

Value of Strategic Standardization

ANSI Company Member Forum

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A large, abstract graphic on the right side of the slide, composed of numerous overlapping, curved brushstrokes in a variety of colors including blue, purple, green, and pink. The strokes are thick and have a textured, painterly appearance, creating a sense of dynamic movement and energy.

World
Standards
Week

Standards should be considered as business tools and an investment engine

Standards are often viewed as offensive weapons and defensive shields

Offensive (Proactive)

- Standards proposed by Company
- Push Company's agenda
- Promote Company's interests
- Gain competitive advantage

Defensive (Reactive)

- Standards proposed by others
- Influence the work already in progress
- Protect Company's interests
- Avoid competitive disadvantage

HP's Approach to Strategic Standardization



STANDARDS STRATEGY PILLARS

INDUSTRY STANDARDS PROGRAM OFFICE

Standards Policy

Represent company on Industry Associations

(e.g. US/ITI, EU/DigitalEurope, China/USITO)

Standardization Law/Regulations

(e.g. EU, China, US)

Standards & Trade Policy

(WTO TBT)

Standards & Open Source

Standards & Regulations

(in emerging tech areas)

Standards Development

Manage company's engagement in:

SDOs (e.g. ISO, IEC, IEEE, ASTM) & **Industry Consortia** (e.g. 3MF, TCG, JEDEC, MOPRIA)

Chairing Membership Approvals Board (IPR/SEP implications)

Standards Body IPR Policy (SEP's)

Standards Advocacy

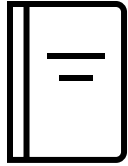
Driving pan-company awareness on strategic standards, via:

Internal Virtual Community (ISVC)

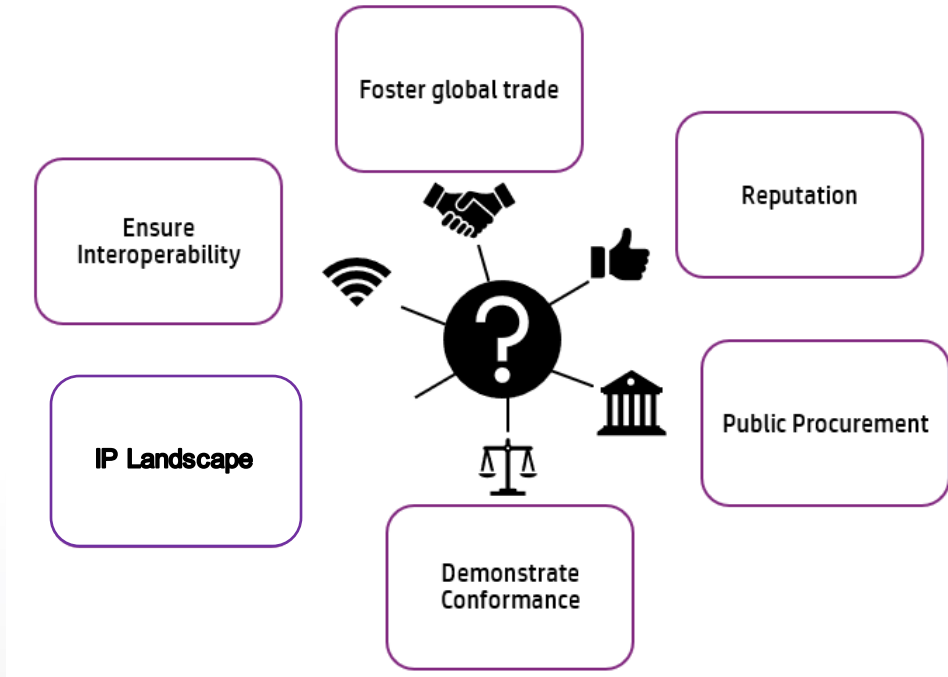
Training & Mentoring SME's

Strong internal relationships (Labs, CTO, Govt Rels, Legal, Tech Regs, GBUs)

Externally (via publications, conferences)

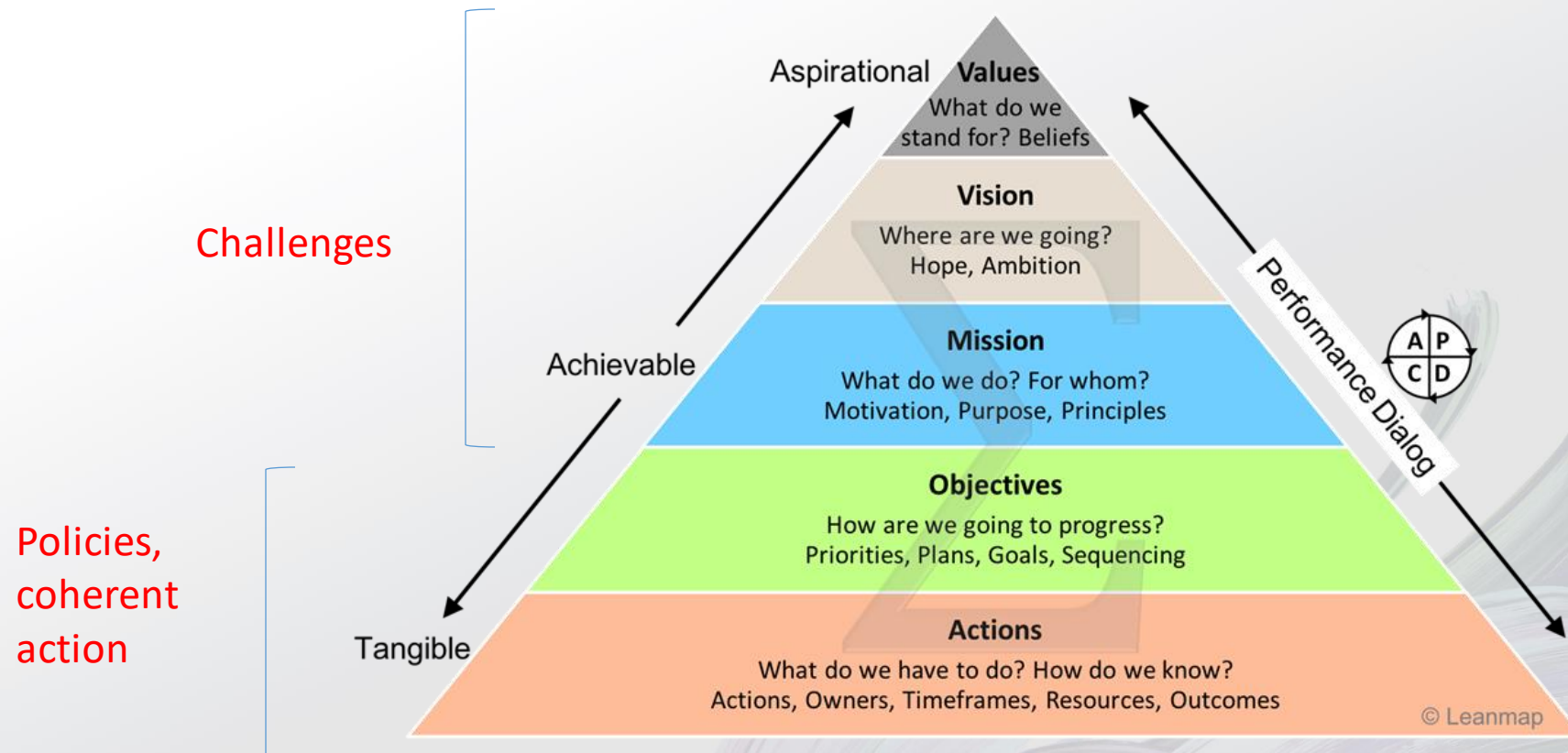


External and Internal factors



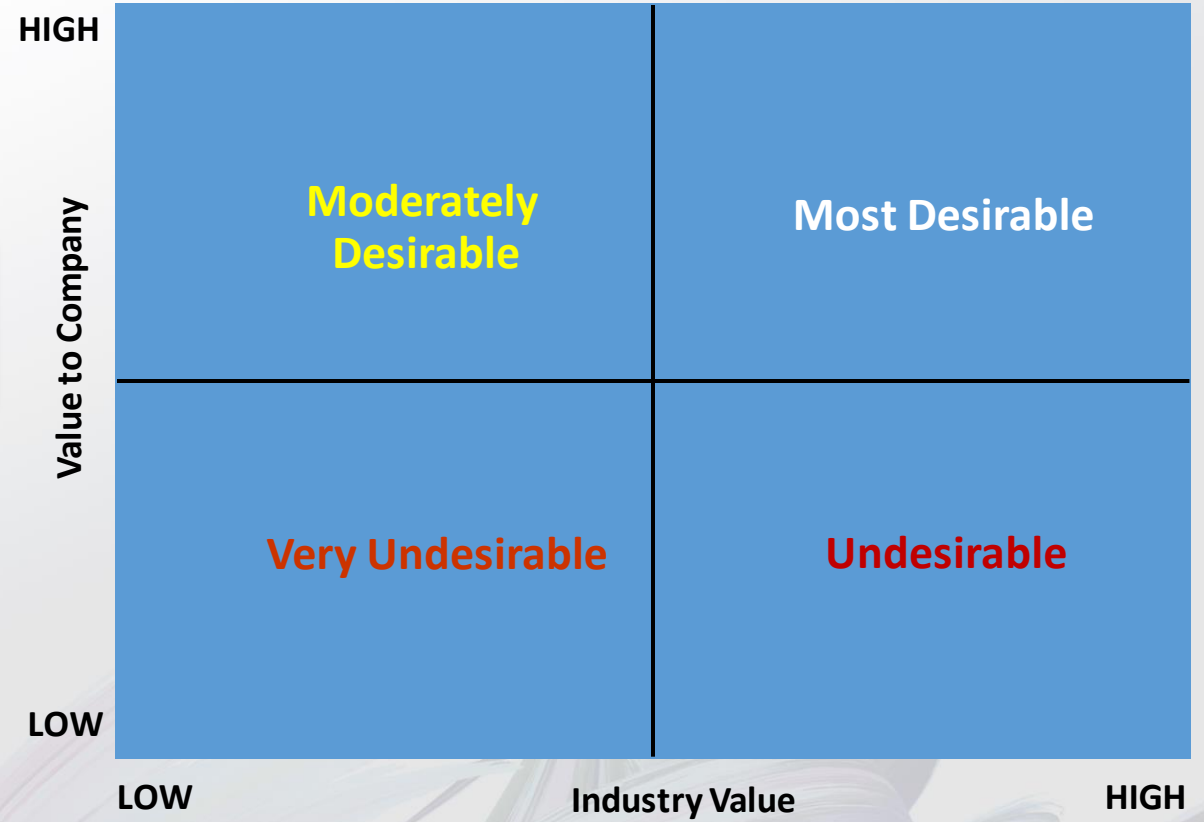
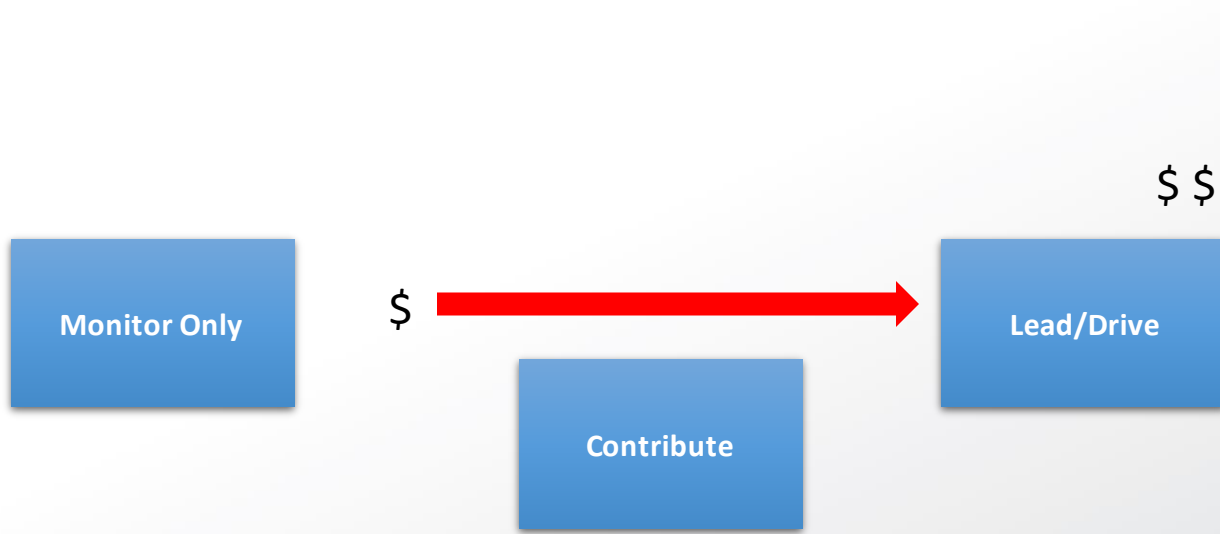
Developing Standards Strategy

Challenges → policies → coherent action





External engagement modes





keep reinventing