

# IEEE 802® Single Sales Update

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*IEEE 802 Opening EC*

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**Why Wait?  
Get IEEE 802 Now!**

Limited Time Offer — IEEE LAN/MAN standards & drafts, in PDF format, are available for only \$5

# IEEE 802® Standards Micropayment Pilot

- 1 February 2012: Initiated a six-month pilot program to sell IEEE 802 standards and drafts at a micropayment level
- Get IEEE 802 Program remains
- Drivers for pilot
  - Low units/sales of individual 802 standards and drafts
  - Discussion between the 802 leadership and the SA regarding a pilot to help determine if micropayment will increase single sales of 802 standards and drafts (before they go into the Get Program)
  - Experiment that will provide valuable data as we examine our standards pricing model and publication product pricing strategy

# IEEE 802® Standards Micropayment Pilot

- IEEE 802 individual standards in PDF sold at \$5 for the first six months upon their publication/before they enter the Get Program
  - Drafts are included in the pilot (but they are not included in the Get Program)
- IEEE 802 standards in Print of Demand (PoD) will be sold at \$99. Upon six months of publication, the SA and its distributors continue to sell POD versions while their PDF counterparts are accessible in the Get Program
- There is no member discount/price
- Excluded are: IEEE 802 redline standards and 802 standards packages
- Total no. of units of PDFs sold needs to meet or exceed 5,600 by 30 July for pilot to continue to 31 Dec 2012
- Product Team monitoring monthly sales/units
- Marketing Team promoting pilot on an ongoing basis

# IEEE 802® Standards Micropayment Pilot

A preliminary view\*

- 193 802 standards products for sale (Pre Get Program; Withdrawn and Superseded)
  - 134 are PDFs @ \$5
  - 59 are PoD/Print @ \$99
- 7 802 standards on March RevCom (entering the Pilot in approx in the April-June)
- IEEE Store tracking only (via Google Analytics)
  - Does not represent all single sales channels (IEEE Shop, resellers/distributors, etc.)
  - Data (units/sales) lag one month
- 277 units sold to date (1 Feb to 29 Feb)

	2010	2011
802 Units	484	426

# IEEE 802® Standards Micropayment Pilot

- Micropayment Model Top Sellers:
  - IEEE 802.15.4-2011
  - IEEE 802.1Q-2011
  - IEEE 802.11s-2011
  - IEEE 802.1BA-2011
  - IEEE 802.15.6-2011

# IEEE 802<sup>®</sup> Micropayment Promotion

**IEEE STANDARDS ASSOCIATION**  
for a limited time only!  
**IEEE 802<sup>®</sup> Standards & Drafts PDFs - Only \$5.00**

IEEE Standards Association is pleased to announce:  
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(starting Feb. 9, 2012, and ending 09/30)

The IEEE 802<sup>®</sup> LAN/MAN Standards Project has been the leader in developing interoperable network standards for over 30 years. By continuing to push boundaries, it has been the major responsible for making some of the most vital and cutting-edge networking technologies and innovations of our time broadly available, affordable, reliable and secure.

Based on a common architecture and supporting multiple access methods across a variety of physical media, the family of network standards known as the IEEE 802 now consists of over 201 standards. They encompass a wide variety of existing and emerging technologies and applications, including but not limited to:

- Local Area Networks (e.g. Ethernet, Token Ring, etc.)
- Wireless Local Area Networks (e.g., Wi-Fi)
- Wireless Personal Area Networks (e.g., Bluetooth, ZigBee)
- Wireless Metropolitan Area Networks (e.g., WiMAX)
- Mobile Broadband Access Networks
- Wideband Wireless Small Area Networks
- Wireless Personal Area Networks
- Mesh Networks
- SmallCell Networks
- Emergency Services Networks

The IEEE 802 standards have had a dramatic influence in our daily lives, and its applications will continue to shape our global communications network infrastructure for many years to come.

**IEEE 802 standards - \$5 limited time offer!**  
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\*Available only, pre-ordered C2-IEEE members, member centers, subject C2-IEEE, and IEEE 802 member organizations.

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- IEEE-SA blog

- Banners ads on IEEE-SA homepage, Get program page, IEEE Standards Store, IEEE eLearning website
- Social media sites
- Get IEEE 802 web pages

# IEEE 802<sup>®</sup> Promotion

## IEEE Store Ecommerce Overview

Feb 2, 2012 - Feb 29, 2012  
Comparing to: Site



**9.33% Ecommerce Conversion Rate**

Site Avg: **7.07%** (31.91%)

**9.33 out of 100 people who clicked  
email link to the site made a purchase**

**eblasts generated ~65% online store sales**

IEEE Standards Store

# **WORK PLAN UPDATE**

# Work Plan - Search

Search	Issue Description	Solution	Status
Sort order	Most recent documents should appear "first"	Consolidated superseded/historic versions under active base std, sort by publication date	Complete
Standards status	Need to incorporate SA standard status terminology	Until longer term fix in place, will append status to beginning of the Abstract	In progress Coding Phase Mar 2012 deliverable
Display of amendments, drafts, etc.	Amendments and Drafts are not appearing as individual records;	Decouple standards relationship with the Base/Root standard	In progress Testing Phase Mar 2012 deliverable
	Some drafts are appearing as amendments	All drafts will be tagged as Drafts	Complete
Keywords/terms	Partial std number searches produced incomplete results;	Search function modified;	Complete
	Searching by industry terms didn't produce expected results	Added keywords/terms to enhance searchability	Complete

# Work Plan - Browse

Browse	Issue Description	Solution	Status
Browser incompatibility	Browse not functioning properly on IE when store launched	Fix browser loading issues for IE	Complete
Sorting buttons	Browse sorting buttons were non-functional	Fix browse button functionality. Default to std no., with ability to resort by date, title and most popular	Complete
Standards in multiple categories	802 stds limited to one category	Modify data feed so that a std has multiple assigned categories	In progress Coding Phase April 2012 deliverable
Browse tree	Request to add another category level for each 802 "dot" std	Modify browse tree structure data to include family level	In progress Coding Phase April 2012 deliverable

# Work Plan – Product Display

Product Details	Issue Description	Solution	Status
Corrigenda	Not displaying corrigenda consistently in store interface	Data relationship adjustments in stds database	Complete
Draft designations	Draft designation of "P" and version of drafts was not appearing in browse/search results	Program feed so "P" would be associated w/ draft and render, & incorporate draft version in data feed.	Complete
Truncated titles	Some IEEE std titles very long, resulting in titles being truncated	Edit titles down to 300 or less characters  Extend no. of characters in title field	Complete/Ongoing  TS cannot accommodate at this time. Still working the issue to incorporate into TS future release.

# Work Plan - Highlights

- Currently developing a Search solution for improved discoverability for IEEE 802 standards vs the proposed custom "IEEE 802" Landing Page
  - Improved timeliness - automated vs manual updates
  - Content is searchable vs a listing on a static HTML page
  - Now in Testing Phase, ETA Mar 2012
- Demoed the "Alternative Search" solution in December 2011
  - Amendments and Drafts will each appear as individual searchable records
  - Corrigenda will display under the Base document

The screenshot shows a search results interface. At the top, a dark blue header contains the text "Search Results". Below this, a light green bar indicates "Showing 1 - 10 of 11 Results for 802.11". To the right of this bar are navigation links: "1 | 2 | Ne:". The main content area displays the title "IEEE 802.11-2007" in blue, with the date "12-Jun-2007" below it. To the right of the title is a "Track It" button with an eye icon and a question mark icon. A red rectangular box highlights the following text: "Amendments: IEEE 802.11z-2010 , IEEE 802.11s-2011 , IEEE 802.11y-2008 , IEEE 802.11w-2009 , IEEE 802.11n-2009 , IEEE 802.11u-2011 , IEEE 802.11k-2008 , IEEE 802.11v-2011 , IEEE 802.11r-2008 , IEEE 802.11p-2010" followed by "Drafts: IEEE P802.11-REVmb/D12, November 2011 - DRAFT , IEEE P802.11ae/D8.00, December 2011 - DRAFT , IEEE P802.11ad/D5.0, September 2011 - DRAFT , IEEE P802.11aa/D9.0, January 2012 - DRAFT". A red arrow points from the right side of the red box to the text "Current Display".

**THANK YOU!**