A business user perspective on standards

Ewan Sutherland

Executive Director, INTUG

International Telecommunications Users Group

http://www.intug.net/

Disclaimer

These are my views and not those of INTUG or of its office-bearers or of its members

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- INTUG

- errors and mistakes

- can we know?

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INTUG

- members
  - national associations
  - corporations
  - individuals
- totals
  - 20,000 telecom managers worldwide
- users, i.e. neither dominant operators nor manufacturers

INTUG

- ensuring the voice of the business user is heard wherever telecom policy is decided

- lobbying, e.g.,ITU and OECD

- strategic partnerships, e.g., International Chamber of Commerce (ICC) and Alliance for Global Business (AGB)

ITU-T

- mainly working in Study Groups 2 and 3
- international accounting rates
- call back
- tariffs
- uniform international freephone numbers (UIFN)
- strange mix of standards and regulation

Transparency

- great in theory (open to everyone)
- expense of staff involvement
  - reading papers
  - attending meetings
- consultation
  - within companies
  - within associations
- duplication and overlap

ETSI - ETR 138

- Quality of Service (QoS)

- an issue of great concern to users

- currently under review

- how do you channel user needs into this?

- increasingly a commercial issue and one of differentiation

Errors, etc

- no demand
- far too elaborate (baroque/gothic)
- incompatible versions
- overtaken by
  - technology
  - markets
- easily made!

Errors, mistakes & failures

- ISDN

  (Interfaces Subscribers Don't Need)

- CCITT X.400 (a.k.a. ISO/IEC 10021) and X.500

- Teletext

- Group 4 fax

- etc

ISDN

- Interfaces Subscribers Don't Want

- I Still Don't Need it

- national and not international development of equipment

- incredibly slow roll-out

- eventually just yet another Internet access method

Can we know our needs?

- given the problems of
  - early adopters
  - innovative adopters
  - other technologies
  - strategic applications
  - convergence

What business users want

- genuinely technical standards, no reason to include:
    - market regulation
    - industrial policy
    - socio-economic considerations
- rapid development
- genuine compatibility, interconnection and interoperability

New market structures

- *de facto* replacing *de jure*

- much faster development of applications

- less certain world

- convergence

- end of ITU pyramid

Groupe Speciale Mobile

- a good example of collaborative development

- extremely nationalistic licensing

- horribly messy for roaming

- impossible to establish pan-European services or charges

- how will data services be priced?

Conclusions

- very real limits to transparency

- moving towards genuine markets

- standards should deliver lower costs and high efficiency

- ends up with a commercial judgement to buy or not