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ETSI

World Class Standards

ETSI Workshop for SMEs

Understanding the Direct Participation Model

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The ETSI (and 3GPP) model

- The direct participation has been the European ICT standarization model (ETSI and 3GPP)
  - In short: the model, where applied, has succeeded
  - GSM and 3GPP
    - European industry dominates the cellular business (at least in the infrastructure side)
  - DECT and TETRA
    - DECT is sold in the US and will be introduced in Japan
  - The contra-examples are areas where European standardization did not enter or the model was not consistently applied
    - WIFI and WIMAX, many computer industry fields, etc.

The ETSI (and 3GPP) model

- 1) Formal standard organization (ETSI) with political support from EU authorities
- 2) Formal Technical Bodies with regular meetings and long-term vision (at least in major technologies)
- 3) Extended world-wide via partnership projects (3GPP), but without loosing original approach.
- 4) Direct participation of companies in Technical Bodies
  - National delegations and SOs has part in the process, but do not drive it.
- 5) Complemented with political and economic support from EC authorities

The Direct Participation model

- Companies participate directly, sending technical people, to technical bodies.
  - TBs and WGs are, in general, dominated by technical debates.
  - Most decisions are taken by consensus or by huge majority
  - Weighted votes in TBs and WGs are infrequent (sometime happens)
  - Negative votes at National approval processes (EN) have been very infrequent
- Mechanism is more agile than any indirect participation model
  - Time to market
  - Fact and direct relationship industry (R&D) <> standards
  - Capacity to process a huge amount of technical work
- Personal view: the complexity of modern ICT technologies (i.e. GSM and 3PPP) cannot be handled with any other approach

The Direct Participation model

- With the Direct Participation Model, technical bodies become de-facto industry discussion fora where the different players meet together
  - In a technical body you will meet:
    - Your competitors
    - Your customers
    - Your suppliers
- Most decisions are taken by consensus or high majority
  - In ETSI is very usual that companies with 1 vote introduce significant ideas into an standard
- Creation of new Work items easy and simple
  - It is very easy to create a new WI in an existing TB
  - There are many TB covering many areas

The Direct Participation model

- The influence capacity (“power”) in technical bodies depends on:
  - Of course, the “voting power” of your organization but also:
  - Working capacity: companies more active has more “power”
  - Background / technical kills of the delegates:
    - Better delegates = more “power”
    - Authority experts in any field are well respected
  - Position in elected seats (but this can be seen as a consequence of...)
  - Specific skills for the job
    - Diplomatic and communication skills
    - Negotiation capabilities
  - Many times there are compromises and “transactions”
    - If you approve my idea, I will approve yours
  - Of course, there are sometimes real “political” decisions
    - But only a few decisions are taken by vote.

The Direct Participation model

- Level of participation of a SME in standard bodies

- Standards' user level
  - You only read and use the standards made by others when published
- Follow-up level
  - Your company sends a delegate to the TB (or follows the contributions) but without active role
- Active role level
  - Your company actively contributes to the TB standards

The Direct Participation model

- Level of participation of a SME in standard bodies
  - Un-aware level
    - You are not aware that there are standards in your business area. Your company makes products based on your own approach.
  - Standards' user level
    - You only read and use the standards made by others when published
  - Follow-up level
    - Your company sends a delegate to the TB (or follows the contributions) but without active role
  - Active role level
    - Your company actively contributes to the TB standards
  - Master level
    - Your company contributes to the standard and knows how to get profit from it

The value of the standards

- For SMEs, active participation in standarization means:
  - Breaking scale barriers (scale economy)
  - Breaking credibility barriers
  - Getting feedback in advance from competitors and customers
  - Involving suppliers and partners
  - Promotion of your ideas to potential customers
  - Creating an stable and “formal” documentation (the standard), that will simplify (saving costs) further commercial phases
- In turn
  - Competitors will have access to your ideas
    - However, they may be protected. Several mechanisms possible

The value of the standards

- Value of the standards for SMEs
  - Industrial and R&D value
  - Marketing and promotion value (advertising tool)
    - Standards are a reputable and widely accepted “display”
    - The value of the standard as a promotion tool is not well understood by many SMEs. Standards are one of the most powerful and cheapest mechanisms for promoting and idea into the market.
    - In most cases, is the only economically feasible approach for an SME to make its products/ideas widely known world-wide.

Thank you for your attention!

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