

Establishing and Maintaining International Alliances

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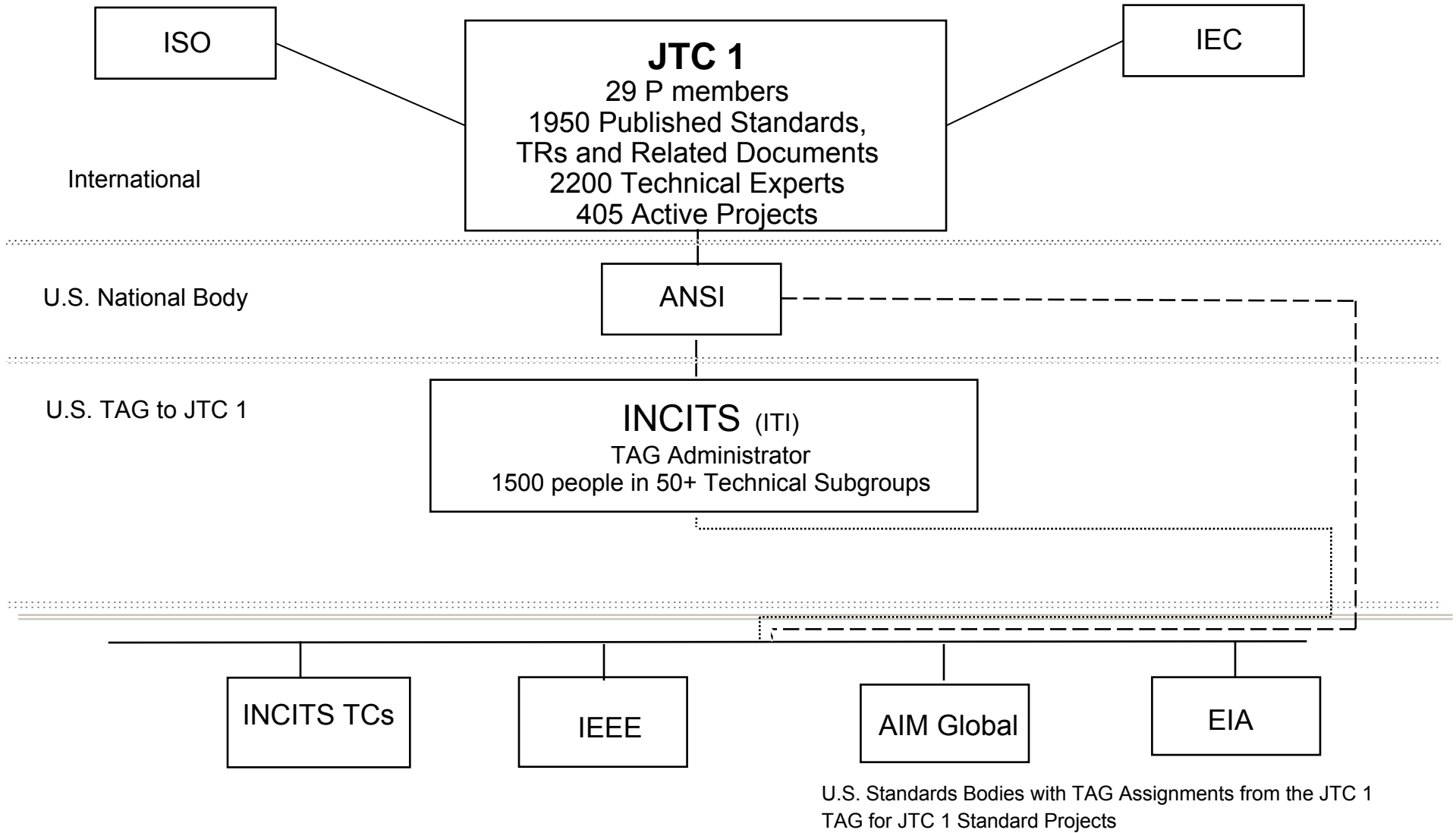
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- Standards are more important than ever to the business success of HP and its customers
- 500 people
- 750 standards committees
- over 200 industry standards organizations
- Sometimes, regional cooperation must first occur within a single company

Regional Cooperation

- Safety of Information Technology Equipment (ITE) between the US and Canada
 - eliminates differences – allows for one certificate for both countries
 - bonds the two countries more closely when developing the international standard
- Worldwide System for Conformity Testing and Certification of Electrotechnical Equipment and Components (IECEE)
 - Certification Body (CB) Scheme used extensively to minimize product testing
 - 43 National participants
- Geospatial Standards – Spatial Data Infrastructures in the Americas (INCITS L1/ISO TC 211)

U.S. Interface to JTC 1



Key: reporting path for JTC 1 level issues (e.g., JTC 1 level ballots)
 - - - - reporting path for U.S. TAG assignments (e.g., SC level or below)

Case Study

- determined organizational position
- established coordination between US SDOs
- developed a single US position
- involved ANSI for support at TMB and SMB
- involved affected government agencies (NIST, USTR and DoC)
- US delegation met with other National Bodies to respond to questions
- sent personal letters to other Heads of Delegation

Key Take-Aways

- align on a single message
- share the position among multinational organizations
- know the procedures, implement them to your advantage
- “pay your dues” – build relationships over time
- hold key leadership positions
- “share” the US position with other National Bodies