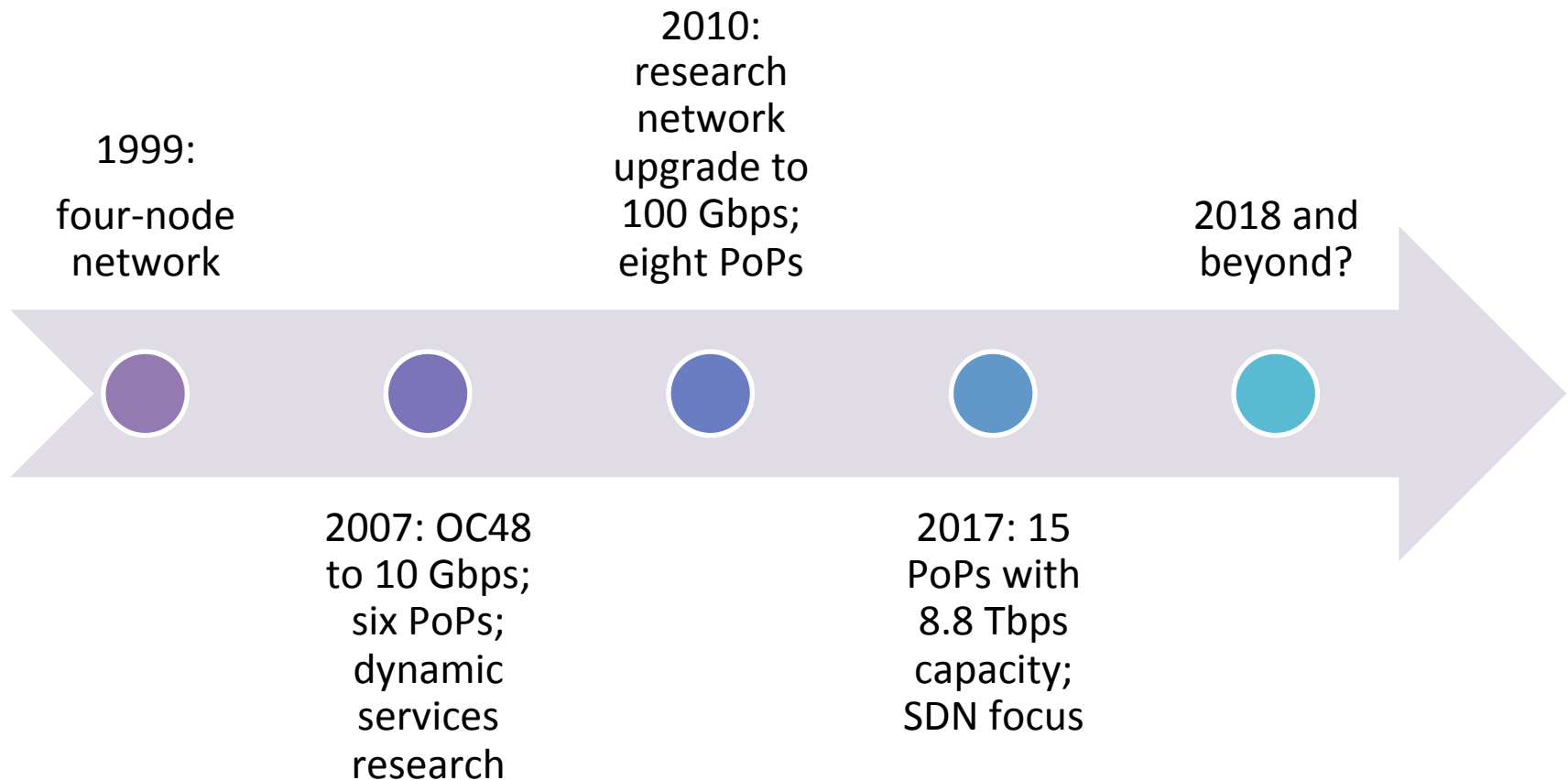




2018 MAX PARTICIPANTS MEETING

MAX STRATEGIC PLAN UPDATE

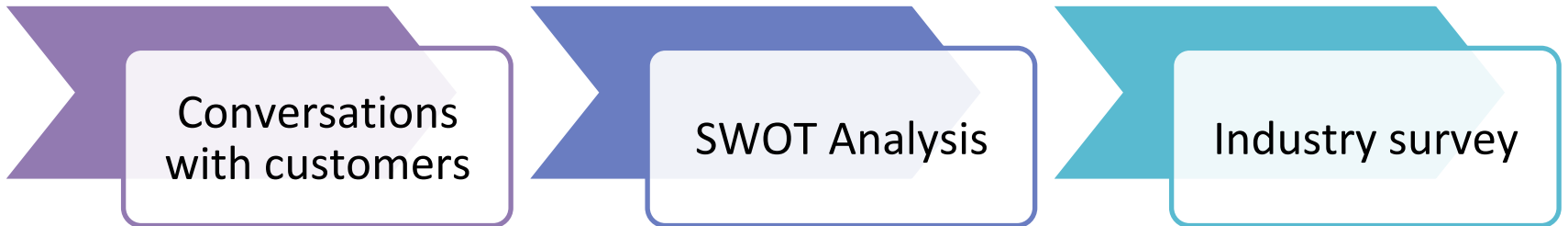
MAX Strategic Plan



Strategic Plan



Mechanics



Conversations
with customers

SWOT Analysis

Industry survey

Outcomes thus far

Alignment

- Alignment with mission statement and tag line
- *Applied Cyber Innovation for Higher education and Research*

Services

- Keep your finger on the pulse of science and research
- Intelligent and well resourced service points (edges)

Customer Care and Business Development

- Customer engagement
- Business development

Partnerships

- Add value with partnerships
- Strategic and synergistic

Where are we?

Infrastructure

Advanced and current

Services

Well resourced service points/edges

Partnerships

MAX-Ciena partnerships adds value and richness to our testbed

Business Development

Adding a new function and a search is underway