

## Questionnaire - Open Forum SDOs 2007

	<i>Who do you represent?</i>	<i>What is the biggest challenge facing your organization today?</i>	<i>What is the biggest challenge facing standards setting today?</i>	<i>What is the biggest problem with the existing infrastructure today?</i>
<b>Answer 1</b>	Consortium staff	Global expansion with limited resources	Harmonization to minimize duplication of effort	Embracing, including open source of creative commons.
<b>Answer 2</b>	Bob Noth, Deere and Company	Keeping up with proliferation of SDO's/SSO's impacting our business: technology choices in a global market; too much capacity, not enough need	Political acceptance	A) speed to market; B) market relevance globally
<b>Answer 3</b>	Service - Law firm	IPR effective	Global – IPR – Patents	Lack of coordination
<b>Answer 4</b>	Charle Jaffe, Ceo HL7	Competing global demands	Competing standards and SDOs	Government as a consumer versus market force requirements
<b>Answer 5</b>	Industry	Building globally relevant standards that create new market places for product	Influence of the European Union	Too many choices, increasing costs; no guarantee of success
<b>Answer 6</b>	ANSI staff	Gravitating to a world with multiple paths	Relevance to outside world	Credibility with civil society, policy makers, etc.
<b>Answer 7</b>	Vendor – Hal Lockhart	Coping with evolving subjects of standards and therefore changing stakeholders	IPR issues	Lack of communication/cooperation – knowledge of others
<b>Answer 8</b>	Member - Corporate	Resources: people + funding	Globalization local codes of regulations	Single source affordable electronic access to standards
<b>Answer 9</b>	Consortium staff – Paula Berger	Slow pace of standards development isn't keeping pace with changing technology. Will the standards matter if the market passes by? No.	Standards' setting is a slow process requiring consensus. Today's world does not wait for standards. The markets move too fast.	No answer
<b>Answer 10</b>	Corporation	Global adoption of standards	IPR uncertainties	Fragmented with duplication of effort
<b>Answer 11</b>	ANSI Member – standards aggregator	No standardization among SSOs	Local regulations, perhaps?	What is a true International standard? Effect of the 3 "Is" on small SSOs
<b>Answer 12</b>	Karl Best, Kavi Corp.	No answer	IPR issues, patent trolls/submarines	Too many paths and bypassing the accepted/approved international org.

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<b>Answer 13</b>	SDO staff – ex director SNIA	Key Challenges: <ul style="list-style-type: none"> <li>▪ Motivating and sustaining volunteerism (particularly at levels of expertise and experience) that can truly influence desired outcome of programs/initiatives;</li> <li>▪ Recruiting and maintaining Board of Directors who remain engaged and value adding between BOD meetings.</li> </ul>	No answer	No answer
<b>Answer 14</b>	SDO staff	Implementation	No answer	Nationalistic roadblock
<b>Answer 15</b>	SDO staff	Being more nimble – finding ways to satisfy members’ needs more quickly	Not enough SDO staff to adequately handle standards developers needs	Not changing quick enough to satisfy member’s ever changing needs
<b>Answer 16</b>	SDO staff	No answer	Legal - Threat of liability – plaintiffs trying to rope standards developers into the chain of liability	No answer
<b>Answer 17</b>	SDO staff	Copyright	Politicization of process	Too much of it
<b>Answer 18</b>	Consortium staff	Increase in demand for standardization in our organization is outpacing increase in revenue to fund support of work.. but we’re making progress	Inclusion of and deployment in developing world	Formal standards organizations at national and international levels may not be adding real value to products from consortia in many cases
<b>Answer 19</b>	Member - industry	Limited resources to support standards development work	Overlap of scope of various SDOs	Although liaisons exist between SDOs, they are not necessarily effective in reducing the amount of overlap activity. This leads to problems in deciding where to put limited resources

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<b>Answer 20</b>	Company member	Attempts to change standards-related policies (at standards bodies or public policies) to advance their own competitive initiatives	Attempts to overly organize or regulate it – let the marketplace decide	See previous answer of mine
<b>Answer 21</b>	Corporate vendor sitting on association boards	Standards lifecycle management including revenue programs to support efforts of industry demand to drive implementation.	Volunteers to write, test...	IP policies constrain participation in development of good standards
<b>Answer 22</b>	ANSI staff	Trying to represent the diverse views of the U.S. standards system at the ISO+IEC table; some want no part of the ISO+IEC system; others prefer to do all of their work at that table	No answer	One problem – perhaps not the biggest- is the perception that because the U.S. system is distributed it is totally inefficient. Yet, in reality, it is producing very high quality specifications in very little time while at the same time engaging the broadest participation. We need to work harder at marketing the success stories.
<b>Answer 23</b>	Member of more than 130 SDOs/consortia/fora	Too many SDOs/consortia/fora with overlapping work – thus coverage + resources is a problem	Move from collaboration to competition between SDOs/consortia/fora for standards setting.	See my previous answer
<b>Answer 24</b>	SDO staff – Tonya Maudlin	Enforcing copyright; free versus license agreements (for fee)	Expense and time (travel and development time) membership – lots of companies merging, lots of consultants, instead of company participation	Being an international organization without going through ISO
<b>Answer 25</b>	SDO – trade assoc. Senior staff, Al Scolnik, VP Tech Services, NEMA	Getting ahead of the technology curve to be positioned to write standards for emerging technologies	Getting enough of the right (qualified) people to participate in standards writing	Duplication of efforts between organizations (SDOs) that each have a profit motive to do the work
<b>Answer 26</b>	Tom White, CEO Midi Manufacturers Association	Trend for companies to perceive interoperability as a disadvantage unless they control the terms (proprietary solution)	No answer	No answer

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<b>Answer 27</b>	Member of SDOs - manufacturer	Proliferation of SSOs	Role of IP in standards	Globalization, role of China, India, LDs and the big three (ISO, IEC, ITU) being the incumbents
<b>Answer 28</b>	Member (Board, Strategic Company), Daryl Hunt	Risk, cost of participation versus risk of non-participation	A) Establishing workable, practical IPR policy which encourages early disclosure but doesn't burden the process or developers; B) loss of participation by SMEs	Still very difficult for SSOs to collaborate
<b>Answer 29</b>	Consortium staff	Member growth and new revenue sources	No answer	Don't think that the existing infrastructure is broken – healthy competition, different organizations serving different types of customers
<b>Answer 30</b>	Consortium staff – David Connelly	Need more member involvement	Too many competing and confusing standards	Changing financial models of organizations
<b>Answer 31</b>	Consortium member, treasurer – Bill Swirsky	"Herding cats", EC members don't see standards the same way	Responding to the fast changing environment of business models, corporate governance and global realities	Multiple Solitudes: seldom getting out of the inevitable "stove pipes" of culture