Welcome to the World of Standards

ETSI

World Class Standards

SMEs IN ETSI

The importance of SMEs to ETSI

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Why have standards?

- Lower development & production costs
- Give improved product confidence and Interoperability
- Increase competition - good for the customer
- Allow access to new markets
- Encourage innovative cooperation
- Turn good ideas in to commercial success

Research input to Standards

- ICT markets are shaped by standards
  - de facto, industry, fora, SDOs
- European R&D in ICT must lead to standards activity
  - Developing new products, new services, new markets
  - Driving, not disseminating
- Input is not enough – longer term participation is required

What has ETSI done?

- Creation of ‘New Initiatives’ team in Secretariat
  - Your gateway to ETSI
- Incubator or pre-standardisation groups
  - Industry Specification Group
- Workshops and events
- Reduced membership fees
  - For Universities & Public Research Bodies
  - For SMEs & Micro Enterprises
- Reduced barriers to participation
  - Electronic participation
- All ETSI standards available for free on the internet

Background

- SMEs are a major industrial force in Europe
  - 99% of enterprises, 70% of employment
- Perception that SMEs don't/can't participate in standardization
- EC Focus on SME participation via NSOs
  - Doesn't fit ICT industries
  - How do NSOs participate in ITU, IEEE, IETF, W3C, OASIS, etc.?
- Many benefits for SMEs in becoming ETSI members
  - Policies to follow to improve SME involvement
  - Challenges to identify, Barriers to overcome

Standardization for SMEs...

Is a Business Process	• Supporting research, product development, marketing and promotion processes
Is a path to putting IPR into standards	• Return on R&D investment, or securing your investment
Is a source of competitive intelligence	• Not just coffee-break discussions, but also analysing contributions from others
Is a place to form partnerships	• Integrating into other company's platform
Is an opportunity to meet customers	• And demonstrate your willingness to invest in defending your technology
Allows SMEs to punch above their weight	• Technical competence is what counts, not size or votes
Allows leveraging other (larger) companies marketing budget!	• Common marketing of a standardized technology

SMEs as ETSI Members

SMEs make up 24% of ETSI's membership

- Micro Enterprises (<10 staff): 10%

Reduced Membership fees for SMEs

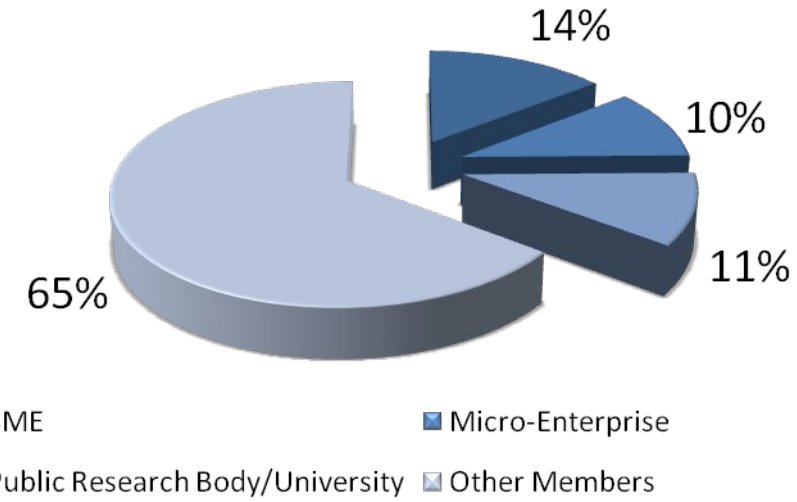
- Non-SME Members: €9 380 - €154 000
- SMEs: €6 000; Micro Enterprises: €3 000

60% of SME members are active participants

- ETSI has direct member participation & consensus based decision making

10% of chair positions are held by SMEs

One ETSI Board seat reserved for an SME representative



Look for SME best practice

- ETSI study in 2009-2010 on SME participation in Standardization
  - EC-funded (ETSI STF 376)
- Analyse and promote SME participation in standardization
  - Increase participation of SMEs
  - Increase competitive advantage of SMEs
  - Study SME performance in ICT standardization
  - Survey, case studies
  - Draw conclusions and recommendations

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Survey: SME use of ICT standards

- SMEs use standards to
  - ensure technical compatibility (68,8%)
  - fulfil a customer requirement (48,4%)
  - conform to regulation (43,8%)
  - get an additional market advantage by demonstrating compliance to standards (43,8%)

- SMEs use standards from
  - SDOs (42,7%)
  - Industry alliances (32,5%)
  - Proprietary specifications (22,2%)

- 59% of SMEs would not participate in the development of the standards they use

Source: ETSI STF 376

Survey: Reasons and benefits to participate in ICT standards making

- Reasons to participate:
  - Drive the standards in the direction we want them to go
  - Gain advanced technological knowledge of the standard
  - Influence regulation
  - Fulfill their customers' requirements
  - Ensure technical interoperability of our products / services
  - Get an additional marketing advantage
- Benefits of participation:
  - Better vision of what is being done by the competition
  - Advantage over other competitors not present
  - New ideas
  - Increases our market potential / contact with potential customers
  - Improves our reputation
  - Greater networking opportunities
  - Increases our commercial / research partnership possibilities
  - Exposes us to new industry best practices

Source: ETSI STF 376

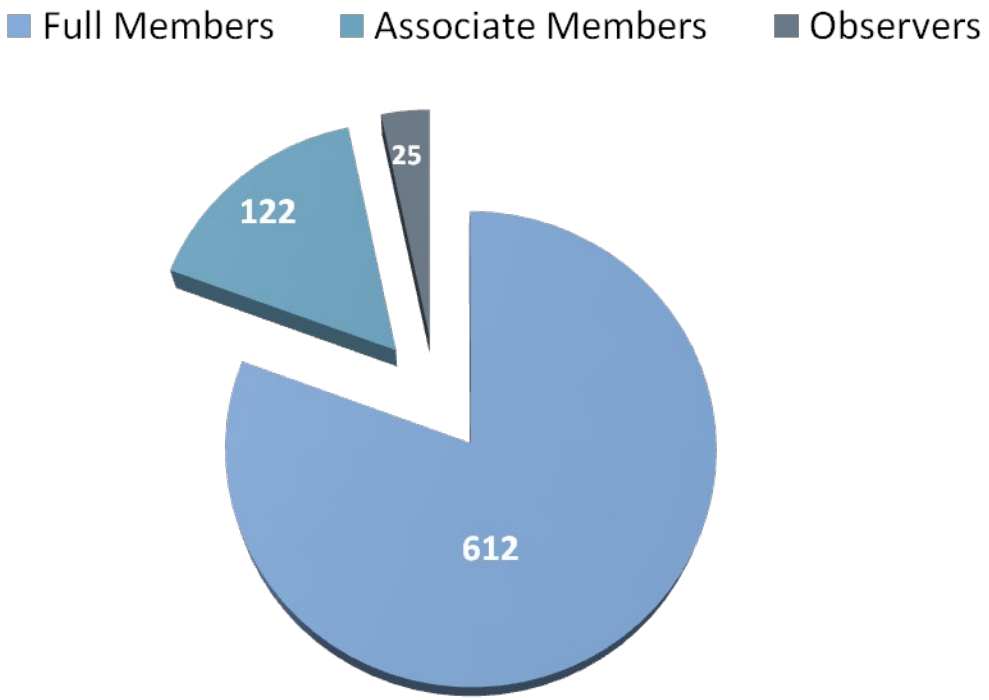
Advice from SMEs who participate actively in standard development

- **Level of English** : Speak and understand perfectly, the English language is not only a real advantage but a mandatory skill for negotiation.
- **The question of IPR**: Real advantage to big players. The participation in standard development can negatively change the value of a patent.
- SMEs have to **develop innovation and standardisation quickly and simultaneously**. Thus innovative SMEs should be take into account standardisation at the start of their project.
- The question of **large players taking a dominant position**: due to IPR or to the chairmen of technical committees influencing the technology put into standards, to the difference in the capital ...
- **Have a critical mass** to assume the cost of standardisation process: lots of effort in terms of time, human resources and finances.
- **Active participation** in the standard at an early stage of development **is risky for a company (market acceptance)**
- Before thinking about standardisation, a company:
  - Has to be sustainable
  - Has to be convinced that the standardisation process will be of great advantage to the company.

More on SMEs in ETSI

- Most ETSI SMEs are from United Kingdom (20%), Germany (14%), France (13%) US (10%) and Italy (6%)
- Only 4 of the 20 Spanish members of ETSI are SMEs (2%)
- 2009-2010: ETSI task force to analyze the benefits to SMEs of participating in standardization (STF 376)
- ETSI White Paper on SMEs in Standardization
  - http://www.etsi.org/WebSite/document/whitepapers/WP_No_6_SME_FINAL.pdf
- ETSI web pages for SMEs:
  - http://www.etsi.org/WebSite/AboutETSI/ETSIforSMEs.aspx

759 members in ETSI



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Four types of Member

- Full Member
  - Established in geographical area of Europe (as defined by CEPT)
  - Committed to ETSI Statutes and Rules of Procedure
- Associate Member
  - Committed to ETSI's work, but without a presence in the CEPT geographical area of Europe
- Observer
  - Entitled to be full member, but not wishing to participate in ETSI's technical work
- Counsellor
  - Representative of European Commission or EFTA Secretariat
- Members' rights and benefits:
  - http://www.etsi.org/WebSite/membership/MemberBenefits.aspx

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Details

- Applications for membership can be made at any time
  - Formally accepted at General Assembly
  - Full access rights granted before a member is accepted by GA
- All members are expected to appoint a formal Contact Person
  - for Collective Letters, membership and other formal matters, etc
- All Full and Associate Members are expected to appoint a Voting Contact
  - for approval of ETSI deliverables
- Help: membership@etsi.org

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More details

- Membership is per calendar year
- Members must inform ETSI by 30th September if they wish to withdraw at year end
- Web interface available:
  - http://www.etsi.org/WebSite/membership/withdraw.aspx

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Reminder, some expected benefits

- Technical benefits
  - Early access to the standard
  - Define direction for the standard
  - Technical insight into the technology
  - Block or Veto aspects of standard that conflict with own technical goals or approach or would affect competitive position
  - Find potential key new personnel or recruits already "plugged in" to standard
  - Align engineering / product roadmap with potential standards evolution
  - Integrate own patents into standard
  - Build in-house knowledge on how best to implement standard (know the trade-offs, innards of standards decisions)
- Commercial benefits
  - Time to market for product development in line with standard
  - Promote own technology and technical approach to potential early adopters within the standards community
  - Find potential alliances / partners for own approach / product within standards community
  - Build early intelligence on competitors and products
  - Enhance company's credibility and reputation through association with having "written the standard"
  - Enhance company's profile versus "big guys" by chairing WGs, being on Executive council

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Thank you!

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