

Standardization Value Proposition

Per Beming
Chief Standardization Officer
Ericsson

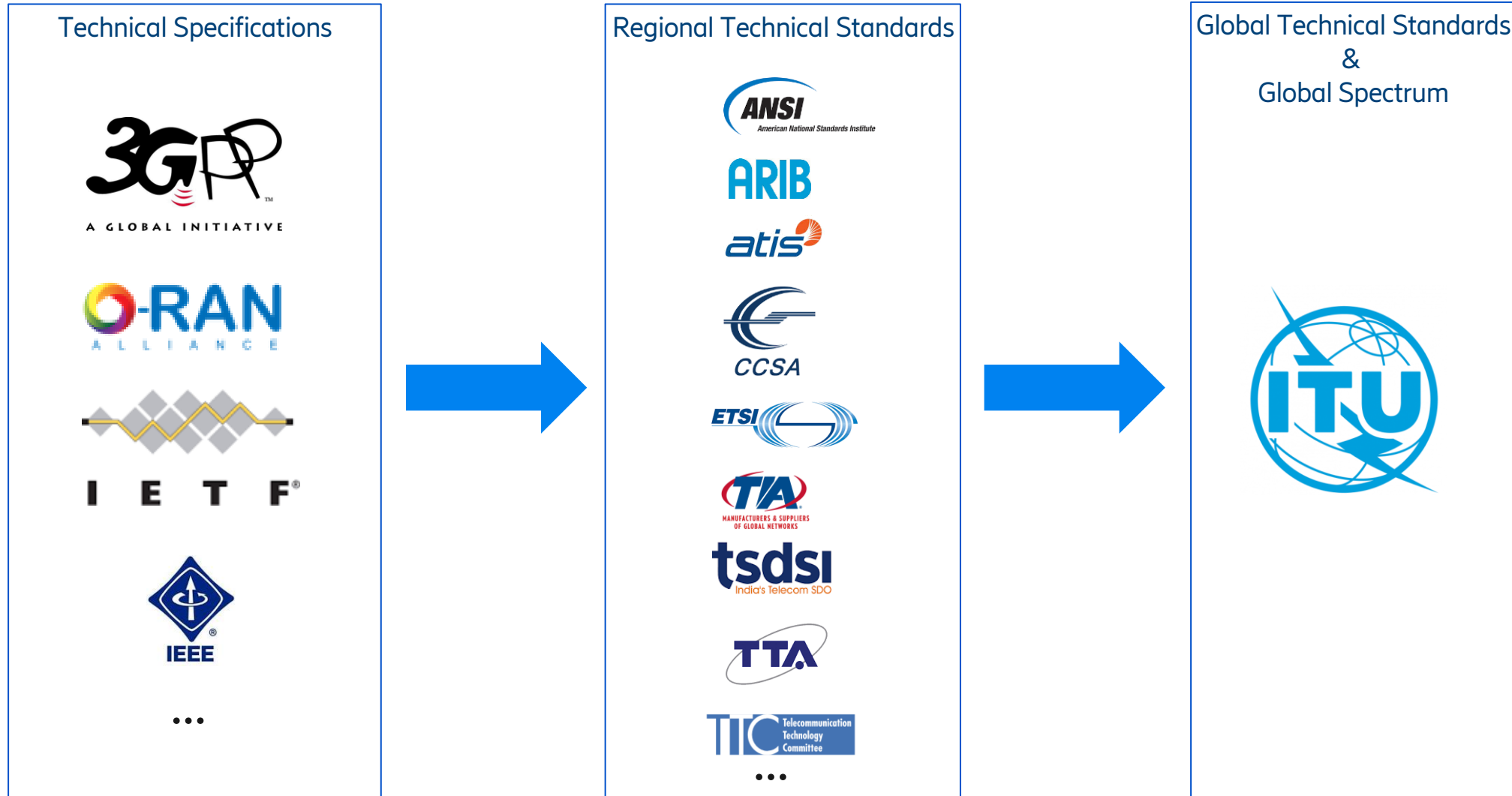


Why standardization?

- Standardization used to create eco-systems by industry cooperation
 - In the communication industry, interoperability is the key
 - In practice no market without standards
- Balance between interoperability and innovation
- Standard can be a document, open-source implementation, an API, ...



ITU – the safeguard of global alignments



ITU-T Value Proposition



Focused on its World-Leading Process

- General themes,
 - such as consensus-driven, inclusivity, balanced IPR policy, etc. – are table stakes
- Industry will typically only engage in standards activities that have such processes

One unique aspect is the government-industry bridge

- This is needed for specific topics

What's Missing from an industry perspective?

Industry is often driven by business priorities



Global Market Access

Enhancements to existing standards for new products and services

- Focus is towards existing **Centre of Competence** for a technology
 - ✓ ITU already has several – e.g., optical networking, media codecs, sustainability
- This should be highlighted to reinforce this value, or other groups will start

While maintaining standards compliance of deployed products

- Focus is towards keeping the standards stable through backward compatibility

Promote what ITU has!

The Value Proposition should additionally highlight



Centres of Competence and Global Market Access

- Centres of competence are topic areas where ITU-T is the venue where the industry constituency convenes
 - But this is not widely known and new focused-topic forums can dilute the value of the center
- ITU-T must promote that it has centres of competence to the industry and provides global market access

