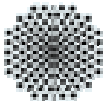

EURAS Workshop 2008 – Skövde

Bernd Riefler

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

17. Juni 2008



Agenda

1. Overview

2. Composition of Working Groups

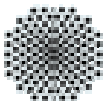
2.1 Participating in ISSO

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

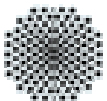


1.1 Characteristics of ISSOs

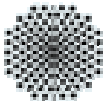
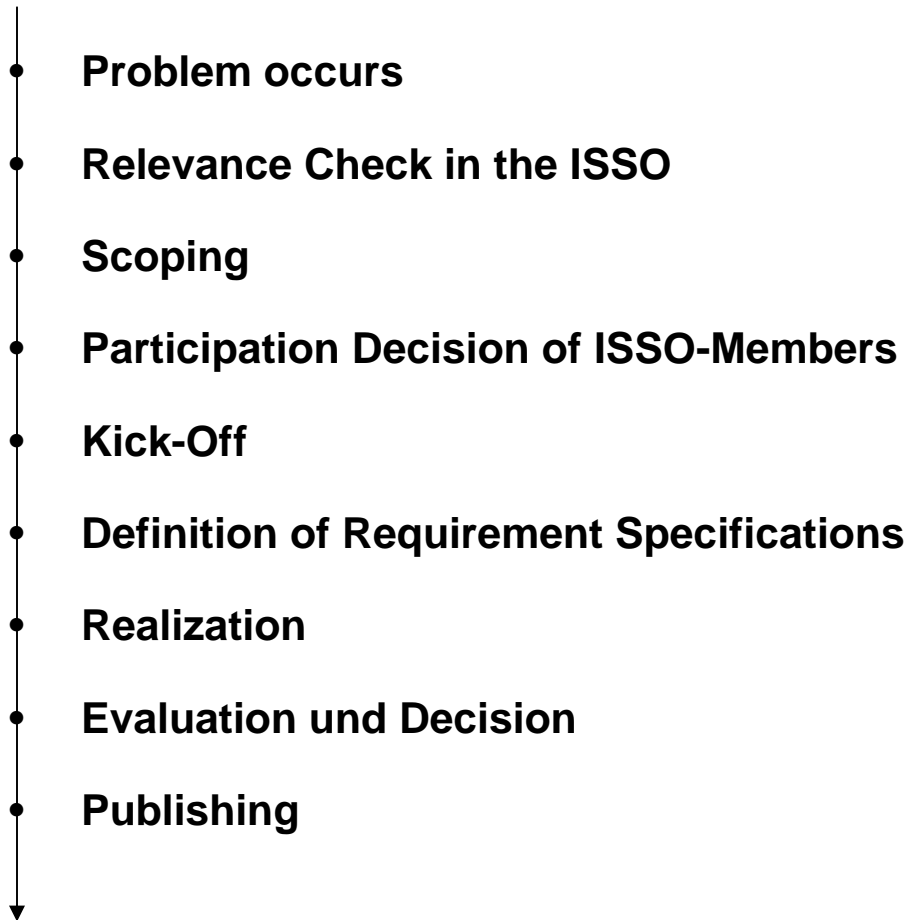
- **Formal vs. Informal Standardization**
- **General vs. Industry Focus**

- **Industry companies are initiators, participants and users**

- **Standard is no part of the core-product**
- **Geometrical Data, EDI, etc.**



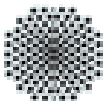
1.1 ISSO Standardization Process



2.1 Participants in ISSO – Example Automotive Industry

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

Associations, Universities	
AIAG, GALIA, VDA, TU Kaiserslautern, Fraunhofer, FH St. Gallen	



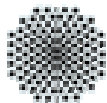
2.2 Composition of Working Groups

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



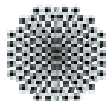
2.3 Quality of the Standards and Duration of the Process

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

Working Groups of ProSTEP iViP

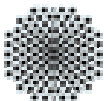
Members:

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

Sample Size: 26 Working Groups

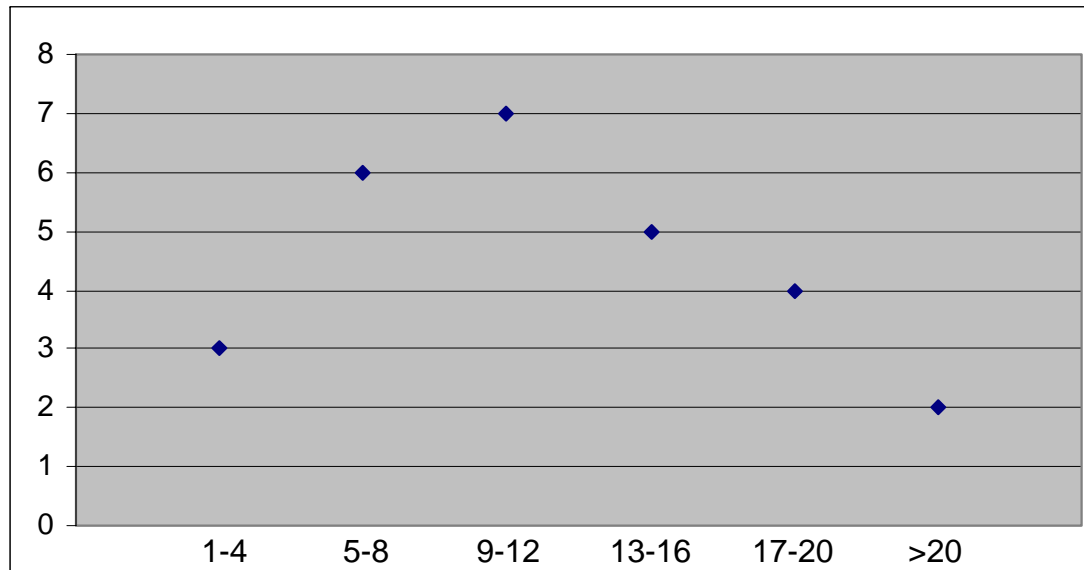
Participants:

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



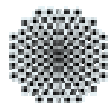
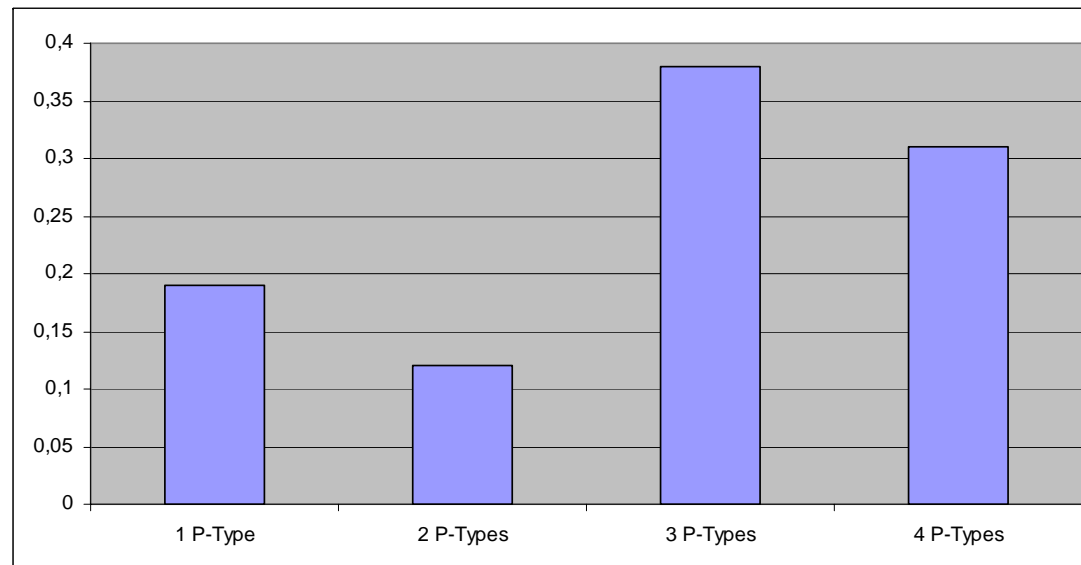
3. ProSTEP iViP Sample

Size:



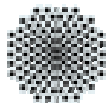
Participants

Heterogeneity:



4. Concluding Remarks

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



Thank you!

