



Agenda Item 4.1: TIA Criteria for Success

M2M Consolidation
17-18 August 2011
Washington, DC



TIA Criteria for Success

- **Launch Criteria**
 - Set appropriate criteria to ensure successful start
 - Enough industry interest to create consolidated activity
 - Agreed upon structure and operation to support activity
- **Near Term Criteria**
 - Set criteria to measure success of consolidated activity 1-2 years after launch



Launch Criteria

- Global participation by traditional telecom SDOs
 - Included in some form organizations such as OMA and BBF
- Vertical Support
 - Broad support over multiple vertical segments (i.e. automotive, health, etc.)
 - Support should include interest in joining, cooperating or utilizing output
- Defined and agreed to scope, IPR policy, budget, funding, relationship to other organizations, and secretariat.



Near Term Criteria for Success

- Recognition as global leader in M2M standardization
- Publication of Specifications
- Publication of Standards by SDOs
- Continued participation of verticals
- Use of standards by Industry