



The Standards People

Standardization and Strategy

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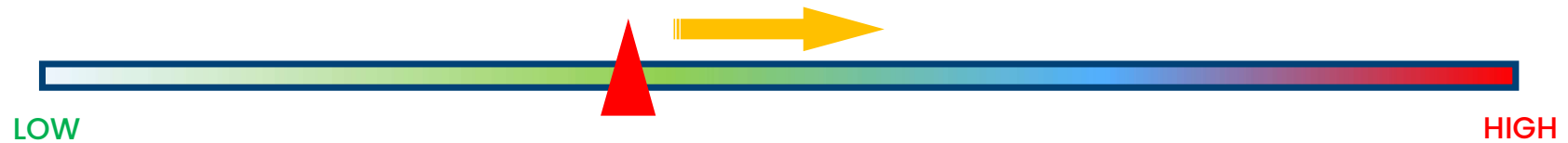
Forming the Next Generation of ICT Standards People:
A Day of Teaching Standardization

6 October 2022



The strategic value of engaging in standardization activities

Engagement <> ROI



Business



Our technology (and IP) in the standard

Bringing R&D to market



Policy



Market entry

Influence technology decisions



Time-to-market

Influencing the pace of development



Networking

Meeting peers

Exchanging opinions among experts

Planning for the future



Co-operation among SDOs



... or not?

Co-operating vs. competing –time for all

Outreach to other sectors

Cross fertilization



Decision making



Influencing the future

Who decides, where, how?

What's the impact of decisions?

Future looking...



... and backwards compatible





Thank you for your attention