



Why Join OMG?

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OMG Basics (I)

- **Source and caretaker of specifications for**
 - **Comprehensive Architecture:**
 - **Model Driven Architecture (MDA)**
 - **Modeling and design:**
 - **MetaObject Facility (MOF)**
 - **Unified Modeling Language (UML)**
 - **XML Metadata Interchange (XMI)**
 - **Common Warehouse Metamodel (CWM)**
 - **Middleware:**
 - **CORBA including Realtime, Embedded, High Assurance**
 - **CORBAservices, CORBAfacilities**
 - **MDA-based Industry-Specific CORBAdomains**



OMG Basics (II)

- **World's largest software specifications consortium**
- **Hundreds of individual specifications created and cared for by OMG's Member Companies**
 - **Using OMG's proven successful consensus-based adoption process**
 - **Widely-used specifications in many industries including**
 - **Business Modeling and Integration**
 - **Healthcare**
 - **Finance**
 - **Manufacturing**
 - **Software-Based Communications**
 - **Space**
 - **C4I / Military**
 - **More...**



Strategic Emphasis

- **Standards based on stable Business Model retain their value as technology moves on**
- **Model Driven Architecture maps your stable business model to –**
 - **Today's tactical solutions: Web Services, Java/EJB, .Net**
 - **And tomorrow's Next Best Thing**
- **And supports applications throughout their entire lifecycle**
- **OMG technical work and Liaisons support the full range of tactical solutions:**
 - **WS-I, W3C, OASIS, OAG, ISO**



So, Why Join OMG?

- **Help shape industry standards and vendor products to your company's needs**
- **Leverage the work and knowledge of the industry's best**
- **Plan, purchase, and implement in front of the curve, instead of behind it**
- **Don't let your competition jump ahead**
- **Let your company, and your department, be seen as a leader**
- **And finally, cover your costs with savings**



Benefit: Help Shape Industry Standards & Vendor Products

- **How this Works:**
 - **Influence OMG Specifications**
 - **Voice your company's opinion over email, in meetings, and face-to-face to submitters and other members**
 - **Vote in Task Forces and the Technology Committee (depending on your membership level)**
 - **Become a Submission Supporter, when you see something you like**
 - **For even more influence, chair a Task Force or Evaluation Working Group**
 - **Then submitting vendors produce and market implementations, based on member requirements**



Benefit: Help Shape Industry Standards & Vendor Products

- **How much benefit?**
 - **For a product, depends on size and complexity**
 - **Example: Even a simple product that replaces 1 MY of implementation time/cost will save \$150K over 5 years**
 - **Savings multiply for larger application products**
 - **If you're an OMG member and the specification & product meet your needs precisely, savings are maximized**
 - **Non-dollar benefit: Products are thoroughly tested and documented, not always true for in-house software**



Benefit: Help Shape Industry Standards & Vendor Products

- **If your company shapes and adopts an industry architecture and set of compliant, interoperable products:**
 - **Buying and using an architecture-compliant set of industry-standard applications can save substantial \$\$ compared to building or integrating in-house**
 - **These applications interoperate within your industry, and with customers & suppliers, compounding the benefits and savings**
 - **These savings dwarf membership costs!**



The Proof: Architecture Pays!

- **META Group surveyed* CIOs in early 2002**
- **Compared Total IT Budget for companies:**
 - With established architectural standards and an architecture board – a corporate commitment
 - Compared to companies without
- **Group 1: More than 5,000 Internal End Users:**
 - With Architecture: \$6,185/user
 - Without: \$9,209/user
 - Architecture saves: 32% overall
- **Group 2: Fewer than 5,000 Internal End Users:**
 - With Architecture: \$22,534/user
 - Without: \$30,386/user
 - Architecture saves: 25% overall
- **This is a significant Return on Investment**

* www.metagroup.com/metabits/mbDI0525.html



Benefit: Help Shape Industry Standards & Vendor Products

- **What if I Don't Join?**
 - **Your competitors, customers, & suppliers may have already joined OMG**
 - **They're defining your industry's architecture to fit their needs, without considering your needs!**
 - **And they know where it's going already!**



Leverage the Work & Knowledge of the Industry's Best

- **OMG Specifications are Mature, High Quality, and Stable**
- **OMG has defined the industry's most mature**
 - **Transaction Service**
 - **Security Architecture**
 - **Distributed Notification Service**
 - **and many more services**
 - **plus Industry-standard Modeling Specifications including UML**
 - **and the industry-standard Model Driven Architecture**
- **Their world-class experts build specifications at OMG**



Leverage the Work & Knowledge of the Industry's Best

- **Two ways to benefit from this:**
 - When you use a compliant product, you benefit from the built-in quality, but even better
 - Your staff has *direct contact* with the architects and authors of these specifications, on OMG email discussion lists and at OMG meetings
- **These factors compound the benefits of a corporate architecture**



Leverage the Work & Knowledge of the Industry's Best

- **What if I don't join?**
 - **Sure, the quality of the specifications is built into most implementations of compliant products, but**
 - **It's not possible to duplicate the effects of interacting with the industry elite any other way – only membership brings this benefit**
 - **The alternative – interacting with vendors' sales staff at trade shows – doesn't have the technical depth, or convey your insider status**



Plan, Purchase, and Implement in Front of the Curve, Instead of Behind It

- **OMG defines the state of the art of commercial software in many areas:**
 - *Enterprise Architecture & Integration*
 - **Software Modeling, Analysis, and Design including the Model Driven Architecture**
 - **Industry Software Standards**
 - **Scalable, transactional business applications**
 - **Realtime, Embedded, Fault Tolerant distributed computing**



Plan, Purchase, and Implement in Front of the Curve, Instead of Behind It

- **The OMG completes standards faster than any other organization, but still takes 10 to 18 months from RFP to finished specification**
 - Work on the RFP may have started 4 to 6 months earlier
- **OMG Members know about emerging standards from their inception**
 - They use this knowledge in long-term planning: equipment budget & purchase, software architecture, applications and capabilities
 - Software vendors can start implementation work long before standards become public
 - Long lead times are a big competitive advantage
 - Especially if you can avoid money-wasting investments in dead-end technologies!



Plan, Purchase, and Implement in Front of the Curve, Instead of Behind It

- You can also read between the lines:
- Are the vendor members supporting OMG work on this week's hot new technology?
 - Cannot fake this; standards work costs money
 - If they're serious, the technology may catch on
 - Which companies wrote the new RFP?
 - Which companies plan to submit?
 - If they're not, it may be a flash in the pan
 - The money/investment doesn't always follow the press releases!



Plan, Purchase, and Implement in Front of the Curve, Instead of Behind It

- **How much benefit?**
 - **Use this knowledge in:**
 - Long-range planning
 - Short-term budgeting & acquisition
 - Staffing and training
 - Infrastructure decisions
 - Enterprise architecture
 - Hardware & software selection
 - **Make the right decisions, far into the future**
 - **Avoid costly investments of time and money in dead-end technology**



Plan, Purchase, and Implement in Front of the Curve, Instead of Behind It

- **What if I don't join?**
 - You can read TF Roadmaps to find out futures, but these are very general
 - You can't know which companies are committed to the technology, since the company lists are all on members-only documents
 - You can't network with the people doing the work
 - You could always subscribe to the trade rags and get some hints from Spencer F. Katt and Robert X. Cringely



Don't Let Your Competition Jump Ahead

- **OMG gives our members a competitive advantage**
 - That's our job, and we do it very well
 - We treat all members equally, but *only members* have access to the process
 - Going beyond standards, **OMG** also provides –
 - Marketing Benefits and Corporate Visibility
 - Support for Company Positioning (OMG members are leaders, and support industry standards)
 - Access to Communications and Publications
 - Plus the insider's advance look at where the industry is heading



Don't Let Your Competition Jump Ahead

- **OMG supports all of our Members**
- **We are an open membership organization, and invite every company to join**
 - **If your competitors are members, they are enjoying all of these advantages *today!***
 - **If they're not, they are being invited to join**
- **Don't be left out of the group of companies that defines *your* industry's computing architecture**



Be Seen as a Leader

- **Position your Department, and your Company, as a leader by...**
 - **Helping to write and establish Industry Standards at OMG**
 - **Working effectively with leading vendors and companies in your industry**
 - **Establishing an Enterprise Architecture, and implementing it consistently throughout**
 - **Being the “Go-To” company and department, with the right answer at the right time**



Be Seen as a Leader

- **Intangible Benefits that you can take to the bank:**
 - In addition to the real savings from an established architecture based on industry standards –
 - **The Market Value of leading companies is enhanced up to 50% by intangible IT assets such as these** (*Invisible Advantage*, Jon Low, Perseus Press)
 - **You can't get this benefit just by buying the latest gadgets – you have to integrate the technology into your corporate culture**



Member Discount/Benefit Program

- **Training**
 - Some OMG members offer discounts on training
 - Details: www.omg.org/gettingstarted/training.htm
- **Conferences; Analyst Reports & Services**
 - Rapidly changing list with new offerings regularly
 - OMG Marketing sends a monthly email, keeping members up to date on available discounts
 - Maintain your leadership position by supplementing the information you get at OMG meetings
- **Post your Success Stories**
 - Demonstrate your company's leadership position
 - Check out www.corba.org, www.uml.org, www.omg.org/mda/products_success.htm



Cover Your Costs With Savings

- **OMG Membership Benefits yield both tangible & intangible rewards:**
 - **Shape industry standards and vendor products**
 - **Leverage the work and knowledge of the industry's best**
 - **Plan, purchase, and implement in front of the curve**
 - **Don't let your competition jump ahead**
 - **Be seen as a leader**



The Bottom Line on Savings

- **Save in the Hundreds of Thousands or more by buying software products instead of building**
- **Save even more by establishing the best Enterprise Architecture and committing to it**
 - **MetaGroup study suggests savings equal to 25% to 30% of your total IT budget**
- **Enhance your Enterprise's Market Valuation by becoming a leader, and being seen as one**
 - **Analyst result suggest 10% to 50% enhanced value**
- **So how much does OMG membership cost?**



Total Membership Costs

- **Three parts of total membership cost:**
 - **OMG Membership Fees**
 - Vary with level of influence you choose
 - **Staff Time**
 - You choose how much time to devote
 - **Travel Costs, if you choose to attend meetings**
 - And, if you do, how many you attend per year
- **We'll calculate example total costs for –**
 - **Three example levels of participation**
 - Just examples; you may participate as you like!
 - **For each OMG Membership Level**



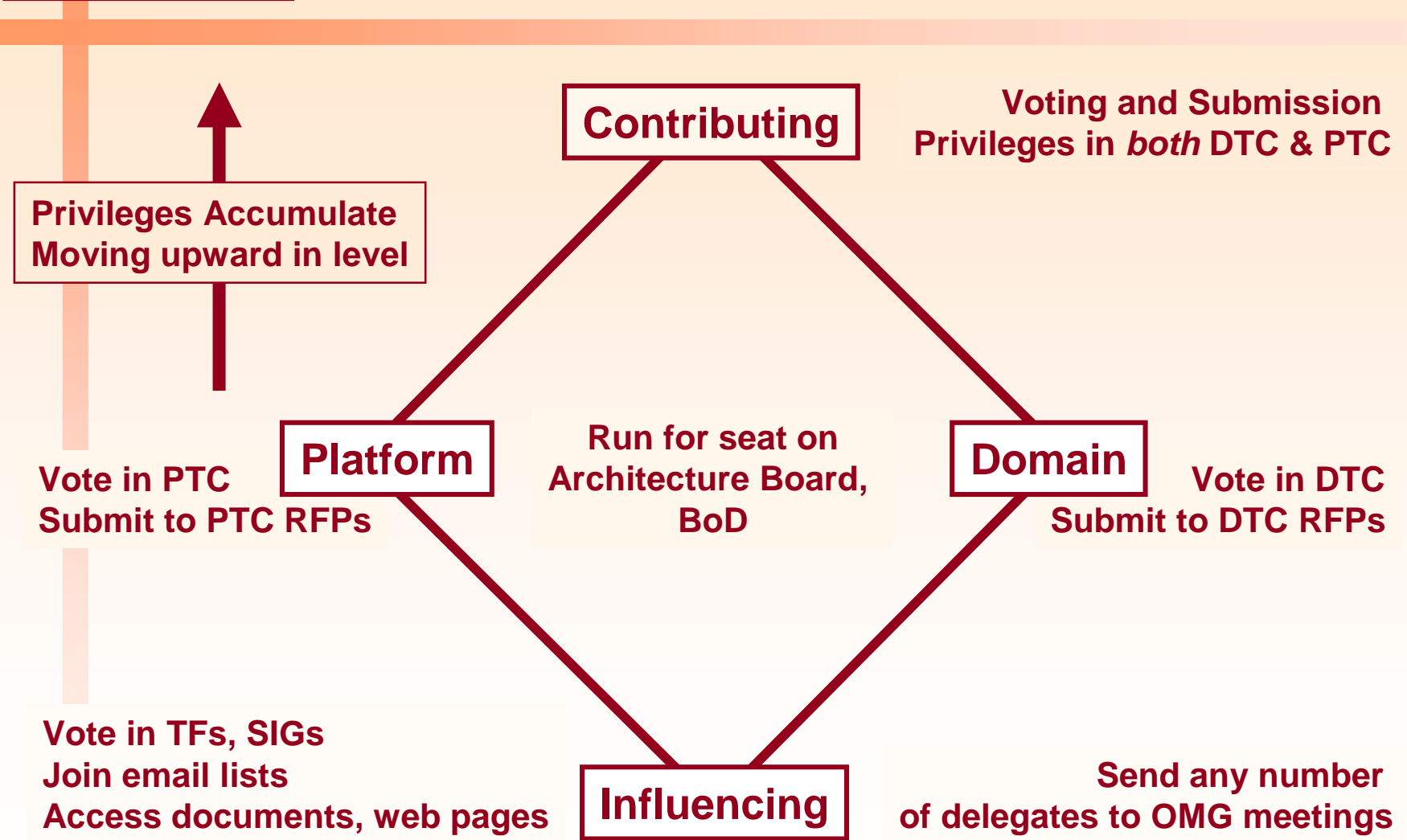
OMG Membership Fees

Gross Revenue	Influencing	Platform/ Domain	Contributing
< \$10M	\$2,500/yr	\$5,000	\$10,000
\$10M - \$100M	\$5,000/yr	\$10,000	\$20,000
\$100M - \$500M	\$10,000/yr	\$20,000	\$35,000
> \$500M	\$20,000/yr	\$35,000	\$70,000

Government agency: \$12,000/yr flat fee



Membership Levels & Privileges





Participating at OMG

- **First, the Members-only basics:**
 - Before every meeting, Review current RFPs and Submissions
 - Find these on members-only pages:
 - Work in Progress page
 - Technology Snapshot page
 - Subscribe & Monitor member email daily
- **Allow time for Pre-meeting Preparation**
- **Also allow time for Post-meeting Reports**
 - Your entire company benefits
 - Communication time is time well spent!
 - Use OMG's Meeting Summary as your core



Three Participation Cost Examples

- **Participate without attending meetings:**
 - You can vote by proxy
 - Hear some proceedings by teleconference
 - Review all summaries at **OMG Meeting Resource Hub**
 - Read minutes in member document archives
- **Or, Attend some meetings:**
 - Example: Attend 3 meetings/yr for 1 day each
- **Or, Attend every meeting:**
 - Example: Attend 5 meetings/yr for 3 days each
- **These are just examples**
 - You can attend as many or as few meetings as you want
 - Send more than one delegate, if you choose
 - And stay as briefly or long as you want at each meeting



Cost Calculation Basis

- **Staff time investment:**
 - 10 mins/day reading/writing OMG email
 - 1 day/meeting preparation
 - .5 day/meeting writing/presenting reports
- **Without meeting attendance:**
 - This consumes ~5% FTE
- **Attend 3 meetings/yr for 1 day each:**
 - ~9% FTE includes 2 travel days + 1 workday / meeting
 - \$6,500 travel costs
- **Attend 5 meetings/yr for 3 days each:**
 - ~15% FTE includes 2 travel days + 3 workdays / meeting
 - \$12,000 travel costs
- **Pick a salary to calculate total costs in dollars:**
 - In our example, Engineer earning \$75K/yr + 40% overhead



Total Costs, Influencing Level

- For our 3 example participation levels

Influencing	No mtgs	3 mtgs	5 mtgs
Time + Travel	\$5200+0	\$9500+5200	\$15700+11400
< \$10M	\$7,700	\$17,200	\$29,600
\$10M - \$100M	\$10,200	\$19,700	\$32,100
\$100M - \$500M	\$15,200	\$24,700	\$37,100
> \$500M	\$25,200	\$34,700	\$47,100



Total Costs, Domain or Platform

- Vote in DTC or PTC
- May submit in response to RFPs on chosen side
- May run for Architecture Board, Board of Directors

Domain/Pltfrm	No mtgs	3 mtgs	5 mtgs
Time + Travel	\$5200+0	\$9500+5200	\$15700+11400
< \$10M	\$10,200	\$19,700	\$32,100
\$10M - \$100M	\$15,200	\$24,700	\$37,100
\$100M - \$500M	\$25,200	\$34,700	\$47,100
> \$500M	\$40,200	\$49,700	\$62,100



Total Costs, Contributing Level

- Vote in DTC *and* PTC
- May submit in response to RFPs on both sides
- May run for Architecture Board; Board of Directors

Contributing	No mtgs	3 mtgs	5 mtgs
Time + Travel	\$5200+0	\$9500+ 5200	\$15700+11400
< \$10M	\$15,200	\$24,700	\$37,100
\$10M - \$100M	\$25,200	\$34,700	\$47,100
\$100M - \$500M	\$40,200	\$49,700	\$62,100
> \$500M	\$75,200	\$84,700	\$97,100



One Last Thing – Who Pays?

- **Your Entire Enterprise will benefit from membership and participation**
- **The savings and return dwarf the costs if you invest the time and money**
- **But, the costs look larger in the context of a single department's budget**
 - **And budget/finance rarely considers the out-of-department benefits at project evaluation time**
- **OMG suggests supporting your membership at a Corporate level**
 - **by funding it out of Corporate-wide IT**
 - **or Research & Development**



Membership Benefits Summary

- **Help shape industry standards and vendor products to your company's needs**
- **Leverage the work and knowledge of the industry's best**
- **Plan, purchase, and implement in front of the curve, instead of behind it**
- **Don't let your competition jump ahead**
- **Let your company, and your department, be seen as a leader**
- **Cover your costs with savings**



OMG Links & References

- **OMG Home page:**
 - www.omg.org
- **MDA central:**
 - www.omg.org/mda
- **Membership information:**
 - www.omg.org/membership
- **Membership questions:**
 - kenberk@omg.org
- **Technical and adoption process questions:**
 - siegel@omg.org