

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

Target Market



