The following are comments made by OMA Members to the survey question: **What improvements would you recommend overall to OMA?** (Question 17)

- After only 1 year, there is very little need to be super critical; years 2 & 3 will be the most significant time in which OMA must solidify traction by delivering useful specifications that impact products and services. Maintaining focus and increasing the rate at which interoperable specifications are delivered will have the industry impact for which OMA was chartered. This requires a market-driven mentality with priorities that are not only based on technical feasibility but also on a strong business case.
- Try to look at OMA as a global organization, not a EU/US working group, where others are guests, that are kindly allowed to participate by you.
- I think the organization itself works well. A serious suggestion is to alternate between three different locations in the world, which would always be the same. The suggestion is to always have the meetings in Tokyo, London and New York. Advantages;
    - If OMA can commit to have meetings always at these places for a couple of years it would be possible to negotiate a good price for hotel rooms etc.
    - You can reach these cities with one hop from most air ports in the world, which would make travel much easier.
    - The cities are evenly spread out across the globe
    - In 2 out of 3 English is spoken as first language, all OMA-delegates speak English
    - Plenty of restaurants and other entertainments

    Maybe the strongest argument for the Tokyo-London-NYC set up is that there are no real arguments for switching location of the OMA meetings all the time.
- As raised during last TP it will make sense to reconsider meeting locations. With Hawaii as best example it is difficult to convince corporate management that TPs are work, not vacation. How about a fixed set of 6 locations (2 in Asia, 2 in Europe, 2 in NorthAmerica, used in rotating order). Organizational tasks at OMA would be easier, and corporate Management would not raise the concern that participants travel all over the world. BTW, how many OMA members are based in Hawaii? Why does OMA force EVERY member to travel at least 5 hours to that meeting location?"
- Meetings: MORE POWER POINTS. Everyone who attends has a laptop. Everyone. It is not sufficient to provide power to half the seats in a meeting room. Every seat needs power. It is your responsibility to ensure that the hotels know that if you provide 40 seats in a room, then you need at least 40 power points for laptops. Otherwise I have no complaints - you guys and gals do a fine job.
- OMA needs to start using its staff more efficiently and perhaps add even more staff in the future. The Forapolis team is doing an excellent job, so I would recommend using them more. Specifically I think OMA could benefit to use staff for the following:
    - Review of specifications in a neutral manner to improve the quality and thereby saving lots of money for the members that now are risking to get lost because the specifications are not clearly written and may be interpreted and implemented in different ways.
    - Support for IOP related matters, including planning of test fests and writing of IOP related documents. It is hard to get the members to do this although all agree that this is really important, so therefore it makes sense to spend money on this.

    Furthermore, we need to find a more efficient work split with 3GPP/3GPP2 so that the work is not unnecessarily duplicated. To achieve this, we need to change the IPR rules to license to all not just the OMA members.
- Overall, I am very impressed with the level of professionalism in place after Seth Newberry and new crew started. Board and TP seem to be getting their act together too, but there is an unnatural divide between the two which should be examined & fixed. Somehow, the chaos (which is OK)

in this very busy organization needs to be communicated - so I think you need more help in getting out the message to industry and to members (again, in non-jargon way) about what's happening and why OMA is a good contributor to the industry.

- Most facilitation, communication, and web-site problems have been addressed and are improving greatly. Love the new web-site look and feel. Cannot think of any more.
- Get rid of consensus agreements. Stop messing about with other fora specifications and creating animosity. Produce a roadmap. Deliver a service architecture. Bring in a better managed and considered IOP process. Get rid of the board or reduce its size (what does it do?).
- The organization needs to find a new vitality. It is slow and companies are working around it. We need to create an environment that discourages others from creating competing activities. Within OMA we need a more streamlined approach and more effective decision making. We can begin with the Board itself which could be delivered more effectively
- Work for total openness like the 3GPP organization.
- Regroup, be something other than a slow 3GPP look alike.
- Learn more from 3GPP when it comes to structure and document handling.
- Create more effective relationship with 3GPPX
- More open and more network agnostic
- Better tracking of corresponding 3GPP and 3GPP2 stage 1 and stage 2 work as relevant to the OMA specs.
- Improve collaboration among WGs/ chairmen
- Try and ensure the WG's do not become silos
- Having clearly defined goals with deadlines and communicate them broadly to the whole community
- Slim down TP. Get it to focus on real issues that need debating face to face and cut out the endless reporting.
- Stricter usage of marketing level requirements driving the development of technical specifications.
- To reduce the working groups and concentrate to delivery results in time
- To be more cautious about endorsing new work items that lead to more work groups.
- More market driven input to priorities the work plan of OMA
- Focus on e.g. ""top 10"" service enablers (majority driven) to prove OMA's ability to deliver against the expectations of the member companies and of the mobile industry in a timely manner; manage growth (members and TP/WG attendee figures increase) to remain effective and efficient
- More drive/emphasis into the Technical Committee's to .... "stop polishing the apple", i.e. trying to get EVERYTHING right at the first release; and more push to get basic standards into the market-place, so that OMA is recognized as a TRUE standards body - driving Mobile Web Services - and not as an academic, slow moving, mired in day-1 perfection - organization. OMA is losing momentum .....
- Openness is still an issue that makes it difficult for OMA to communicate, but most of all effectively cooperate with other standardization bodies. Some groups claim to be working on 'legacy' and do not follow the process. OMA work should be driven by market requirements throughout all of its working groups without exception.
- Fix the IPR policy problems that prevent work from being open.
- I am greatly concerned about interoperability and handling all of the unusual conditions that occur in a real wireless world. User requirements appear to be a bit weak and the specs may have not gone far enough to address a production environment. The result could be two years of field trial and error to incrementally address these issues, the specs will be too slow to respond to the field experiences, and there will be vendor specific solutions to allow them to succeed and interoperability will suffer. I can't prove this, it is just a feeling based on peripheral observation. Having said that, we want this to succeed and need to support it.

- OMA needs to sell and represent itself more efficiently and more often; change Meeting Planners
- I hope OMA more care for Asian companies
- In my opinion, OMA is not familiar to the most of Korean companies. Recently, Korean mobile market is getting bigger and bigger. At this time, OMA & we (the Korean companies) need to know each other to improve the world & Korean mobile services. It might be required OMA more concern about Korean market and related companies
- Pay attention to value for money - events are expensive
- Lower conference fees
- Work toward greater openness in sharing OMA documents with external organizations; work toward assuring that OMA maintains a regional and access technology balance of representation (currently European and GSM/UMTS interests are dominant in OMA, which could prevent OMA from reaching its goal of developing bearer-agnostic service enablers)
- There is no "mobile architecture" that is independent of the Internet. Mobile is just a limited access technology, handicapped by high costs and poor-quality transport, and cannot survive as an island of independent, non-interoperarable functionality and specifications. OMA needs to stop pretending it is self-contained, and develop rational relationships with IETF, 3GPP, and 3GPP2.
- All improvements to electronic tools, including collaboration tools, and outside marketing, including OMA web site and other such things can have very good impact.
- Make is more accessible to content providers by providing a plain English guide.
- Stop abstract meta-level discussion, and produce a good example. Market doesn't believe in OMA by its plan, real result is required.
- Focus on interoperability. Specify more and more also standard user agent behaviors.
- Focus on results. Have working groups publish roadmaps for their specifications so other WGs and external parties can see what is and what will be produced and when.
- I feel a little unclear the difference between BOD and TP.
- More transparency internally and externally
- Get rid of the current email approval process - do approvals in OMA face to face but allow a limited amount of email post face-to-face.
- No TP meetings during August, because this is a holiday period in Europe !
- The last two days of TP are very political and drives away small companies. It is a shame to see so much irrelevant squabbling. There is a lot of turf protection and ego problems displayed. It is the most aggravating set of meetings possible. It is very important to improve the way last two days of OMA-TP is conducted.
- Wireless Certification Program or exam conducted by OMA for developers, architects and managers
    - OMA Certified Products.
    - Experimental or Sample Implementation of the specifications."
- Make OMA really open; Simplify and streamline OMA processes as to something that rather avoids blocking situations; Focus more on new topics"
- Monthly summary of decisions and news with a constant string in subject. With the constant string in the subject, I can use the rule-assistant of my email-program.
- The OMA needs to be setting/working on standards that apply further out before these become entrenched in single vendor solutions / approaches.
    - I keep asking the question - is the OMA doomed by it's own success, with too many interested company positions that conflict and result in too long a timeline for standards?
- Mainly to 'shape up' in its procedures for running meetings and developing documentation effectively. Perhaps some training in meeting management and coordination for chairs ?

- A more flexible, less bureaucratic process, with more of a project focus and more emphasis on results and less on form. Some meetings have been in very inconvenient places to travel too. OMA needs to adhere to its OMA Meeting Policy.
- Current problem for me is as follows:
    - When I try to download the document in each working group's page in my company, sometimes it is difficult because of virus check at our FireWall

    (The following message is shown in my screen: ""Found virus Macro Stripped in the file). I will appreciate for you to solve this problem as soon as possible. Otherwise, it it difficult to download needed information in our company.
- Less politics and more to go for existing open standards and as well even more important communicate this to lift the dead-lock in the market!
- more information should be included about products marketing
- To communicate more frequently with the industries (non-OMA members, other standard organizations, contents insudtries) to ensure the value chain.
- Increased external communications
- Less TP meetings and more work done by mail and conference calls.
- On the OMA website, it should be EASY to see what documents have been updated since last entry to the site, or sort by date. At the moment tracking updates is almost impossible.
- Make the website more user friendly. Make documentation freely available but do not bombard people with lots of documents as a result. Tell us what each working group actually produces and how this will help organizations. Make an MVNO section so that we understand how OMA can help us.
- A guide to the OMA website would be useful. Perhaps the website can be improved. Is there an OMA ftp site to facilitate document download?"
- The Web interface has been confusing and very unfriendly. This is my first time in the new UI
- Welcome package or mentor for new members.
- Publishing of compliant products and creating a marketing process to promote OMA members products.
    - In addition, hold vendor/IT/operator forums and seminars in various cities in the world in order to help bring the dialogues closer between the different members, and not just in OMA events.
    - Please choose cheaper locations for OMA events. Let's focus on substance and results rather than style.
    - Membership fees need to be justified. The system between Full/ Sponsor/ Associate/ Supporter was meant to be equitable, but in our opinion, we have not found that our Associate fees were a worthy investment. Paying so much to be able to influence tech specs is really a high price when other bodies allow you to do it for free (IETF, W3C, etc.). Besides, participating in OMA events is very expensive. (see point earlier).
    - Engage operators/vendors/IT to commit to rolling out services in trials/labs, etc. No commitment means no deadlines. No deadlines means no progress in standards and productization. OMA is not maintaining a balance between the various parties (Vendors/Operators).
- More TestFest lead time and info about Test Fest available via web site
- Meeting organization, with better price for hotels; discussions in the working groups always based on input contribution better way to find not yet approved specifications working document as in 3GPP"
- There should be ONE place to obtain the specifications for all Enablers. Right now the user has to sift through many sites before getting there.
- Continue to work on the web site, and to inform people about the process of producing specifications. Also, standards work is effectively a technical negotiation task - yet how many

standards delegates have any training in negotiation, or any cultural awareness of how different cultures negotiate. The primary responsibility for delegate training it with the companies they work for, but the OMA can perhaps play a role here too.

- Try and move forward as quickly as possible. Stay focused. Bring discussions to a conclusion quickly.
- More focus on items relevant to us. Better specifications for all relevant enablers. Test specifications. Better program of activities
- Improved marketing of OMA within the membership rather than externally - OMA newsletter is a useful starting point. Easy access to all work items, clear aims and objectives, accessible status reports etc.
- It needs to become less bureaucratic and more flexible in its approach to new problems and situations that arise.
- I expect OMA to be more active and more powerful.
- If possible improve decision making procedures making it more difficult for members to block work progress due to "political" interests
- More focused meetings; more work done on mailing lists; fewer groups and sub-groups meet at same time. More focus on technical quality of work and less on alliances and politics.
- "Improve the speed of the standardization process.
- Improve IOT Test Fest visibility."
- Be quicker in specifying things, stop listening to manufacturers personal preferences and have real interoperable specs (you can dream a bit, can’t You ?!)
- The most important issue OMA needs to improve on is tracibility of the evolution of specifications.
- Small companies cannot possibly follow all groups. Keeping track of all the activities is a challenge. Cross-group information would be useful. Maybe through a newsletter summarizing the activities and their status, for each technical group/sub-group.
- Would like to see more uniform methods of operation and tools recommended by OPS & PROCS. Examples, a streamlined method of achieving group consensus (as opposed to unanimity); some ground rules in proactively seeking feedback or comments over email, e.g. if no opposition received in 7 days after posting a revised proposal over email, then it's agreed by default. Standardize tools e.g. MS Visio for creating and maintaining diagrams in technical specifications.
- Some attention needs to be made to marketing the protocols defined within the OMA. Also some efforts need to be directed at marketing to companies that are affected by standards produced by the OMA but still do not actively participate.
- Tell more about the groups´ work: what are they working on, what is the content of specification - be more educational to give a broader view and knowledge about OMA work (for example: DRM V2.0 presentation during TP #7)
- Try to consider more the Holidays for countries/ religious that have significant presence. For example, TP 10 is exactly on a very important Juish 8-days Holiday called Suckot, and the Munic April/04 TP-WG falls on the Israeli Memorial Day and the Independence Day
- I hope that there are signatures in the invoice and invitation letter from OMA .
- I would hope Operators using smartcards can be voiced and increase smartcard consideration.
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