The “Need for Speed” in Standards

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The Speed of Change

Is there a law of change that says speed accelerates at an exponential rate when there is no friction?
The Speed of Change

• Business Value Acceleration
Acceleration of Consumers

• Consumers move at the “speed of society”

• The old “blink of an eye” is replaced by the “post of a tweet”
Tower of Babel?

- The delay of Standards in Mobile has led to $Billions in wasted expense and many more $Billions in lost opportunity
- Competing Standards for:
  - Payments
  - Coupons
  - Core Technologies
  - Product Descriptions
  - Data Aggregation
The “Standard” of Lego®

- Connecting “blocks” that make interesting structures
Leveraging Mobile

• The new vocabulary is being written...
Mobile Standards Development

- Understanding the dynamic and consumer
- Serving the CPG and Retailer
- Establishing sound business and standards principles
- Leverage speed
GS1 - the Point of Leverage
Slide from Cameron Green’s GS1 Source Presentation

If consumers can’t find your product on the shelf, you’ve lost a sale. It’s the same on the internet.

E-commerce is now approaching $200 billion in revenue in the US alone and makes up 9% of total retail sales (up from 5% five years ago). Consumers like researching and buying online because it makes their lives easier.
Changing Roles in a Changing World

• How to remain not just relevant - but critical?
• Establishing the new value and maintaining mobile attributes that are:
  – “Findable”
  – “Searchable”
  – “Aggregate-able”
What is the next Change?

• From Supply Chain Centricity

• To Mobile-Centric

• To Consumer-Centric

• To?
Conclusions and Thoughts

• “Not only does nature abhor a vacuum – but even more so business”
  – *De facto will fill the gaps and delay adoption – and progress*

• In the absence of leadership and direction chaos and confusion will reign
  – “people want genuine leadership, and in the absence they will listen to anyone who steps up to the microphone”

• *This room represents the Leadership of Global Commerce*