**2018 marketing planning**

**goals for today’s workshop**

1. align marketing objectives with oneM2M priorities
2. understand our audiences
3. articulate and prioritize marketing and marcom objectives globally and regionally and by audience type

**things to remember**

* **We are a global organization.** We have members around the world and need to service a diverse set of needs.
* **We are a volunteer-driven organization.** We need to be ambitious but also realistic about investment of time and dollars.
* **We may have competing priorities.** We need to have consensus on purpose, goals and deliverables.
* **Marketing is a support function.** We need to remember that marketing articulates the goals of the initiative but doesn’t define the strategic mission.

**marketing/marcom edict**

**goal**

**have oneM2M be one of the key global IoT standards *for all relevant sectors***

* Be specific: at the service layer, in the platform
* Strategy or goal? promote oneM2M specifications are THE global IoT deployments
* Provide the standards selected by the sectors to support the implementation of the IoT
* We are selling a full solution – part of a solution. We are selling an important spec of the full product but our customer may need something else or they won’t buy it from us.
* What does our real customer look like?

**strategy**

**promote the oneM2M specifications as THE global standards for IoT and m2m applications and platforms by engaging with standard organizations and ecosystem partners globally**

***Add something: why should someone do this?? Avoiding lockin, long term view/futureproof, needed by industry (can’t do it alone). Do we need a different value offer – less telco specific? need standards in support of a long term business goal***

***We are focusing on these aspects….***

**Objectives**

* drive awareness of oneM2M specifications among target audiences/decision makers   
  (regulators, developers, enterprises, members and partners) – enablers who provide in-roads into other sectors
* Accelerate adoption of oneM2M specifications among enterprises by promoting deployments and awareness among key audiences
* Spearhead inclusion of specs in global standards through awareness and education of progress
* Is this a marketing objective?
* Engage other verticals sectors (get them on board) – so they understand what they need for their business and how it aligns with what we are doing? What is in it for them?

COMMENTS: What are barriers?

* What else is needed to get the insight/info needed to drive the strategy/tactics to align with the priorities of the initiative?
* What are the other sectors (verticals and enablers) – how do they reference oneM2M as the system?

MARKETING PRIORITIES

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| --- | --- | --- |
| **stated m2m goal** | **can marketing meaningfully influence this goal? (yes or no)** | **how? specifically, no generalities** |
| drive awareness of oneM2M specifications among target audiences | yes | Awareness comes from the stories, Need more case studies.  I.e. IIC testbed – very influential for all sectors. Ensure reference architecture  *India specifically: Telecom Engineering Center (TEC) working on smart city infrastructure and apps. Does not benefit app developers in the short terms – shying away from it because TEC has not determined it as the standard. Need to showcase the apps that actually showcase the strength of this common platform.* |
| Drive/promote inclusion of specs in global standards | Yes – from a promotion perspective | Drafting right message to right audience |
| Drive/promote adoption of oneM2M specifications | Yes – from a promotion perspective | Drafting right message to right audience |
| collaborate with IoT industry ecosystem associations |  |  |

Comments

* Early pilots
* Open source – community needs to drive among developers and adopters of this. And open source that meets the need for a particular purpose
* Test beds
* Audience: Service Providers/Operators in NA that there is value in oneM2M – same globally or just NA specifically? Need message to convince them of the value?

**oneM2M regional priorities**

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| --- | --- | --- | --- |
| **priorities** | **key audience** | **business driver** | **how can we influence** |
| EMEA |  | *We solve the problem for oneM2M implementation globally*  *Value will come from small implementations*  *Regulators – focus on those who have the most pain w/o interoperability. i.e. manufacturers in Germany and system integrators* |  |
| Americas | Service Providers  Ecosystem partners |  |  |
| APAC | * *India: Standards bodies, Service Providers, Consultants that are influencing the SPs* * *One national focus (China)* * *Manufacturing (China)* | * *They have the biggest influence over the adoption* * *They drive the RFP requirements* * *They influence what technology is used for implementations* * *China: Influence the major players/giants* * *PC124 – local SDO – these orgs represent all manufacturers in China and then we can influence their* * *Highlight our strengths in the market – interoperability. We have very strong testing and certification program. Other standards only create reference architectures – ours is deployable and we have a program for testing and certification (South Korea)* * *Government – work through them to drive adoption of onem2m in gov’t programs* * *Extend certification program for onem2m interoperability – sooner or later than need to think of global implementations – not just local or regional ones.* | *Push a horizontal service layer*  *Awareness so they understand the benefit/value of onem2m*  *Increase awareness of open source progress/projects*  *Global showcases* |

Audience Types:

* Partners
* Members
* Regulators
* Standards Bodies
* Developers
* Ecosystem Partners
  + Consultancies
  + Manufacturing
* Service Providers
* Global

oneM2M audiences

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| --- | --- | --- | --- | --- | --- |
| **influencers** | | **can marketing meaningfully influence this audience (yes or no)** | **how?** | | |
| Partners | |  |  | | |
| Members | |  |  | | |
| Regulators  And or policy makers  Government influencers | | Yes | *APAC – India: RFP influence and Platform drivers. India: Security testing/standardization for all devices. DOT. China: Manufacturing influence – let them know the value that can be provided to support their existing strategy. Gov’t initiative needs to be influenced/made aware.*  *EMEA – thought leadership to let gov’t know that standards are the way*  *NA – deployments influence i.e. public safety/wireless alerts – they will push standards based so that there is interoperability and ubiquity, cost factors, economy of scale. NIST can influence.*  *What is the intend: to inform/awareness – need regional specific tactics* | | |
| Standards Bodies | |  | *ETSI – right message to right audience. This will help in all audiences. Awareness/understanding and have the members and partners push the message to these other bodies* | | |
| Developers | |  |  | | |
| Ecosystem partners | |  |  | | |
| **influencers** | can marketing meaningfully influence this audience (yes or no) | | | how? | | |
| **Service Providers** |  | | | APAC – SPS can provide onem2m as a service or have their own services. These audiences need to be distinguished. Onem2m has to be considered  NA – no NA operator has adopted oneM2M – the are monitoring it but they don’t seem to be leaning toward it – they don’t appear to have business motivation. May take time. They have their own systems  Telecom Italia is furthest ahead  Missing OTTs (Amazon, et. al.) – they may not need to adopt as they are operating in ways that are desirable to the NA operators. They don’t need to change their business – it’s a long shot. Key constituency is not at the table. Good to show them what others in the ecosystem are doing  EMEA – OTTs are trying to connect but they recognize that there is no incentive by the SPS. SPs are now looking for solutions now that would go on top. oneM2m has the solution  Get the industry interested in using onem2m in the middle layer – decision makers in SPs are needed to progress this. onem2m is the tool – not the strategy for SPs. Standards make life easier for the overall solution. The IoT game is still long and so there isn’t an urgency on the timeframe. The standard makes connectivity and services easier for SPs.  Platform provider?? We can’t see the IT deployment – crossing industry/business/sectors. Separate the platform from the connection layer in China. China wants to persuade the SPs to move the layer one layer up to use the oneM2M standard. Similar issues in other APAC countries that are trying to influence this direction. Economic benefits will follow later. In APAC, government uses its power to influence. Three audiences: Government, platform provider, end user. | | |
| **Consultancies** |  | | | |  | |
| **Systems Integrators** |  | | | |  | |
| **Manufacturers** |  | | | |  | |
| **Developers** |  | | | | Ed – focus on this community. Perhaps do Open Days. We need to make them aware of onem2m and the capabilities and that means going out and approaching things in a different way. Bottom up approach. IoT conferences. Developer wants a platform that is readily available and we are not currently operating that. If we had some out there, it would help the developers. Do the developers really get to choose the IoT platform or is it dictated? Strategy decision makers are choosing the platform. Need to find the decision makers in the more strategic areas and influence them  Developers: Academia and start ups – a developer’s kit would help. Events focused on these communities | |

Tactical priorities

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| **How?** | **Mission Criticality (1-5)** | **Difficulty (1-5)** | **Time and Budget Investment (1-5)** |
| Website |  |  |  |
| Media/Analyst Relations |  |  |  |
| Social Amplification |  |  |  |
| Collateral (brochures, PPT) |  |  |  |
| Speaking |  |  |  |
| Event Contras |  |  |  |
| Industry Collaboration |  |  |  |
| Regulator workshops |  |  |  |
| Developer workshops |  |  |  |
| Partner Advocates |  |  |  |
| Deployment Amplification |  |  |  |
| Other |  |  |  |

Marketing tactical focus area

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| --- | --- | --- |
| **How (Now in Ranked Order)** | **What Needs to be Done** | **Cost Estimate** |
| [[we will list the priorities from the previous slide}} |  |  |
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COMMENTS RECEIVED FROM TSDSI (BINDOO)

Here is a TSDSI perspective on how oneM2M can be advanced in the India region.

1. LOWERING BARRIERS to PARTICIPATION : With the SMART CITIES and DIGITAL INDIA initiatives in India there is a lot if focus on understanding India specific requirements and developing the India Market.  Most of the Innovation in this space is happening in Start-ups. The cost of participation -fees, travel and manpower is pretty steep given that most start-ups operate at the $ 1 to 10 million range. There needs to be a mechanism to incentivise meaningful participation from this community. TSDSI is trying to do it’s bit by hosting some of the TPs in India.
2. INCREASING AWARENESS of oneM2M : There is an urgent need in India to embrace a Standards driven approach for deployments of IoT/M2M. There is a lot of confusion on which one is the right one. Webinars, developer events and incentives to promote pilot projects should be used to increase awareness of oneM2M. Start-ups and Academia should specifically be targeted
3. ADDRESSING IPR RELATED and other NON-TECHNICAL concerns : Several of our members have expressed concerns on whether embracing oneM2M would mean getting locked into the IPR and huge royalties of a few Big companies and hence make this unaffordable, while also scuttling innovation. These need to be specifically addressed.

Wish you all a very fruitful interaction at the SC.