Panel One: Stakeholders Speak

Why Stakeholders Care

Moderator
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Today Standards Are More Important Than Ever

- Standards are the rules of engagement that help everyday actions occur seamlessly.

- Standards allow new growth… and helps all customers maximize their existing investments while providing them with the most flexibility and choice for any technology decision that they make.

- The pace of new standards being introduced to the market is accelerating not only within the ICT industry, but within emerging markets and vertical industry segments as well.
Stakeholder Participation

- Stakeholders must actively participate in standards processes to ensure that we can capitalize on new opportunities to deliver innovative solutions to all customers.
  - Challenge is to collaborate across lines-of-business, geographies, industries and regulatory bodies on central questions such as:
    - Which standards should we adopt…
    - Where should we participate…
    - How do we orchestrate across organizations…
    - What can we do to cause widespread adoption…
Base Assumptions

- Standards ecosystem needs an open, robust and efficient standards setting infrastructure
  - Stakeholders would like to participate in the technical program of work one time.
  - Promote globally relevant standards
  - Minimize redundancy
  - Build Alliances
  - Reduce Time to Market