



Power.org News: 3rd Quarter Newsletter

A newsletter for Power.org's member community - September 30, 2008

This issue of the quarterly newsletter is dedicated to the new direction outlined by the Power.org Board of Directors during the annual membership meeting held in Austin, September 24, 2008, and hosted by Freescale.

Setting a new direction took several months of preparation interacting through questionnaires, listening to members, and analyzing lessons learned from events. Information was analyzed and several meetings with the Board of Directors led to setting of a new direction outlined in the annual membership meeting.

Among the outcome of the annual member's meeting were the following:

- call to clarify the mission and goals
- streamline the governance, and
- increase membership value

Power.org is setting a new direction

With over 50 members in attendance in the auditorium of Freescale Parmer facility, the Board of Directors provided introductory remarks followed by Ray Bryant, the Chairman of the Board who provided background as to why after three years of Power.org existence, a change is needed to optimize member value and make Power.org stronger.

- » Power.org has been in existence for three years
- » Many accomplishments, but symptoms point to the need for change
- » Must optimize member value to make Power.org stronger
- » Must amplify Competitive Marketing and Market Intelligence

Mr. Bryant outlined a new direction for Power.org focusing on clarifying the mission and goal of Power.org, streamline the governance and increase membership value.

- » Clarify the mission and goals
- » Streamline the governance
- » Increase membership value

The new value proposition for Power.org calls for

- » Promotion of the brand and ecosystem
- » Leveraged Investment Model
- » Collaborative Innovation of ISA
- » Enablement and Interoperability

Mr. Bryant highlighted accomplishments by both the Technical and Marketing Committees and presented an appreciation award to Nelda Currah and her team for establishing the Power Brand System.

Clearer vision, streamline the governance and increase membership value

Both Kaveh Massoudian and Fawzi Behmann introduced a series of proposed changes aimed at clarifying the mission and goals of Power.org, streamline the governance and optimize operations and increase membership value. The proposed changes were introduced to the Board of Directors and the Extended Board members on Sept. 25th. A 90-day plan was developed and the proposed changes were either implemented or are in the process of being implemented.

These changes are summarized in the following section:

Clearer Vision

"The leading architecture in tomorrow's connected world"

Power.org Mission

Be the leading ecosystem solutions alliance for key market segments.

Objectives To Help Our Members:

- » Increase Market Share
- » Increase *Competitive* Market Positioning
- » Increase Business Results

Our Approach:

- » Promote the ecosystem and solutions around Power Architecture
- » Collaborative Innovation for Power Architecture

Extended Board of Directors By Invitation Only

- » Special Invited "extended board members" for open portion of the Board of Directors meeting
- » Steering Committee idea was redirected to become an extension of the Board

Membership Fee Structure

- » Differentiate Sponsor level from Participant level
- » Consider small/start-up companies for membership

Increase Membership Value

- » Gain insight into each member's expectations and achieve positive results
- » Aggressively promote the overall ecosystem and each member
- » Create and Track Member Business Profile

Member Profile Template:

Company Name and Legal Address:

Target Market:

Member Company Value Proposition:

End users of the solutions:

Ecosystem Layer(s) Focus:

What are the company's expectations from their usage of or association with Power Architecture?

What are the technical and business challenges the member is facing with the Power Architecture usage?

What is expected from Power.org? How can Power.org add value for the member?

Member Contribution:

Technical Committee Participation:

ePAPR	Common Debug	Hypervisor
ABI	Virtual Platform	

Marketing Committee Participation:

Member Participation:

- Event planning
- Power.org standard market Positioning
- Competitive intelligence
- Ecosystem organization and promotion
- Video Clip (once)
- On-Line Solution Portal (once)
- Press Release (once or more a year)
- Contribution to Newsletter (once a year)
- Contribution of an article (once a year)
- Contribution/Sponsor to a webinar
- Contribution/Sponsor to an event

Steering Committee Participation:

Involved in setting goals/strategic plan, metrics, assessment, recommendation

Primary and key Contacts, titles, roles:

Contact 1:

Contact 2:

Quarterly Business Review Schedule

- » **Better connection to member's business results**
 - » Leveraged Investment Model
 - Common benefits at fraction of individual cost
 - Immediate access to a wider network of partners
 - » Create new business collaboration opportunities and mechanisms
 - Directly impact sales and revenue
 - Allow for multi-lateral sales engagements
 - Increase company networking activities
- » **Shift focus to Solution & Reference Architecture per market segment**
 - SOC Platform including all necessary IP blocks
 - Software Stack including OS, and middleware
 - Solutions based on application for select target market
 - Defines the ecosystem when complete

PAAC

- » Create a second tier PAAC membership
 - The extended PAAC contains the current core PAAC plus second tier members
 - The extended PAAC operates under the same or a similar NDA as core PAAC
 - Have regularly scheduled meetings of the extended PAAC. Once a quarter?
- » Second tier PAAC member roles and responsibilities:
 - Propose new ISA features and functions

- Guide the PAAC in strategic decisions
- Review relevant RFCs
- » The goal is to accelerate the adoption of new market trends into the Power ISA
 - E. g. virtualization, network convergence, multithreading and multiprocessors

Building Brand Equity

- » Associate Brand promotion with membership fee
 - Entry to Founder Levels
 - Usage Type: Power.org logo, Power.org Member Logo, Built on Power logo, Power logo
 - Use opportunities: collateral, packaging, brochures, signage, advertisement, single product fact sheets, product summaries, presentations, and on the product or product family pages on corporate web site, hardware
- » Associate with member business profile
- » Facilitate quick adoption
- » Establish metrics, survey and feedback of usage and future enhancements

Applying Best Practices

- » Communications and community outreach
- » Events and event management
- » Use flexible resources that allow for rapid deployment and termination of services

Strategic Plan & Clearer Direction setting for 2009/10

A new approach that would be adopted by Power.org is the creation of a strategic plan that focuses on a 2 years out rather than developing a plan for one year. This will give members clearer insights on Power.org plans to facilitate better planning and participation, and consequently greater and impacting results.

Here is an outline of 2009/10 initial set of goals to be finalized:

- Solutions oriented approach
- Technology and Market Trends: Multicore & Virtualization focus
- Market Intelligence & Competitive Positioning enabling effective promotion of Ecosystem
- Marketing and Promotion
- Business Collaboration
- Adoption of Multicore/Virtualization across hardware/software value chain
- Promotion of Solution/Product success stories based on multicore and virtualization

Tighter Collaboration Technical/Marketing Committees:

Introduction of positioning document was a good step to establish a Go-To market plan for developed specifications.

Further improvements calls for being more selective in both technical initiatives and marketing venues to derive a maximum impact and tie these to an overall vision/mission/goals of Power.org.

Technical Initiatives:

Focus on deliverables that matter (Multicore, Embedded Hypervisor, Virtualization, Reference Solution). The new specifications will be selected based on their marketability and importance to Power Architecture strategic objectives and plan.

Thus a new proposal will have a market justification. As technical initiatives are developed so will be a detailed Go-To market plan.

Marketing activities

From feedback from members and various events, some marketing activities are rated of high importance and deliver higher value to members. Among these activities are press announcement, articles, webinars, market/intelligent research and promotion ecosystem solution.

The marketing activities are aimed to promote the specifications and their use cases in ecosystem solutions, demonstrate Power Architecture technology and market leadership in select forums and events and articulate on differentiation and value proposition