



Panel One: Stakeholders Speak

Why Stakeholders Care

Moderator

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cooperation
collaboration
harmonization

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