Welcome to the SES September 2019 Webinar
Publishing and Delivery of Standards

Lisa Spellman – Moderator
General Secretary, DICOM
SES Board Member

September 18, 2019
1-2 PM ET

Muhammad Ali, CStd - Speaker
Program Manager, NEMA
SES Board Member

Ann Brandstadter - Speaker
Standards Publication Manager, NEMA

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Upcoming SES Webinars

Wednesday October 23, 2019 at 1:00 PM ET

*Information Governance as key enabler of today’s big data strategies, Allie Harris, Ontario Lottery and Gaming and Richard Beatch, Ph.D, Bloomberg LP*

Wednesday November 20, 2019 at 1:00 PM ET

*Distributed ledger Blockchain, Rusty Rentsch, AIA*

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The webinar will focus on two main topics:

- **Publication of Standard**
  - Standards Publication workflow
  - Marketing and Promotion of Standards

- **Delivery of Standard**
  - Consumption of Standards
  - Recent technological developments
  - Measuring the Value of IP
Intellectual Property (IP) Development Process
Current Standards Publication Process

• Pre-editing/formatting of approved draft
• Editing Process
• Publishing Process
• Update the Website
• Marketing/Promotion
• Each SDO may have their own manuals. They are usually called Style/Format Manuals

• To create and maintain uniformity in the designation and organization of standards

• Consistency

• Information is easy to find

• Set the recognized level of quality
This recommended practice provides guidance on designating and organizing standards for standards developers and users.

It also standardizes where information should be located within broad generic types of standards.

Separate sections on referenced publications, definitions, standards elements, and arrangement are included.
Marketing and Promotion of Standards

• Brand awareness more important than ever
• Promote the IP through Press releases, magazines, social media etc
• Webinars, podcasts, interviews with industry experts on the revision of standards are becoming more common
Future Standard Users

• Visual Learners
• Don’t Prefer “PDF” or “Hard copies”
• Resistance to pay for individual Standards
• Prefer content in “other” digital formats such as videos, mobile apps etc.
• Want the Information to be easily accessible
Rethinking the Consumption of Information

- Content consumption is much more different today than 20 years ago. PDF, Paper, and Word Days are on the decline.
- Data conversion supports intelligent management of Standards.
- Must address the need for consumption of Standards by machines.
- Focus on how we can deliver Standards as dynamic and interoperable digital data.
- Users now look to multiple standards for relevant information.
- Individual to team-based approach.
Challenges with the use of PDF

- Manually using the data within Standards
- Prone to errors
- Time-consuming
- Outdated or inconsistent information
Searching for Information

- The most common current method used for searching information is using the search engines such as Google and going from source to source via email for finding complex information.
- It has been reported that we spend a third of our time searching for information (previous standards, test reports, research reports etc.)
- About 50% of the time we proceed without having the benefit of past information
- Therefore, work is repeated and resources are wasted leading to inefficiencies
- A concept called Semantic search (search with meaning) enables to extract relevant content from standards with the help of tools like Digital Threading (connecting data points using AI to enable better decision making)
Rethinking the Consumption of Information

• Take an example of a manufacturing plant.
• In an ideal case, they would like to have a single platform which optimizes publication and distribution of Industry Standards including features such as:
  – Robust Search
  – Collaboration
  – Comparison
  – Alerts and Tags
  – Hyperlinks to other Standards
The two most widely used technologies currently are: Artificial Intelligence and Machine Learning.

Example: These principles in practice can be found in product support where a device detects and understands a problem and automatically adjusts product behavior to solve the problem (learn, predict and self-correct).

AI empowers the machine to independently solve the problems while ML is all about learning from previous experience and patterns instead of coded programs.

NEMA has webinars on many of these topics. To learn more, please visit at www.iotnowwebinars.org.
Measuring the Value of IP

During the development phase, the value of IP work may be evaluated using two important metrics:

- **Intrinsic Value**—Does the IP support a high-value objective?
  - Intrinsic Value is a weighted score of strategic theme and contribution potential.
- **Applied Value**—Is this IP sufficiently adopted to achieve its objective?
  - Is it referenced in code, regulation, or legislation or just exists on websites with zero sales?
Measuring the Value of IP

• There is a need for more data and to go beyond Download and Purchase Statistics:
  – How much time is spent on a specific page or section in a standard?
  – Data for new potential standard activity
  – Data supporting the next revision of the standard
  – Data for updating Standards library
Common Challenges

• Time and money needed to implement new solutions
• Interoperability with existing systems and platforms
• Cybersecurity concerns
• Training of staff and culture change
Questions ?
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