

Why standards are overrated in Business

Michael Salmony
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Classification: public
Status: final



Michael Salmony Personal Background

- Computer Science
PhD in Computer + Networks = New Media
- International Business
Transformation of Industries through Technology
- Banking
New Services / New Processes
- Payments
Innovations, Regulation, Industry Relations



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Standards are key to consumer acceptance



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But many standards are a fact of life



Designation	Layers	Capacity (MB)	Capacity (GB)
DD-01	SS-CL	1	4.7
DD-02	SS-CL	1	4.7
DD-03	SS-CL	2	9.4
DD-04	SS-CL	2	9.4
DD-05	SS-CL	1	4.7
DD-06	SS-CL	1	4.7
DD-07	SS-CL	2	9.4
DD-08	SS-CL	2	9.4
DD-09	SS-CL	1	4.7
DD-10	SS-CL	1	4.7
DD-11	SS-CL	2	9.4
DD-12	SS-CL	2	9.4
DD-13	SS-CL	1	4.7
DD-14	SS-CL	1	4.7
DD-15	SS-CL	2	9.4
DD-16	SS-CL	2	9.4
DD-17	SS-CL	1	4.7
DD-18	SS-CL	1	4.7
DD-19	SS-CL	2	9.4
DD-20	SS-CL	2	9.4
DD-21	SS-CL	1	4.7
DD-22	SS-CL	1	4.7
DD-23	SS-CL	2	9.4
DD-24	SS-CL	2	9.4
DD-25	SS-CL	1	4.7
DD-26	SS-CL	1	4.7
DD-27	SS-CL	2	9.4
DD-28	SS-CL	2	9.4
DD-29	SS-CL	1	4.7
DD-30	SS-CL	1	4.7
DD-31	SS-CL	2	9.4
DD-32	SS-CL	2	9.4
DD-33	SS-CL	1	4.7
DD-34	SS-CL	1	4.7
DD-35	SS-CL	2	9.4
DD-36	SS-CL	2	9.4
DD-37	SS-CL	1	4.7
DD-38	SS-CL	1	4.7
DD-39	SS-CL	2	9.4
DD-40	SS-CL	2	9.4
DD-41	SS-CL	1	4.7
DD-42	SS-CL	1	4.7
DD-43	SS-CL	2	9.4
DD-44	SS-CL	2	9.4
DD-45	SS-CL	1	4.7
DD-46	SS-CL	1	4.7
DD-47	SS-CL	2	9.4
DD-48	SS-CL	2	9.4
DD-49	SS-CL	1	4.7
DD-50	SS-CL	1	4.7
DD-51	SS-CL	2	9.4
DD-52	SS-CL	2	9.4
DD-53	SS-CL	1	4.7
DD-54	SS-CL	1	4.7
DD-55	SS-CL	2	9.4
DD-56	SS-CL	2	9.4
DD-57	SS-CL	1	4.7
DD-58	SS-CL	1	4.7
DD-59	SS-CL	2	9.4
DD-60	SS-CL	2	9.4
DD-61	SS-CL	1	4.7
DD-62	SS-CL	1	4.7
DD-63	SS-CL	2	9.4
DD-64	SS-CL	2	9.4
DD-65	SS-CL	1	4.7
DD-66	SS-CL	1	4.7
DD-67	SS-CL	2	9.4
DD-68	SS-CL	2	9.4
DD-69	SS-CL	1	4.7
DD-70	SS-CL	1	4.7
DD-71	SS-CL	2	9.4
DD-72	SS-CL	2	9.4
DD-73	SS-CL	1	4.7
DD-74	SS-CL	1	4.7
DD-75	SS-CL	2	9.4
DD-76	SS-CL	2	9.4
DD-77	SS-CL	1	4.7
DD-78	SS-CL	1	4.7
DD-79	SS-CL	2	9.4
DD-80	SS-CL	2	9.4
DD-81	SS-CL	1	4.7
DD-82	SS-CL	1	4.7
DD-83	SS-CL	2	9.4
DD-84	SS-CL	2	9.4
DD-85	SS-CL	1	4.7
DD-86	SS-CL	1	4.7
DD-87	SS-CL	2	9.4
DD-88	SS-CL	2	9.4
DD-89	SS-CL	1	4.7
DD-90	SS-CL	1	4.7
DD-91	SS-CL	2	9.4
DD-92	SS-CL	2	9.4
DD-93	SS-CL	1	4.7
DD-94	SS-CL	1	4.7
DD-95	SS-CL	2	9.4
DD-96	SS-CL	2	9.4
DD-97	SS-CL	1	4.7
DD-98	SS-CL	1	4.7
DD-99	SS-CL	2	9.4
DD-100	SS-CL	2	9.4

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When is a standard not a standard ?

- Define what it is
- Define what it isn't



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Difference syntax & semantics

- Hernán Cortés / Diego Velázquez asked Mayans "What is your country called ?"



Answer: "Yucatan"

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