

**Yeager, Scott**

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**From:** Yeager Scott  
**To:** Sales Management  
**Cc:** Chang Betty Jo; Hickey Doug; Sales - NCC  
**Subject:** FW: NAP and MAE East Info  
**Date:** Friday, April 14, 1995 2:26PM

I have recently discovered in numerous cities there is a need for us to communicate a way of allowing users FROM DIFFERENT ORGANIZATIONS OR ENTERPRISE to interconnect. We may have a "unique to Datanet" way to interconnect that we can replicate in all our cities. It is possible that there is a project like this in almost all the cities and we do not know it. This email attempts to educate you and the NCC's and give you some ideas and ways to approach some of the requests we are seeing from some of your potential customers as you go through your routine reviews of the pipeline with your sales people.

This ATTACHED document ABOUT THE NAP is a great way to learn about several important things. I will forward info on MAE EAST in a separate email when I get the drawings etc. The NCC's should view it as a document they can model some proposals after that would be for a multi connection, Multi Enterprise, multi speed, multi LAN Interface, ATM core IP Routed solution for a closed user group in a metropolitan area and how that could be connected to a National backbone.

There is merit to understanding the Metropolitan Solution for areas like Dallas or Houston or Chicago or Baltimore or Tampa or San Diego or any city where numerous entities want to create an Internetish (IP Routed) solution for allowing multiple enterprises to interconnect and share info and collaborate via a network in a reliable & secure manner. It is "Internetish" because it uses IP and any to any connectivity occurs but it is not the internet because it is a closed user group of authorized entities that are attached.

This could mean a bunch of Financial Institutions with Brokers, or a bunch of Law Firms with Clients and with other Law firms, or Advertising and production houses with clients, or Accounting firms with their key clients, or software companies or Medical hospitals with insurance companies and remote hospitals and medical centers and so on. Any community of interest that is in need of realtime collaboration or ongoing routine collaboration using drawings or images or spreadsheets or documents and possibly video conferencing but not necessarily. Every city has a group or groups trying to get together like this but they always try to build consensus from a bunch of different entities and there is always someone that needs to "OWN" the network and must ANTI-UP TO MAKE IT HAPPEN.

THE METROPOLITAN AREA INTERNET EXCHANGE (MIX) OR METROINTERNET OR WHATEVER WE CALL IT CHANGES THE RULES BECAUSE NO ONE ENTITY HAS TO DO ANYTHING EXCEPT DECIDE TO CONNECT AND THEN EVERYTHING ELSE IS TAKEN CARE OF. THAT IS HOW MAE EAST GOT STARTED AND HOW MAE WEST IS GETTING STARTED. JUST A BUNCH OF COMPETITORS DECIDED TO CONNECT TO A NEUTRAL BACKBONE RUN BY A NEUTRAL PARTY.

The key to the NAP and the MAE East and MAE West concept is that multiple enterprises or companies connect and they each pay their own connection fee BUT EVERYONE CONNECTED CAN TALK TO ANYONE ELSE IN A SECURE RELIABLE WAY VIA A NEUTRAL PARTY'S NETWORK THAT FUNCTIONS LIKE A CLOSED USER GROUP.

Once this is done then they can collaborate via the Metropolitan Interexchange or Metro Net or whatever name you want to give it like LAWNET or SCHOOLNET or MEDNET or GOODOLDEBOY/GIRL/UNIT/NET and we make each one look like it is unique and custom and special while all it is is the same old thing over and over with a new name and a different set of users that are willing to connect. THIS CAN START IN A METRO AREA EASIER THAN NATIONALLY BUT IT WORKS NATIONALLY AS WELL.

To get one going all you have to do is GET THREE PEOPLE WITH BIG EGOS FROM THREE DIFFERENT ENTERPRISES OR ONE PERSON WITH A BIG EGO THAT HAS TWO FOLLOWERS AND YOU CAN START THE PARADIGM IN MOTION. ONCE THREE PEOPLE AGREE TO INTERCONNECT YOU HAVE A MIX AND THE OTHER ENTITIES IN THAT VERTICAL MARKET WILL WANT TO JOIN OR NOT BE COMPETITIVE. This is very much playing to human nature where people and enterprises want to be special and have something the others do not and then once those other people have it then everyone else wants to have it too. Another analogy is the "CLICK" from 8th grade which seems to have INFLUENCED HEAVILY the MAE concept. A few KEY PLAYERS get together and create the "click" and then only let those they "like" or those that are "worthy" join and then the others all want to join but later it becomes necessary to

join to do business IN THAT VERTICAL MARKET OR GEOGRAPHIC MARKET.

THIS IS NOW A PROVEN CONCEPT AND BY LETTING THE KEY PLAYERS CONTROL AND DEFINE THE RULES YOU GET LEADERSHIP FROM THEM AND THEY SELL IT TO THE OTHERS WHILE WE STAY NEUTRAL. WE STAY IN THE BACKGROUND IN MOST INSTANCES EXCEPT TO DEFINE THE REALISTIC PERFORMANCE AND NETWORKING PARAMETERS AND THE COSTS AND THE FUNCTIONALITY PER PRICE POINT WHILE THEY DEFINE WHO JOINS WHAT THE RULES ARE FOR JOINING AND WHY YOU WANT TO JOINING OR BUY A CONNECTION INTO THIS THING.

I will forward the drawings on the MAE concept which is similar in what it offers but uses different technology for the way it allows the enterprises to interconnect when Hardie sends it to me.

We want some input from BJ and Hardie and the NCC's on what version we want to push or if it does not matter then we may just let the customer see both versions and then decide. The big advantage of the NAP approach is that it uses ATM in core and it has more options for physical interfaces and more options for speeds to connect and but we may not feel comfortable pushing it right now. BJ should make that call via product engineering. The advantage of MAE is it works and is proven but it may not be the way we want to go in the future because it is not ATM and has no longterm viability but it is easy to talk about and explain and it has a lot of press coverage. I think we may want to just let the application define how we approach it but the NAP architecture is so flexible we may just want to package it.

GET WITH YOUR SALES PEOPLE AS YOU REVIEW THEIR DEALS AND WHEN THEY SAY THEY HAVE A BIG METRO OR OPPORTUNITY FOR THE SCHOOLS OR HOSPITALS BUT IT REQUIRES CONSENSUS FROM MULTIPLE INSTITUTIONS OR ENTERPRISES TO MAKE IT HAPPEN THEN PROBE AND LETS SEE IF THIS CONCEPT MAKES SENSE.

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From: Chang Betty Jo  
To: Griebing John; Hardie John; Yeager Scott  
Cc: Montblanc Pat; Ganley, Tim  
Subject: RE: NAP and MAE East Info  
Date: Wednesday, April 12, 1995 1:18PM

ok <<File Attachment: FXMAST.DOC>>

note that the proposal still talks about nededge as the EAS8000, and some of the architecture has obviously changed with reference to Gigaswitch, and the pricing is also probably old news. What I removed was the NSF budget proposal for the grant.

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From: Hardie John  
To: Griebing John; Yeager Scott  
Cc: Chang Betty Jo; Montblanc Pat; Ganley, Tim  
Subject: RE: NAP and MAE East Info  
Date: Wednesday, April 12, 1995 12:56PM

Scott,

who do you want me to send this info to?

BJ, could you send a soft copy of the NAP proposal?

Thanks,

JH

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From: Yeager Scott  
To: Griebing John; Hardie John  
Cc: Chang Betty Jo; Montblanc Pat; Ganley, Tim  
Subject: NAP and MAE East Info  
Date: Wednesday, April 12, 1995 12:51PM

Please email a copy of the NAP proposal with the sensitive info pulled out as well as the drawings and pricing for the MAE EAST & MAE WEST. They are going to use this info to create some MIX type solutions for a few vertical markets in a couple of their cities.