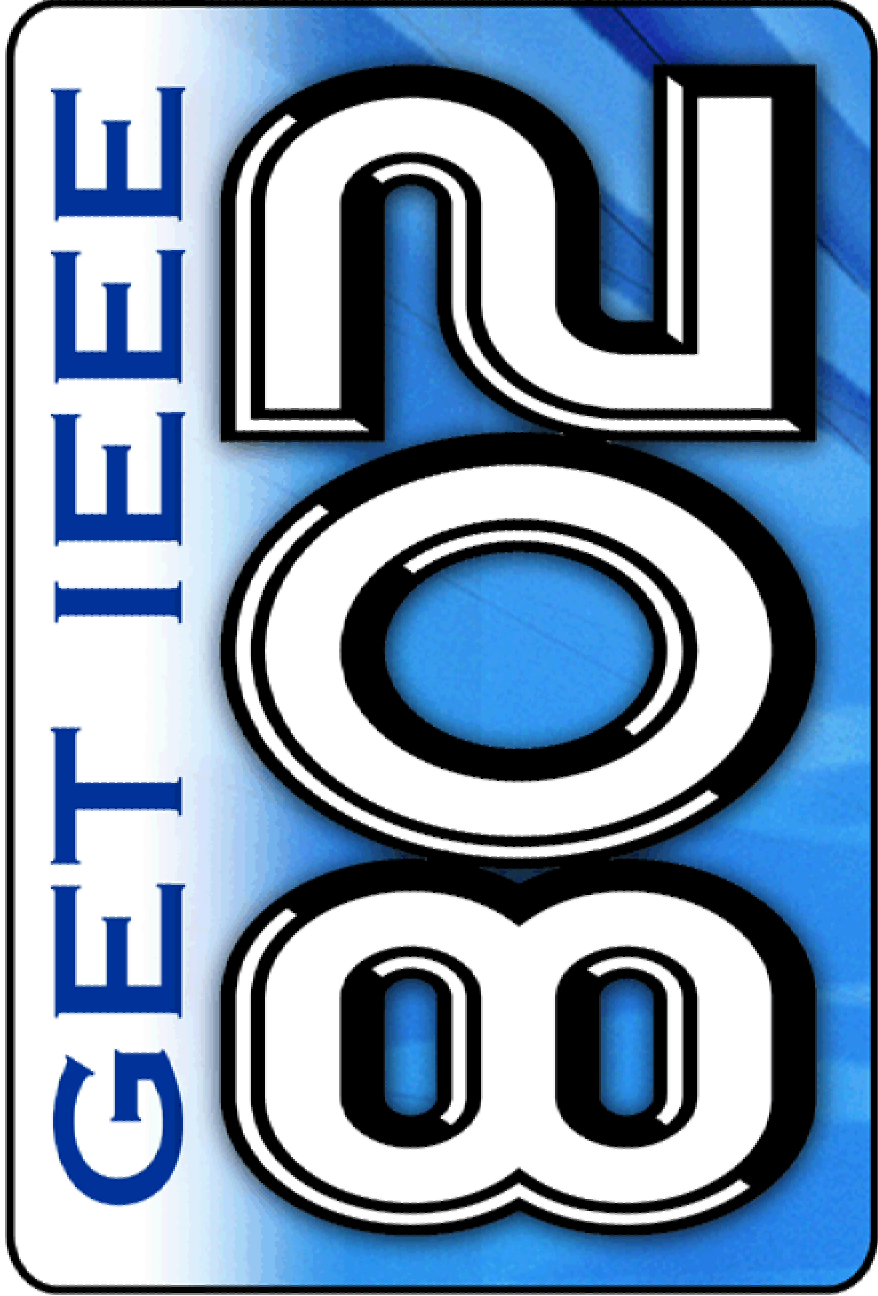


TM



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IEEE Standards Association

Jerry Walker, Director

IEEE 802 SEC

11 March 2002

St. Louis, Mo



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Background

- IEEE-SA moving from sale of product to fee-for-services business model
- SDOs, trade associations, and consortia making products available “for free”
 - supported by membership fees
- IEEE 802® Standards Committee in competition with industry groups, e.g., IETF, ETSI
 - purchasers/users demanding similar treatment
 - low or no-cost access to standards
 - cost of standards prohibitive for start-up businesses

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IEEE-SA Board of Governors Resolution

The IEEE-SA BOG formally endorses staff attempts to gain increased industry support for standards delivery through a selective and well-crafted solicitation of corporate sponsorship for the public availability of IEEE 802® standards for three years as a test case for a new business model that could be fully implemented.

- Gain increased industry support for IEEE-SA standards delivery
- Another test case for the future IEEE-SA business model

11/00

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IEEE 802®/IEEE-SA Partnership Formed

- *3-year pilot program*
 - Public availability of individual IEEE 802® Standards
 - PDF format only
 - Effective 15 May 2001.
 - IEEE 802® contributes \$75/person/meeting since July 2000
 - Individual PDFs available 6 months after publication
 - IEEE-SA developing corporate solicitation
 - Program labeled: “Sponsored by Industry”
 - **Annual review for viability**

3/01



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Activity (as of 31 Jan 02)

- **Over 150,000 hits monthly**
- **Over 600,000 downloads**
 - Peaked third week (30,055)
 - 17,000 weekly
- **California leading**
 - Japan, China, Germany, Taiwan, India follow
- **Most popular standards**
 - 802.3, 802 (Base), 802.11, .11a, .11b

11/9/01



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Financial Status (as of 31 Jan 02)

- **Revenue** (via Sponsorship)
 - IEEE 802® Plenary - \$362K
 - Individual contributions - \$2K
 - Letter of Intent - \$5K
 - Print down 40%
 - PDF down 32%
 - Pre-May 15 revenues kept these from being lower leading to need to change program

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Business Strategy

- Customer Relations/Retention
 - Enhanced Online Subscription value
- Aggressive sponsorship pursuit
 - Economic climate or not
 - Began January 2002
 - c. \$500,000 required for program continuance
- Attract and retain customers
 - Use web site to promote IEEE, IEEE-SA, IEEE 802® Plenary and new standards, drafts and products
 - Identify ways to keep customers from delaying or deferring purchases

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Solicitation

- **Over 800 letters mailed**
- **Over 70 contacts made**
 - Represents 44 corporations
- **12 “Declines”**
 - Budget, no interest, already participating
- **Online subscribers positive to expanded availability**
- **Many still considering**

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Recommendations

- Continue solicitation through 30 June 2002
 - Includes telephone follow up
- Extend PDF availability to twelve (12) months after publication
- Decide future based on feedback
 - Full support - continue as initially defined
 - Positive but delayed support - continue (revised)
 - Negative or less than needed - terminate

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IEEE-SA BOG Continues Program

- **Motion:**
 - Continue the pilot Get IEEE 802™ program through 30 June 2002 but effective **1 March 2002** revise the terms for PDF availability from six months to twelve months until such time as the pilot is fully supported by industry or terminated.

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Going Forward

- How can IEEE 802® plenary help the solicitations?