## What Taylor Swift Can Teach Us About Networkas-a-Service

30 OCTOBER 2024





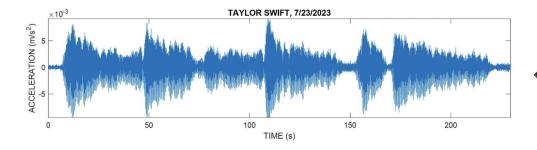
#### **David Shacochis**

Vice President, Managed & Professional Services, Lumen Technologies

#### The New York Times

#### 'Swift Quake': Taylor Swift Fans Shake Ground During Seattle Concert

Published July 28, 2023



"A Taylor Swift concert in downtown Seattle last weekend shook the ground so hard, it registered signals on a nearby seismometer roughly equivalent to a magnitude 2.3 earthquake, seismologists said..."





"Players gonna play... and the haters gonna hate"

"Time won't fly, it's like I'm paralyzed by it... I'd like to be my old self again but I'm still trying to find it."

To Build an Era-Spanning Music Career...

"Shake Off" Polarization Use your entire catalog "All Too Well"

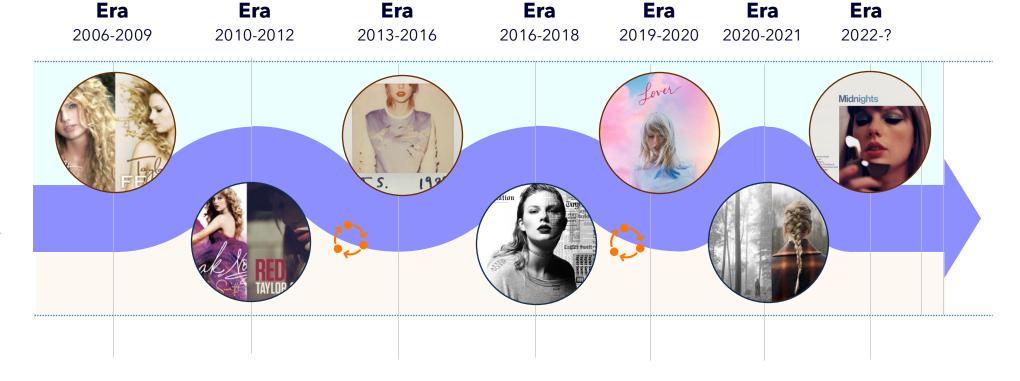
#### **Taylor Swift Eras**

**Debut** 

**Fame** 

For The Lovers
Inspiration is
Everything

For The Haters
Reaction is
Everything



Reputation

**Folk** 

Lover

SuperStar

Enables Music Career Celebrity Status Tour Attraction Personal Identity Activism Critical Praise Ubiquity

Imperatives Talent Allocation Solid Backbone Peer Ecosystem Courage Vulnerability Reinvention Synthesis

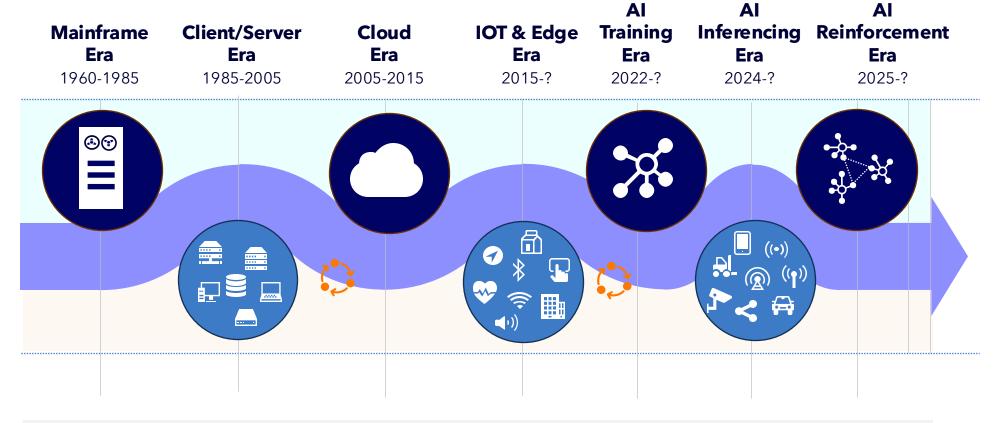
Star



### **Networking Eras**

For The Builders Network is Everything

> For The Users Network is Nothing



**Enables** 

**Imperatives** 

Information Technology

eCommerce

Digital Community Data Collection

LLM Models

Edge Autonomy

Al-to-Al Communication

Resource **Allocation**  **Ubiquitous Bandwidth** 

**Reactive Design** 

Local **Connectivity** 

**Data Backhaul** 

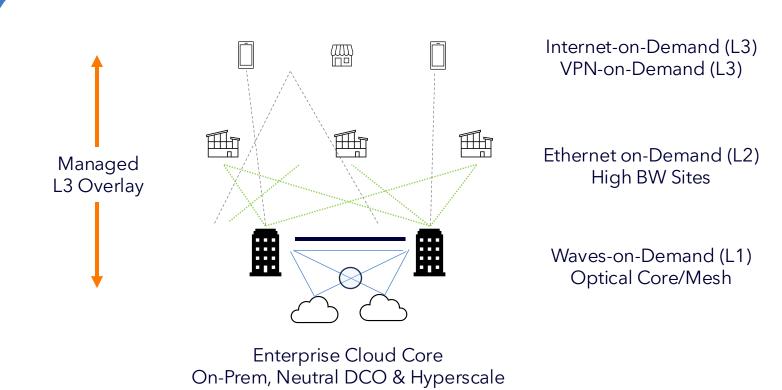
**Fabric Platforms**  **Programmable** Internet







### NaaS replaces outdated protocols with APIdriven, platform-based delivery systems.



Composability and User Experience are key to building the future of connectivity



## **Evolution of networking is critical for enterprise Al strategy**

Private Connectivity
Fabric

Architecture

Lumen Digital

**Platform** 

Network -as-a-Service

Consumption model



Computing Strategy



Data Enrichment Strategy

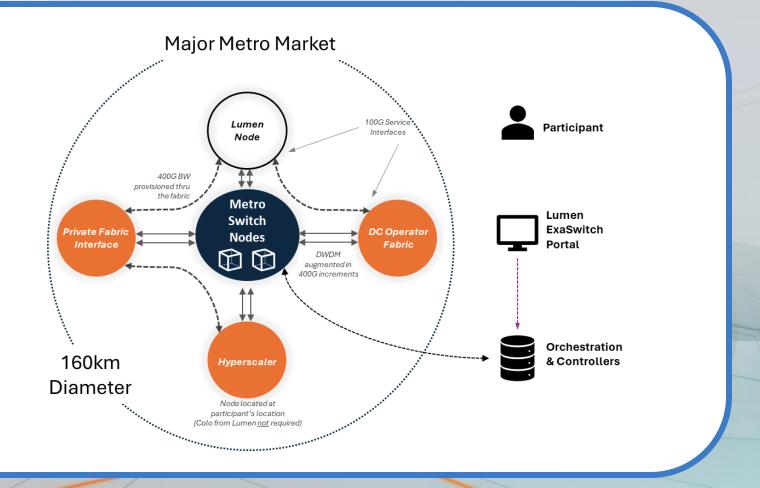


Network Strategy

Network is a critical elements of an Al strategy that unlocks model-building and reinforcement



## The industry needs to rethink traditional interconnection architectures



Network-as-a-Service across the optical layer enables "meet-me metros"



# Taylor's Version of copyright

Apr 03, 2024 By Brett Milano

When Taylor Swift began re-recording her old albums and releasing the new, improved 'Taylor's Version,' she did more than delight a nation of Swifties. She also opened significant questions about the role of intellectual property in contract law, and possibly tipped the balance toward artists."



# What Taylor Swift Can Teach Us About Network-as-a-Service

- 1. Understand our polarized stakeholders and engage both with a user experience that pulls them to "the middle."
- 2. The entire catalog, over time, creates immeasurable value our networks are "time machines" for data.
- 3. Think "outside the box" to reinvent business models that no longer work for our industry

