

The Open Group Messaging Forum

2003 Master Plan

THE *Open* GROUP

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Agenda

- ❑ Value Propositions
- ❑ Work Areas
- ❑ Activities

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Member Constituencies

- ❑ Large Organizations
- ❑ System and Solution Providers
- ❑ Messaging Consultants

Value Proposition for Large Organizations

- ❑ The Open Group Messaging Forum provides large organizations with the information, influence and solutions needed to improve the effectiveness and reduce total cost of ownership of electronic messaging between their staff and others within and beyond the enterprise, by providing a safe and neutral environment where
 - They can define their business needs through the proven business scenario process
 - They can work with suppliers to develop solutions to those needs
 - They can work with their business partners in the deployment of common solutions
 - Share experiences with their peers from other organizations
 - Enjoy unlimited and unfiltered access to relevant industry experts.

Value Proposition for System and Solution Providers

- ❑ The Open Group Messaging Forum provides large system vendors with the ability to influence the direction of the development of standards for electronic messaging by providing a safe environment within an overall legal framework that protects from anti-trust issues where they can
 - Promote the features of their products for inclusion in standards
 - Raise concerns about features that their product may not be able to support
 - Resolve concerns and reach consensus through interaction with customers and other providers

Value Proposition for Messaging Consultants

- ❑ The Open Group Messaging Forum helps consultancy companies active in the area of electronic messaging to grow their business by providing an environment where
 - they can demonstrate their competence and credibility to potential customers of their products and services
 - through their participation in the work of the forum and through informal networking events.

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2003 Work Areas

- ❑ Secure Messaging
- ❑ Preventing Spam
- ❑ Unified Messaging
- ❑ Instant Messaging
- ❑ Identity Management

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Secure Messaging

❑ Objective

- Build on the success of the Secure Messaging Challenge
- Encourage broad deployment

❑ Activities

- Managers Guide to Secure Messaging (Q2)
- Standards Analysis of Secure Messaging (Q2)
- Implementor's Workshop (Q1, Q2)
- Plugfest (Q3)

Preventing Spam

- ❑ Objectives
 - Enable customers to manage spam
 - Introduce sanctions to discourage spammers
- ❑ Activities
 - White Paper defining Spam (Q1)
 - Analysis of Spam defence options (Q2)
 - How to take legal action against a Spammer (Q4)

Unified Messaging

- ❑ Objective
 - Address customer needs for secure interoperable multi-vendor Unified Messaging

- ❑ Activities
 - Customer workshop (Q1)
 - Business Scenario definition (Q2)
 - Standards analysis (Q3)

Instant Messaging

- ❑ Objective
 - Address customer needs for interoperable multi-vendor Instant Messaging
- ❑ Activities
 - Customer workshop (Q2)
 - Business Scenario definition (Q3)
 - Standards analysis (Q4)

Education and Information

- ❑ Objective
 - One major educational seminar each quarter

- ❑ Activities
 - Secure Messaging (Q1)
 - Spam (Q2)
 - Unified Messaging (Q3)
 - Instant Messaging (Q4)

Summary

- ❑ Value Propositions
- ❑ Work Areas
- ❑ Activities