

# The Value of Standards and Certification

THE *Open* GROUP

**James de Raeve**  
Vice President

GSM +44 780 890 4745  
Tel +44 118 902 3014

[j.deraeve@opengroup.org](mailto:j.deraeve@opengroup.org)

Apex Plaza  
Forbury Rd  
Reading  
RG1 1AX  
UK

Fax +44 118 950 0110  
[www.opengroup.org](http://www.opengroup.org)

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***“I buy products, not standards”***

***“The standards don’t  
cover enough of what I  
need”***

***“Certification just creates  
extra cost and delay.  
Where’s the value?”***

***“Why should I pay to help  
my competitors?”***

***“Trust me”***