Differentiating Themes

• NIST model is the reference
  – Use consistently

• Thought leadership
  – Timing
  – The model for mapping

• Build the Brand: “Trust”
  – Bring technical reality to existing discussions
  – Target ‘peer review’ opportunities
    • Emerging technologies need visibility
    • Use case validity

• Leverage strength
  – Play where we can differentiate in the market
  – Use broad IEEE knowledge base for model coverage
  – Inventory existing materials – show relevance
Differentiating Themes

• Build upon relationships and collaborations
  – Standards development
  – Global reach and visibility
  – Bringing technical reality to existing ‘high-level’ discussions

• Phase-in presence – act now
  – Power-oriented ‘mapping’ and requirements definition
  – Broaden across IEEE
  – Build collaborations
  – Go global

• Move continuum
  – Technology phase – from emerging to standards
  – Bring technical content to existing discussions
  – Be a though leader – use the model, inventory materials and encourage others to follow
Market Position

Audience

Policy Governance

Practitioner

R&D

Emerging

Use Case

Standards

Existing Activity

IEEE USA Assistance

- Bring visibility to new technology
- Build relationships across S/C

- Document application
- Share best practice
- Capture on Clearinghouse
- Track feasibility and benefits, success measures

- Inventory existing standards to model
- Determine gaps and modifications
- Work with other SDOs
- Validate through use cases
- Update based upon new technologies

Technology State

Target Market
Q4-2009

Q1-2010

Q2-2010

Q3-2010

Q4-2010

Q1-2011

NIST graphic used as consistent basis

Inventory PES Standards

Phase I IEEE Web

- Define requirements
- Clearinghouse
- NIST
- External links
- SA and S/C ties

Meeting in Washington

Emerging Meeting

Market transaction at meeting

Inventory IEEE Standards

Phase II IEEE Web

- Links across IEEE
- Searchability
- Coordination with others
- Maintenance

IEC and Europe Target Meeting

Promotion at other organization events

Market across IEEE

- Adopt DNP3
- IEC Collaboration
- Use DNP3 / 61850
- Demo mapping across SDOs

- Increase global reach
- Accommodate regional interests

Market transaction at P2030

- Inventory IEEE Standards
- Promote model mapping

Production at other organization events

P2030 - Target Standards Gaps

- Smart Grid 101
- Conference tutorials at IEEE and elsewhere

Visibility

- Define experts across the model from pubs, conferences and stds

NIST Governance

Education Standards Pubs

- Create university modules

Webinars to cover the model

- Use expert to develop webinars

Collaboration press

Professional members status

Global press

- Increase global reach
- Accommodate regional interests