Introduction

In today’s difficult economic times, business leaders face tough challenges aligning technology with their business objectives. Whether accessing new markets or competing in existing ones, managers have less money to spend and fewer resources to achieve these goals—and it’s not getting any better. With pressure mounting to stay competitive, businesses look to IT solutions to help them strike a balance between these conflicting forces.

One way that companies can better manage limited assets is by joining an open, not-for-profit standards organization. Member organizations share their expertise to rapidly produce high-quality technical standards, providing the foundation for vigorous, competitive markets that benefit vendors, customers and end-users. Organizations that do not engage with open standards risk incurring extra costs and delays through creating and using proprietary equivalents of open technologies. The marketplace rarely rewards laggards! Customers purchase from companies that anticipate and drive market needs, because their products will be continuously refreshed with standards-based upgrades, extending the lifetime of their IT investments.

Membership also leverages the expertise of the best minds in industry, government, and academia by sharing their knowledge, experience and technical know-how to formalize a standard in a particular technology or vertical market—a much less costly venture than committing a development team to create a specification on its own!

Object Management Group: Innovative Technology Standards Organization

The Object Management Group® (OMG®) is an international, open membership, not-for-profit technology standards consortium. Since 1989, OMG members have developed standards used in virtually every technology and industry sector, including business, finance, government, healthcare, insurance, security, space and the Industrial Internet of Things. OMG specifications are free and openly published on its website at www.omg.org/spec/. OMG’s members have pioneered modeling standards enabling powerful visual design, execution and software maintenance.

OMG offers multiple membership levels depending how involved your organization wants to be. Members work within a formal process that assures fairness and gives each member company an equal vote to adopt and maintain standards covering every aspect of software development from analysis and design, through development, to deployment and maintenance.

Reasons to Join Object Management Group

Whether your company is a vendor, systems integrator, end user, research/academic institution or government agency, joining OMG empowers your organization to:

• **Innovate Customer Experiences** – Collaborate with thought leaders from other forward-thinking companies within OMG to shape standards that underpin next-generation products into markets favoring these products. At the same time, gain valuable expertise that propels your company to lead those markets.

• **Optimize Resources** – Work with OMG’s community of international experts to draft and write market-shaping standards, giving your key personnel a firsthand look into how your company can best add value for your customers, rather than expend efforts duplicating standard functions.
• Adjust Mission/Business Needs – Stay ahead of the technology curve using OMG’s services, taxonomies, architectures and framework components to swiftly and efficiently respond to the growth of new business needs or to access new markets.

• Break Down Silos – Scale products across organizational boundaries and with those of customers, suppliers, and other companies in your industry by working with OMG’s integrated solutions.

• Mitigate Risk to Project Budgets – Eliminate major risk factors inhibiting new technology investment by benefiting from OMG standards that trace upstream requirements, stories, use cases and expectations to the downstream development lifecycle.

• Reduce Cost Per Service – Effectively leverage the cost structure of your engineering team by assigning staff to reuse tools, techniques, architectures and services based on OMG standards.

While you will want to carefully select the top-flight engineers whose participation in OMG’s work will most enhance your company’s competitive position, OMG’s certification programs can help all of your engineering staff enhance and advertise their proven skills in any of four key disciplines: UML® 2.5 Modeling (OCUP™ 2), Business Process Management 2 (OCEB™ 2), Systems Modeling (OCSMP™), and Real-time and Embedded Systems (OCRES™).

All OMG certification program exams are designed and written by domain subject matter experts and undergo full psychometric validation to ensure a quality exam program.

Certify yourself and your team through OMG today and proudly display your qualifications by including the OMG Certification logo on your business cards, resume, and online in the OMG Certified Professionals Directory (in the business card format illustrated above).

Next Step

Interested in contributing to OMG standards? Contact our Business Development team at bd-team@omg.org or call +1-781-444 0404 to learn more about becoming an OMG member! You can also send email to certificationinfo@omg.org to learn more about OMG certification programs.

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