The Role of ICT in Industrial Restructuring and in Increasing the Competitiveness of Enterprises

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25 May 2005
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- OASIS – C.E.O., President, Board Director (2001+)
- UNECE – Chair, Team of Specialists for Internet Enterprise Development (2000-2005)
- BEA Systems – Sr. VP Strategic Marketing
- Netfish Technologies – VP Industry Marketing
- Open Buying on the Internet (OBI) – Executive Director
- RosettaNet – First Project Leader (1998)
- CommerceNet – VP Strategic Programs
  - XML eCommerce Evangelist (1997-1999)
Information & Communication Technology Trends

Technology & Business
The eBusiness Tidal Wave

Cultural Shift

Business-to-Business Processes
Supply Chain Distribution
Consumer Services
Internet Based Delivery
Keep your business from being washed away in the technology tidal wave ...
And stay competitive in a thriving marketplace ...
ICT Role in Industrial Restructuring

- ICT has moved from back-office accounting to strategic asset
- The Internet is the enabling technology for information access & information exchange
- Industrial restructuring must include the adoption of ICT for information exchange
- Exchange of information is as much a part of trade as the movement of goods
  - Purchase orders
  - Invoices
  - Shipping notices
  - Engineering data
  - Manufacturing data
  - Inventory & production
ICT Enables Competitiveness

- Competitiveness is about:
  - Knowing which technology to adopt
  - Protecting your investment in ICT
  - Reducing your risk selecting new technologies

- Open standards for information exchange:
  - Protect your investment
  - Reduce your risk
  - Lower your cost
Reducing Risk in new e-business technologies

- Avoid reinventing the wheel
  - Stay current with emerging technologies
- Influence industry direction
  - Ensure consideration of own needs
- Realize impact of interoperability and network effects
- Reduce development cost & time
  - save development on new technologies
  - share cost/time with other participants
Achieving Sustainable Business Benefits through a Open Standards for Web Services

In this post-dot-com era, end user companies are expecting more liquidity and longevity of their assets.

To achieve the ROI, Cost Reduction and Service Expansion benefits expected; the widespread deployment of standards-based Web services is essential.
Business Benefits of Open Standards for Information Exchange
Why do you need global standards for information exchange

- Quicker and easier access to more information
- Flexibility in responding to changing needs
- Information exchange standards lead to standardized interfaces (HW & SW)
- Standardized interfaces lead to a wider range of solutions (functionality & price)
- More solutions leads to more competitive options and eventually to low cost or free software licenses for Small Medium Enterprises
Why do standards matter?

ROI for e-commerce

- Normalizing data, processes and users costs time and money.
- ROI can come from operational savings and outweigh the costs, if those savings are stable and persistent.
- This requires:
  - STABLE standards
  - RELIABLE standards
  - INTEROPERABLE standards
Delphi Group Research on the Value of Open Software Standards

- Greatest benefit to support open standards
  - Increases the value of existing and future investments in information systems
  - Provides greater software re-usability
  - Enables greater data portability

- Factors driving participation in standards
  - Vendor neutral environment
  - Access to a community of developers
  - Membership comprised of both end-users and software developers
To be successful, a standard must be *used*

Adoption is most likely when the standard is

- Freely accessible
- Meets the needs of a large number of adopters
- Flexible enough to change as needs change
- Produces consistent results
- Checkable for conformance, compatibility
- Implemented and thus practically available

*Sanction* and *traction* both matter
Announcing ISO 15000

- Alan Bryden, ISO Secretary-General:

"ISO/TS 15000 underscores the importance of partnership between ISO and standards-developing organizations as OASIS to craft a common set of standards and reflects the international community's recognition of the importance of ebXML in enabling electronic business."
Benefits of Participation in Open Standards Process

- Educate employees on trends and developments of technology
- Learn and adopt best practices
- Influence direction and priorities of standards development by providing business requirements
- Evaluate and observe vendors in their implementation and product directions
- Participate in interoperability demos by providing business scenarios
- See practical implementation from multiple vendors for given scenarios
Government’s Role in Standards

- **Major user**
  Purchasing Power

- **Major developer**
  Expertise & Business Requirements

- **Major driver**
  Authority to strongly influence standards development by requiring open, global processes
Leading the Adoption of eBusiness Standards
OASIS drives the development, convergence and adoption of e-business standards.
OASIS is a member-led, international non-profit standards consortium concentrating on structured information and global e-business standards.

Over 650 Members of OASIS in 100+ countries are:

- Vendors, users, academics and governments
- Organizations, individuals and industry groups

Best known for web services, e-business, security and document format standards.

Supports over 65 committees producing royalty-free and RAND standards in an open process.
OASIS Members Represent the Marketplace

OASIS Member Organizations

- **Technology Providers**: 50%
- **Users & Influencers**: 35%
- **Government & University**: 15%
In order to insure the survival of our civilization, we must advance our technology and our consciousness to the point that we can feed, clothe and educate all people on this planet while protecting and nurturing our atmosphere and ecosystem.

Dr. Michio Kaku
Author of “Hyperspace”, “Visions”, “Beyond Einstein” and “Parallel Worlds”
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