

evua



The Global ICT network group in partnership with

What is the EVUA?

The EVUA (Enterprise VPN Users Association) is an independent, non-profit, global ICT network group for multinational companies. User representatives are key ICT professionals who have influence on strategic directions for service delivery and management. The EVUA mission is to encourage the development of global managed services for multinational companies, and to harmonise customer-focused terms and conditions for these services.

The EVUA was formed in 1992 and has evolved into an effective ICT service development platform for global users and suppliers. The EVUA has strong independent industry partners and links with other user groups. The EVUA enables members to influence and gain knowledge of the latest developments in the ICT world in order to make better strategic and operational decisions. Focal areas include mobility, convergence and sourcing strategies.

Services to members are provided in partnership with Ovum, a leading research and consultancy group now owned by Data Monitor, who provide consulting, service reviews and surveys for user members and supplier partners. Ovum also supports other EVUA activities including conferences and workshops.

EVUA/Ovum aims to support ICT supplier members achieve their goals, in particular:

- To improve understanding of customer service requirements
- To enhance product and service development based on customer feedback
- To develop enterprise customer relationships
- To market products and services through peer-to-peer dialogue
- To promote working relationships and best practices with partners
- To demonstrate flexibility to meet changing customer requirements.



Viviane Reding
European Commissioner,
Information Society and
Multi Media at the 2006
EVUA conference in Brussels

Benefits of Supplier Membership with the EVUA

EVUA provides the following main services to supplier members in order to help them achieve their goals:

- Participation at two EVUA/Ovum members' conferences in Europe annually
- Invitations to participate in conferences in Asia and North America held in conjunction with local partners and user groups
- Participation in workshops held in conjunction with Ovum (subjects such as unified communications, network security, telecom expense management)
- Publication of supplier information on EVUA website
- Membership of Special Interest Groups including Mobility, IP Convergence and TEM (by agreement)
- EVUA management support of supplier member events
- Exclusive copies of three user members survey reports published annually with Ovum (mobility, convergence and sourcing)
- Access to the EVUA/OVUM ICT Knowledge Library, which contains user case studies, analyst reports and supplier information
- Exclusive copies of other reports published in conjunction with Ovum and other partners such as Current Analysis and Quocirca (subjects such as security, outsourcing)
- Input to two member newsletters published annually
- EVUA website links to supplier members' web pages.

Cost of supplier membership is £15,000 (€18,750) annually, including participation at two European conferences.

The membership year is normally January to December, although this can be altered to match supplier members' fiscal periods if necessary.

EVUA Associates



Conferences

The EVUA holds two European conferences each year and supports events in Asia and North America. European conferences are normally 2 days duration and are held in a quality environment. Attendance is open to EVUA user and supplier members, associate national and regional user groups, and customers of supplier members. Delegates are encouraged to stay in the hotel and attend all day and evening functions, thus allowing plenty of time for networking. Supplier members can send two representatives to each of these events, and an additional representative if participating in the agenda.

Conference themes are set by the EVUA Board together with Supplier Members, Special Interest Groups and Ovum. The EVUA aims to organise conferences such that users, industry analysts and suppliers views can be presented whilst allocating sufficient time for debate and conclusions. EVUA conferences attract an equal volume of user and supplier representatives - the EVUA has an enviable user attendance level.

Supplier members may participate in the agenda (one full presentation slot) and provide relevant marketing material in the conference delegate pack. There is no additional cost for participation. Each participating supplier has a guaranteed presentation time slot at conferences; these are allocated by the Conference Director in co-operation with other suppliers and presenters.

EVUA has an ongoing engagement with the press and industry analysts. EVUA/OVUM conferences attract participation of the professional media and industry analysts. Amongst these are Current Analysis, Total Telecom, Capacity and Quocirca. Highlights of the conferences – including new supplier developments – are visible in the media a few days after the events. Both OVUM and Current Analysis produce conference reports. EVUA members also have input to the annual World Telecommunications Award organised by Total Telecom in which EVUA has a representing judge.

Supplier members may bring a limited number of key multinational customers to the events and/or present together with a key client. Customers of suppliers will receive the same service as EVUA members. EVUA will not charge a conference fee but will charge only a small delegate costs fee (same as EVUA charge to its members) in compensation for drinks, lunch and diners offered during the conference. If requested, the EVUA Board will send the partner's customer a special invitation as guest of the EVUA Board.

EVUA offers its partners the opportunity for promotional activities during the EVUA conferences in which they participate. Information can be included in delegate information packs. Sponsorship of cocktails and dinners is available to supplier partners at cost – these are approximately £1500 (€1875) for cocktails and £3500 (€4375) for a formal dinner but are dependent upon venue selection.

Workshops

EVUA/OVUM holds a number of one-day focus workshops on topical subjects such as Unified Communications, Telecom Expense Management (TEM), Security and Green Policies. These events provide a unique opportunity for suppliers to discuss the key issues they face every day and to test the user community for new services.

The EVUA also has national user sub-groups (eg France, Germany, Nordic) which hold local meetings and workshops.

Supplier members can request the EVUA to organise workshops on special subjects to promote new developments or to assess the market. The EVUA will organise this in a neutral way inviting others (user, other suppliers and industry analysts) to present their views. EVUA will not exclusively promote one supplier or a supplier specific product, but will offer its platform to promote new interesting developments.

The EVUA welcomes the opportunity to support events (eg as presenter, facilitator, panellist) run by supplier members.

Publications

The EVUA and joint venture partner Ovum publish annual reports detailing the results of the user members' surveys on strategies, mobility and IP convergence. These are exclusive to EVUA user and supplier members.

The EVUA issues two newsletters annually to members. Partners are invited to contribute on new service or other news items.

Ovum and Current Analysis also publish, on behalf of EVUA members, conference summaries and other papers on topical interests and events.

Costs summary £15,000 (€18,750) annually

To join or for more information

Please visit www.evua.org.

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“Orange Business Services has benefited greatly from our partnership with the EVUA. In addition to making new contacts and leads through conferences and other events, we have gained valuable customer insights to help tailor our services and strategy to meet the demands of global customers. More recently, the EVUA provided an excellent platform for announcing our transition from Equant to Orange Business Services.”

Chris Ellis, Head of Customer Marketing, Orange Business Services

“The EVUA is a key forum in the global telecoms sector. It is the best place to engage with large corporate network builders and managers. Their experience is particularly important for telecoms operators and Internet service providers building new network services in broadband and mobile because their end-users are first to try out these technologies and services. And they are key to understanding the business models that will develop out of the networks.”

David Molony, Principal Analyst, Ovum