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Belnet Survey

Summary conclusions

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Belnet Survey : Introduction

- **Goal**

Know the needs and expectations of our customers and key end-users of our network

- **How**

Via the organization of a survey entrusted to the company “Insites”



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Survey : Method

■ Exploring phase

=> *Knowing the context*

- Belnet
- Technical
- Customer

■ Conclusive phase

- Customer (DM, TCP)
- End-user



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Survey : Conclusions (1)

■ Perception and Evaluation

- BELNET is unknown among many end-users
- BELNET is not always well known among direct customers
 - *Limited knowledge of the entire scope of our services*
 - *Belnet seen as a commodity supplier (bandwidth)*
- BELNET network is seen as very reliable and stable
- BELNET is recognized for its problem-solving capacities
- BELNET is considered as rather reactive but slightly more proactive the last few years (customer visits too infrequent)



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Survey : Conclusions (2)

■ User context

Customers have to face several constrains and limitations which have an impact on the relationship with BELNET

- Restricted human and financial resources
- Merges and cross collaboration
- Variety of the offer on the ICT-market
- Responsibility and optimum risk management : Security and reliability
- Need for guarantees (SLA, QoS)



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Survey : Conclusions (3)

■ Needs and expectations

➤ New reality :

- Need for more value-added services (technical accompaniment)
- Customer centric thinking

➤ Customer segmentation

- For Universities, BELNET = partner (development, innovation)
- For High Schools, BELNET = authority (support, advise)
- For Research Centres, BELNET = sparing-partner (commodity)

➤ New technical needs - main trends :

- Mobility
- Security
- Data storage
- Buying central



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