

# Emerging Technologies and Standards Development

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**KAVI**

# About Kavi

Founded in 1997, Kavi is the leading provider of enterprise-class collaboration solutions for standards organizations.

80+ organizations

3,200+ committees

30,000+ member companies

250,000+ users



Sample Clients



# Problem We're Trying To Solve

The highest quality standards, developed by experts from around the world in an open, collaborative, balanced, and transparent manner, designed to create a strong foundation on which we all can innovate.

*Bob Sutor, IBM  
ISO ITSIG Workshop, 2008*

# What Emerging Technologies Will Influence Our Thinking and What We Build?

## Gartner Top 10 Disruptive Technologies (2008-2012)

1. Multicore and Hybrids
2. Virtualization
3. Social Networks and Social Software
4. Cloud Computing and Cloud/Web Platforms
5. Web Mashups
6. User Interface
7. Ubiquitous Computing
8. Contextual Computing
9. Augmented Reality
10. Semantics

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# Social Networking



- Business information (company affiliation, association affiliations, business contacts, business interests, reputation)
- Personal information (interests, family, alma mater, etc.)
- Group conversations (asynchronous, synchronous, broadcasts, etc.)

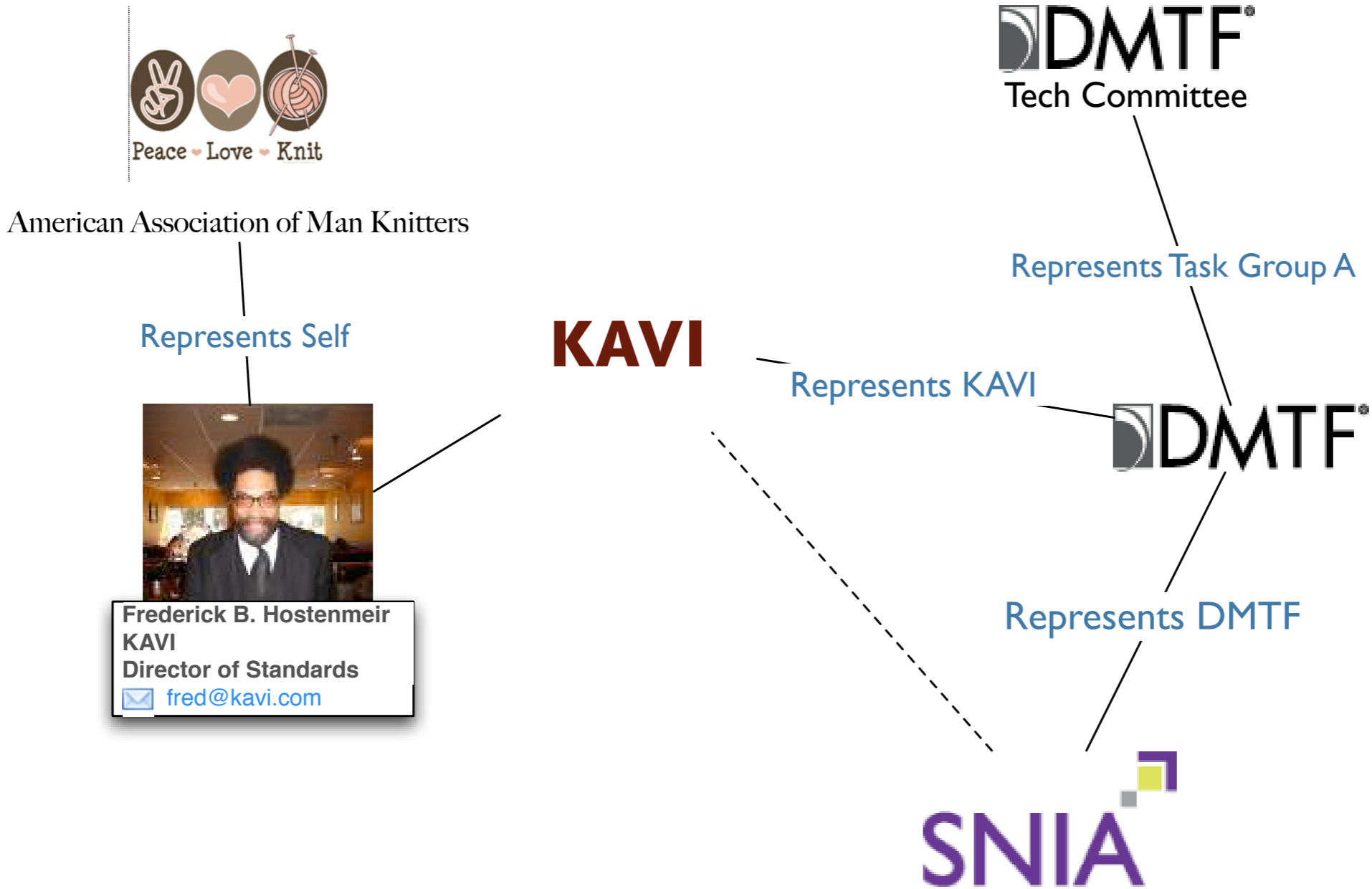


## Design Parameters

- Architecture of participation
- Unmanaged, but self-organizing
- Broad participation
- Open



# Implications for Standards Organizations



Mapping the representation web



# Implications for Standards Organizations

The screenshot displays the SONAR Dashboard interface. At the top, there is a navigation bar with 'SONAR Dashboard' on the left and 'Settings Feedback Admin Logout' on the right. Below this is a secondary navigation bar with 'Dashboard Profile Privacy Search' and a 'Quick search...' input field. The main content area features a profile for 'Rebekah Williams' with a network graph. The graph shows Rebekah Williams at the center, connected to various contacts including Harvey Medaniel, Dana Waters, Rebecca Kemp, Corina Wang, Reginald Fitzpatrick, Florence Ransleigh, Brian Underwood, Leanne Justice, Earyl Skilton, Christopher Brink, Torasz Wojtaszowski, Ika Figueroa, Christine Joseph, Greet Keyserde, Mille Peco, Alberto Davidson, and Tabatka Trevis. Below the graph, there is a navigation bar with 'You', 'Janet Mercer', and 'Rebekah Williams'. The profile section on the left includes a 'Profile' tab, a title 'Senior Financial Officer' at 'Democorp International', a profile picture, and navigation links for 'Expertise', 'Activity', 'Contacts', and 'About'. On the right, a section titled 'Rebekah's 5 contacts:' lists 'Harvey Medaniel, Technical Specialist' and 'Rebecca Kemp, Senior Project Manager' with brief descriptions and a 'filter?' button.

Mapping the information flow



# Implications for Standards Organizations

## Organization Structure

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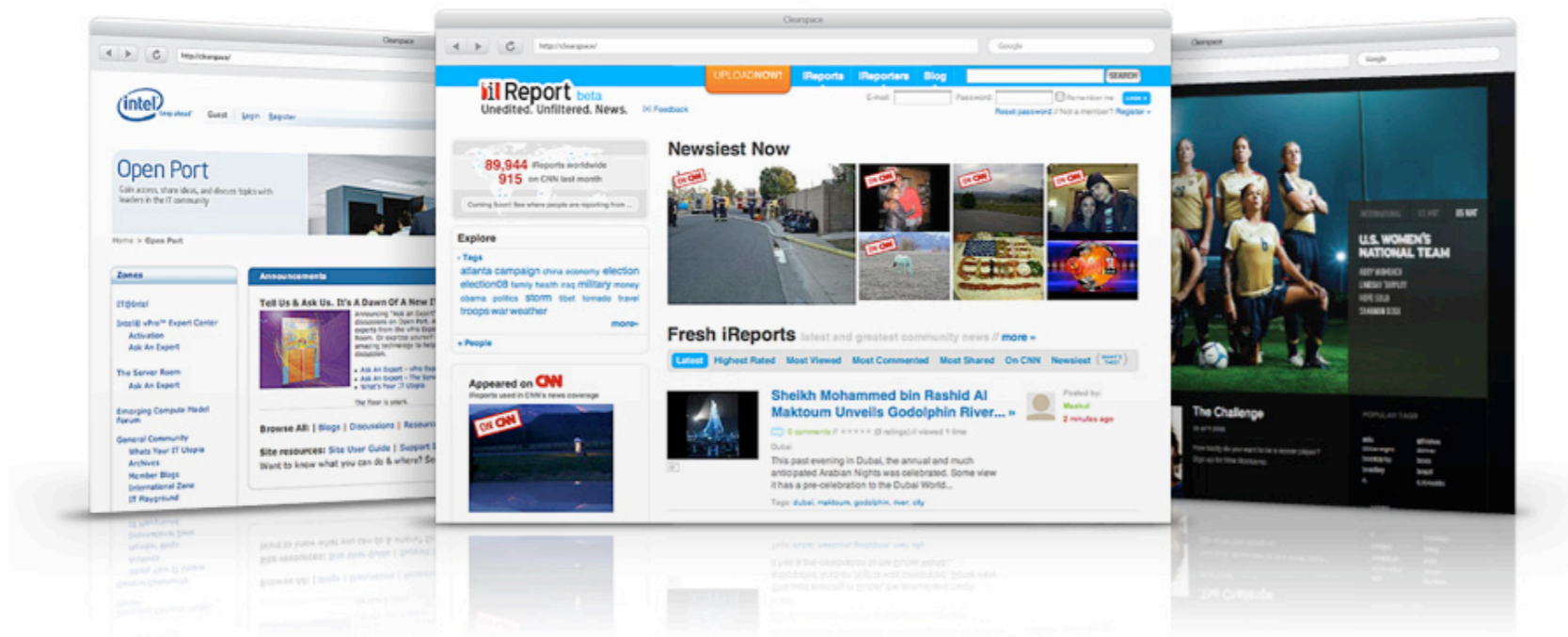
- User & Company Accounts
- Company management
- Group structure
- Roles, Access
- Visibility
- Responsibility
- Representation
- Educate

## Social Structure

- Social Profiles
- Connections
- Reputation
- Preferences
- Tagging
- Flags
- Learn

# Implications for Standards Organizations

- Increase the information bandwidth for improved interpersonal communication and collaboration
- Single and Pan-organization information
- Personal and corporate affiliations, membership levels, group participation, work artifacts, interests, reputation
- Acknowledgements and recognition at the contributor level
- Critical mass of electronic communications feeds from which inferences can be made

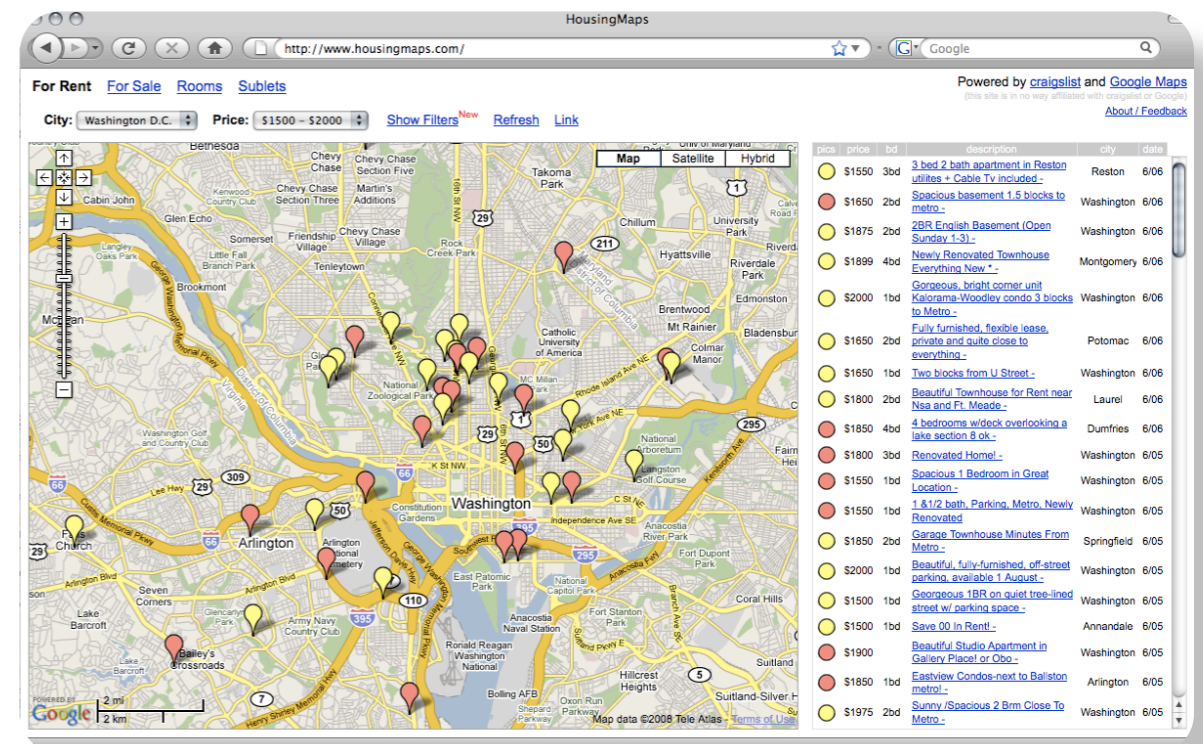


# Web Mashups

- A web application that combines data from more than one source into a single, unified tool
  - 1) Aggregating, re-factoring best-of-breed information sources into an individualized view; user driven information access
  - 2) Creating new services and value by 'mashing' together multiple existing web services

## Design Parameters

- Open APIs
- Cooperation, not control
- Lightweight
- Perpetual beta





# NSF Certified Products (Cookware)/Google Maps Mashup

The image is a screenshot of the Google Maps interface. At the top, the Google logo is on the left, and a search bar contains the text "1390 ENCLAVE PARKWAY HOUSTON, TX 77077". To the right of the search bar are buttons for "Search Maps" and "Show search options". Below the search bar are three buttons: "Search the map", "Find businesses", and "Get directions".

Below the search bar is a navigation bar with several options: "Search Results", "My Maps", "Clear search results", "View in Google Earth", "Print", "Send", and "Link to this page".

The main map area shows a map of North America with several blue location pins. The pins are located in the following states: Washington (Seattle), Oregon (Portland), California (San Francisco, Sacramento, San Diego, Los Angeles), Nevada (Las Vegas), Arizona (Phoenix), Texas (Austin, Houston, Dallas), Oklahoma (Tulsa), Kansas (Wichita), Missouri (St. Louis), Illinois (Chicago), Indiana (Indianapolis), Michigan (Detroit), Ohio (Cleveland), Pennsylvania (Pittsburgh), New York (New York City), and Florida (Miami). There are also pins in Mexico (Guadalajara, Ciudad de México, Monterrey) and Central America (Managua, San José).

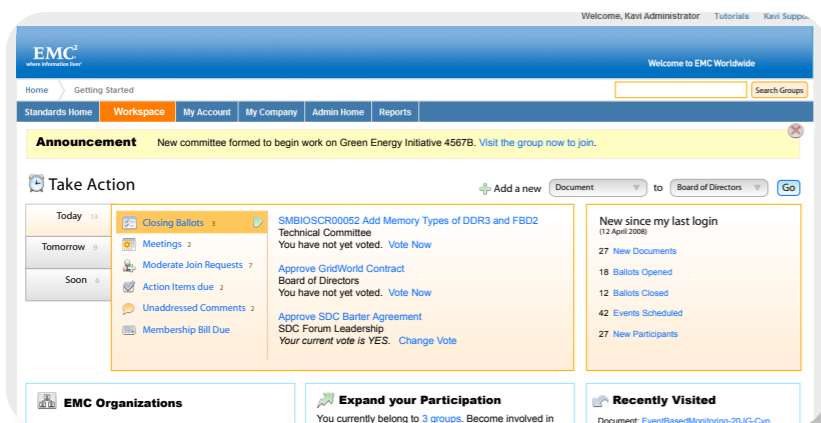
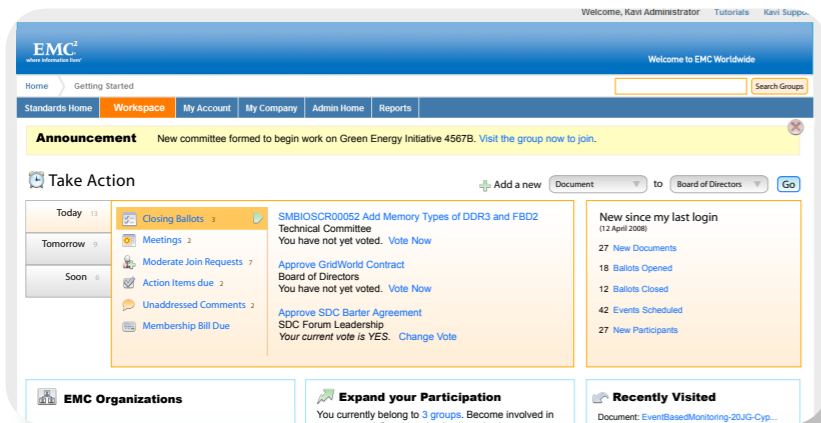
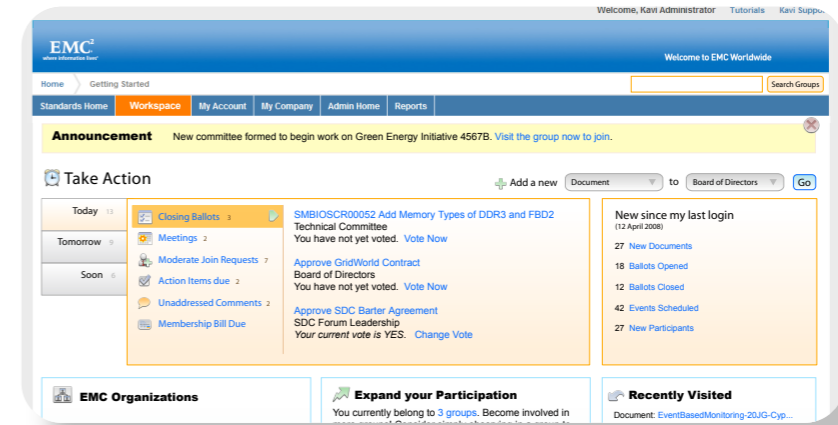
At the bottom left, there is a scale bar showing 500 miles and 500 kilometers. At the bottom center, there is a copyright notice: "©2008 Google - Map data ©2008 LeadDog Consulting, NAVTEQ™, Europa Technologies".

**KAVI**

# Mashup Heaven

# Vendors

# Participant



# Corporate

# KAVI

# Implications for Standards Organizations

- Participants will want to aggregated information from relevant associations
  - Specification status, documents, calendars, ballots
  - Improved time management; Gain new insights; Inform activities on separate tracks
- Integrate organization information with internal data and processes
  - Company participants, success/failures (comments/votes), strategic initiatives, budgets
- Organizations must be prepared to publish data

# Thoughts for the Near Future

- Many emerging technologies focus on the individual
- Don't ignore the generational technology gap
- Embrace technologies without losing sight of the regulatory framework in which standards organizations function
- Emerging technologies enhance support for the ANSI Essential Requirements