

Innochat

Do standards help or hinder innovation?

Times shown in: [Eastern Daylight Time](#) and [Coordinated Universal Time](#)
































Between **2017 Jul 20 11:45** and **2017 Jul 20 13:15**
9 people sent 121 messages containing #innochat

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|----------------------|------------------------------------|---|---|
| 12:00:29 16:00:29 | John W Lewis @JohnWLewis |  | Welcome to #innochat! Our topic is “Do standards help or hinder innovation?” The framing is here: https://t.co/G6PtrtmbMQ |
| 12:01:11 16:01:11 | John W Lewis @JohnWLewis |  | @JKatzaman Hello Jim! How are you? #innochat |
| 12:02:21 16:02:21 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | RT @JohnWLewis: Welcome to #innochat! Our topic is “Do standards help or hinder innovation?” The framing is here: https://t.co/G6PtrtmbMQ |
| 12:02:29 16:02:29 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @JohnWLewis Yes. #innochat |
| 12:02:50 16:02:50 | John W Lewis @JohnWLewis |  | @JKatzaman Good to hear that your're comfortable! #innochat |
| 12:03:12 16:03:12 | John W Lewis @JohnWLewis |  | @dshlvrsn Hi Dale! Which? ;-)! #innochat |
| 12:03:59 16:03:59 | Ken Gordon @quickmuse |  | @JohnWLewis I vote Help! #innochat No, Hinder! No: Both! Is Both OK? |
| 12:04:37 16:04:37 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @JohnWLewis It's both. Hopefully a little discussion on both sides will allow us to exit the cave and get a little... https://t.co/3zOXDUICvB |
| 12:04:43 16:04:43 | John W Lewis @JohnWLewis |  | At some point this #innochat might unearth the VHS vs Betamax story. Just thought I'd kick that off! ;-) |
| 12:04:51 16:04:51 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | RT @quickmuse: @JohnWLewis I vote Help! #innochat No, Hinder! No: Both! Is Both OK? |
| 12:04:59 16:04:59 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @quickmuse @JohnWLewis Yes. #innochat |
| 12:05:29 16:05:29 | Derek Miers @bpmfocus |  | Hi all @ #innochat Standards help shape markets, but big brands like to control them so they dont get out of "their control" |
| 12:05:31 16:05:31 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | RT @JohnWLewis: At some point this #innochat might unearth the VHS vs Betamax story. Just thought I'd kick that off! ;-) |
| 12:05:49 16:05:49 | John W Lewis @JohnWLewis |  | @quickmuse Wrong, Ken! There is no right answer! 🎯🎯 #innochat |
| 12:06:23 16:06:23 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @JohnWLewis For me it's AM Stereo. The ultimate winner was nothing which is becoming more the norm. #innochat |
| 12:06:37 16:06:37 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | RT @bpmfocus: Hi all @ #innochat Standards help shape markets, but big brands like to control them so they dont get out of "their control" |
| 12:06:52 16:06:52 | John W Lewis @JohnWLewis |  | @bpmfocus Hi Derek! I agree, they do! #innochat |

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| 12:06:52 16:06:52 | Ken Gordon @quickmuse |  | @JohnWLewis I asked if Both was OK, not right! 🎯🎯 #innochat |
| 12:07:05 16:07:05 | Derek Miers @bpmfocus |  | Having played on a few standards bodies like OMG seen that happen in spades #innochat |
| 12:07:08 16:07:08 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @bpmfocus And, as Princess Leia would say, the more the squeeze, the more slip through their fingers. #innochat |
| 12:07:35 16:07:35 | Derek Miers @bpmfocus |  | But if applied too early, they can hinder adoption #innochat |
| 12:07:45 16:07:45 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | RT @quickmuse: @JohnWLewis I asked if Both was OK, not right! 🎯🎯 #innochat |
| 12:08:02 16:08:02 | Talented Learning @TalentedLearn |  | NOW (noon ET) at #innochat "Do standards help or hinder #innovation?" See framing by @JohnWLewis + join the convo https://t.co/HobQHoFGoo |
| 12:08:05 16:08:05 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @quickmuse @JohnWLewis Unfortunately it's rarely both at the same time. #innochat |
| 12:08:21 16:08:21 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | RT @bpmfocus: Having played on a few standards bodies like OMG seen that happen in spades #innochat |
| 12:08:26 16:08:26 | Derek Miers @bpmfocus |  | My recent research has been around a standard called DMN (Decision Management Notation) think biz rules with a graphical notation #innochat |
| 12:08:33 16:08:33 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | RT @TalentedLearn: NOW (noon ET) at #innochat "Do standards help or hinder #innovation?" See framing by @JohnWLewis + join the convo https://t.co/HobQHoFGoo |
| 12:08:40 16:08:40 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | RT @bpmfocus: But if applied too early, they can hinder adoption #innochat |
| 12:08:48 16:08:48 | Ken Gordon @quickmuse |  | @dshlvrsn @JohnWLewis Now I'm leaning towards Hinder. Thanks, Dale. #innochat |
| 12:09:26 16:09:26 | John W Lewis @JohnWLewis |  | @bpmfocus The best description I've heard of the difficulty of choosing a standard, is that it's easy. All agree to... https://t.co/l63lvQeG5D |
| 12:09:43 16:09:43 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | Look at Apple - strict standards vs Google - somewhat open source #innochat |
| 12:09:53 16:09:53 | Derek Miers @bpmfocus |  | Amazing how incumbents see that - they want to kill it off; or at least clip its wings so that it doesn't challenge the hegemony #innochat |
| 12:10:32 16:10:32 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | I think that there are enough success and failures on both sides to declare standards almost inert (correlation and causation...) #innochat |
| 12:10:56 16:10:56 | John W Lewis @JohnWLewis |  | @dshlvrsn Ah, that's interesting. Are strict standards and open source in conflict? #innochat |
| 12:11:17 16:11:17 | Derek Miers @bpmfocus |  | What was it Thatcher said on Spitting Image - I'll give them a standard (to Europe on the Euro) "it's called English" #innochat |
| 12:12:09 16:12:09 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | RT @JohnWLewis: @dshlvrsn Ah, that's interesting. Are strict standards and open source in conflict? #innochat |
| 12:12:32 16:12:32 | John W Lewis @JohnWLewis |  | Let's consider telecommunication. The world's telephony networks couldn't interoperate without standards. But what's the downside? #innochat |
| 12:12:59 16:12:59 | Saul Kaplan @skap5 |  | Standards key for interoperability & scale. The question is who sets them & do they enable open source or closed markets. #innochat |
| 12:13:35 16:13:35 | John W Lewis @JohnWLewis |  | I wonder for how long the EU will communicate in English after we've left. My guess: for quite a long time!... https://t.co/Kbshn5r82R |
| 12:14:15 16:14:15 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @JohnWLewis There's an assumption in there that interoperation is valuable. In 2017 it's becoming much less so. #innochat |
| 12:14:32 16:14:32 | John W Lewis @JohnWLewis |  | @Carol_Stephen Hi Carol! Great to see you! That's one of the oft-quoted and frequently misunderstood standards stories. #innochat |

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| 12:15:27 16:15:27 | John W Lewis @JohnWLewis |  | @skap5 Hi Saul! Yes., @dshlvrsn also referred to that. But are standards and open source in conflict? #innochat |
| 12:15:55 16:15:55 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @bpmfocus @JohnWLewis It is until you spend time with it. I use this pic to demonstrate two hallucinations of the e... https://t.co/WopgR8VveR |
| 12:16:09 16:16:09 | Derek Miers @bpmfocus |  | @skap5 #innochat As a general rule, agree with Saul, but the reality is that loosey goosey standards are easy to ad... https://t.co/ndPQmjoVKw |
| 12:16:18 16:16:18 | John W Lewis @JohnWLewis |  | Interesting point, Dale! Can you elaborate on that? #innochat https://t.co/vPDrKrIkU9 |
| 12:17:33 16:17:33 | John W Lewis @JohnWLewis |  | Reality is the stuff that doesn't go away when you stop believing in it! #innochat https://t.co/OKpqcAWXY3 |
| 12:18:04 16:18:04 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @JohnWLewis Going back to 1960 and Theodore Levitt's Marketing Myopia, when we focus on the job vs solution new solutions arise #innochat |
| 12:18:18 16:18:18 | Derek Miers @bpmfocus |  | Take the #BPMN std example - everyone could claim support because there was no compliance levels; widespread adoption, no value #innochat |
| 12:18:40 16:18:40 | Brenda Young @4byoung |  | Checking in w/ the Innocats discussing whether standards hinder or help innovation. Good topic! #innochat |
| 12:19:10 16:19:10 | John W Lewis @JohnWLewis |  | That's important too, Derek. How strict should standards be? The Internet operates on a bunch of RFCs (Request For... https://t.co/bsuloCXXZj |
| 12:20:04 16:20:04 | Brenda Young @4byoung |  | RT @bpmfocus: Hi all @ #innochat Standards help shape markets, but big brands like to control them so they dont get out of "their control" |
| 12:20:22 16:20:22 | John W Lewis @JohnWLewis |  | @4byoung Hi Brenda! Welcome to another #innochat party! |
| 12:20:29 16:20:29 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @JohnWLewis https://t.co/epLhLovQIk #innochat |
| 12:20:37 16:20:37 | Derek Miers @bpmfocus |  | Only when #BPMN got a storage format and XML did it really have bite; OTOH, DMN has all that built in, but little adoption #innochat |
| 12:21:12 16:21:12 | Saul Kaplan @skap5 |  | They're only standards if the crowd uses them. We need less push & more pull for new open source standards to scale. #innochat |
| 12:21:49 16:21:49 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @JohnWLewis Sorry to double down on esoteric but I think it's relevant to the topic. You can't rationalize a standa... https://t.co/3pae8nXDaD |
| 12:22:11 16:22:11 | John W Lewis @JohnWLewis |  | @skap5 Good point, Saul. There's an important discussion between "de jure" and "de facto" standards. #innochat |
| 12:22:13 16:22:13 | Derek Miers @bpmfocus |  | Stds create markets when they help stratify vertical business models; they lower the barrier to entry allowing specialist plays #innochat |
| 12:22:57 16:22:57 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @bpmfocus We don't do what makes sense. So to scale we need it to fit our reality. The movie playing in our heads. #innochat |
| 12:23:11 16:23:11 | Andrea Villeneuve @DreaVilleneuve |  | @JohnWLewis @skap5 @dshlvrsn I tend to look at open source developing it's standards communally. #Innochat |
| 12:24:02 16:24:02 | John W Lewis @JohnWLewis |  | @dshlvrsn Trying to understand this, Dale, without time to read/watch those now. Do you mean: "perception is reality"? #innochat |
| 12:24:31 16:24:31 | Derek Miers @bpmfocus |  | @DreaVilleneuve @JohnWLewis @skap5 @dshlvrsn Most of the adoption of Open Source is ... de facto standard; rather than imposed #innochat |
| 12:25:22 16:25:22 | John W Lewis @JohnWLewis |  | @DreaVilleneuve @skap5 @dshlvrsn Hi Andrea! But isn't "open source" about whether the source is available and can b... https://t.co/EgTEGeLX5X |
| 12:25:33 16:25:33 | Dale H. 🎯🎯🎯🎯🎯 @dshlvrsn |  | @JohnWLewis To a certain extent yes. Basically cognitive load is bad. When a standard reduces load because we agree... https://t.co/TKAhscGRPN |
| 12:26:08 16:26:08 | Derek Miers @bpmfocus |  | #innochat Those vertical business models are normally controlled by big biz- hance wanting to control; think cable networks in US |

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| 12:26:39 16:26:39 | Dale H.  @dshlvrsn |  RT @bpmfocus: #innochat Those vertical business models are normally controlled by big biz-hence wanting to control; think cable networks in... |
| 12:27:39 16:27:39 | Brenda Young @4byoung |  RT @bpmfocus: @skap5 #innochat As a general rule, agree with Saul, but the reality is that loosey goosey standards are easy to adopt becaus... |
| 12:28:13 16:28:13 | Derek Miers @bpmfocus |  In the end, new tech comes and makes old sources of domination irrelevant #innochat Who today worries about VHSvBetamax |
| 12:28:18 16:28:18 | Brenda Young @4byoung |  RT @JohnWLewis: Interesting point, Dale! Can you elaborate on that? #innochat https://t.co/vPDrKrikU9 |
| 12:28:24 16:28:24 | John W Lewis @JohnWLewis |  Yes, definitely... *definitively*!! Getting timing right is hard enough, let's discuss. Time taken to agree complica... https://t.co/gilDpUQcIy |
| 12:28:40 16:28:40 | Dale H.  @dshlvrsn |  @JohnWLewis @DreaVilleneuve @skap5 @huggyrao calls it Buddhism vs Catholicism. General guidelines vs very specific... https://t.co/cEbB9BgETn |
| 12:28:54 16:28:54 | Dale H.  @dshlvrsn |  RT @bpmfocus: In the end, new tech comes and makes old sources of domination irrelevant #innochat Who today worries about VHSvBetamax |
| 12:29:03 16:29:03 | John W Lewis @JohnWLewis |  On timing: what are the challenges of getting the timing of standards right ... or wrong?! #innochat |
| 12:29:20 16:29:20 | Andrea Villeneuve @DreaVilleneuve |  @JohnWLewis @skap5 @dshlvrsn Going to be non-definitive - I think it's both - available and can be changed does not... https://t.co/uFfLafPV86 |
| 12:29:23 16:29:23 | Brenda Young @4byoung |  RT @skap5: They're only standards if the crowd uses them. We need less push & more pull for new open source standards to scale. #innochat |
| 12:29:32 16:29:32 | John W Lewis @JohnWLewis |  Sounds like strategy vs tactics! #innochat https://t.co/XOS9NoHOUB |
| 12:29:51 16:29:51 | Brenda Young @4byoung |  RT @DreaVilleneuve: @JohnWLewis @skap5 @dshlvrsn I tend to look at open source developing it's standards communally. #Innochat |
| 12:30:04 16:30:04 | Dale H.  @dshlvrsn |  RT @JohnWLewis: On timing: what are the challenges of getting the timing of standards right ... or wrong?! #innochat |
| 12:30:20 16:30:20 | Brenda Young @4byoung |  RT @bpmfocus: #innochat Those vertical business models are normally controlled by big biz-hence wanting to control; think cable networks in... |
| 12:31:01 16:31:01 | Derek Miers @bpmfocus |  Stds need market pull to get adopted, but there is an inflection point when they help create the market #innochat Think GSM, Nokia |
| 12:31:17 16:31:17 | John W Lewis @JohnWLewis |  @DreaVilleneuve @skap5 @dshlvrsn Yes, agree. The standards affect whether products interoperate. The open source as... https://t.co/6999zYDCPa |
| 12:31:19 16:31:19 | Dale H.  @dshlvrsn |  @JohnWLewis We've adopted this 'fail fast' model which has us start guessing earlier and earlier with little unders... https://t.co/ejgkQpzceq |
| 12:31:42 16:31:42 | Dale H.  @dshlvrsn |  RT @bpmfocus: Stds need market pull to get adopted, but there is an inflection point when they help create the market #innochat Think GSM,... |
| 12:32:32 16:32:32 | John W Lewis @JohnWLewis |  @dshlvrsn Yes. IMHO setting standards too early risks making poor, uninformed choices which do not stand the test of time. #innochat |
| 12:33:38 16:33:38 | Brenda Young @4byoung |  RT @bpmfocus: Stds need market pull to get adopted, but there is an inflection point when they help create the market #innochat Think GSM,... |
| 12:33:47 16:33:47 | Dale H.  @dshlvrsn |  @JohnWLewis The other end is where the requirements are simple but its a battle of two viable solutions. #innochat |
| 12:34:45 16:34:45 | John W Lewis @JohnWLewis |  @4byoung Yes, if agreement is reached too early, then understanding of, and solutions to, issues may still be changing too fast. #innochat |
| 12:35:31 16:35:31 | John W Lewis @JohnWLewis |  You wouldn't be thinking of VHS vs. Betamax, would you, Dale?! ;-) #innochat https://t.co/chKlaC1rnM |
| 12:36:43 16:36:43 | John W Lewis @JohnWLewis |  On the other hand, I think that unless there are at least two viable solutions, there's no need for a standard to b... https://t.co/rn2tZDA7Pb |

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| 12:37:36 16:37:36 | John W Lewis @JohnWLewis |  | @4byoung Can you elaborate on what you mean about WiFi, Brenda? #innochat |
| 12:38:09 16:38:09 | John W Lewis @JohnWLewis |  | On the other hand, what happens if standards are agreed too late? #innochat |
| 12:39:47 16:39:47 | John W Lewis @JohnWLewis |  | @dshlvrsn If there are two viable solutions, does it matter, to the customers, which is chosen? #innochat |
| 12:40:41 16:40:41 | Brenda Young @4byoung |  | @JohnWLewis WiFi was a fast, cheap, partial solution at 1st w/ limits to range, # of ppl on network, security, stability, etc. (1 #innochat |
| 12:40:52 16:40:52 | John W Lewis @JohnWLewis |  | @JKatzaman I think that's the main problem, Jim. It's too late to rein in all of the alternatives in use. #innochat |
| 12:41:46 16:41:46 | Brenda Young @4byoung |  | @JohnWLewis However, WiFi had advantage of being cheap & an option when often there was nothing else. #Innochat |
| 12:42:05 16:42:05 | Dale H. 📍📍📍📍📍 @dshlvrsn |  | RT @JohnWLewis: @dshlvrsn If there are two viable solutions, does it matter, to the customers, which is chosen? #innochat |
| 12:42:49 16:42:49 | John W Lewis @JohnWLewis |  | Ah, this is the capabilities and performance of the IEEE 802.11 a,b,c...n standards? #innochat https://t.co/K5MiV1SsYQ |
| 12:44:31 16:44:31 | John W Lewis @JohnWLewis |  | @dshlvrsn Ah OK, sorry if I was unclear, Dale. I meant does it matter which one is chosen (not whether one is chosen). #innochat |
| 12:44:48 16:44:48 | Dale H. 📍📍📍📍📍 @dshlvrsn |  | @JohnWLewis While relatively inexpensive receivers would have to pay licensing for all formats. So today - no AM Stereo #innochat 3/3 |
| 12:45:25 16:45:25 | Dale H. 📍📍📍📍📍 @dshlvrsn |  | @JohnWLewis Only to the folks making \$\$\$ from IP #innochat |
| 12:46:00 16:46:00 | John W Lewis @JohnWLewis |  | Many do! This is back the adopter categories. "Late majority" adopters want to be in the same boat as everyone else... https://t.co/E9dVrcwFVs |
| 12:47:32 16:47:32 | John W Lewis @JohnWLewis |  | More on timing: when is the optimum time to standardise? My view is that it's much later than most technical people believe. #innochat |
| 12:48:04 16:48:04 | John W Lewis @JohnWLewis |  | 📍📍 That does have an effect! #innochat https://t.co/gMU5HSRmAVV |
| 12:48:34 16:48:34 | Dale H. 📍📍📍📍📍 @dshlvrsn |  | RT @JohnWLewis: 📍📍 That does have an effect! #innochat https://t.co/gMU5HSRmAVV |
| 12:48:55 16:48:55 | Brenda Young @4byoung |  | @JohnWLewis Also had advantage of being easier to justify use in large orgs. Tough to make a case to fight the crowd. #Innochat |
| 12:48:56 16:48:56 | John W Lewis @JohnWLewis |  | What else on innovation and standards, 'cats?! #innochat |
| 12:49:33 16:49:33 | Dale H. 📍📍📍📍📍 @dshlvrsn |  | @JohnWLewis https://t.co/XfvCh8SlM5 #innochat |
| 12:50:01 16:50:01 | John W Lewis @JohnWLewis |  | @4byoung Is that like: "no one was fired for buying IBM ... or Microsoft, as long as they didn't buy both!?" #innochat |
| 12:52:28 16:52:28 | John W Lewis @JohnWLewis |  | Another factor is: what NOT to standardise! #innochat |
| 12:53:54 16:53:54 | John W Lewis @JohnWLewis |  | Yes, scale of interoperation and extent of dependence on specification must be a major factor. #innochat https://t.co/DsfNfkYevk |
| 12:55:18 16:55:18 | John W Lewis @JohnWLewis |  | As we near the end of our regular hour, please let me know what subjects you'd like to discuss during #innochat |
| 12:56:38 16:56:38 | Benjamin Ellis @benjaminellis |  | @JohnWLewis Not sure I agree with that - from my IEFT days, creating standards helped create markets (even when the... https://t.co/bPb3ynhYyx |
| 12:58:41 16:58:41 | Benjamin Ellis @benjaminellis |  | @4byoung @JohnWLewis @dshlvrsn The key is: Standards are not 'standard' - Not all standards are constructed equal (... https://t.co/SzltmGTE |

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| 12:58:43 16:58:43 | John W Lewis @JohnWLewis |  | @benjaminellis Ah, OK. So, despite no alternatives, a standard sets a specification which can be relied on not to change? #innochat |
| 12:59:16 16:59:16 | John W Lewis @JohnWLewis |  | @benjaminellis @4byoung @dshlvrsn Sure, “de facto” vs. “de jure” and shades in between. #innochat |
| 13:00:15 17:00:15 | Benjamin Ellis @benjaminellis |  | @JohnWLewis Exactly - a standard can act as a lightning rod for innovation, where markets would otherwise be diffuse #innochat |
| 13:00:18 17:00:18 | Brenda Young @4byoung |  | RT @JohnWLewis: @benjaminellis @4byoung @dshlvrsn Sure, “de facto” vs. “de jure” and shades in between. #innochat |
| 13:00:29 17:00:29 | John W Lewis @JohnWLewis |  | I agree. I think that suitable standards set at suitable times have an important part to play in innovation.... https://t.co/4HfmVzVndl |
| 13:02:03 17:02:03 | John W Lewis @JohnWLewis |  | @benjaminellis Good to see you at the end of our #innochat hour, Ben. Earlier, we discussing timing. I’d be interes... https://t.co/5CJwC71gde |
| 13:02:38 17:02:38 | Brenda Young @4byoung |  | RT @JohnWLewis: I agree. I think that suitable standards set at suitable times have an important part to play in innovation. #innochat http... |
| 13:04:05 17:04:05 | John W Lewis @JohnWLewis |  | Thank you very much to all #innochat participants today. There will be a transcript. |