Seeding Emerging Markets

October 2022
Accelerating Open Innovation and Adoption
(concept development, raising awareness, reducing risk)

Engineers
- Showcase new concepts
- Hardware test & validation
- Develop & test software
- Interoperability testing

Adopters
- Need to see OCP hardware
- Exposed to proof points
- Understand the benefits
- Build a business case
- View new concepts
- Understand facility requirements

Channel Partners
- Position themselves as thought leaders
- Establish trusted advisor relationships
- Market differentiator

Community-driven hyperscale innovation for all.
Experience Centers Cover Entire Emerging Market (from Innovators to Early Majority)

Innovators
- New Concept Showcase

Early Adopters
- Adopter Showcase
- Alliance Blueprint Showcase

Early Majority
- Product and Solution Showcase
- For Profit Test Lab
10+ Centers and Growing, with Many Companies Participating

<table>
<thead>
<tr>
<th>New Concept*</th>
<th>ACTAPIO</th>
<th>Meta</th>
<th>Google</th>
<th>CTC</th>
<th>wiwynn</th>
<th>muRata</th>
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<td><strong>EDGE-CORE NETWORKS</strong></td>
<td>wiwynn</td>
<td>ufiSpace</td>
<td>NOKIA</td>
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<td><strong>ALLIANCE BLUEPRINT</strong></td>
<td>Telkom University</td>
<td>TELECOM INFRA PROJECT</td>
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<td><strong>PRODUCT &amp; SOLUTIONS</strong></td>
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<td>The Open Networking Expert</td>
<td>Princeton DSG</td>
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<td>maincubes</td>
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<td><strong>TEST LAB</strong></td>
<td>RISE</td>
<td>University of New South Wales</td>
<td>InterOperability Laboratory</td>
<td><strong>EDGE-CORE NETWORKS</strong></td>
<td>ufiSpace</td>
<td>SAMSUNG</td>
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*In development
OCP Experience Center Program

OCP Provides

• “OCP Experience Center” brand
• Facilitate design of center
• Vendor/Member supply chain introductions
• OCP Marketplace & Analytics
• Go-to-Market activities
• Sharing of OCP Experience Center best practices

Member Host Provides

• Space, resources, procedures
• Facilitate equipment
• Services offered
• Access control
• Maintain “landing page” on host site
• Go-to-Market activities (co - partner with OCP)
Visit an OCP Experience Center

Potential End - User

- Visit the OCP Marketplace to find an OCP Experience Center or connect with the Foundation to facilitate an introduction
- Book a visit and start using a service offered (i.e. PoC)
- Attend an event being hosted at an OCP Experience Center

Potential Host

- Discuss with the Foundation which type of OCP Experience Center might be the best fit
- Partner with other members to develop an OCP Experience Center
- List your OCP Experience Center on the OCP Marketplace
- Host an event (i.e. workshop, training) at an OCP Experience Center