

<p>Frances Schrotter Senior Vice President and Chief Operating Officer American National Standards Institute</p>	<p>INCITS TC Officers Annual Symposium San Jose, California - July 16, 2007 Keynote Address</p> <p>2,523 words; approximately 22 minutes <i>20-25 minutes prepared; 20 minutes Q&A</i></p>
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Good morning. I was very pleased to accept Karen’s invitation to speak with the INCITS TC officers today, particularly because a major part of my career with the American National Standards Institute has been focused on the ICT industry.

In preparing for these remarks, I realized that my connection to the ICT community goes back 30 years. As the first JTC1 Secretariat, I became very familiar with INCITS, the JTC1 TAG, and your many accomplishments, and I continue to have a strong interest in your work. I spent many years with talented professionals such as Bob Rountree, Dick Gibson, Mary Anne Lawler, Joe DeBlasi, Cathie Kachurik, Kate McMillan... the list could go on and on.

ANSI and INCITS have a nearly 50 year history. Since its founding as the Accredited Standards Committee X3 in 1961, INCITS has been a valued member of the Institute’s family.

Companies in the ICT community represent about 13% of ANSI’s membership.

INCITS alone is responsible for 775 American National Standards – that’s 8% of all American National Standards, making this committee ANSI’s second-largest accredited standards developer.

(pause)

The U.S. has always been a leader in ICT standardization. In fact, just last week the Economist Intelligence Unit published an information technology industry competitiveness index that ranked more than 60 countries on factors such as business environment, IT infrastructure, and R&D efforts. I’m pleased to report that the U.S. achieved the highest score in this ranking.

I want to express ANSI’s gratitude to this group – and to the entire INCITS community – for your efforts over many years to promote and advance the standardization and conformity assessment needs of the ICT industry.

(pause)

This symposium brings the leadership of INCITS’ technical activities together to make connections, share ideas and engage in a conversation about the alignment of INCITS’ priorities. I’m glad to join you to share some of the things that ANSI is working on so that we can walk down the same path in support of the U.S. standards and conformity assessment system.

In looking at the roster for this event, I see a lot of familiar names and many familiar organizations... but most of all, I was struck by the notion that each organization represented here is operating on a global scale.

X3, INCITS' predecessor, was among the first of the early ANSI committees to change its name back in 1996, emphasizing the truly international nature of your standardization activities.

It's not surprising that this group has shown such a marked commitment to the internationalization of your products and services... few if any ICT companies do business solely in the United States. When it comes to codes, standards and the related compliance programs, you have made it clear that you want to "do it once, do it right, and do it globally."

None of us can afford to engage in multiple standards-setting activities for the same purpose.

(pause)

The issues that this committee deals with affect everyone – from the computers and credit cards that we use each day to the signaling systems that control our transportation infrastructure. Of all major industries, ICT carries the largest umbrella.

Your industry is complex and forward-thinking by its very nature. From a standards and conformity assessment perspective, this means that any document that you develop needs to at once respond to and anticipate the needs of a multitude of different industries and applications operating on a global scale.

That's why the Institute places such value on INCITS. You provide a single voice for the users and providers of information technology products and services. Perhaps more important, you are firmly committed to a global standards system that is flexible, sector-based and market-driven.

(pause)

These are the principles that serve as the foundation of the *United States Standards Strategy* that was published in December 2005. For those of you who may be unfamiliar with the Strategy, let me give you a brief introduction.

The USSS articulates a framework that can be used by all stakeholders to address trade issues in the global marketplace, advance U.S. viewpoints in regional and international arenas and, at the same time, enhance consumer health and safety. Comprised of twelve initiatives, the Strategy's intent is to support all types of standards developers and standards users in all types of sectors. Different groups can select and derive value from those elements of the USSS that resonate most clearly with their own needs.

Like the ICT industry itself, our nation's standards system is industry led, and government supported. The United States relies on a wide range of organizations – INCITS among them – to deliver the standards, codes and regulations needed for any number of industry sectors and building applications. This system stands in sharp contrast to most other industrialized nations, which usually rely on a government-administered, top-down approach to standard-setting.

There are several things about the USSS that I think hold particular value for this group – I'll list them now, and address specifically how these relate to your activities in a few moments.

- 1) First, we are broadening the scope of stakeholders to include traditional and non-traditional standard setting organizations. Everyone has a role to play.
- 2) Second, we are operating in a global economy. The United States must have a strong presence if we are to continue to be competitive internationally.
- 3) Finally, we acknowledge that standardization and conformity assessment programs need to address emerging priorities and the latest technologies.

(pause)

The USSS calls for improved cooperation and coherence among standards developers. To accomplish this, we need to reduce duplication of effort and eliminate areas of redundancy.

Just last month in Boston, ANSI convened the Open Forum for Standards Developers, entitled *Global Standard Setting 2007: An Interactive Discussion*. The highly interactive event was the third in a series of ANSI-sponsored forums to foster open exchange among various types of standard-setting organizations – both traditional and non-traditional – on matters of common concern.

While we acknowledge that there are differences between traditional SDOs like INCITS and non-traditional consortia, overall it's clear that standards developers of all types face the same challenges in today's global economy. Your companies know these issues well:

- Intellectual property rights (IPR) concerns,
- Achieving global recognition of your work products, and
- The challenges of serving a broad spectrum of industries.

Understanding the needs and issues of all standard-setting organizations that comprise this system is one of ANSI's utmost concerns. There is a place for everyone to have a role. Collaboration and communication *must* form a strong foundation from which we can present a solid, focused U.S. voice to the international community.

(pause)

The USSS also calls for the consistent worldwide application of internationally recognized principles in the development of standards. The common acceptance of principles such as transparency, openness, balance, and due process can only make the international standards system better. The benefits can be seen in the easier cross-border trade of goods and services.

I'm sure that most of you have heard the Commerce Department estimates that standards now impact 80 percent of world commodity trade. But trade encompasses much more than manufactured products. As Commerce Secretary Gutierrez says, "Manufacturing stimulates growth." It spurs demand for everything from raw materials to components, to a whole range of services.

Services represent the largest and most dynamic segment of the world economy. And they account for nearly three quarters of our U.S. gross domestic product... 8 out of 10 jobs... and roughly 30 percent of the total value of America's exports.

As both service providers and manufacturers, everyone in this room today is aware of our transition to a global service economy and the unique challenges and opportunities with which we are faced.

As I mentioned earlier, INCITS was one of the first SDOs to make a definitive commitment to going global. ANSI too has long recognized the importance of a strong U.S. presence on the international scene. As the country's official representative, ANSI ensures that interested parties have immediate access to the standards development processes of the International Organization for Standardization (ISO), to the International Electrotechnical Commission (IEC) via the U.S. National Committee, and to ISO/IEC JTC1.

At last count, the number of ISO, IEC and ANSI-approved standards that either directly or indirectly support the ICT industry number more than 11,500. Out of nearly 17,000 active published ISO standards, JTC1 alone has developed 2,068 – approximately 12.5% of the entire ISO collection. Currently, JTC1 has 413 standards under development – over 14% of ISO work in progress.

In the last several years, the most significant areas of work introduced into JTC1 has been initiated and led by the U.S. Biometrics, smartcard interoperability, cyber security, data capture, bar codes, and accessibility . . . the U.S. has played a major role in all of these leading-edge technologies.

ANSI is a staunch advocate of the premise that we must all work towards the goal of a single set of globally-accepted standards. The phrase "One Standard – One Test – Accepted Everywhere" posits that products, services, systems, conformity assessment programs, and personnel that comply with globally relevant standards should be able to move freely across national or regional borders and be suitable for use in multiple

industries and applications. To do so can only help to improve the overall health, safety and quality of life for citizens around the globe.

(pause)

Finally, the USSS calls for responsiveness to emerging national priorities, new technologies, and consumer interests. Over the past few years, ANSI has been actively engaging stakeholders in a series of standards panels. Currently, these groups are successfully harmonizing and coordinating standards activities for national and global priorities including Homeland Security, Nanotechnology, Healthcare Information Technology, Identity Theft Protection, and Biofuels.

Some of you may remember the very first ANSI standards panel. Launched in 1994, the Information Infrastructure Standards Panel (IISP) was responsible for identifying standards and policies needed to support global information infrastructure. Always a trendsetter, the ICT community understood the panel's potential and stepped forward to play a key role.

Three of ANSI's current panels are also focused on areas that are made possible through INCITS' ongoing efforts:

- In 2003, ANSI was called upon to respond the critical security needs of the nation, and the ANSI Homeland Security Standards Panel has been a case study for success. Standards improve security by providing tools to assess risks, and defining measurement methods and test levels to detect threats. They establish equipment performance and design requirements for devices, systems and infrastructure. And, as we are seeing with the integration of biometric requirements into our passports and other IDs, standards define uniform methods for identification of individuals.
- The Healthcare Information Technology Standards Panel is stepping forward in a coordination role to enable and support widespread interoperability, access, privacy and security of shared health information for all. In this case, harmonization is not just a goal – it is a necessity.
- Most recently, the Identity Theft Prevention and Identity Management Standards Panel has been working to develop a resource of standards and guidelines that businesses and other organizations can use to prevent and respond to ID theft and fraud.

Earlier this year, members of various INCITS subcommittees provided substantive contributions to the IDSP's effort to compile an inventory of standards related to identity theft prevention and identity management. Several standards under development by INCITS' Technical Committees CS1, M1, T11 and T10 have direct relevance to this work, including RBAC system implementation, biometric interface and interchange, and protocols to implement

security in a Fibre Channel fabric. We are grateful for your responsiveness and contributions to our marketplace survey, and encourage you to continue your active participation.

(pause)

Like any other industry, ICT looks to meet the needs of its customers... but it also does much more. ICT shows us what is possible, and in that sense, it's really about potential... As a group, you are always asking yourselves, "Where can this technology take us today? What else can we accomplish?"

INCITS has always been such a pace-setter, even at a time when so many other committees retained a more brick-and-mortar focus. As I'm sure you remember, INCITS was among the first committees to fully integrate more efficient infrastructural systems, such as the now-indispensable procedure for online balloting. (I sure wish we had that available back when I was counting votes for JTC1!)

Like ICT, standards and conformity assessment programs are always looking forward. We ask, "How can we help industry meet its efficiency and productivity goals? How can we work together to foster creativity and innovation? How can we improve the quality of life?" It is our voluntary standards system that makes success stories possible.

(pause)

The U.S. standardization system is unique in the world – it is the only truly open standards development process. Our success can be attributed to the value of the American National Standards process and, in turn, the high quality of standards it produces.

When a standards developer participates in the ANS process, they are demonstrating their commitment to developing high-quality, timely, and market-driven standards that are open to all stakeholders.

The ANS designation indicates that a standard reflects generally accepted technology and maximizes market and regulatory acceptance.

American National Standards minimize conflict and duplication, and contribute to the effective and efficient operation of commerce within the global free market environment.

(pause)

The roles of ANSI, INCITS, government, and other members of the U.S. voluntary consensus standards community in international standards setting are inextricably linked. Collectively, we are information-focused and we support global industry and the worldwide sale of products and services.

INCITS standards are widely recognized and have led to dramatic improvements in speed, accuracy, security and efficiency benefiting thousands of businesses around the world.

As INCITS TC Officers, I invite you to consider a formal endorsement of the *U.S. Standards Strategy*. The entire U.S. standardization and conformity assessment community shares responsibility for implementing the Strategy's principles and strategic vision. Your support would help to demonstrate that our country's stakeholders must continue to support globally relevant standards and conformity assessment programs as a means of improving market access.

With an effective standards strategy in place and the boldness to reach beyond today's boundaries, I feel confident in saying that the future is very bright. To reach our goals, we will need to capitalize on the immense talent of the individuals that make up our standardization community, individuals like you – the leaders of the INCITS community.

On behalf of the American National Standards Institute, I want to thank each of you for your dedication and commitment to the voluntary consensus standardization system and for your contributions to our global society. Working together, we will continue to demonstrate this nation's leadership of the global ICT industry. Thank you very much for your attention and I look forward to your questions.