

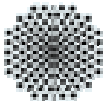
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# **EURAS Workshop 2008 – Skövde**

**Bernd Riefler**

## **Composition of Working Groups in Industry-Specific Standardization Organizations (ISSO)**

**17. Juni 2008**



# Agenda

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## 1. Overview

## 2. Composition of Working Groups

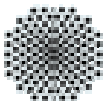
2.1 Participating in ISSO

2.2 Size and Heterogeneity of Working Groups

2.3 Quality of standards and Duration of the Standardization Process

## 3. ProSTEP iViP Sample

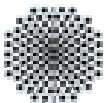
## 4. Concluding Remarks



## 1.1 Characteristics of ISSOs

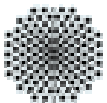
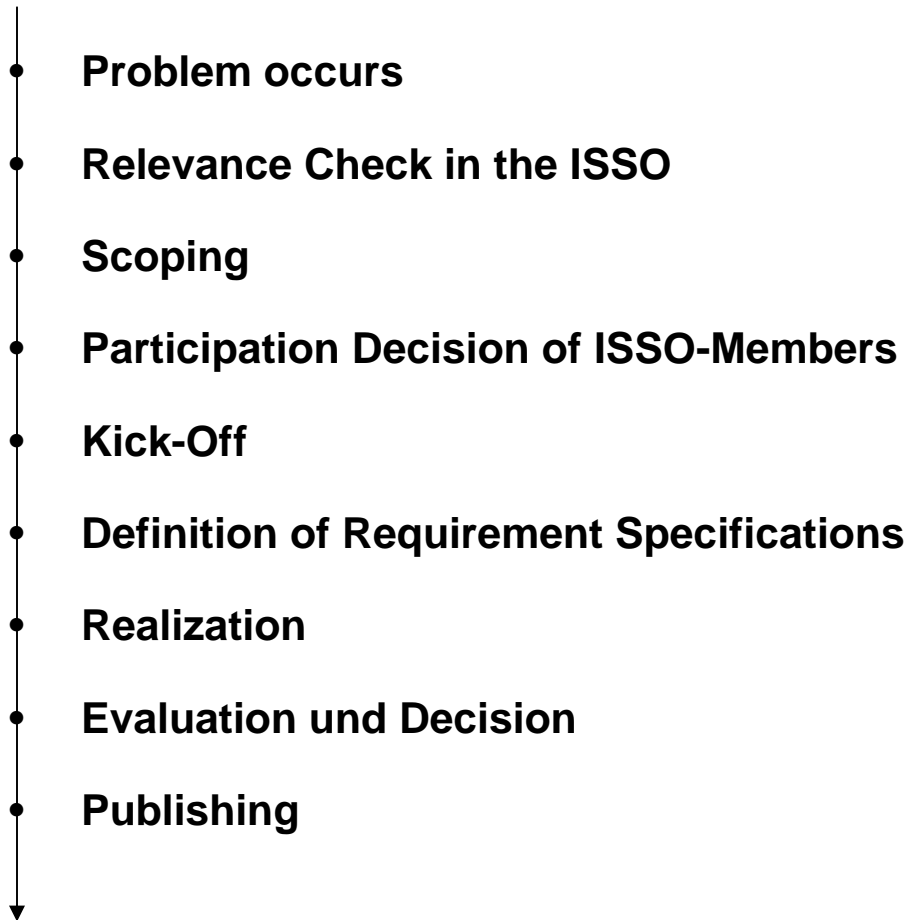
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- **Formal vs. Informal Standardization**
- **General vs. Industry Focus**
  
- **Industry companies are initiators, participants and users**
  
- **Standard is no part of the core-product**
- **Geometrical Data, EDI, etc.**



## 1.1 ISSO Standardization Process

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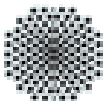


## 2.1 Participants in ISSO – Example Automotive Industry

<b>Companies</b>				
<b>Industry - Users</b>			<b>IT-Supplier</b>	
<b>OEM</b>		<b>Supplier</b>	<b>IT-Generalist</b>	<b>IT-Specialist</b>
<b>Type</b>	Large Companies, central position	Mostly specialized, except Tier-1	Large international companies	Small specialists
<b>Automotive Examples</b>	Audi, BMW, Daimler, VW, etc.	Behr, Bosch, Conti, Delphi, ZF, etc.	IBM, SAP, Siemens, T-Systems, etc.	em, PartMaster, PDTec, PTC, etc.
<b>Why joint?</b>	Influence / Cost and Risk Sharing / Knowledge	Influence / Cost and Risk Sharing / Knowledge	Product / Services Reputation	Product / Services Reputation
<b>Attractiveness</b>	No Core-Product Freeriding	No Core-Product Freeriding	Niche market	Basic Market

<b>Associations, Universities</b>	
AIAG, GALIA, VDA, TU Kaiserslautern, Fraunhofer, FH St. Gallen	



## 2.2 Composition of Working Groups

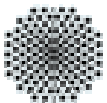
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### Size of Working Groups

- Number of Participating Members
- Coordination Cost
- Industry Acceptance – Proprietary Character

### Heterogeneity of Working Groups

- Type of Company
- Functional Requirements (IT-Landscape)
- Strategies – Influence / Knowledge / Reputation



## 2.3 Quality of the Standards and Duration of the Process

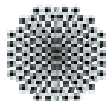
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### Quality Issues:

- Compatibility
- Practicability

### Influencing Factors on the Duration of the Process:

- Size of the Working Group
- Heterogeneity of the Working Group
- Complexity and Scope of the Project
- Interaction problems between participants



### 3. ProSTEP iViP Sample

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#### Working Groups of ProSTEP iViP

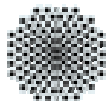
**Members:**

- 22 OEM
- 61 Supplier
- 64 IT-Supplier
- 32 Associations and Universities
- 179 Members in total

**Sample Size:** 26 Working Groups

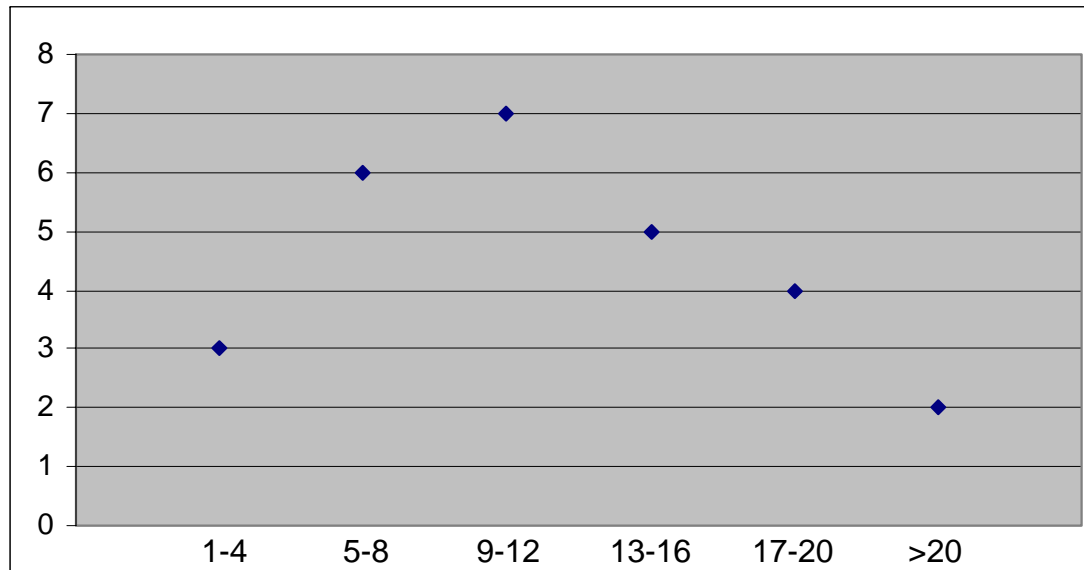
**Participants:**

- 68% OEM with 60 participations
- 26% Supplier with 56 participations
- 73% IT-Supplier with 132 participations
- 41% Assoc. a. Univ. with 23 participations



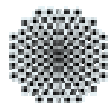
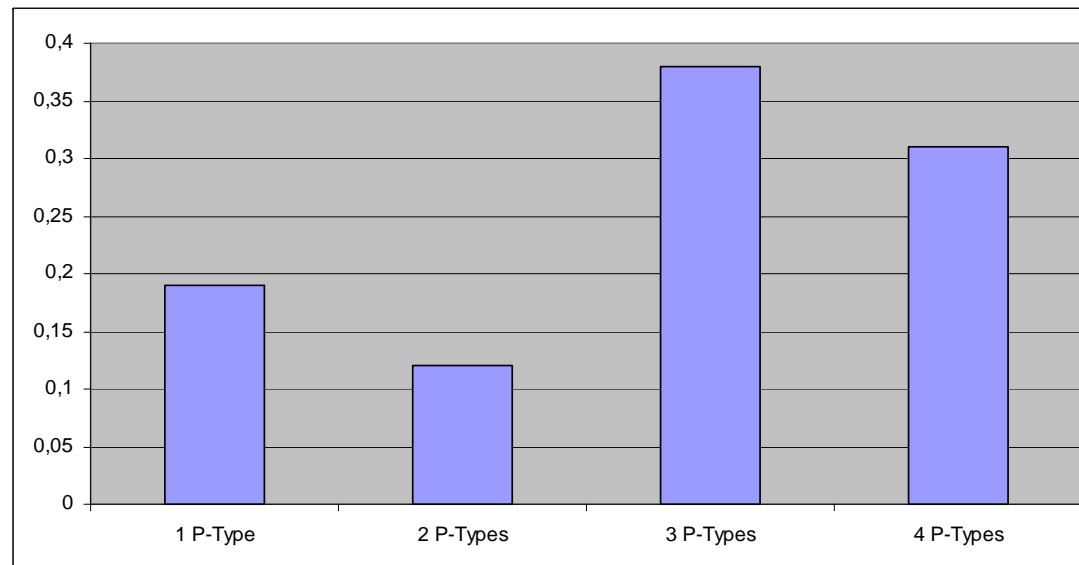
### 3. ProSTEP iViP Sample

Size:



Participants

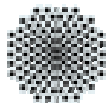
Heterogeneity:



## 4. Concluding Remarks

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- **Further Research with the ProSTEP Sample**
- **Additional Samples: VDA (D) and AIAG (USA)**



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**Thank you!**

