



oneM2M Marcom plan 2021

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January 2021

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OneM2M Marcom Purpose and Mission

Purpose

The oneM2M Marcom plan sets out the approach, key activities and deliverables for the Marcom function for 2021, in line with oneM2M wider strategy.

The purpose is to deliver clear guidance and outcome-focused improvement in communications.

Robust forward planning including budget forecast also forms vital components in ensuring resources and returns on investment are maximised. (see budget plan).

A key element of this strategic plan is targeted measurement and implementation of meaningful metrics to drive continuous improvement in channel effectiveness and levels of engagement. (see communication metrics)

oneM2M Marcom mission:

Increase brand awareness and ensure wider visibility to boost the adoption of oneM2M worldwide and gain more members to participate in the creation of oneM2M's open accessible standards

SWOT analysis 2021

STRENGTHS

- Technical Principles
 - Addresses end-to-end IoT systems (wholistic rather than point standards)
 - Horizontal architecture and coherent framework for (extensible) Common Services Functions, Roadmap and incremental improvements via Releases
- Operational Model
 - Formal institutional framework (TP process, transpositions, roadmap and incremental improvements via Releases)
 - Ecosystem (standardization, testing, certification)
 - Collaborative process, vendor neutral, international base
- Longevity
 - started early and addressed strategic issues (interoperability, reuse of existing technologies/standards etc.)

OPPORTUNITIES

- Growing interest in interoperable IoT (multi-technology, multi-users, data sharing)
- EU digital data strategy
- Large-market opportunities: India (recent) and China (stalled?)
- Outreach to solution provider/user communities that are primarily interested in deployment and usage
- Thought leadership on a holistic framework for IoT systems (horizontal architecture, toolbox for CSFs etc.) independent of whether deployments use oneM2M specifications
- ETSI SmartM2M investment in oneM2M projects

WEAKNESSES

- Steepness of learning curve
 - Large volume of information due to (necessary) scope of standard
 - Absence of 'quick-start' materials that address the needs of non-oneM2M participants
- Mandate to focus on standardization overlooks complementary activities to drive industry evangelization and market adoption
- Resource-poor Operational model
 - depends on voluntary resources
 - Unable to emulate 3GPP model
- Uncertainty about oneM2M Market and IoT-Stack Positioning
 - Connectivity standard? Comparisons with FIWARE etc.

THREATS

- Large Internet service providers shape market sentiment via proprietary, full-scope offerings (e.g. Amazon, Microsoft) and could enable *de facto* standardization
- Developments in alternative *fora* e.g. 3GPP, GSMA, ISO/IEC challenge participation levels in oneM2M
- Industry standardization moves to topics higher up the IoT stack e.g. standardized data models, data spaces (e.g. International Data Spaces Association, Industrie4.0 forum etc.)



oneM2M Marcom principles

Target audience, key messages and focus areas

New mission, vision & taglines

- **Our vision:**
“A world of interoperable and secure IoT services where market adoption is easy and delivers benefits to society.”
- **Our mission:**
“We are the global-community that develops IoT standards to enable interoperable, secure, and simple-to-deploy services for the IoT ecosystem. oneM2M standards are open, accessible and internationally recognized.”
- **New tagline:**
“The IoT Standard.”

- **Our logo:**



oneM2M has several target audiences, each with differing information needs

1. **Standardization experts** interested in contributing to standardization activities (including testing and certification initiatives)
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2. **Business decision makers and IoT product managers** – need to understand the oneM2M value proposition and the business rationale for adopting oneM2M
 3. **Organizations wishing to build oneM2M solutions** (devices, gateways, platforms).
 - These are hardware (devices, gateways) and software (CSE) implementers who will supply oneM2M components to the market.
 4. **Organizations wishing to deploy systems that make use of oneM2M components**
 - These include solution developers that want to build applications by buying oneM2M 'components' or using hosted CSE capabilities, for example.
 5. **Government agencies, policy makers, regulators**
 - Drive/control wide IoT deployment such as in the Indian market
 6. **Academic institutions/Universities**
 - That want to train students in IoT and scale applications (e.g. smart cities)

oneM2M Key messages

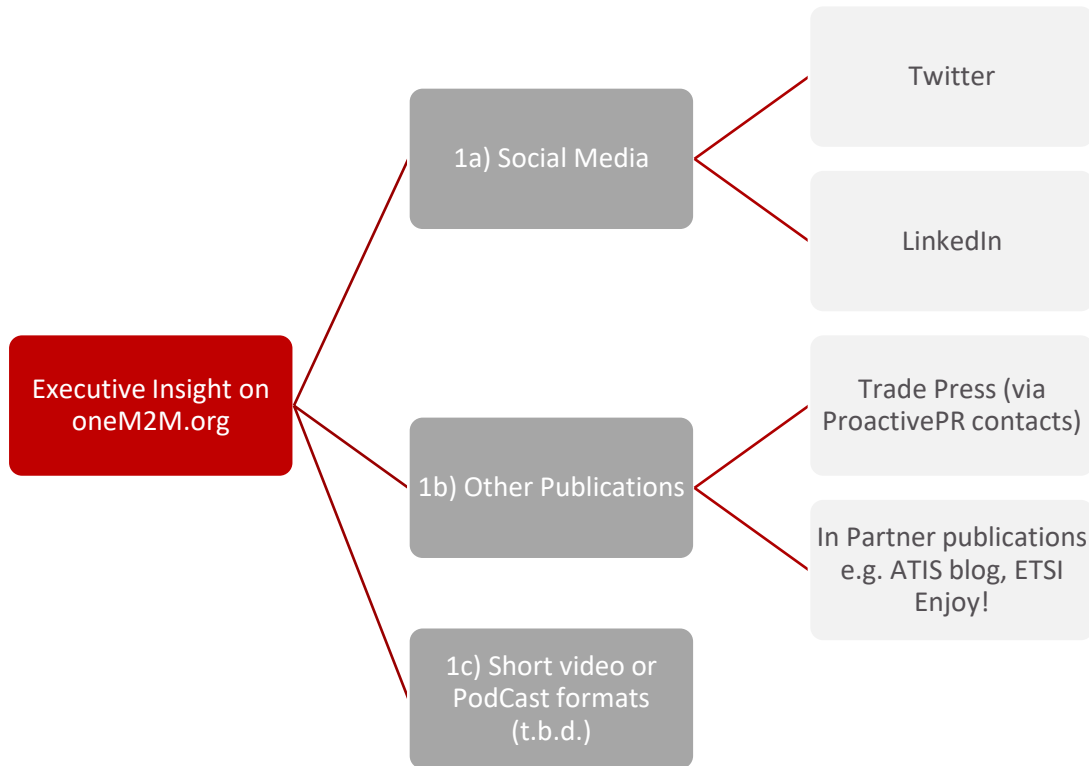
- oneM2M develops IoT standards to enable interoperable, secure, and simple-to-deploy services for the IoT ecosystem
- oneM2M standards are open, accessible and internationally recognized
- oneM2M is inclusive with a global membership representing a wide range of stakeholders
- oneM2M architectures and standards for M2M communications are designed to be applied on diverse industries and sectors
- oneM2M is a proven track deployed solution on a global scale (i.e. Ski resort link with Alpine and Pyeongchang)
- oneM2M is flexible, it is interoperable with existing standard and can grow as new technologies emerge
- oneM2M's standardization approach and release cycle provide the foundations for an evolving standard that can address future IoT requirements
- oneM2M's middleware consists of an extensible toolkit of common service functions that all IoT developers can use when deploying IoT systems
- oneM2M avoids reinvention where established industry standards exist, leaving organizations to reuse their legacy assets while adding new capabilities to their IoT systems
- oneM2M has a certification program to ensure conformance and interoperability among certified oneM2M products

oneM2M communication focus areas 2021

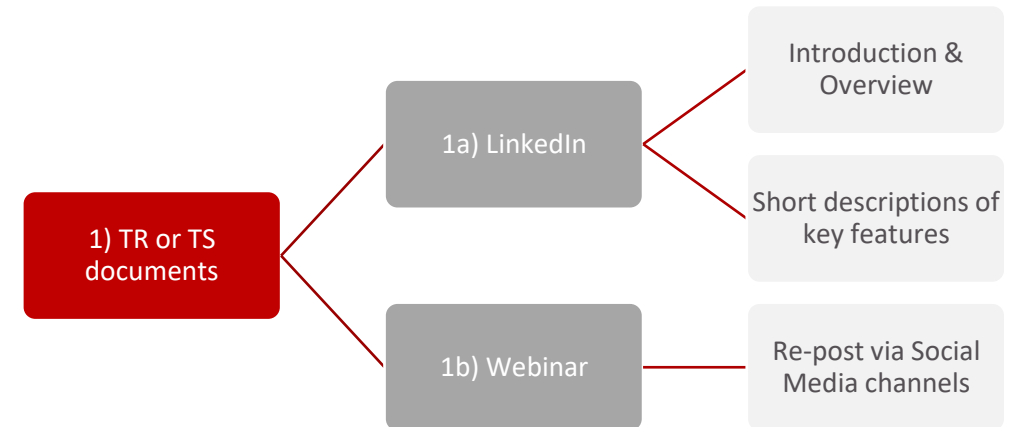
- Launch of Release 4 and planning of Release 5 roadmap
- Cooperation opportunities
 - Cooperation with GCF
 - Synergies (with 3GPP, ETSI ISG MEC and ETSI Smart M2M)
 - Contributions to GSMA Operator Platform Group initiative
- Target opportunities to attract and involve new oneM2M members (not restricted to TP participation)
- Improve re-use of oneM2M content
 - Simpler and easy-to-digest messaging to help market navigate key (older) oneM2M documents
 - Promotion of developer tools to encourage new participants to interact and/or implement oneM2M solutions
- New: Sustainability Sub-Committee within oneM2M. The aim is to promote information about the potential of IoT to enable sustainability. **Still tbc**

MARCOMs approach to amplify content

oneM2M participant insights (current)



oneM2M technical documentation (planned)





oneM2M Marcom operations 2021

Strengthen oneM2M's digital assets

Strengthen oneM2M's digital assets - Website

Our new website will strengthen the oneM2M brand by showcasing our comprehensive work through improved structure, new functionalities (browsable deployment worldwide map, using oneM2M section) and modern design (images and videos). In 2021, it is time for promotion to increase website visits and reach other audience from new sectors. Q4 2021, after one-year experience and feedback we will focus on further improvements considering user experience and feedback.. We will look into new initiatives to tease potential members and partners.

2021 actions:

- ✓ *Finalization and publication of new oneM2M website (expected in March)*
- ✓ *Dynamize oneM2M website homepage by regularly launch of graphics campaigns to feature oneM2M news, events and achievements*
- ✓ *Continue to improve content of some of the sections*
- ✓ *Develop SEO (search engine optimization). Further improve our analytics and experiment with data-driven updates and improvements to our website, based on analytics. Use Google search results analysis, to improve individual page ranking by tailoring specific pages*
- ✓ *Conduct survey to test user experience and implement focussed website improvements*

Strengthen oneM2M's digital assets – Social media

Our social media presence is focused on Twitter and LinkedIn. Our audiences are growing fast on some of these platforms. Thanks to the new website oneM2M tweets can be now followed in real time on our homepage.

In 2021 we further increase our actions to drive more visibility of oneM2M in social medias as creating tweet incentives for participants during events.

While oneM2M must be present on the key social media sites, we should focus on boosting our visibility on LinkedIn. LinkedIn is a professional network, and informative and useful content like oneM2M content works the best to engage oneM2M targeted audience

2021 actions:

- ✓ *Daily posting of oneM2M news on Twitter*
- ✓ *Increase the posting of thought leadership articles on LinkedIn (from personal accounts) and cross post to oneM2M LinkedIn sites*
- ✓ *Create incentives to encourage participants/speakers of oneM2M events to live tweet and to share their journey*
- ✓ *Join and engage (and encourage our officials to join and engage) in LinkedIn groups on subjects related to oneM2M work, such as M2M/IoT*
- ✓ *Continue to collect and analyse key performance indicators on each of our social media channels and their usefulness in driving traffic to our website*

Strengthen oneM2M's digital assets – Videos

In 2020 a series of new tutorials videos have been initiated and placed on the oneM2M Youtube channel. Today we have 300 followers. In 2021 will develop a new Corporate video to present in the best and reader friendly way the oneM2M organization, strategy and functioning. It will also perfectly fit into the new website.

2021 actions:

- ✓ *Develop a new corporate video to present its role in developing global standards for IoT, its organization, its approach to interoperability, its standards roadmap and its open source and market adoptions to a new audience in max 3 min*
- ✓ *Promote new video in all oneM2M channels*



oneM2M Marcom operations 2021

Enhanced thought leadership content to position oneM2M as the major IoT standard and a leading organization.

Enhanced thought leadership content – Whitepaper

Well-written white papers position oneM2M as a source of expertise, a provider of insights, and enhance our reputation for technical excellence. They are also useful in pre-standardization, setting out a statement of intent for future standardization.

2021 actions

- ✓ *Improve identification process of potential topics for white papers*
- ✓ *Continue to educate TP participants of the benefits of white papers for promotion of their work*
- ✓ *Improve the turn-around time for white paper editing*

Enhanced thought leadership content – Webinars

Webinars are an excellent tool to gain visibility to a very targeted audience. They are a key part of a content-based communications strategy, ensuring oneM2M is perceived as a thought leader in IoT technologies. We now have over 3,224 registered on our webinar channel hosted by BrightTalk. We continue to strongly promote the concept of webinars to our TPs members.

2021 actions

- ✓ *Improve identification process of potential topics for attractive thought-leadership content for webinars*
- ✓ *Continue reporting on the success of webinars to the TPs, in order to attract more content.*

Enhanced thought leadership content – oneM2M speakers @conferences

oneM2M receives 3-6 invitations per year to present and participate in moderated panels at industry events. These events are another way to promote oneM2M's brand in the IoT industry and to help oneM2M members to gain recognition for their organizations and themselves..

2021 actions

- ✓ *Recruit presenters early in 2021 to avoid last-minute searching.*
 - ✓ *IoT Tech Global Expo – 18 March*
 - ✓ *IoT Virtual Summit – 23/24 March*
 - ✓ *Virtual Sensors and IoT (North America) – April 14/15*
 - ✓ *Virtual Sensors and IoT (EMEA) – June 16/17*

- ✓ *Create a short presentation about oneM2M that all presenters can use.*

Enhanced thought leadership content – Executive Insights interviews

Executive interviews are an excellent opportunity to gain insight of expertise of oneM2m members. They are a key part of a content-based communications strategy, ensuring oneM2M is perceived as a thought leader in IoT technologies. In 2020 we have published 14 Executive interviews.

2021 actions

- ✓ *Continue to publish process of potential topics for attractive thought-leadership content for webinars*
- ✓ *Improved layout of Executive interviews on new oneM2M website*
- ✓ *Continue to publish Executive interviews via Twitter and LinkedIn*
- ✓ *Work with ProactivePR industry contacts to publish short-article versions on Executive Insights content*



oneM2M Marcom operations 2021

Increase visibility through new targeted Press PR and media relations and dynamic visibility of oneM2M News

Increase visibility through new targeted Press PR and media activities

In 2021 we will intensify and enlarge media relations to ensure media coverage in new sectors being impacted by IoT business.

2021 actions

- ✓ *Continue to increase visibility on selected technical topics: develop technical content with consultant (KenFigueredo) and with PR agency to position oneM2M as a thought leader and key actor*
- ✓ *Increase top-tier communication channels to multiply our visibility*
- ✓ *Develop media partner ships*
- ✓ *Continue our regular stream of news information on oneM2M activities, throughs interviews by journalists and analyst briefings (one par week)*
- ✓ *Further enlarge journalist list*



oneM2M Marcom budget 2021

Break-down of central monetary budget plan in 2020-2021

Central budget item	2020 budget plan	2021 budget plan based on MARCOM requirements	Note
PR Agency & Consultant	55,717	58,000	A slight increase versus 2020
Speaker/analyst support	12,000	6,000	
Web update	5,000	0	Postponed to 2022
Event sponsoring	5,000	2,000	
Corporate video		10,000	Production of professional video
Communication collaterals		5,000	Production of new brochure
Bank remittance fee	1,000	1,000	
Contingency	5,000	5,000	
TTCN3 development(cash)	4,375	0	This item is converted to in-kind contribution
Total	88,092	87,000	