All Member Meeting

October 2003

Washington, DC

THE Open GROUP

Allen Brown
President and CEO

Mobile +1 415 205 0624
GSM +44 775 356 2207

a.brown@opengroup.org

44 Montgomery Street
Suite 960
San Francisco, CA
94104 USA

Tel +1 415 374 8288
www.opengroup.org

All Member Meeting: Panel

- Elaine Babcock, U.S. DoD
  Customer Council
- Allen Brown, The Open Group
  President & CEO
- Alan Doniger, POSC
  Co-Chair, Customer Council
- Bill Estrem, U. of St. Thomas
  Customer Council
- Walter Stahlecker, HP
  Supplier Council

(C) The Open Group 2003

Purpose & Agenda

Alan Doniger, POSC
Co-Chair, Customer Council
October 21, 2003

(C) The Open Group 2003

All Member Meeting: Purpose

- We, The Open Group member representatives, are essentially The Open Group *community*.
- In common, we
  - Belong
  - Support
  - Collaborate
- We strengthen the value of our participation by being aware of each other's needs and interests.

(C) The Open Group 2003

All Member Meeting: Purpose (2)

- This session is your platform for
  - Improving visibility and opportunities
  - To influence Open Group activities
    - Conference Locations, Themes, Agendas
    - Strategy, Operations
    - New Initiatives

(C) The Open Group 2003

All Member Meeting: Agenda

- Conference Locations, Agendas and Themes; Allen Brown [11:05]
  - Hear about current plans
  - Feedback your preferred locations and themes
- Strategy and Operations; Allen Brown & Elaine Babcock [11:20]
  - Learn about governance and member representation via election
  - Express your interest and ask questions

(C) The Open Group 2003

Agenda (2)

- Customer Intent on Procurements of Certified Products; Alan Doniger [11:40]
  - Hear the Customer Council recommendation
  - Feedback you views and intended actions
- Sharing Presentation Resources; Walter Stahlecker [11:55]
  - See how to leverage conference presentations
  - Respond with your questions and ideas

(C) The Open Group 2003

Agenda (3)

- Customer View on Reference Model Architectures; Bill Estrem [12:05]
  - Learn about gaps and opportunities from Monday
  - Offer your observations and insights
- Starting New Initiatives; Allen Brown [12:20]
  - Hear how new initiatives get started
  - Can your organization participate?
- Open Discussion [12:35]
  - How do we meet ongoing member needs?

(C) The Open Group 2003

Conference Locations, Agendas and Themes

Allen Brown

What's planned,
what's being thought about.

THE Open GROUP

Planned locations and themes

Date	Location	Theme
2-6th February 2004	San Diego	Standards & Certification
19-24th April 2004	Edinburgh	TBD
19-23rd July 2004	Boston	TBD
18-22nd October 2004	New Orleans	TBD

(C) The Open Group 2003

Key questions

- All member/ all forum meetings
  - Frequency?
  - Location?
- Regional member / single forum meetings
  - Desirable?
  - Frequency?
  - Hosted?
- Conferences
  - Purpose?
    - e.g. education, networking, outreach
  - Frequency?
  - Location?

(C) The Open Group 2003

Conferences

	Number of events each year			
Co-located Conference and Member Meeting	4	3	2	1
Stand alone conference	4	3	2	1

Please circle preference

Comments

(C) The Open Group 2003

Conferences

	Number of events each year			
North America	4	3	2	1
Europe	4	3	2	1
Other, please specify below	4	3	2	1

Please circle preference

Comments

(C) The Open Group 2003

Conference Locations

- North America
- Atlanta
- Austin
- Boston
- Chicago
- Las Vegas
- Los Angeles
- New Orleans
- New York
- San Diego
- San Francisco
- Washington

- Europe
- Barcelona
- Brussels
- Dublin
- Edinburgh
- Frankfurt
- Geneva
- London
- Munich
- Paris
- Prague
- Rome

Distribute 10 votes

Boundaryless Information Flow™

Conference Themes

- Biometrics
- Business Transaction Processing
- Data Management
- Digital Media Convergence
- Enterprise Application Integration
- Enterprise Information Management
- Identity Management / Access Management / Trust Relationships
- Java
- Liberating Legacy Information
- Managing Performance Requirements of Real-Time
- Managing the Flow (Workflow and Process Management)
- Messaging
- Open Information Brokerage
- Open Source
- Real-Time Enterprise Requirements and Approaches
- Securing the Extended Enterprise
- Security – Security Architecture / Web security / Mobile security / Spam
- Standards Management
- Standards Summit
- The Role of Ontologies
- Virtualization
- Viruses and Hacking – The External Threat
- Voice over IP
- Wireless
- Workflow Management

Distribute 10 votes

Boundaryless Information Flow™

Governance Model

Allen Brown

Opportunities for member election to the Governing Board – the benefits, responsibilities and election process

THE Open GROUP

Roles of the Governing Board

Strategy guidance

- Vision & Mission
- Competitive strategy
- Long term plan

Approvals

- Annual Operating Plan
- Use of IPR
- Standards

Oversight committees

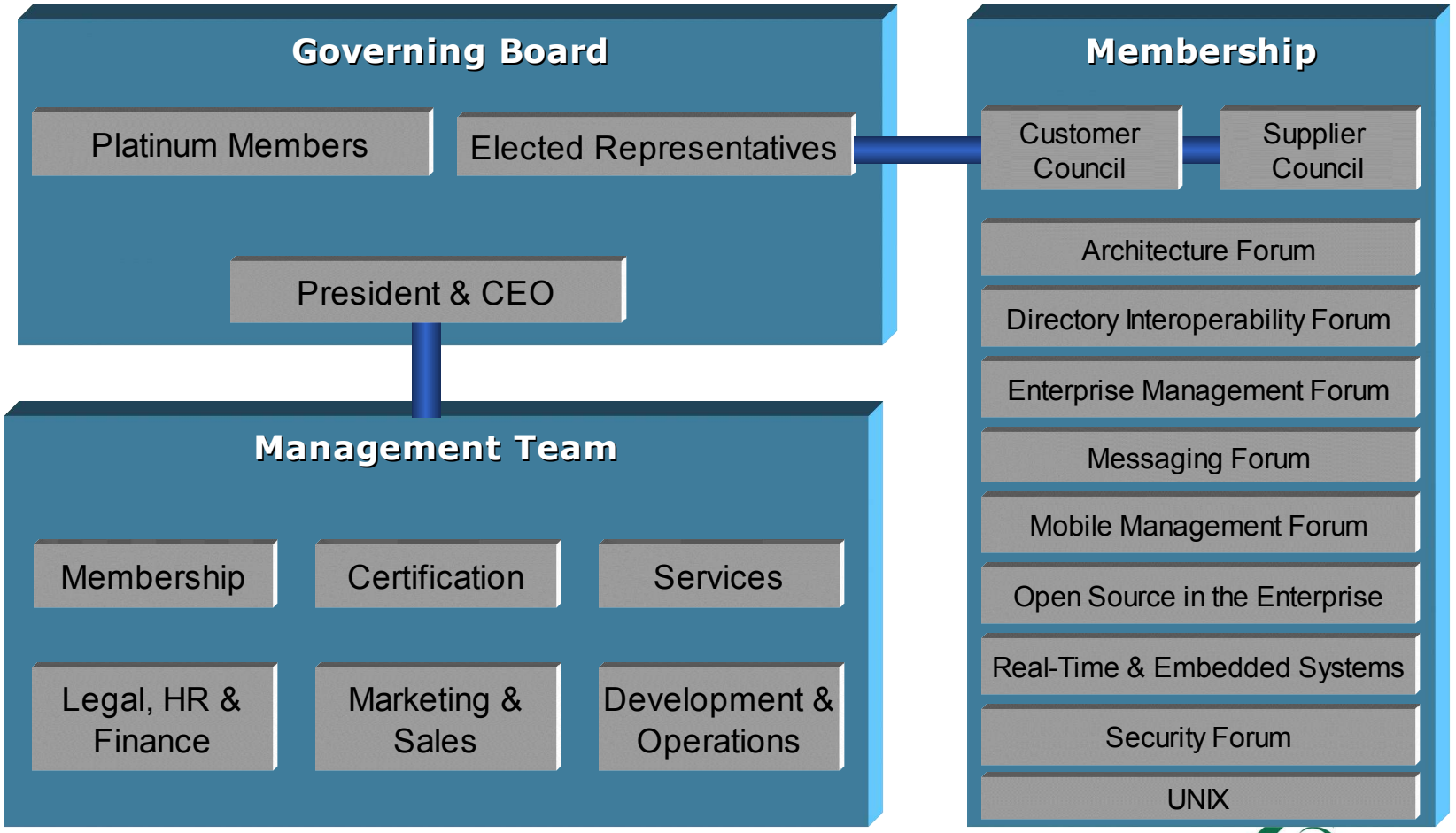
- Compensation
- Finance & audit

Leadership

- Champion initiatives
- Support member goals

(C) The Open Group 2003

Governance Model



(C) The Open Group 2003

Responsibilities of Board Members

Legal responsibilities

- To always act in the best interest of The Open Group
- To represent themselves and their professional expertise at all times

Consortia responsibilities

- To represent the wishes of their constituency
- To be an ambassador for The Open Group

(C) The Open Group 2003

Eligibility for election to the Governing Board

- Any staff member of any member of the Customer Council that is not a Platinum Member
- Any staff member of any member of the Supplier Council that is not a Platinum Member
- *Note: the principle of 1 organization 1 vote is sustained throughout everything we do.*

(C) The Open Group 2003

Right to vote

- All members are eligible to vote
- Customers vote for customer candidates
- Suppliers vote for supplier candidates

(C) The Open Group 2003

Election Process

- Nominations for 2-year term – by end April 2004
- E-mail notification of candidates and voting instructions to all members by mid-May 2004
- Voting closes mid-June 2004
- Elected representatives announced by end June 2004

(C) The Open Group 2003

Appointment to the Board

- A legal requirement for Board appointments
  - Elected representatives will be proposed for appointment to the Governing Board at its first meeting after the election.
- The appointed representatives will be in office for the duration of their term.

(C) The Open Group 2003

Serving on the Governing Board

Elaine P. Babcock
Lead Engineer, Standards Integration
Interoperability Directorate
Defense Information Systems Agency (DISA)

(C) The Open Group 2003

Top Ten Reasons to be on the Board

- 10. To communicate the will of your fellow members
- 9. To influence the future of The Open Group
- 8. To assure the Board is responsive to the Members
- 7. To help The Open Group and Boundaryless Information Flow succeed
- 6. To serve the IT industry

(C) The Open Group 2003

Top Ten Reasons to be on the Board

- 5. To influence the direction of the IT industry
- 4. To give back
- 3. To represent the organization paying your salary
- 2. To be value-added to The Open Group products and services
- 1. To work with a great group of people!

(C) The Open Group 2003

Customer Intent on Procurements of Certified Products

Alan Doniger

(C) The Open Group 2003

Customer Council

- We are an association of Open Group members who are customers of open systems products and services
  - In other words …
    - all Open Group Members

(C) The Open Group 2003

Customer Council Mission

- Promote the customer voice
  - In other words …
    - Identify issues
    - Seek means and resources to resolve them
  - Also …
    - Facilitate active involvement in both technical and business activities
    - Support Open Group visibility and voice in the marketplace

(C) The Open Group 2003

Customer Council Functions

- Raise, discuss, and initiate actions on items of general interest
- Define, analyze, and endorse *requirements* for consideration
- Identify pervasive trends, issues, and opportunities … prioritize the best ones
- Promote the value of The Open Group in the marketplace … enhance visibility

(C) The Open Group 2003

Customer Council Activities

- Planning, with the Board, for Conferences, with Forums, etc.
- Conferences: themes, speakers, white papers
- Forums: liaison, business scenarios, integration
- Vertical market groups
- Marketplace: CxO links, promotional events, case study input, town hall sessions, etc.

(C) The Open Group 2003

Customer Council Steering Committee

- Elected
  - Chair, Co-Chair, 3 Governing Board Rep's
- Appointed
  - Up to 2 liaisons per Forum

(C) The Open Group 2003

Certified Product Procurement

- On behalf of all (customer) members
- Promoting the customer voice
- We identify the goodness of favored procurement status for certified products
- We express this preference with a short brochure:
  - Background / Issue
  - Open Group's Role
  - Customer Pull-Through Policy

(C) The Open Group 2003

Background / Issue

- Although active Open Group member participants may implicitly understand the value of acquiring products that are certified as conforming to open systems standards,
- this message often fails to reach purchasing decision-makers
- which tends to lessen the value of the collaborative effort to define and develop such standards.

(C) The Open Group 2003

Products that use Standards

- Open Systems Standards in Products
  - Better chance products will interoperate
  - Simpler procurement / bid analysis
  - Less time and cost for conformance testing
  - Less time and cost for integration
  - Easier future expansion with new products
- But …

(C) The Open Group 2003

Supplier Claim vs. Independent Certification ?

- Supplier Claim of conformance
  - Good within the customer / supplier relationship
  - Lacks precise definition of conformance
  - Lacks assured process to address problems
  - Risks some degree of lock-in

(C) The Open Group 2003

Supplier Claim vs. Independent Certification ?

- Independent certification
  - Good beyond the customer / supplier relationship
  - Built-in precise definition of conformance
  - Defined process to address problems
  - Little, if any, risk of lock-in

(C) The Open Group 2003

Open Group Certification

- Open Group Certification
  - We believe that this is the world's premier product certification service for open systems products!
  - The Open Group Warranty of Conformance
    - Conformance of the product to the standard
    - Conformance throughout the product's life
    - Suppliers guarantees to fix any non-conformance incidents
- For details, visit http://www.opengroup.org/certification/

(C) The Open Group 2003

Current Certification Programs

Cert. Programs	Types of Products	Standards
COE Platform	computing platforms	Common Oper Env
CORBA®	appl. Integ. middleware	CORBA®
LDAP Certified	directory servers	LDAP
LSB™ Certification	Linux operating systems and applications	LSB™ and OpenI18N
SIF Certification	SIF Zone integration server applications	Schools Interop. Framework Implemen.
TOGAF 7 Certification	arch. tools, training, architects, services	TOGAF 7
UNIX ®	operating systems	UNIX ®
WAP Certification	wireless devices	WAP June 2000
POSIX® Cert'd by IEEE & The Open Group (new)	operating systems	IEEE 1003.1™-2001

(C) The Open Group 2003

Customer Pull-Through Policy

- What should customers do to raise the value of Open Group Certification and Open Group Certified Products in the marketplace?
  - Set internal policies
    - Starting with architectural and component association with relevant open systems standards
    - Ending with open systems product (and related service) procurement policies

(C) The Open Group 2003

Customer Pull-Through Policy

- Suggested text,

"Our procurement policy is
to give preference
to open systems products
(and services that employ such products)
that are certified
as conforming
to the applicable standards."

(C) The Open Group 2003

Customer Pull-Through Policy

- Make this known to purchasing decision-makers.
- Express architectures in terms of components [= classes of products] and associated open systems standards
- Share experiences with applying this policy with your friends in the Customer Council.

(C) The Open Group 2003

THE Open GROUP

Customer Council Work Area

Public level

Home

Log in ?

BACK **You are here: > Customer Council Work Area**

The activities of the Customer Council includes operating as the 'keeper' of Requirements, input to the planning of Open Group Conferences and suggesting speakers, and also gathering news and opinon from other customer organizations.

This page facilitates sharing of information by members. We encourage you to use it to contribute your suggestions and opinions, particularly on requirements, and on conference planning and speakers, and to review and comment on inputs from others.

Note that this page has 3 viewing levels - public, members of The Open Group, and the Steering Committee. To see the full information, Log In (click on the left-hand link) and enter your user-name and password.

If you have any queries about this page, or about any aspect of the Customer Council, please contact Ian Dobson.

Forthcoming Events

(No events available yet)

Open Actions

(No actions available yet)

Recent News

(No news items available yet)

Recent Documents

14-Oct	Promoting Procurement of Certified Products	DOC	PDF

(More ...)

The Open Group 1995-2003

V4.180

Customer Council Work Area

Logged in as a.doniger

Working Group level

Home
Mailing Lists

Log Out ?

BACK **You are here: > Customer Council Work Area**

The activities of the Customer Council includes operating as the 'keeper' of Requirements, input to the planning of Open Group Conferences and suggesting speakers, and also gathering news and opinon from other customer organizations.

This page facilitates sharing of information by members. We encourage you to use it to contribute your suggestions and opinions, particularly on requirements, and on conference planning and speakers, and to review and comment on inputs from others.

Note that this page has 3 viewing levels - public, members of The Open Group, and the Steering Committee. To see the full information, Log In (click on the left-hand link) and enter your user-name and password.

If you have any queries about this page, or about any aspect of the Customer Council, please contact Ian Dobson.

Forthcoming Events **Add**

(No events available yet)

Recent News **Add**

(No news items available yet)

Recent E-Mail for "ogcc_steering"

02-Oct	Re: Assignments for All Member Meeting agenda in Wasgington DC
02-Oct	Re: Assignments for All Member Meeting agenda in Wasgington DC
02-Oct	Customers Certified Products message in Washington
02-Oct	Assignments for All Member Meeting agenda in Wasgington DC

(More ...)

Open Actions **Add**

(No actions available yet)

Recent Documents **Add**

14-Oct	Promoting Procurement of Certified Products	DOC PDF
22-Sep	Telecon Report - 19 Sept 2003	HTM
16-Sep	Telecon report - 12 Sept 2003	HTM
01-Sep	Telecon Report - 29 August 2003	HTM

(More ...)

CERTIFIED PRODUCTS

CUSTOMER COUNCIL RAISES MEMBERS' VOICE IN SUPPORT OF PURCHASE PREFERENCE

Members of The Open Group are well aware of the benefits of buying IT products that are certified as conforming to open systems standards. However, this message probably does not reach many who make IT purchasing decisions.

Key benefits of standards

Using standards-based products:

- improves expectation that they will interoperate with other standards-based products
- reduces procurement complexity
- simplifies bid analysis
- reduces integration time and costs
- reduces or removes need for conformance testing
- provides an IT system that is ready for expansion and migration with new certified products

So we encourage Customers of IT products to adopt a policy of giving preference to buying products that are based on open systems standards.

Why standards are not enough

Claims by a Supplier that their product conforms to a standard are good as a basis for expectations. However this gives the Customer no real power of enforcement or redress if conformance problems arise, other than the goodwill they have with their Supplier.

Certified product

A product that is certified by a reputable independent 3rd party authority provides verification backed by that authority that it conforms to the applicable standard(s).

It also enables Suppliers to assert and substantiate claims that their certified product does conform to the applicable standard(s).

Certification by The Open Group

The Open Group operates the world's premier IT product certification service. It is backed by a legally binding warranty of conformance. This warranty ensures that:

- the Certified Product conforms to the applicable standard
- the Certified Product will remain conformant throughout its life
- if a non-conformance issue arises, the Supplier guarantees the product will be fixed in a timely manner

For further information, including on test suite development services, and our existing certification customer base, see http://www.opengroup.org/consortia_services/certification_sd.htm

Customer pull-through

Supplier commitment to investing in certification of their products is dependent on their Customers demanding certified products.

Customer procurement pull-through is vital to growing the availability of certified products.

Suppliers will only invest in obtaining certification for their products if Customers make this a condition in their procurements.

How?

Make it your policy to demand certified products. Include in your procurements: "Our Procurement Policy is to give preference to products which are certified as conforming to the applicable standards"

Share this message with your purchasing operations managers and decision-makers.

The Customer Council
The Open Group
Opcc_steering@opengroup.org
http://www.opengroup.org/customer_council
October 2003

Feedback

What Do You Think?

(C) The Open Group 2003

Sharing Presentation Resources

Walter Stahlecker
Industry Standards Program Office
HP

(C) The Open Group 2003

Re-use of materials stored at the The Open Group

A proposal
to create value for members
from Open Group's wealth of material

THE Open GROUP

Today's pattern

Conferences

Working Groups

Enterprise Architect

a new profession

Member input

THE Open GROUP

?

Inventory growth (ca.):

- 15 presentations / Conference
- 5 pres. & 5 papers / Forum Session

► 160 pres. & 100 papers / year

(C) The Open Group 2003

What we members can do today

- Search the publications registry
- Scan Conference proceedings
- Ask other members

… and spend a lot of time

… and we are not sure to what degree we can use other's material

… and the material seldom matches the purpose at hand

(C) The Open Group 2003

Examples of value creation

- Search capability to find relevant materials
- Ability to re-use materials
  - text-quotes
  - key slides
- Ability to contact authors
  - to clarify
  - to jointly create new materials
- Create reports “back home” to bring Open Group value to colleagues

(C) The Open Group 2003

Proposal

- Define a “license” under which materials are made available to Open Group members, e.g.:
  - reference to the original author
  - derivatives available under same license
- Full text search of slides and papers
- Ability to contribute for any member
- Prepare 10-slide reports for each Forum session to for members to take home

(C) The Open Group 2003

For example: What I would do

- Participate in development of a re-use tool
- Contribute a few materials
  - Report about AF meeting in Boston (HP-specifics taken out)
    slides
  - Architecture as enabler to use Open Source
    slides
  - Landscape of architecture tools
    paper

(C) The Open Group 2003

Customer View on Reference Architectures

Professor W (Bill) Estrem
University of St Thomas
Minneapolis

(C) The Open Group 2003

Getting things going

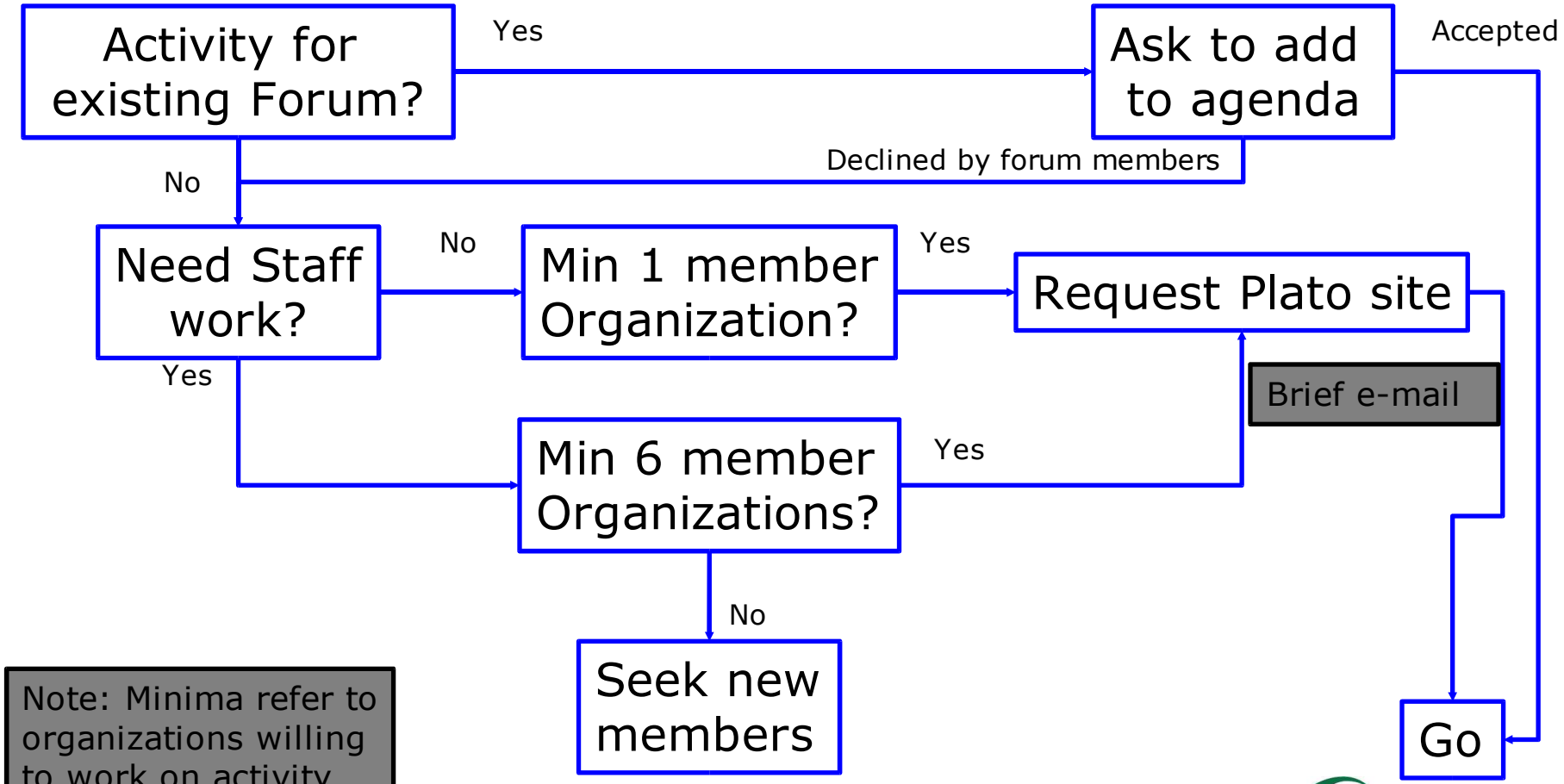
Allen Brown

Scope

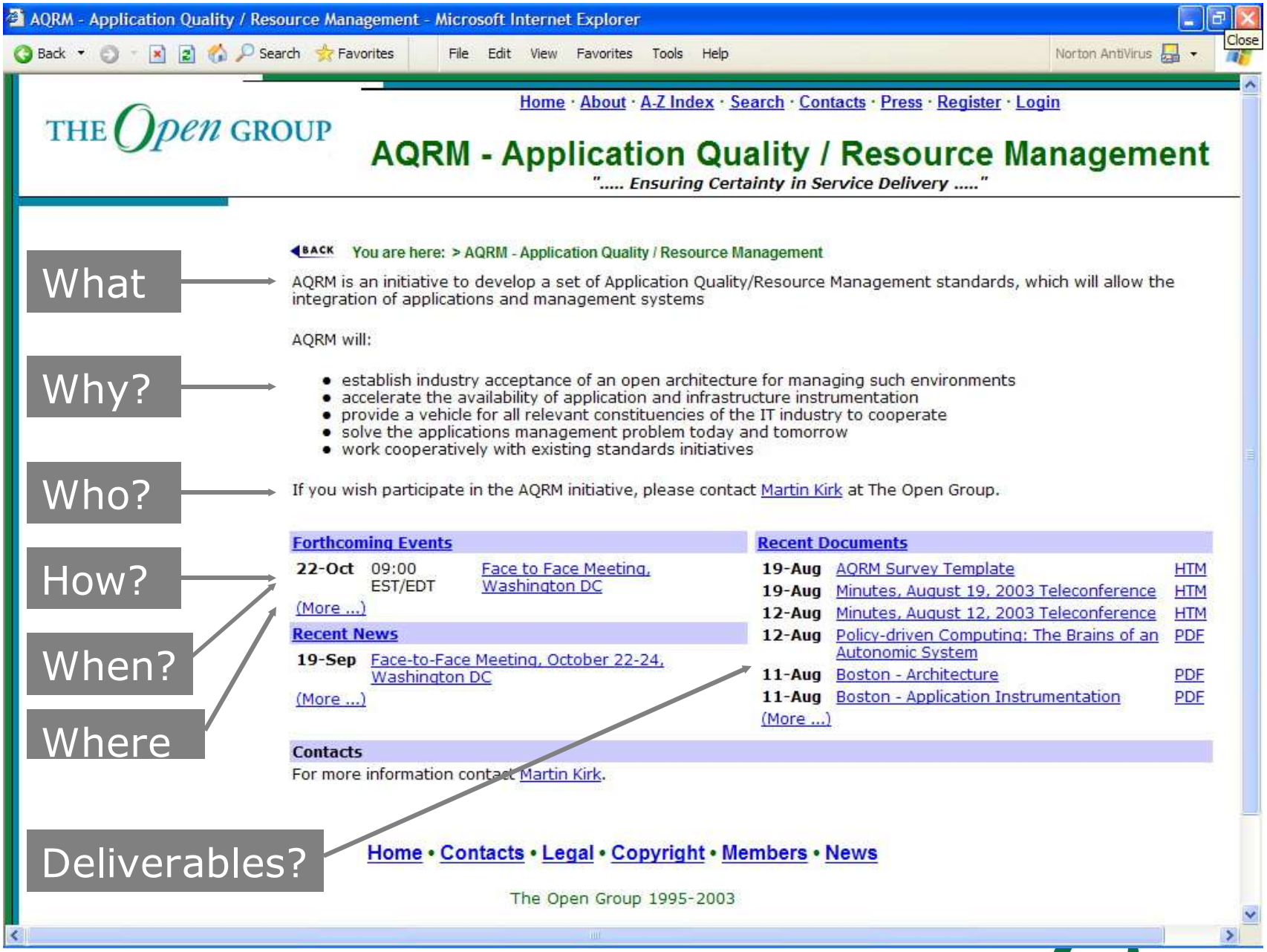
- Requirements
- Challenges
- Specification Development
- Profiling and standards integration
- Best Practice
  - From Architecture to Wireless
  - And most things in between, including procurement
- Certification

(C) The Open Group 2003

Process



(C) The Open Group 2003
Boundaryless Information Flow™



(C) The Open Group 2003

Additional initial information

- List of interested members
  - For e-mail list and access
- List of potential deliverables
- Relationship of the activity to the mission of The Open Group
- Special operating procedures, if any
  - i.e. anything that is not covered in standard group operations
- Resource requirements
  - Staff – e.g. web support, secretarial support, facilitation
  - Other

(C) The Open Group 2003

The Open Group Commitment

- The mission of The Open Group is to drive the creation of Boundaryless Information Flow achieved by:
  - Working with customers to capture, understand and address current and emerging requirements, establish policies and share best practices;
  - Working with vendors, consortia and standards bodies to develop consensus and facilitate interoperability, to evolve and integrate open specifications and open source technologies;
  - Offering a comprehensive set of services to enhance the operational efficiency of consortia; and
  - Developing and operating the industry's premier certification service and encouraging procurement of certified products.

(C) The Open Group 2003