

TOG Customer Champion

◆ Problem Statement

- The potential strength of OGCC is its ability to articulate consensus of large IT consumers
- This potential is rarely reached, because
 - » TOG activities are usually peripheral to the core business processes of OGCC members
 - » OGCC representatives typically have only “volunteer time” available to support TOG activities

◆ Suggestion

- A full-time Customer Council Champion, funded by OGCC membership fees

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◆ Roles And Responsibilities

- To determine through consultation with members, topic areas of greatest concern and interest.
- To produce draft position statements in these areas.
- To develop strong consensus on positions by direct interaction with OGCC members.
 - » (This is the hard part.)
- To document support for this consensus.
- To provide a coherent OGCC voice to TOG, the press, the vendor community, and others.

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◆ Challenges

- Finding the right skill mix in an available person

- » Possibilities

- ◆ Someone at a career transition point seeking exposure
- ◆ Someone from a university or government agency seeking to provide industry leadership
- ◆ A consultant

- Funding

- » Clearly a challenge, but the value proposition for customers must improve soon