



ExMC/126/Inf
2002 08

INTERNATIONAL ELECTROTECHNICAL COMMISSION

IEC SCHEME FOR CERTIFICATION TO STANDARDS FOR SAFETY OF ELECTRICAL EQUIPMENT FOR EXPLOSIVE ATMOSPHERES (IECEx Scheme)

Ex Management Committee (ExMC) and ExTAG

Title: "IEC's complementary services to industry"

Please find attached a copy of a presentation made by Mr Ron Reimer, IEC Vice-President, C/1280/INF, on possible new services which IEC might offer to industry.

Mr Reimer will be delivering this presentation to IECEx Members during the ExMC Seoul Meeting in October 2002. This presentation is submitted for your advanced information.

Yours faithfully

A handwritten signature in black ink, appearing to read 'C. Agius', is written over a light blue horizontal line.

Secretary IECEx

Address: GPO Box 5420 Sydney NSW 2001-04-24 AUSTRALIA	Visiting Address: 286 Sussex Street Sydney NSW 2000 Australia	Contact Details: Tel: +61 2 8206 6060 Fax: +61 2 8206 6032 E-mail: chris.agius@qas.com.au http://www.iecex.com
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C/1280/INF

2002-07-12

INTERNATIONAL ELECTROTECHNICAL COMMISSION

COUNCIL

SUBJECT

IEC's Complementary Services to Industry

BACKGROUND

In accordance with the decision taken at the Stockholm 2000 Council Board (CB) meeting, authorizing "the President and General Secretary to exercise their discretion to distribute certain CB documents to a wider audience, notifying the CB thereof" (CB Decision **2000/033**), document **CB/220/INF**, attached, is circulated to all National Committees (NCs) for information.

Please note that the attachment to document **CB/220/INF** is intended to be used as guidance for presentations to industry and consortia on limited consensus deliverables.

ACTION

National Committees (NCs) are invited to **note** the information given in document **CB/220/INF**.

Attachment



For IEC use only

CB/220/INF

2002-07-11

INTERNATIONAL ELECTROTECHNICAL COMMISSION

COUNCIL BOARD (CB)

SUBJECT

IEC's Complementary Services to Industry

BACKGROUND

At the CB meeting held in April 2002, CB members were informed of Vice-President Reimer's implementation efforts regarding the *Masterplan 2002* goals dealing with industry involvement and participation in the IEC (OP/2^{*)} and 3^{**}) of document **C/1215/INF/ - CB/150/R**).

The Executive Committee (ExCo) has reviewed Vice-President Reimer's presentation, attached, and it is now circulated to the CB for information.

The attached is intended to be used as guidance for presentations to industry and consortia on limited consensus deliverables.

^{*)} OP/2: Develop proposals for complementary development route for ITA-like deliverables.

^{**}) OP/3 : ITA promotion.

ACTION

The CB is invited to **note** the information given in document **CB/220/INF**.

Attachment



Commission Electrotechnique Internationale
International Electrotechnical Commission
Международная Электротехническая Комиссия

Summary

IEC's Complementary Services to Industry

2002.06.19

Agenda

 NEXT

- **Why an Complementary* Services to Industry?**
- **Essence of the Complementary Services to Industry**
- **Document Generation Processes, a Comparison**
- **Complementary Services to Industry – more details**
- **Marketing View of IEC**

* Complementary (fr: complémentaire, es: complementario) meaning completing or working with, not complimentary (fr: gratuit ou éloge; es: regalo o elogiar) which means given freely or expressing praise.



Why an Complementary Services Proposal?

IEC Masterplan 2000

Goal #2B

In addition to continuing to meet user needs for consensus International Standards, **the IEC must create new mechanisms for a Complementary development route to meet the needs – mainly for other deliverables – of market sectors it has not yet reached.**

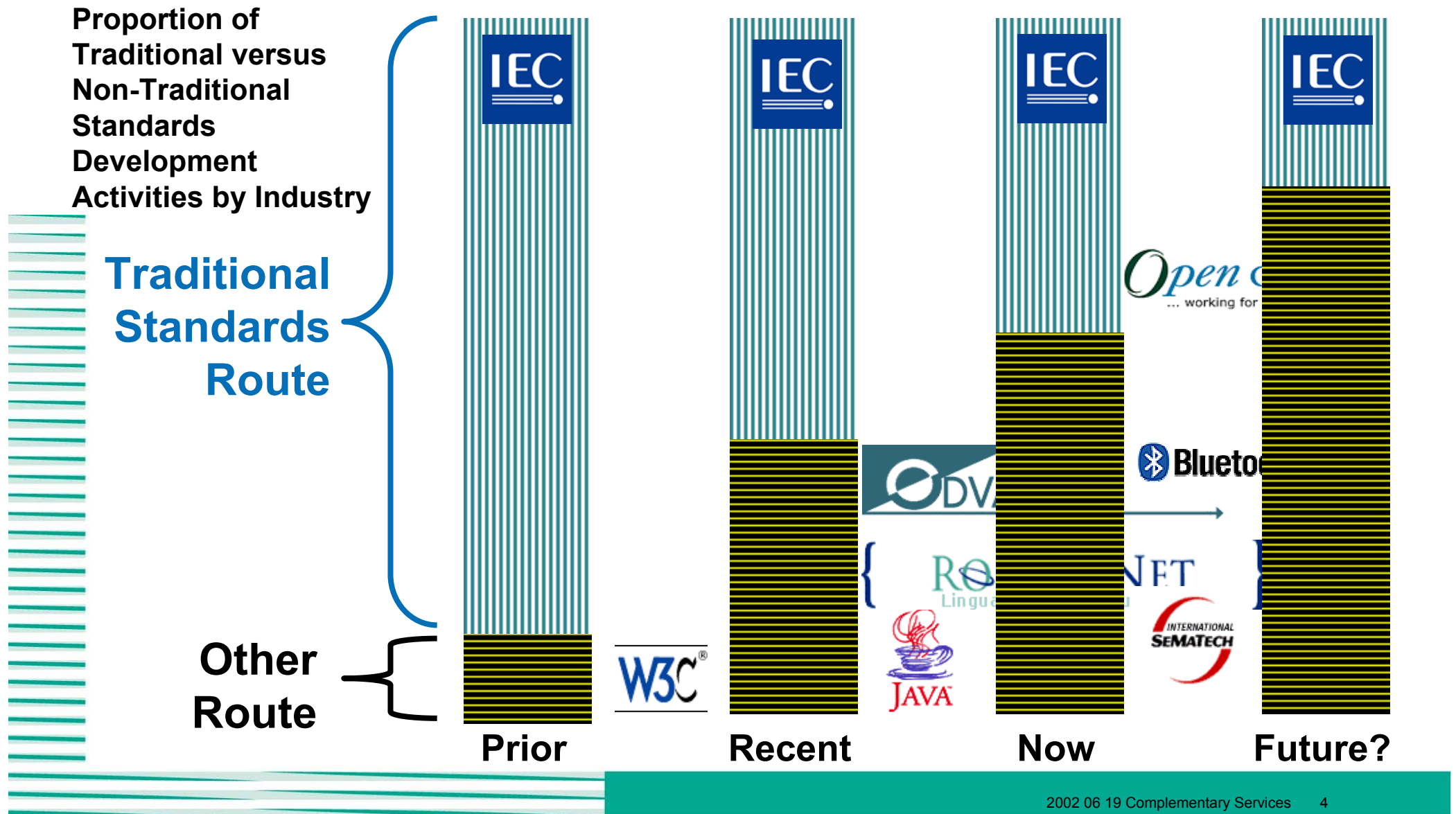
Many in industry are concerned that traditional IEC processes are now too slow, too costly or of insufficient relevance in today's fast-moving and highly competitive markets. This induces a reluctance by industry to participate and invest in the development of consensus-based International Standards.

The relative lack of involvement in the IEC by the newest and highest-technology sectors of industry is particularly symptomatic.

Excerpted Text – Download complete Masterplan 2000 at http://www.iec.ch/masterplan_2000.htm



Trend: Companies are spending more on and sending more experts to non-traditional standards development and less on IEC (ISO) standards





Existing IEC Products

International Standards and Intermediate Deliverables* (IEC's Traditional Standards Route)

- ✓ International Standards (Full consensus)
- ✓ Technical Specifications (Full consensus not (yet) reached)
- ✓ Technical Reports (Information different from an IS or TS)
- ✓ Publicly Available Specifications (IEC - PAS)

Guides

- ✓ Guides (Non-normative publications)**

Other Products (IEC's Other Route)

- ✓ Technology Trend Assessment (TTA)
- ✓ Industry Technical Agreement (ITA)
- ✓ ITA-Like Product

Poor
Performance

Was new in
Masterplan 2000

* As defined in the ISO/IEC Directives Part 1, Section 2 SMB jurisdiction.

** As defined in the ISO/IEC Directives Part 1, Annex A, NC Voting.

*** ITA-Like Products was introduced in Masterplan 2000, See http://www.iec.ch/masterplan_2000.htm

For more information on IEC Products see: <http://www.iec.ch/gnote3-e.htm>



ITA Observations

Should have Sold the Sizzle, Not the Steak

Less-than-desired success of ITA in part may have been because of Selling the resulting document – the IRA

Should be selling the benefits of the Complementary Services available to make the document

- ✓ **Sell the benefits of IEC Complementary Services,**
- ✓ **Not the nature of the end document**
- ✓ **Having to explain what an ITA is, is no help to a sale**

Agenda

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Essence of the Complementary Services to Industry

Complementary* Services to Industry is -

- **Selling of Management Services so as to**
 - ✓ **Complement International Standards operations and**
 - ✓ **National Committee Operations by first**

Directly resulting to the development of the existing IEC

 - ✓ **Technical Agreement (ITA) and new ITA-Like Products, building in the**
 - ✓ **Concise and lowest cost migration path to IEC International Standards**
- **Target Customer: Those technologies / industries / consortia**
 - ✓ **Not now ready for processing as an IEC full consensus International Standards, or**
 - ✓ **Not now wanting to proceed in IEC**



Essence of the Complementary Services to Industry

Complementary Services to Industry -

- **Recognizes established IEC CO skills, knowledge, and opportunities as valuable, Complementary Services that should be available for sale**
- **Cooperates with similar, existing processes by other organizations**
- **Counters the technology escape from the scope of activities in IEC**
- **Makes IEC a One-Stop Shop for all global standards needs**



Customer Benefits

Benefits realized in using Complementary Services to Industry

- ✓ **Migration path** - Clear, concise and lowest cost, optional migration path from a consortia ITA/ITA-like document to become IEC International Standards – Bringing the technology into the NCs and IEC
- ✓ **Save time and Cost avoidance** - Consortia need not develop, maintain their own standards generation capability, using Complementary Services to Industry technical document generation available now, at the customer's pace
- ✓ **Technology Management, Global reach** - IEC's NC, worldwide sale/distribution available
- ✓ **CA** - Potential for conformity assessment under CAB Schemes - Document must satisfy requirements of suitability for CA use

Full standards generation services are available

- ✓ Start to finish and maintenance of the result
- ✓ Generation to distribution
- ✓ Participation membership limits defined by customer

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NEXT



Document Generation Processes - A Comparison

	International Stds. *	Complementary Services
Define Process	IEC Directives	As Outlined Here
Manages Process	SMB	IEC General Secretary
By-country NC vote	Must Pass Ballot	No
Consensus Criteria	Directives Define	Customer Defines
NC Participation	Each NC has the Right	n.a.
Other than NC Participation	Thru NC; Liaisons	Customer Defines
Consumer, User Interests	NC Responsibility	Customer Defines
Produce International Std.	Only Way	Can Not

* IEC International Standards & Intermediate Deliverables as defined in the ISO/IEC Directives Part 1, Section 2.



Results of Document Generation Processes

International Standards. *

- International Standards
(Full consensus)
- Technical Specifications
(Full consensus not (yet) reached)
- Technical Reports
(Information different from an IS or TS)
- Publicly Available Specifications
(IEC - PAS)**

Complementary Services to Industry

- Possibilities –
- Industry Technical Agreement (ITA)
 - ITA-like Documents
 - CO Guided - Customer Defined
(see example on following slide)

Need to strongly and clearly differentiate the documents resulting from the Proposed Industry Complementary Services. Process done with IEC from the International Standards Process done by IEC

* IEC International Standards & Intermediate Deliverables as defined in the ISO/IEC Directives Part 1, Section 2 - under SMB jurisdiction.

** IEC Guides as defined in the ISO/IEC Directives Part 1, Annex A

There are also IEC Guides (Non-normative publications) **

CO Guided - Customer Defined Result

Possibilities:

If not specifically and exclusively identified as an IEC-ITA, then document number must always be in the format of :

- Organization acronym, followed by
- Organization document type designator (when used), followed by
- Document identifier number, revision

e.g.,

- CIGRE Technical Brochure, CE/SC 13 08, 2000, Life management of circuit-breakers
- ODVA DeviceNet Specification, 2002: an IEC-ITA
- Sun Microsystems, The Java Language Specification, Second Edition
- Document type designators: [Organization's Acronym] Standard, Technology Standard, Application Standard, Technical Resources, Technical Publications, Manufacturing Reference, etc.

Document can not be called:

- International Standard
- IEC Technical Specification
- IEC Technical Report
- IEC - Publicly Available Specifications (IEC – PAS)

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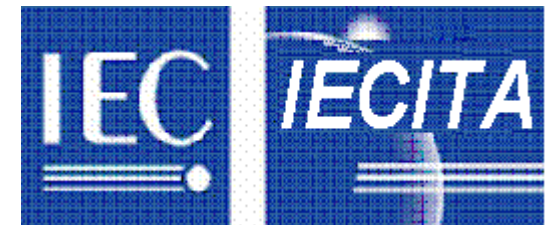
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NEXT



Complementary Services to Industry - 1

- **IEC CEO Manages the Process**
- **As determined by IEC CEO process is / continues as**
 - **integrated part of IEC, or could become**
 - **“arms-length” business**
- **Separate cost accounting and organizational structure**
- **Process will have a Logo such as - - >**
- **Process not covered by IEC Directives**
- **Essence of Process is the selling of Management Complementary Services to those technologies (industries) not now part of the IEC – NC Structure**



Complementary Services to Industry - 2

➤ Complementary Services Offered

- ✓ Technology Management
- ✓ Intellectual Property Rights Administration
- ✓ Document Development Assistance and Management
- ✓ Assistance in Identifying Existing International Standard References
- ✓ Assistance in Conformity Assessment Issue Resolution *
- ✓ Support for Electronic and On-Line Operations, and Communications
- ✓ Planning, Meeting Management and Record Keeping
- ✓ Administration of related Special Event - Forum Activities
- ✓ IEC CO Support and Identity
- ✓ Completed Document Management and Publication Support
- ✓ Promotion, Marketing, and Press Relations
- ✓ Migration Strategies to International Standard

**All Complementary
Services are optional and
for a fee**

* **Masterplan 2000 calls for CAB schemes to certify to ITAs and other new deliverables as required by the market**



Complementary Services to Industry - 3

➤ Two Modes of operation – Recognition & Conduct

Recognize Others –

Recognition of processes in other organizations - -

The Process will have a criteria and so recognize the existing electrotechnology-related Industry Complementary Services processes of other organizations, throughout the world

Be in the business –

To increase the acceptance of ITAs, IEC in the business of selling Complementary Services - -

The Process will have its own set of procedures for operation of the global, IEC Complementary Services to Industry



Complementary Services to Industry - 4

- **Characteristics of the IEC Complementary Services to Industry**
 - Customer Definition of key project attributes
 - Negotiated contract items in detail

Agenda

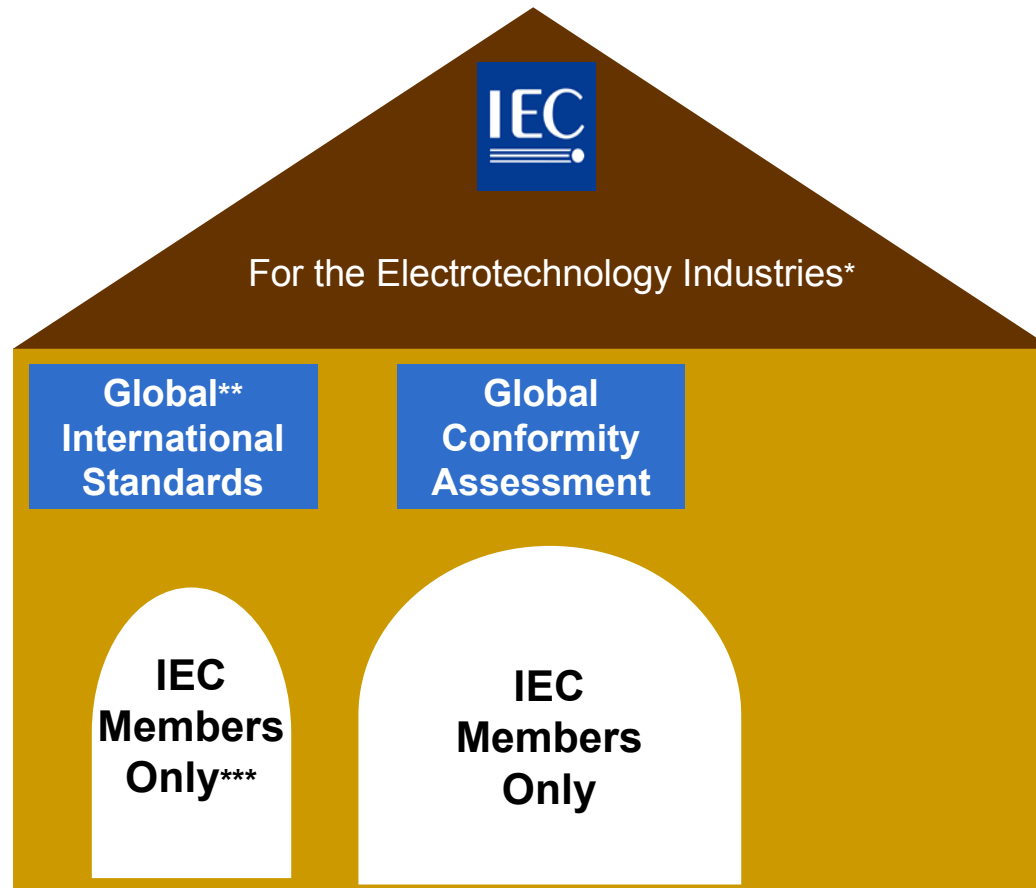
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Prior: Market View of IEC



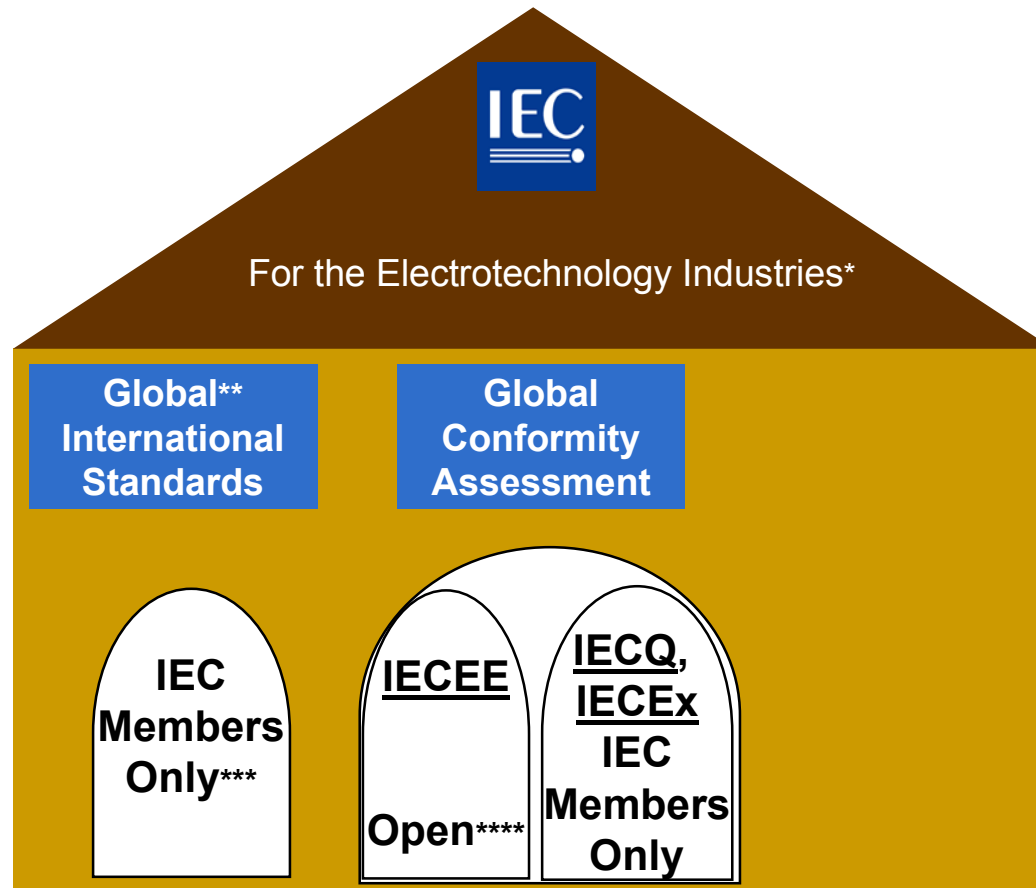
* In the widest sense of the word industry

** It is a Global in that all countries of the globe have the same opportunity to become IEC members and to so vote.

*** Affiliates have limited access. None-member liaisons can exist when approved by Members, but liaisons do not vote on the approval of the standards writing result.



Recent Market View of IEC



* In the widest sense of the word industry

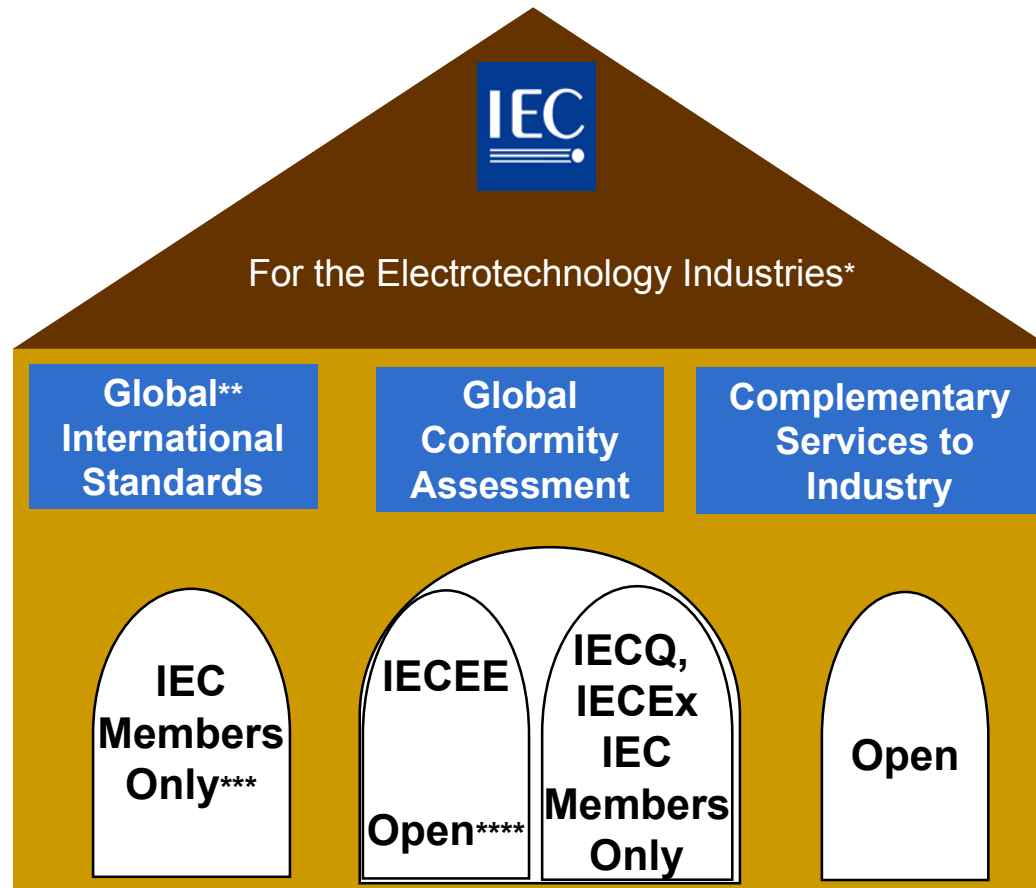
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*** Affiliates have limited access. None-member liaisons can exist when approved by Members, but liaisons do not vote on the approval of the standards writing result.

**** Open in that you need not be from an IEC member country.



Marketing View of IEC



One-Stop Shop

* In the widest sense of the word industry

** It is a Global in that all countries of the globe have the same opportunity to become IEC members and to so vote.

*** Affiliates have limited access. None-member liaisons can exist when approved by Members, but liaisons do not vote on the approval of the standards writing result.

**** Open in that you need not be from an IEC member country.



IEC NCs Benefits from - Complementary Services

Fact: Standards are being written outside of IEC (e.g., Bluetooth) -

Fact: Once technology is standardized outside of IEC (ISO) it stays outside of IEC (ISO) (e.g., Java) -

➤ **Complementary Services works to counter a decreasing market for IEC**

- ✓ **Recall graph on page 4 – IEC faces a decreasing market**
- ✓ **A revitalized of IEC capacity to service those technologies / industries now using other SDOs - vendors**



IEC NCs Benefits from - Complementary Services

- **Brings the new technology adherents to the NCs**
 - ✓ Migration path to become IEC International Standards feeds directly into NCs
 - ✓ Process does not circumvent but addresses technologies already outside of IEC, potentially feeds into NCs and SMBs TCs
 - ✓ Industry people now working in consortia have a potential to work via NCs in IEC TCs, SCs and WGS
- **Working with Consortia brings newer technology into IEC**
- **Better selling of existing deliverables – no deliverables proliferation**
- **Work with NCs already in the ITA-like business**



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Международная Электротехническая Комиссия

Thank You