

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

30 OCTOBER 2024



Global NaaS Event
By MEF

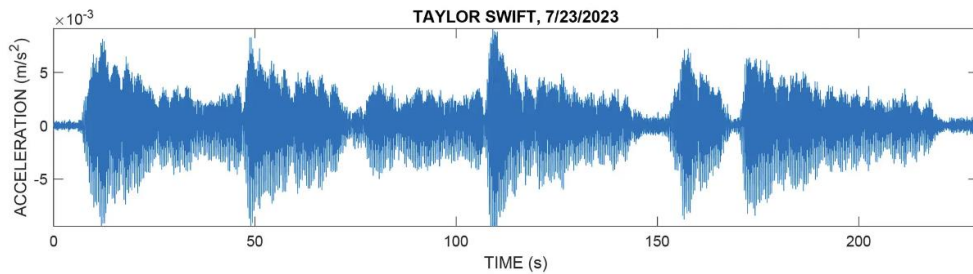


David Shacochis

Vice President, Managed
& Professional Services,
Lumen Technologies

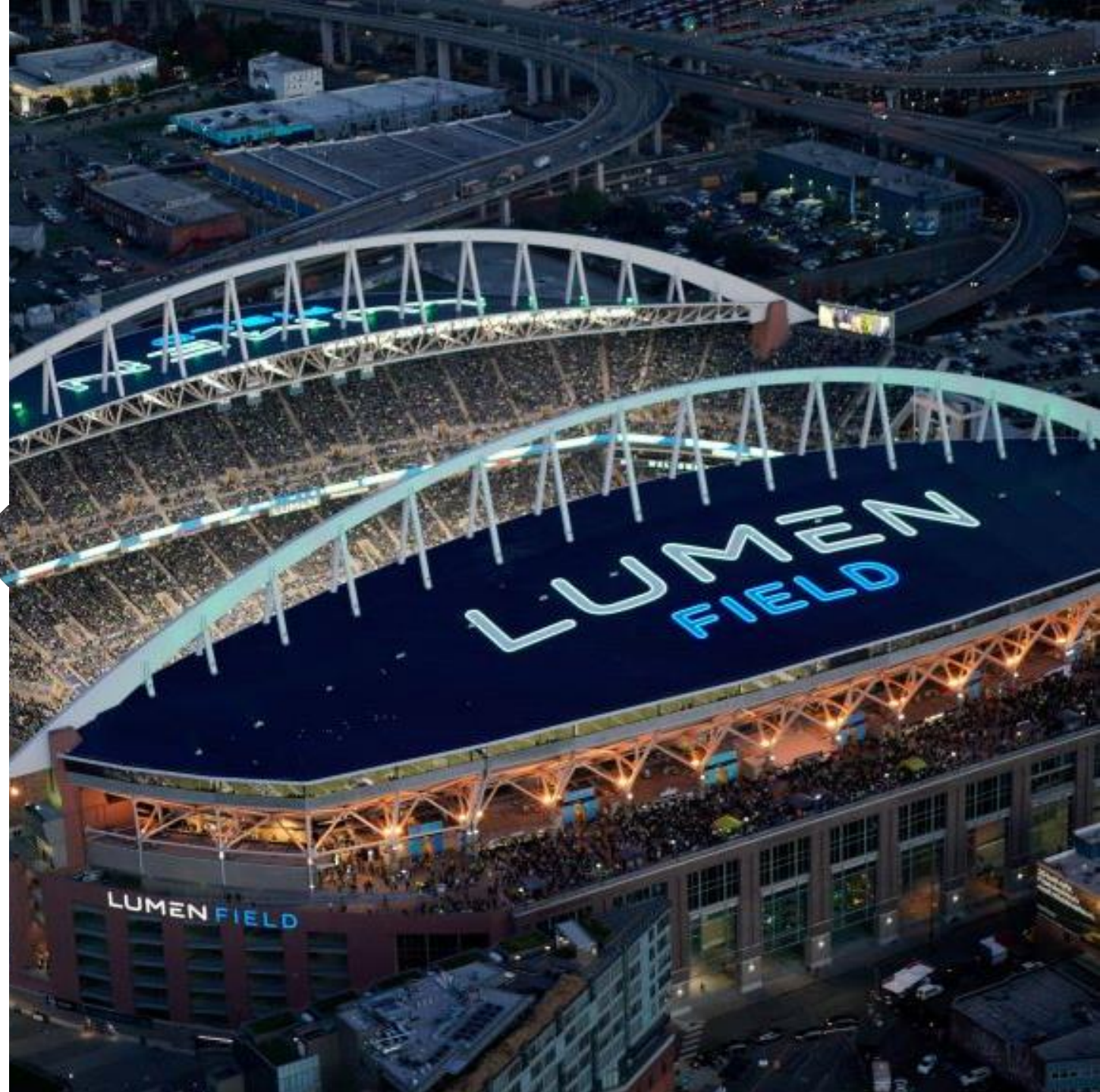
‘Swift Quake’: Taylor Swift Fans Shake Ground During Seattle Concert

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...”

<https://www.nytimes.com/2023/07/28/arts/music/taylor-swift-earthquake-seattle-.html>





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



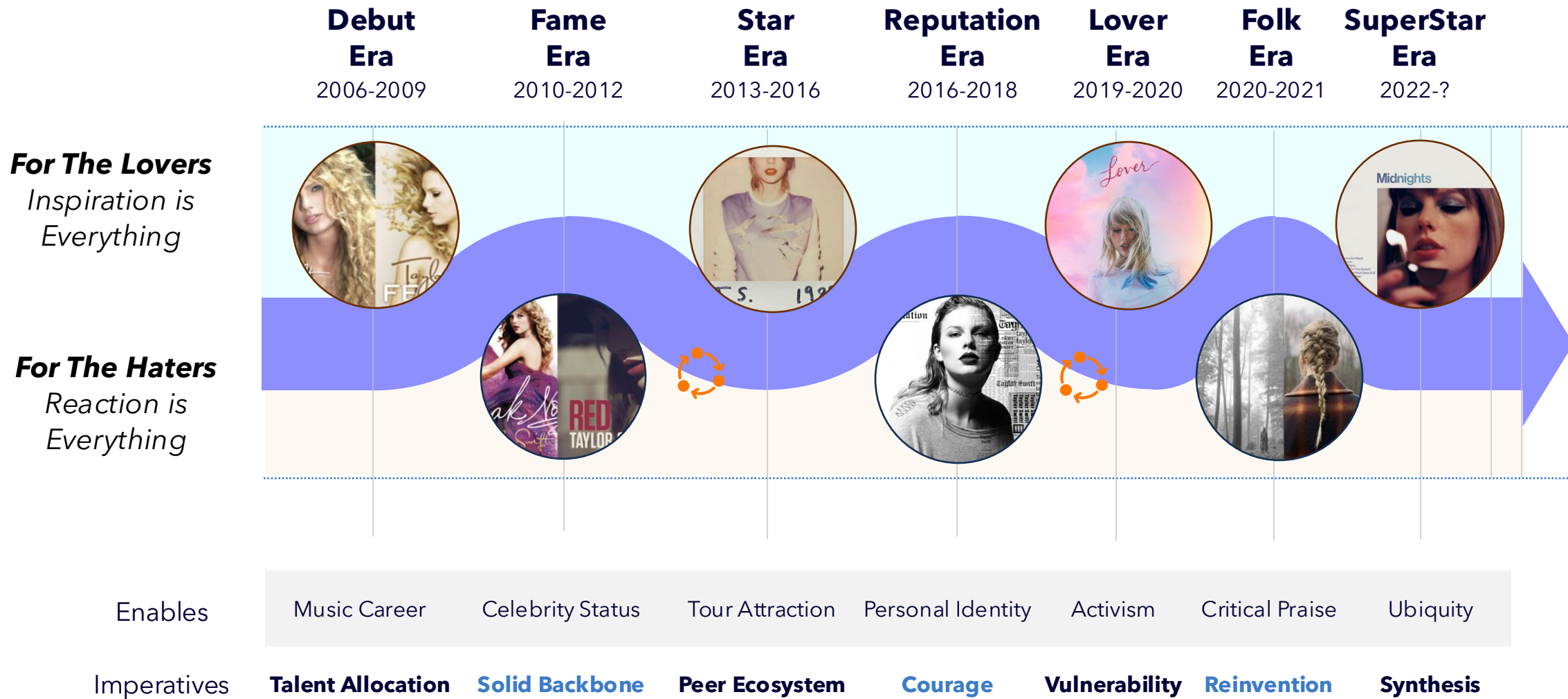
To Build an Era-Spanning Music Career...
"Shake Off"
Polarization

Use your entire catalog
"All Too Well"

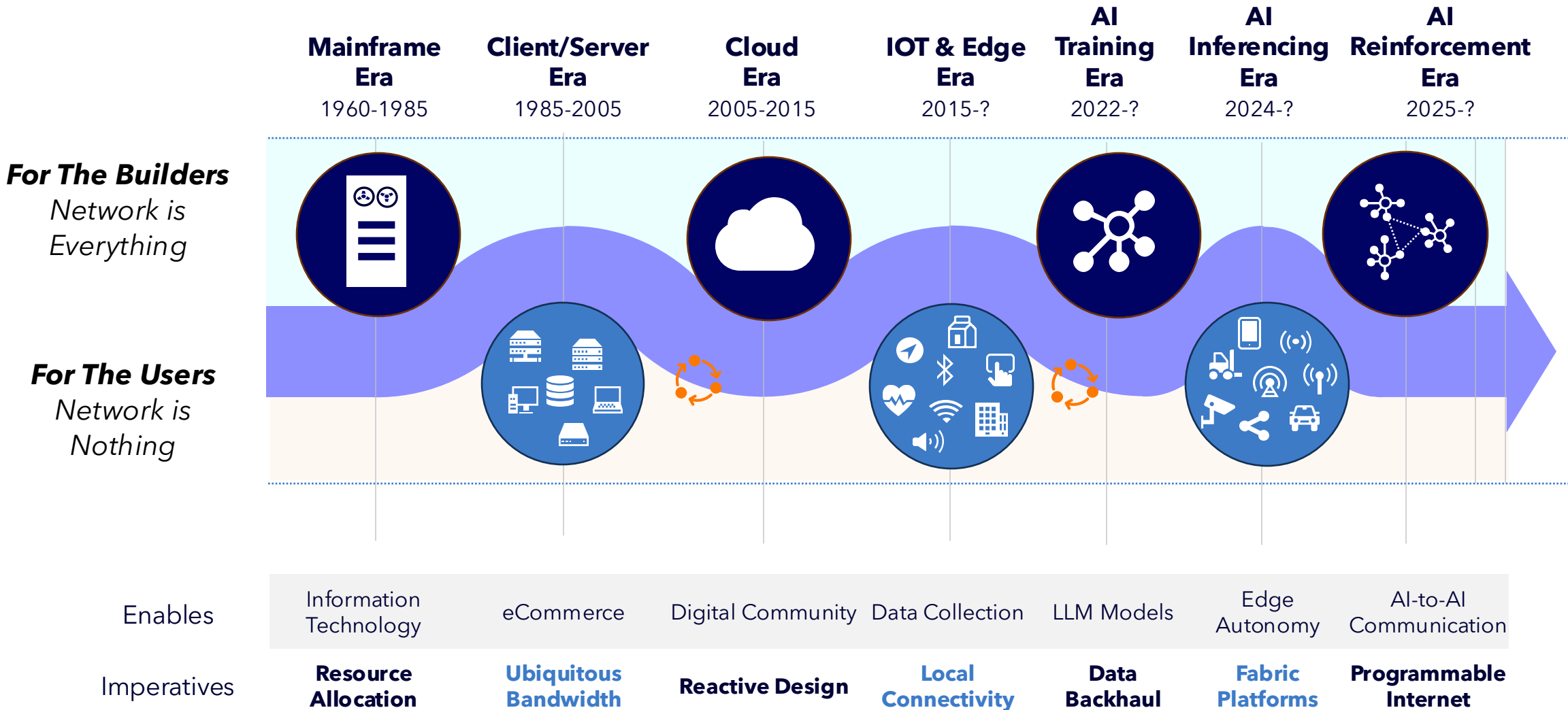



"Time won't fly, it's like I'm paralyzed by it... I'd like to be my old self again but I'm still trying to find it."

Taylor Swift Eras



Networking Eras





*"The Network is Everything"
vs
"The Network is Nothing"*

*"Intelligence is Data plus Time"
and
"It's a Multi-Cloud World"*

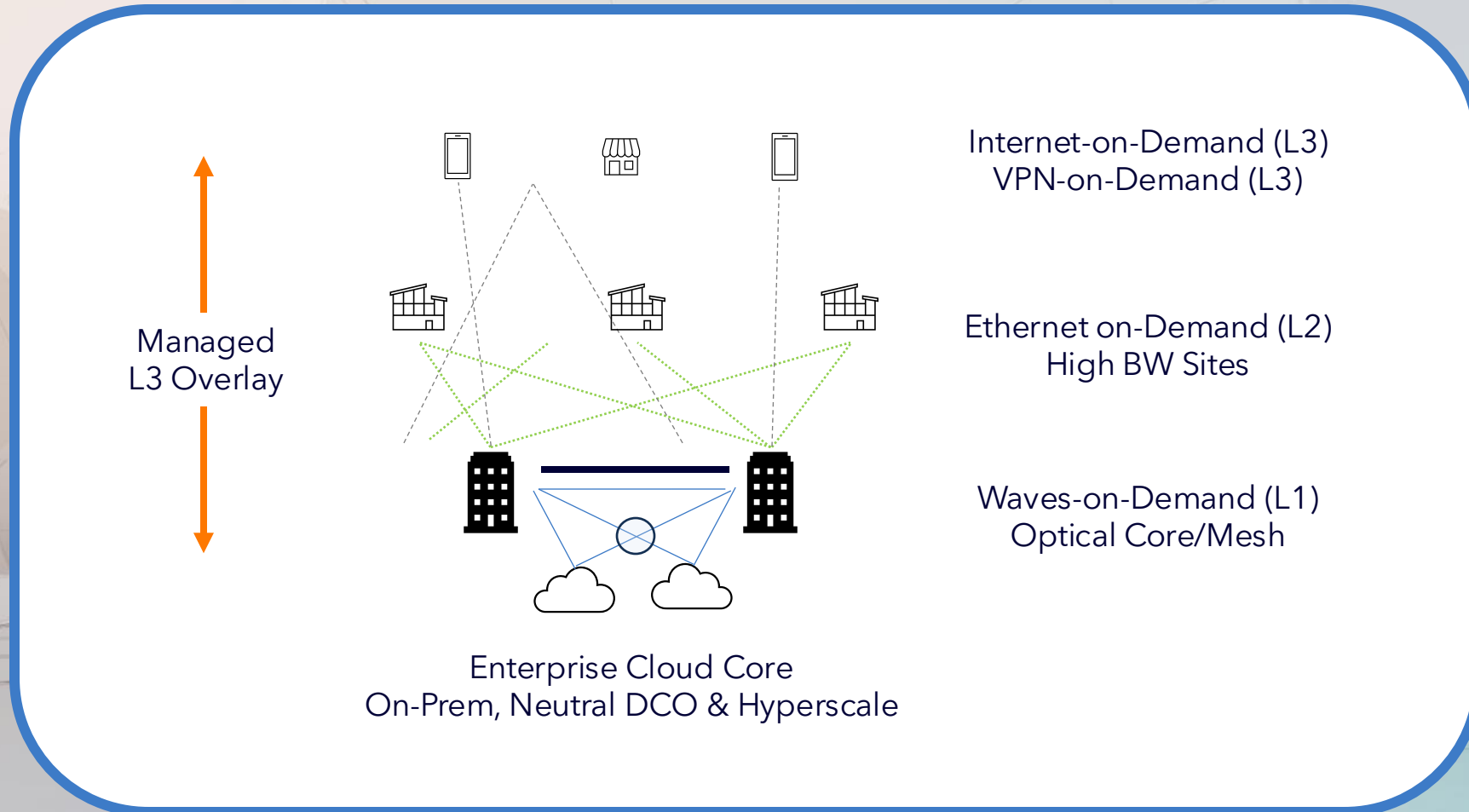
To Build an Era-Spanning Network as a Service Model...

**Change The
User Experience**

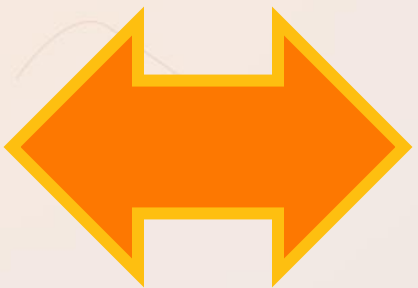
**Integrate Across
Computing Eras**



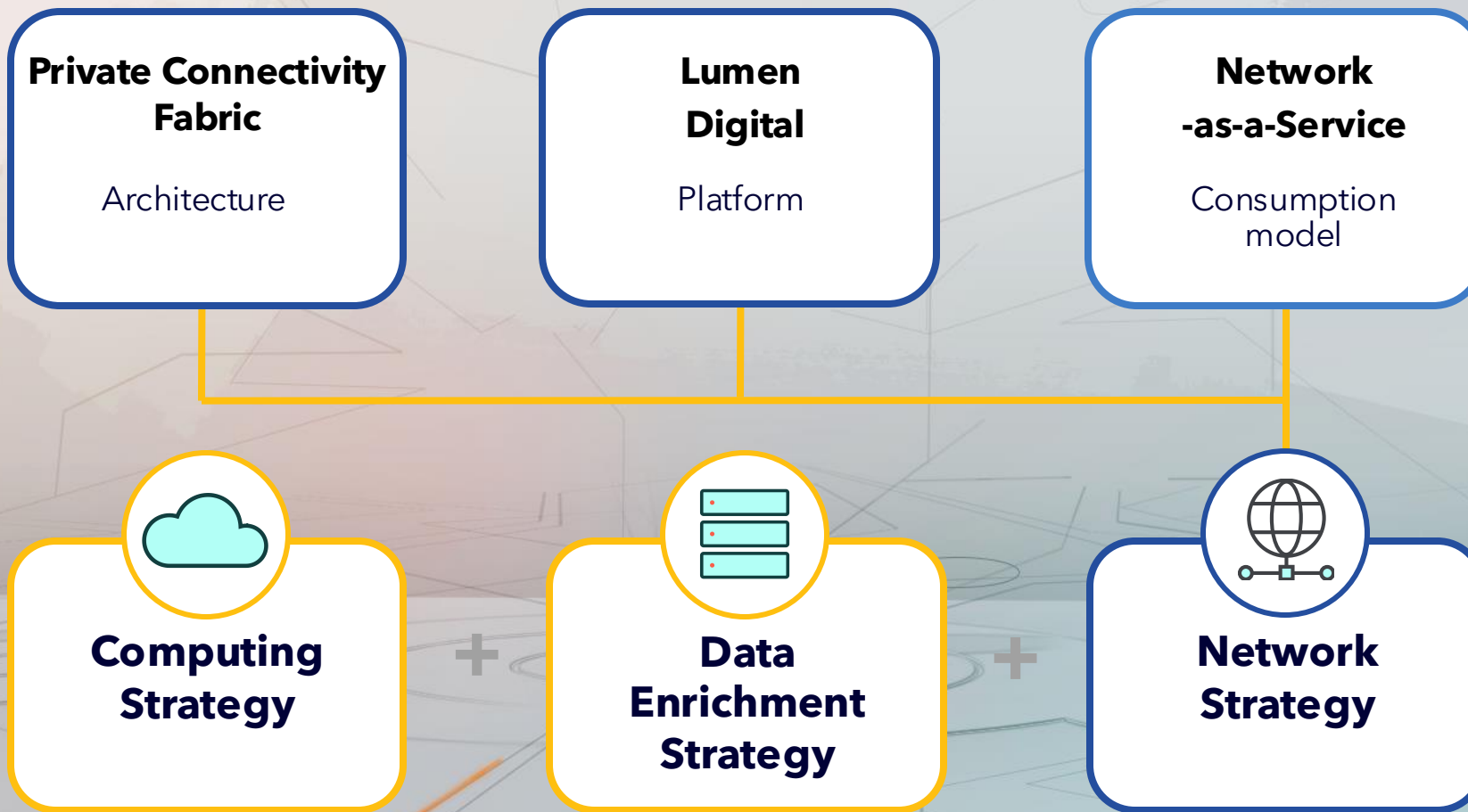
NaaS replaces outdated protocols with **API-driven, platform-based delivery systems.**



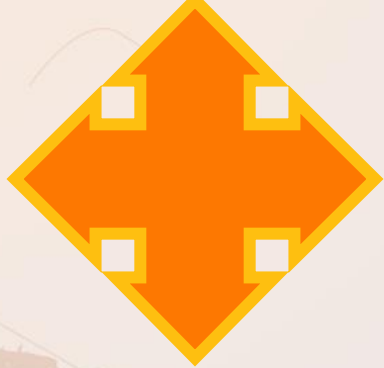
Composability and User Experience are key to building the future of connectivity



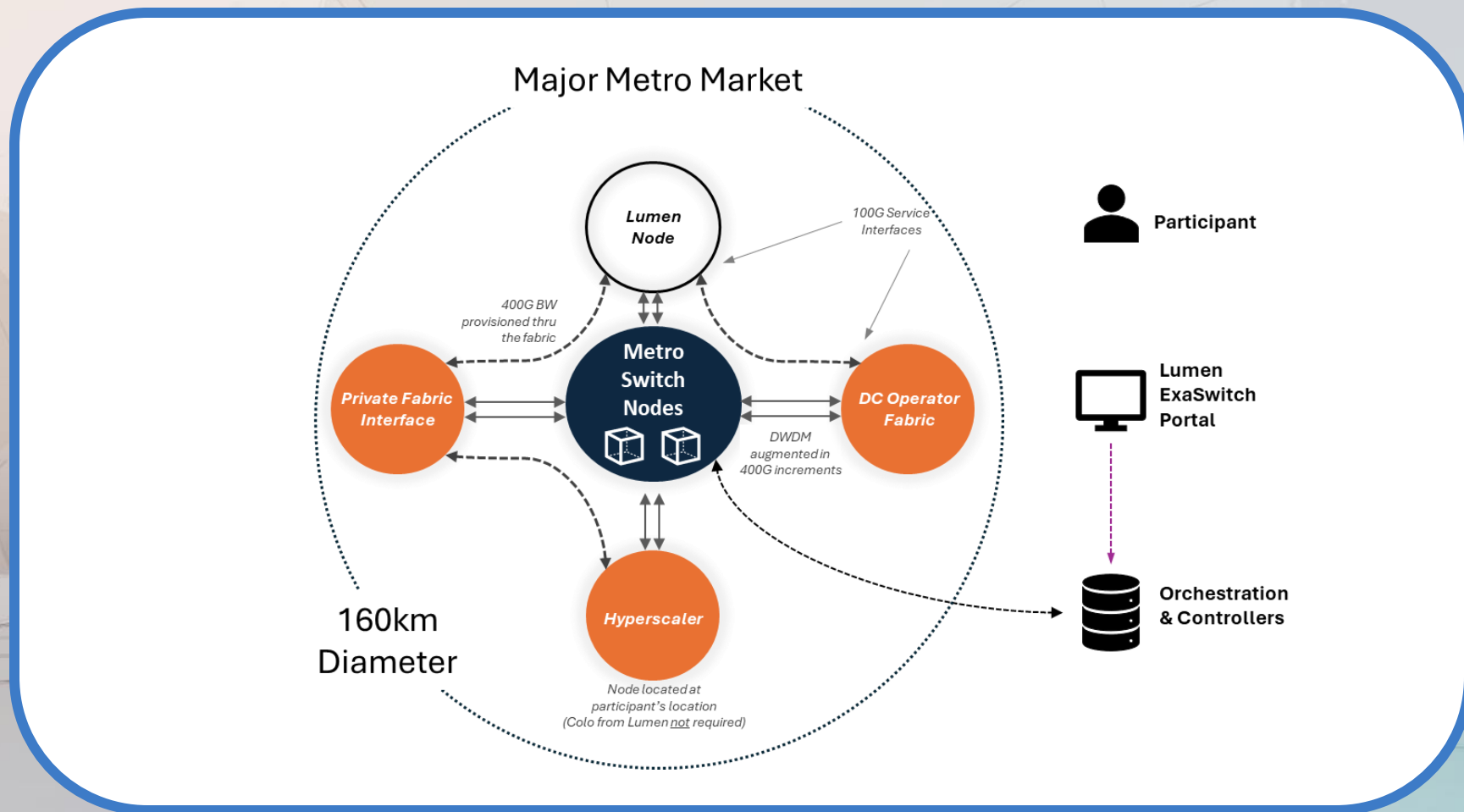
Evolution of networking is critical for enterprise AI strategy



Network is a critical elements of an **AI 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

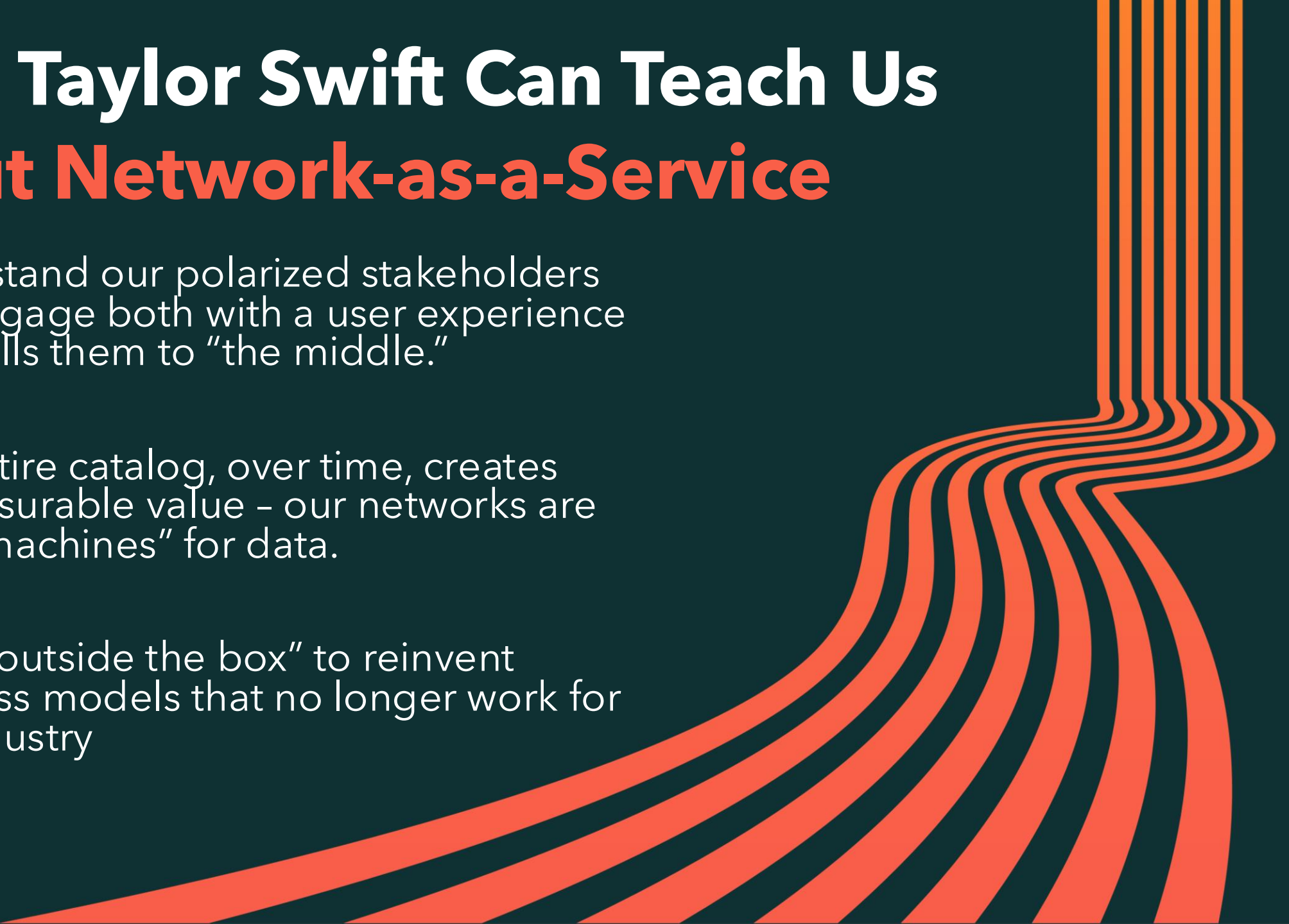
Apr 03, 2024 By Brett Milano

"**W**hen 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





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