

# Value of standardisation



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# (Simple) narrative



1. We want a competitive industry
2. Standardisation is a competitive advantage
3. Hence, industry should engage in standardization

→ How can we motivate industry, especially SMEs, to engage in standardisation?

→ But what is the competitive advantage exactly, where to find it, and for whom is it useful?

# Different types of standards & potential values

(Why to engage?)



## Conformity standards

- Describing one (start-of-the-art) way to meet underlying **quality requirements**, especially regarding
  - Security, safety, consumer protection, environmental protection
  - Special case: Harmonized European Norms (hENs) giving presumption of conformity to legal EU requirements
- **Prime value of standard usage:**
  - Smooth way to meet certain quality requirements (hENs: smooth access to the EU Single Market)
    - Competitive advantage?!
- **Value of standard setting:**
  - Minimizing required product adaptations



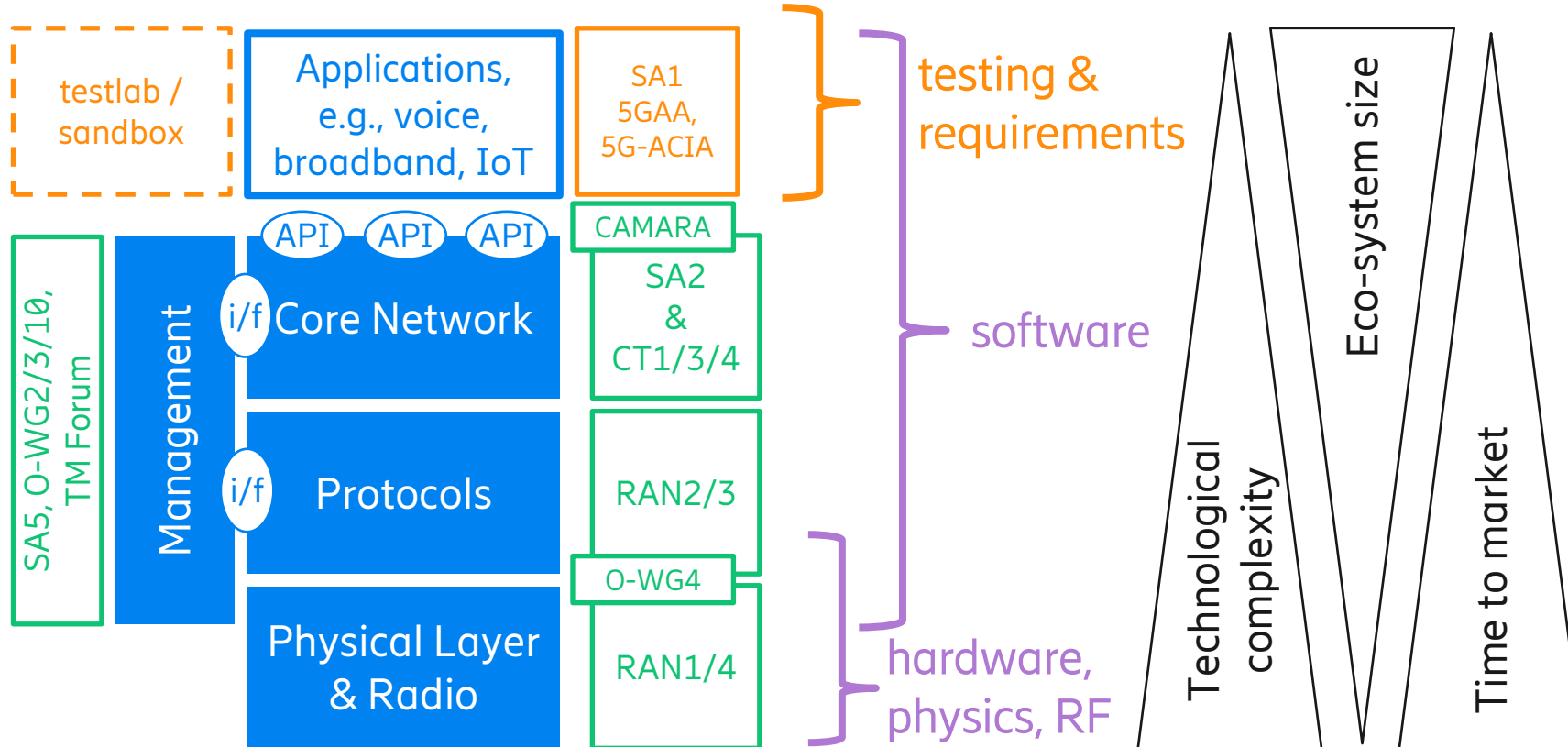
## Interface specifications

- Describing one (start-of-the-art) way to ensure **interoperability** of a product, service, or process
- **Prime value of standard usage:**
  - Participating in an open eco system of interoperable products / services
- **Value of standard setting:**
  - Time to market, partnering, intellectual property



# Where to engage?

Example: 3GPP cellular system

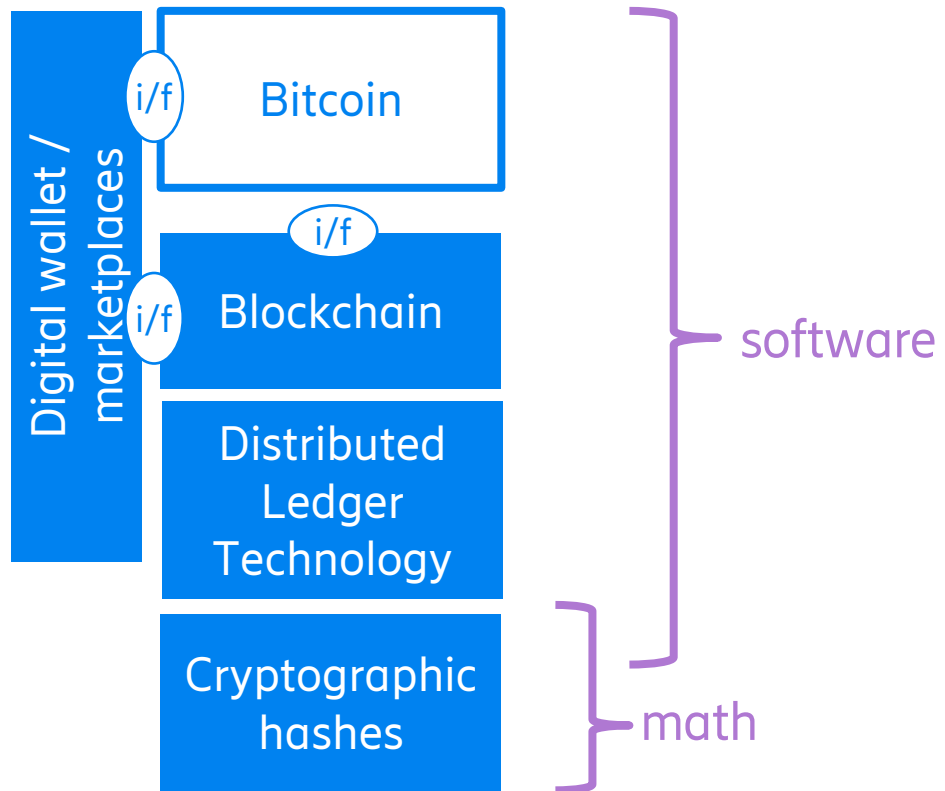


## Findings:

- Where to engage in standards very much depends on the enterprises' expertise and business model
- The inner core is usually complex and resource demanding
- There is more space in the / on top of the system and products can be brought to the market quicker
- **Pre- and post-standards work is important!**

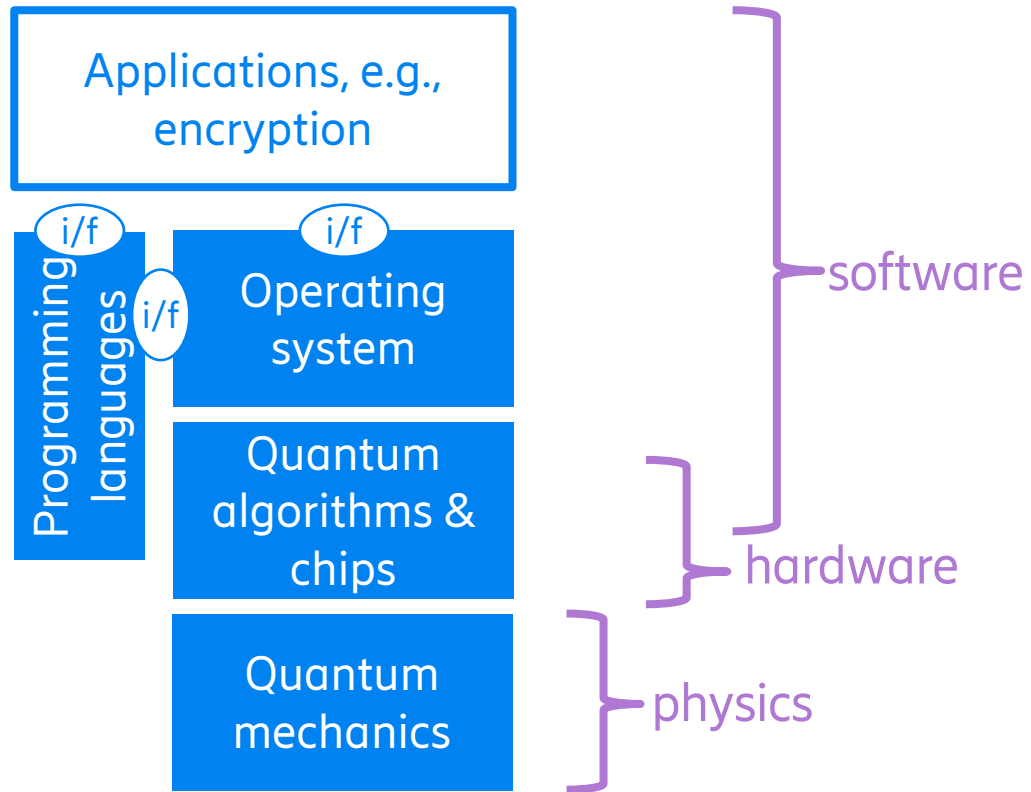
# Where to engage?

(Similar?) example: Distributed Ledger Technology



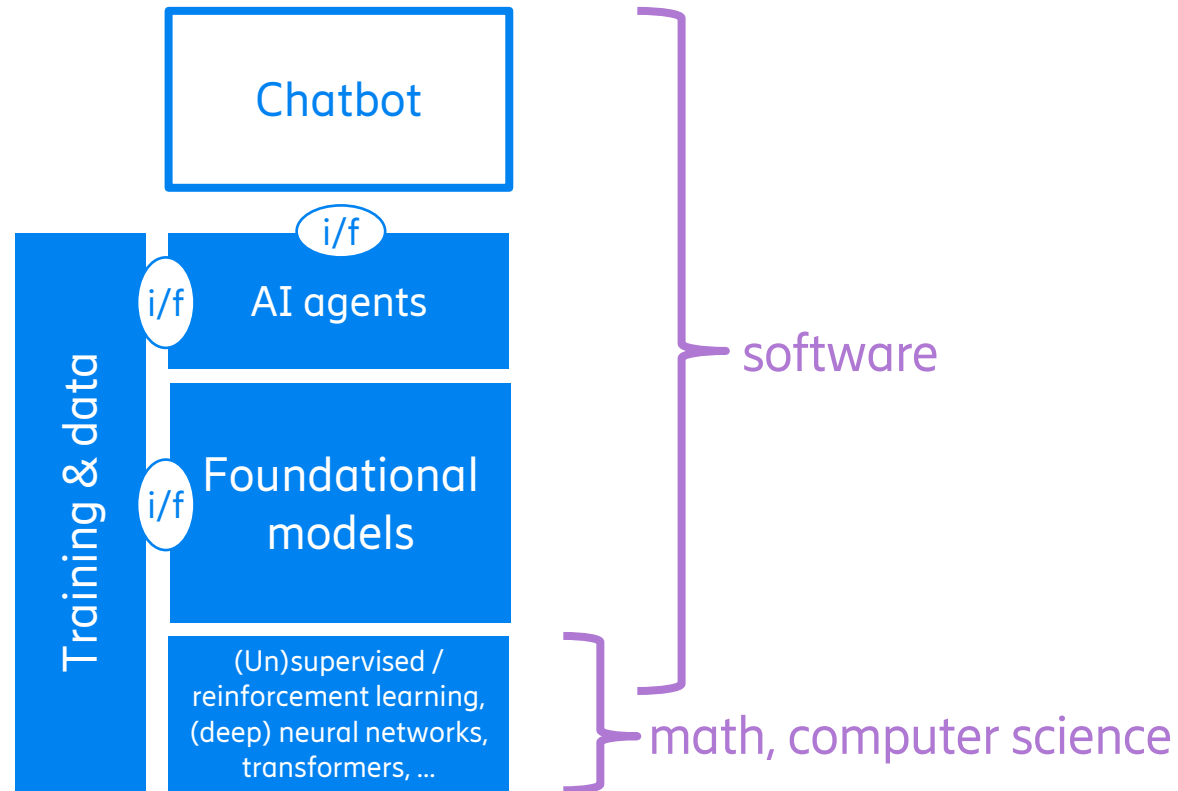
# Where to engage?

(Similar?) example: Quantum computing

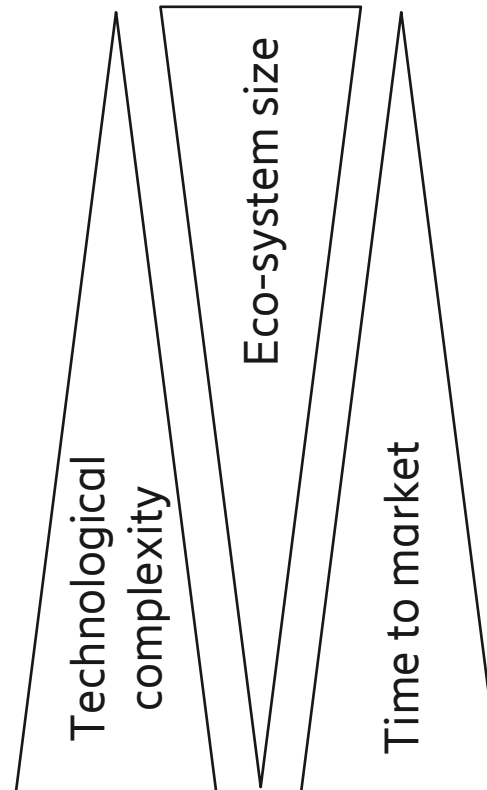
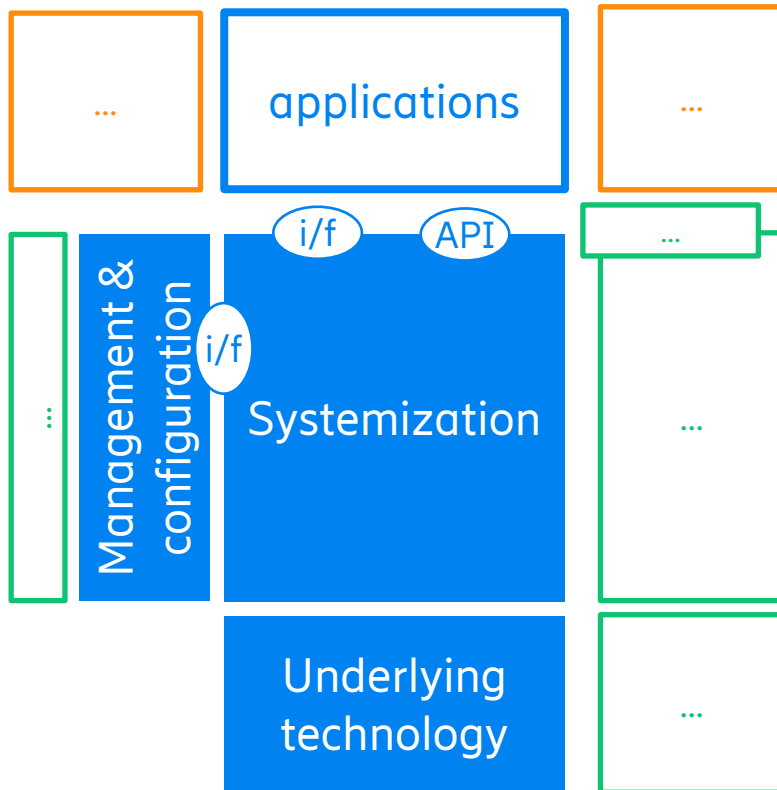


# Where to engage?

(Similar?) example: AI system



# General model?



## Conclusion:

- (Global) interface standards offer attractive commercial value
- Where to engage in standards very much depends on the enterprises' expertise and business model
- Also consider pre- and post-standards work!

