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The RAS Pilot: Testing Co-Creation Between Marketing and Services

Joint SIG Marcomms + MSP Session
3-4 March 2026, Lisbon



When Marketing and Services truly
collaborate from day 1...

— The Starting Point: Why RAS Became a Pilot

Traditional RNP Process:

- ❑ Services Team: Built the service independently
- ❑ Marketing: Arrived when launch was imminent

Result:
Value already locked in.
Audience assumptions made.
Messaging misaligned.



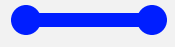
What We Changed for RAS

- Early Alignment – Marketing joined at Prospecting phase, not launch
- Shared Discovery – Personas mapped together, not assumed
- Co-Created Value – Positioning built collaboratively
- Structured Enablement – Playbook designed for sales autonomy.

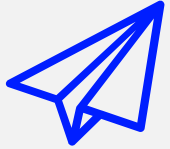
This became our pilot test.



Wait a minute: which Marketing are you talking about?



Product Marketing vs Marketing vs Product Management



The "Messenger" > Product Marketing

a subset of marketing, focuses on bringing the product to market through positioning, messaging, and demand generation.



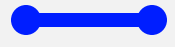
The "Promoter" > General Marketing

covers broader brand awareness and corporate promotion.



The "Builder" > Product Management

focuses on building the right product by managing its lifecycle, strategy, and engineering collaboration.



Product Marketing vs Marketing vs Product Management



The "Messenger" > Product Marketing

a subset of marketing, focuses on bringing the product to market through post-launch activities



Both roles require deep understanding of user needs and market trends, and they often collaborate on product-market fit, pricing strategies, and launch plans.



The "Builder" > Product Management

focuses on building the right product by managing its lifecycle, strategy, and engineering collaboration.



Product Marketing vs Sales vs Product Management



Framework Overview



PAEPA is RNP's service lifecycle methodology that structures the journey from idea to operational maturity. The acronym stands for :

P = Prospecção (Prospecting / Opportunity Identification)

A = Avaliação (Assessment / Evaluation & Positioning)

E = Experimentação (Experimentation / Pilot & Testing)

P = Produção (Production / Launch & Scaling)

A = Aposentadoria (Retirement / Discontinuation or Pivoting)

(NO! Marketing did not name it) 😊

— The Model: Co-Owner from Day 1

4 Integration Points; 4 Core Artifacts Tested Across PAEPA Cycle:

Prospecting – Marketing Questionnaire

- *Align on pain point, audience, market context BEFORE development*

Evaluation – Personas + Canvas

- *Map audiences, define value architecture, differentiation*

Experimentation – Playbook

- *Create commercial structure, sales enablement, materials*

Production – Feedback Loop

- *Regular alignment on adoption, refine messaging*



—● Results – The Pilot Proved It Works

FASTER ADOPTION DECISIONS

- Segmented 4 personas by ROLE (not department; not only the IT Manager).
- Mapped distinct pain points + how to argue each
- Relevant message from day 1 (from tech features to real value)

LESS MARKETING REWORK

- Revision cycles: 50% → 15% of marketing time
- Because Services + Marketing were aligned from start and built together

DEFENSIBLE MARKET POSITION

- RAS positioned as "Value Maximized" not "Budget Alternative"
- Because positioning was research-driven, not guessed

References



RAS (Secure Storage Network) is a nationally governed cloud storage service operated by RNP, built to protect and scale academic and research data with high security, compliance, and predictable costs.

It strengthens digital sovereignty while supporting the growing data demands of higher education and science.

The RAS playbook was created to ensure consistency, clarity, and strategic positioning across all communication and sales efforts.

It includes:

- Clear value proposition and positioning
- Defined target personas (technical influencers and institutional decision-makers)
- SPIN framework - we aligned communication to guide conversations from context and risk to value realization

Growth Guide:

- Key messaging pillars
- Tone of voice and communication guidelines
- Differentiation from other services in the portfolio
- Growth-oriented messaging variations for different channels (email, social, institutional materials)
- Do's and Don'ts to avoid narrative confusion



What would change if Marketing and Services collaborated from day 1 on YOUR highest-impact service?

Barrier: What's stopping early alignment in your organization right now?

Impact: Which artifact would be MOST valuable to test first?

Action: What's ONE next step you could take this month?

OBRIGADO!

THANK YOU!

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