

The Brinkburn Analysis™: Measuring The Value of ICT Standards Consortia

The keys to evaluating standards consortia are establishing a valid set of measurable variables, understanding the direction and scope of the consortia, and unearthing the relationships between different consortia. Interestingly, almost every ICT standards consortia emphasizes the same basic themes: **membership, openness, success and influence**. These are the same things that their members are interested in, and these members put up considerable amounts of **money, time and personnel** to achieve them. But how effective are ICT standards consortia in reality?

What the industry needs is a new way of interpreting the huge amounts of data that are available about standards consortia: The Brinkburn Analysis™. The primary goal of The Brinkburn Analysis™ is to match an organization's ICT standards interests to a group of proven performers.

The analysis first establishes valid comparisons between consortia. This is done by examining the key attributes of consortia: membership, openness, success and influence. Consortia are compared by evaluating a comprehensive list of variables that most consortia share and condensing the information into 9 categories: **Membership Diversity, Membership Value, Membership Services, Openness and Neutrality, IPR Licensing, Vitality, Cooperation and Coordination, Government Influence, and Client Influence**.

Consortia are then separated into market segments, based on the consortium's **primary and secondary work sectors**, and by the scope of their involvement in standardization, either **narrow or broad spectrum** organizations. Narrow spectrum organizations are typically involved with a single standard or specification, while broad spectrum organizations generally work in a number of different areas toward a standardization goal.

Reports are then prepared detailing this information in a **user-friendly and immediately accessible graphical format** that indicates the relative strengths and weaknesses of over 240 consortia. Additionally, a **report of your organization's outgoing resources prepared by segment** (i.e. overall resources, described as money, personnel and infrastructure, devoted to each segment.) is issued. Finally, there is a **report of your company's influence in each sector**, with recommendations on optimizing your involvement.

The Brinkburn Analysis is an annual subscription service, prepared with assurance of confidentiality for your organization. The Analysis is based on our discussions of the overall standardization strategy for your organization. It is not a single report sent to everyone.

How can The Brinkburn Analysis™ help you?

For the Vendor, the analysis:

- Indicates the consortia with track records of success and those that don't measure up.
- Allows tracking of money, time, and personnel across and within market segments.
- Highlights and justifies future resource allocation for internal review.
- Enables a clearer picture of where the competition is spending their resources.

For the User, the analysis:

- Identifies successful consortia with track records of market uptake.
- Showcases the degree of influence the user perspective will have on the consortia.
- Introduces consortia that can be recommended to your vendors.



Common Questions

How many standards consortia are there? What markets do these consortia play in?

The Brinkburn Analysis™ takes a quantitative view of consortia involved in all aspects of the ICT standards arena, delivering straightforward performance analysis of each, as well as providing a market segmentation breakdown for each consortium.

How is your organization involved with ICT standardization, and to what extent?

Obtain a centralized overview of your organization's resource commitment to consortia both in separate sectors and overall in ICT.

How effective is your organization at supporting consortia that enable and further your goals in ICT standards?

The Brinkburn Analysis™ ensures you concentrate on the correct consortia in the correct sectors, rather than tying up resources in underachievers or missing the new star performers.

Are you spending your resources wisely?

Pinpoint and optimize your resource allocation; you may not need a Board Membership if a Regular Membership delivers the same value at significantly lower cost.

Return on Investment (ROI)

Return on Investment (ROI) is extremely high in all of the areas under consideration: use of the beta data set by initial target companies has reduced their exposure in undermanned (legacy) consortium by nearly \$500K, while allowing them to re-focus on industry leading, rather than lagging, consortia. Implementation of just the first 20% of the provided data has produced ROI of over 300% in dollars, significant advantages in personnel optimization, and major leverage with affected consortia (i.e. obtaining a better bargaining position with respect to membership levels, fees, costs, commitments.)

Cost

The Brinkburn Analysis is an annual subscription service. Information is provided yearly, in July, with additions sent periodically throughout the year. The initial turnaround from order to data delivery is between two weeks and one month.

The cost is £10,000 p.a.

If the analysis only points to two inactive or underutilized consortia, you've paid for the cost of the subscription. All the other benefits then become "free".



Our Services

79 Brinkburn provides strategic analysis for our clients. With the only established mechanism for evaluating standards consortia, we are the one organization able to provide a complete picture of the increasingly complex ICT standards consortia arena. 79 Brinkburn offers our clients the unique opportunity to share this picture, tailored to their specific needs.

Our clients

With interests spanning the globe, our clients range from large corporations to SMEs and the EU. Current and past clients include **Sun Microsystems, The European Centre for Standardization (CEN/ISSS), Global Inventures, The Bolin Group and The Open Group.**

www.79brinkburn.co.uk for more information.