

**IEEE STANDARDS ASSOCIATION**

# Global Collaboration through IEEE Standards Association



**GLOBAL COLLABORATION THROUGH IEEE STANDARDS ASSOCIATION**



## **HOW COMPANIES FROM CHINA TO THE U.S. WORKED TOGETHER TOWARD A COMMON GOAL THROUGH IEEE STANDARDS ASSOCIATION**

When a new technology serves a global market, it needs global participation in its standards development— to ensure that markets around the world will be receptive to the solutions it offers. IEEE Standards Association (IEEE-SA) offers a forum in which participants from all regions and all sectors of an industry can come together, collaborate on direction, and achieve buy-in before products hit the marketplace.

More and more companies are finding that IEEE-SA offers the most beneficial forum for this kind of collaboration due to its global reach and credibility across industries. This case study presents two examples of how leveraging the IEEE Standards Association platform helped Chinese companies work with counterparts worldwide to create new standards poised for success in the marketplace.

**For more information on how to get involved, visit [standards.ieee.org/getinvolved](https://standards.ieee.org/getinvolved)**



### IEEE 1888™— BRINGING GREEN TO THE CONNECTIONS BETWEEN

As part of the move to devices that are better able to monitor and manage themselves, a group of Chinese companies and research centers developed an Ubiquitous Green Community Control Network Protocol that enables feedback-driven control of entire communities of buildings to reduce energy consumption and enhance public safety. This is a critical need in China, where buildings are built rapidly and often prove to be high energy users, but this protocol has applications worldwide. With IEEE-SA staff assistance, the final standard was published in March 2011. Three additional standards are in development.

The original Chinese participants, including BII Group, China Telecom, and two leading Chinese universities, saw IEEE-SA as a venue with a unique blend of benefits. Working through IEEE-SA quickly brought in other global players ranging from Korea Telecom to the University of Tokyo to Intel. This was particularly beneficial for BII Group, a comparatively small company that was able to establish contacts globally with technical experts and gain insight into trends and new market partners.

"Inspired by Chinese innovation and involving global collaboration, IEEE 1888 is a remarkable international standards development achievement in the energy sector," says Liu Dong, IEEE Working Group Chair.

**For more information on IEEE 1888, visit [standards.ieee.org/findstds/standard/1888-2011.html](http://standards.ieee.org/findstds/standard/1888-2011.html)**





## **IEEE 1903™— A NETWORK THAT KNOWS WHAT IT'S DOING**

The Next Generation Service Overlay Network (NGSON) is designed to add a layer of self-monitoring to communications networks so they can adjust dynamically to conditions – scaling data rates up or down as network conditions change, for instance.

Huawei and other Chinese companies wanted to get global collaboration and support for the technology, and they chose IEEE-SA as their platform for collaboration. They hired IEEE-SA staff to assist them, and, using the unrivaled IEEE-SA visibility channels, were able to promote the technology and attract a number of players ranging from Korea Telecom to France Telecom to Alcatel-Lucent.

“Even though there were American companies involved, it turned out I was the only native English speaker,” working group chair Rick Townsend recalls. “It didn’t matter – there was really no barrier between these players who saw the value of the technology and wanted to help develop it.”

Following two years of collaboration, a standard was approved in late 2011 and is being adopted worldwide, while new participants are joining the effort to produce follow-up standards. For the Chinese companies, the value of leveraging IEEE-SA visibility channels and staff expertise in attracting and working with companies outside China, and of earning an IEEE designation that is recognized worldwide, were clear.

**For more information on IEEE 1903, visit [standards.ieee.org/findstds/standard/1903-2011.html](http://standards.ieee.org/findstds/standard/1903-2011.html)**



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## CORPORATE ADVISORY GROUP

The IEEE Standards Association Corporate Advisory Group (CAG) develops and recommends policies concerning entity standards development and corporate membership. In addition, the CAG conducts extensive global outreach programs on behalf of the IEEE-SA and supports the growth of new and emerging technology areas by helping interested entities find ways to determine consensus on the issues involved.

The IEEE-SA CAG is made up of volunteer participants from the IEEE-SA corporate membership.

**For more information on how to participate, contact [corp-stds@ieee.org](mailto:corp-stds@ieee.org).**



# Consensus

WE BUILD IT.

## IEEE STANDARDS ASSOCIATION

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