

How open innovation is changing the way  
networks of the future are built, maintained  
and optimized in the 21<sup>st</sup> century.



Electric Works  
Sheffield Digital  
Campus  
Sheffield  
S1 2BJ

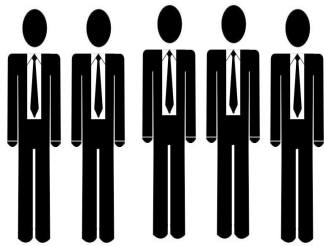
# Overview:

- ✓ Introduction
- ✓ Presenter's Bio
- ✓ Main concept
- ✓ Milestones
- ✓ Q & A's

# Peter Alfred-Adekeye - introduction

✓ Who is Peter?

# Examples of Open Innovation & Collaboration:



**Open Innovation & Collaboration**

Academia

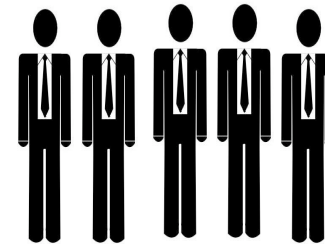
Wikipedia

IETF

IEEE

WiFi Alliance

WiMAX

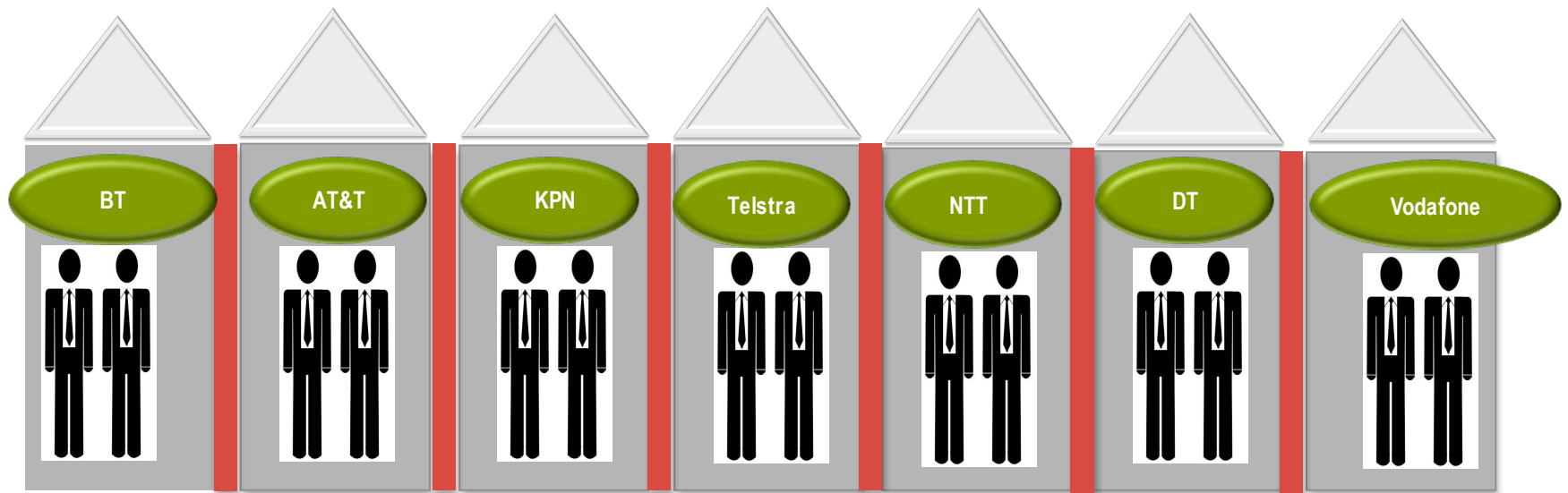


# Internet Protocol

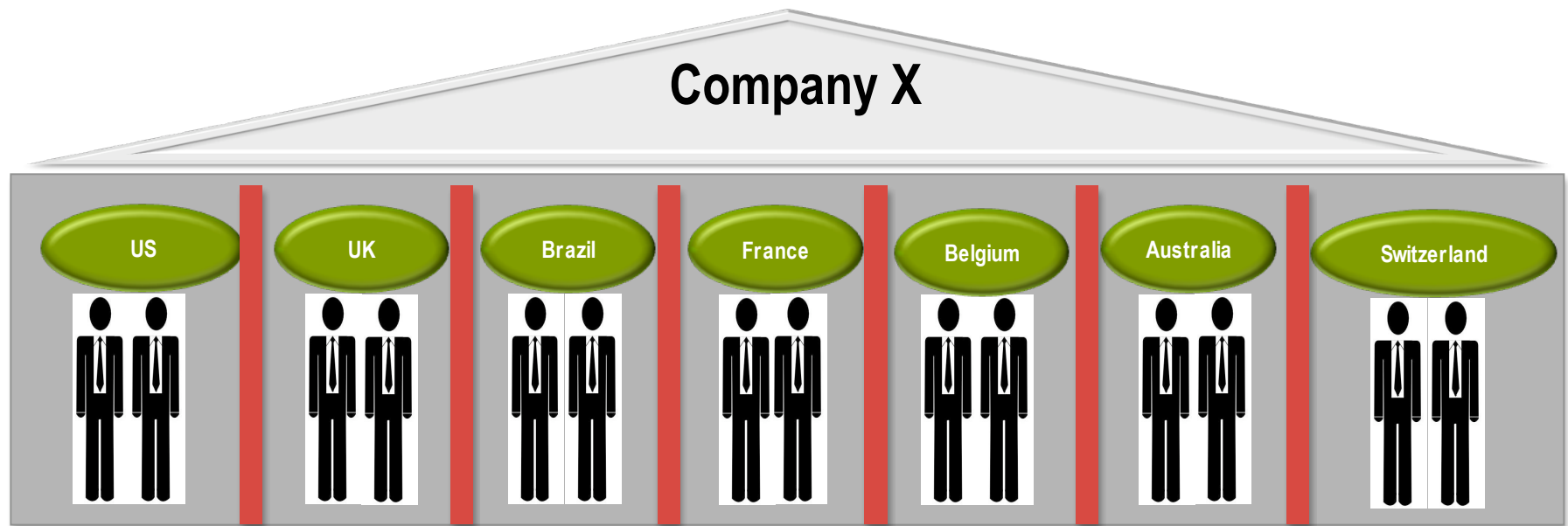


**All run on IP networks**

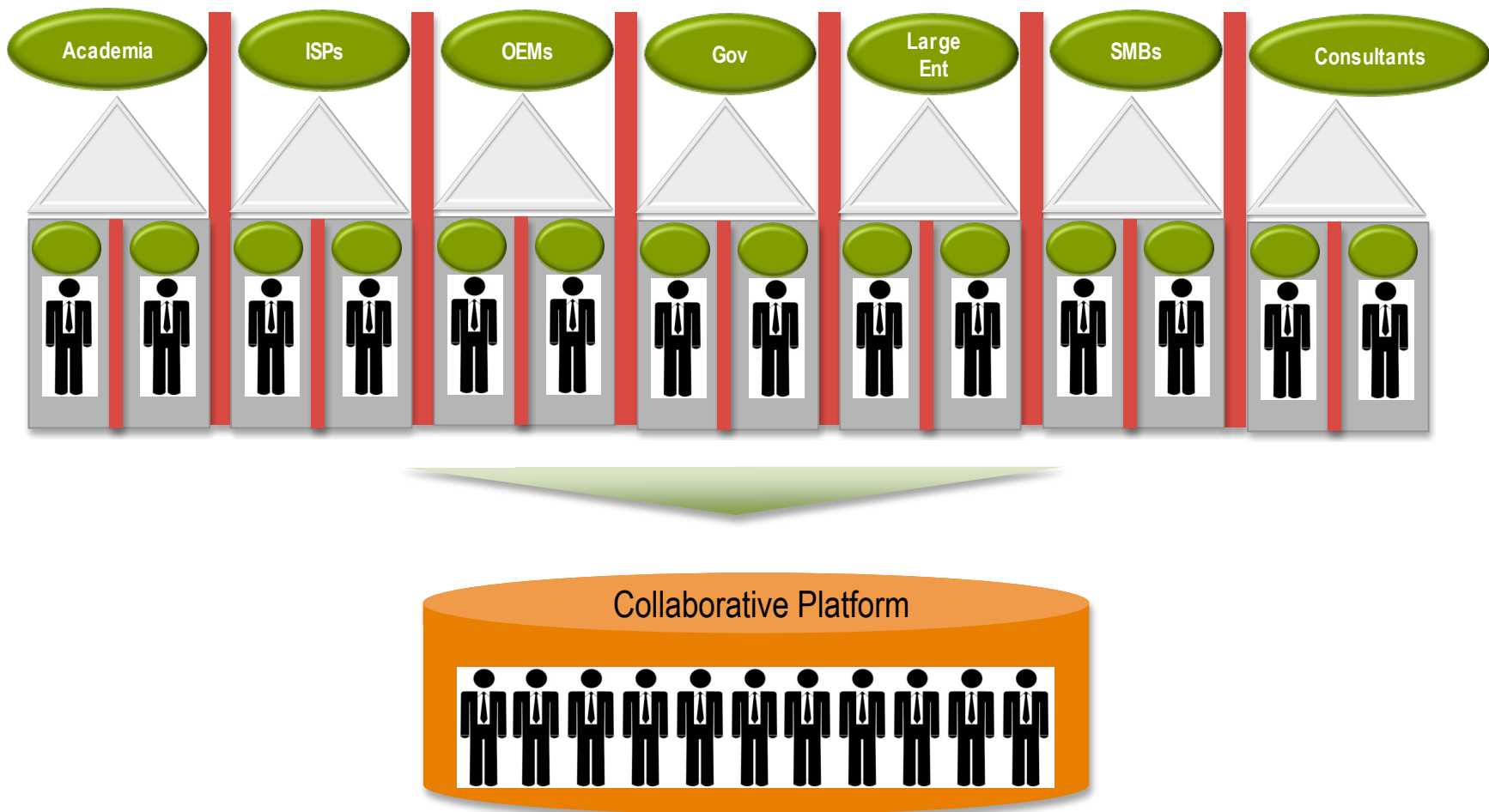
# Most companies work in silos:



# Engineers within companies work in silos:

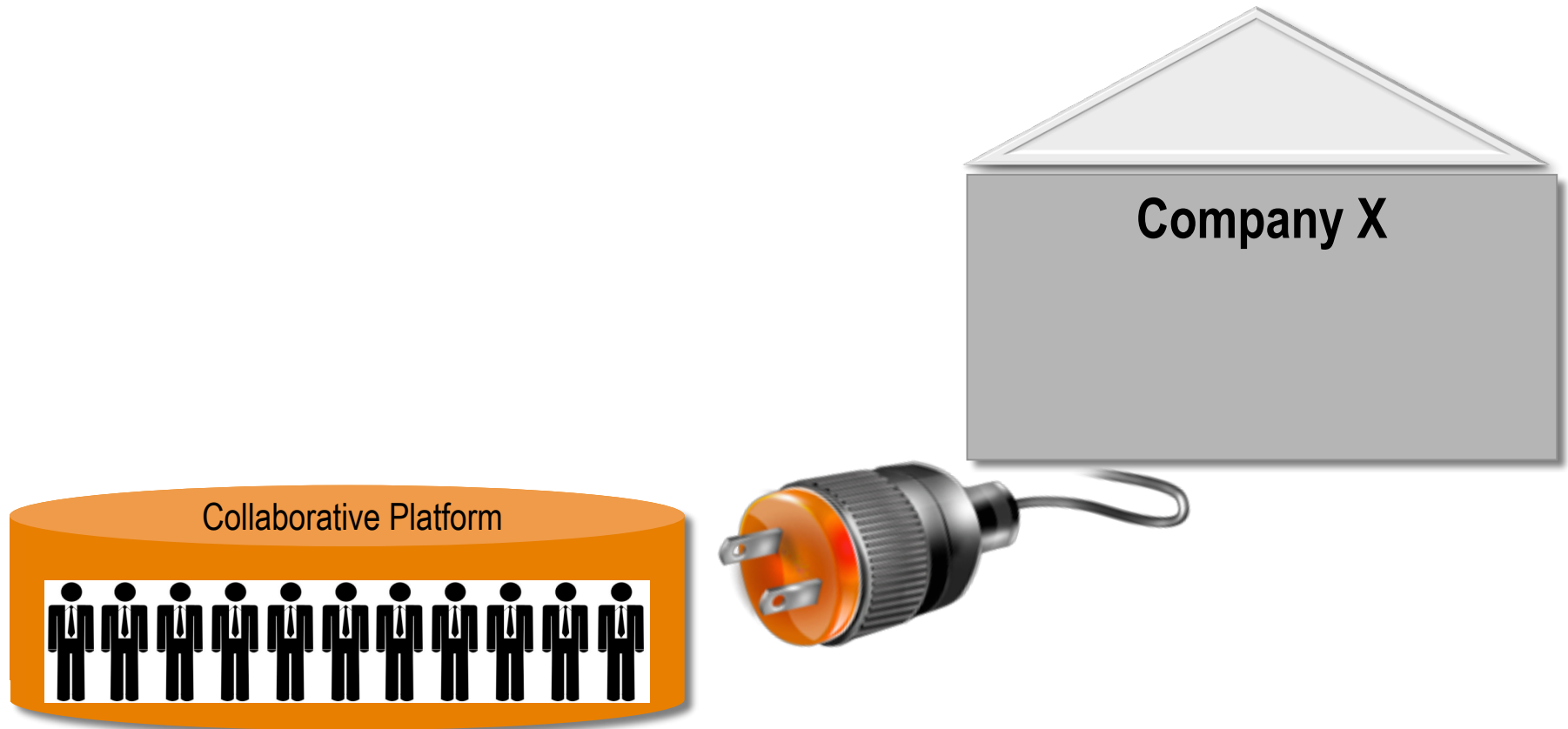


# What if there was a platform where knowledge could be shared





# A platform like a utility:



# Where Intellectual Capital can be:

- ✓ Captured
- ✓ Organized
- ✓ Validated
- ✓ Reused



# Where engineers can:

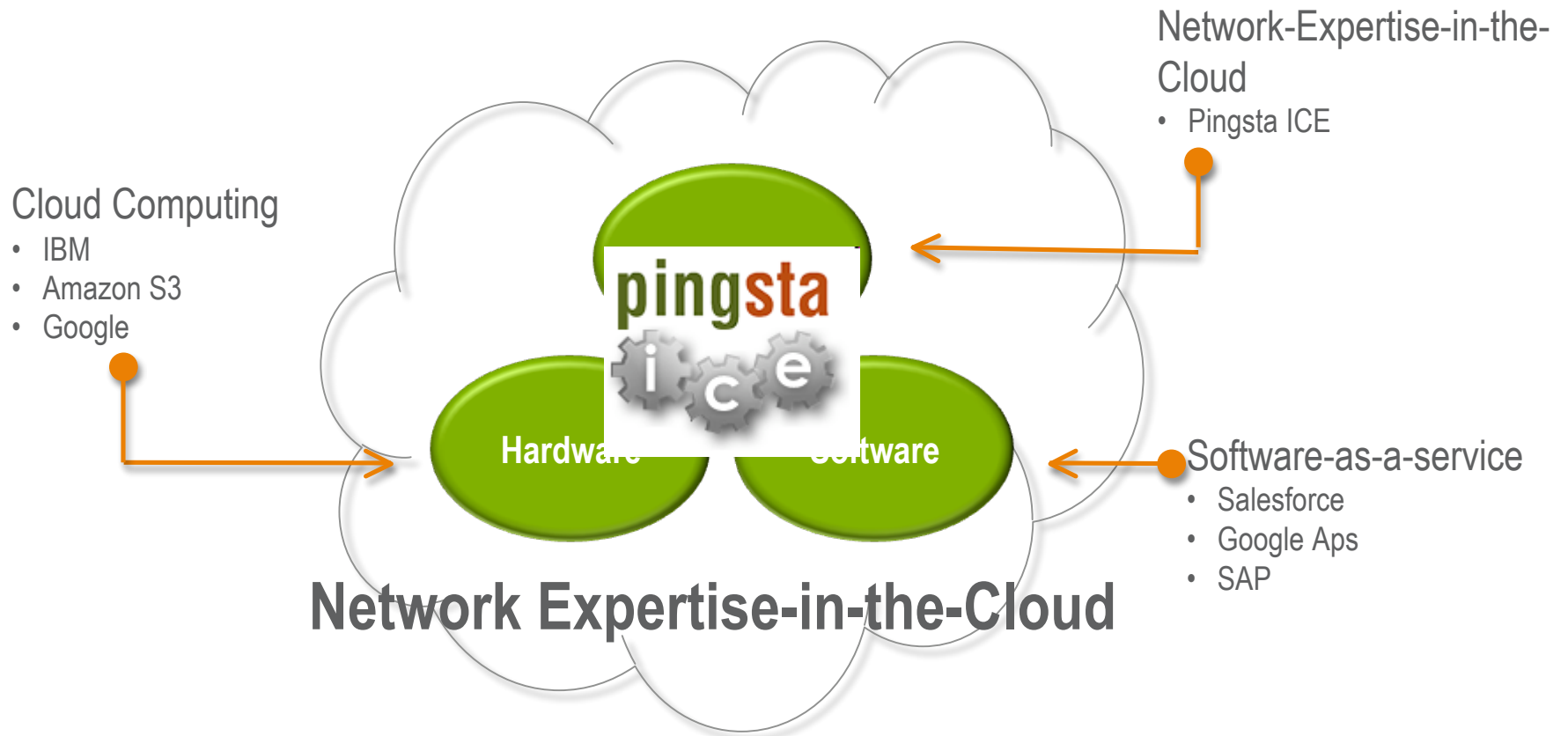
- ✓ Monetize their knowledge
- ✓ Work from anywhere, at anytime, via any medium
- ✓ Empower the world



# Smart Grid - Where...

- ✓ Engineering capacity can be utilized and surged, on demand on a pay-per-use basis

# Hardware, software and expertise available through the Cloud



# Milestones- Pingsta members:

- ✓ Pingsta member profile:
  - ✓ inventors, technical leaders, distinguished engineers, CCIEs, JNCIEs
  - ✓ Technical experience: 14.75 years (average)
  - ✓ Location: 52 countries worldwide (US, UK, Switzerland, France, Germany, Belgium, Brazil, Japan, China, Australia, South Africa, Canada, Italy and more)
- ✓ Pingsta members co-invented the following protocols:
  - ✓ MPLS
  - ✓ BGP
  - ✓ OSPFv3
- ✓ Pingsta members were involved in the design and implementation of ARPANET and NSFNet, the precursors to the modern day Internet.

# Milestones- Pingsta ICE engineer:

- ✓ Currently, a Pingsta member has earned US\$40,000 YTD through Pingsta ICE, by monetizing his excess intellectual capacity.
- ✓ Working full time, Pingsta ICE engineers can earn US\$250,000 to US\$500,000 annually.



# Milestones- Pingsta ICE client:

- ✓ A Service Provider client currently supports it's entire customer network with assets valued at over US\$250 million solely by leveraging Pingsta ICE as TAC-in-the-Cloud.
- ✓ This customer has **NO** in-house engineers - its all in the cloud.
- ✓ Pingsta ICE currently maintains a 100% excellent customer satisfaction rating.



# The network engineer of the 21<sup>st</sup> century:

- ✓ Monetize intellectual capacity
- ✓ Profit share (In 2008, Pingsta members earned Pingsta stock)
- ✓ Engineering graduates-to-ICE
- ✓ Live & Work anywhere
- ✓ Reduced carbon footprint

# Q & A



## Network Expertise-in-the-Cloud

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