

# Standardization Education in Chinese Companies --- The practice from Huawei

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[www.huawei.com](http://www.huawei.com)

# “Maslow-mode” of Huawei standard

## Hierarchy of needs



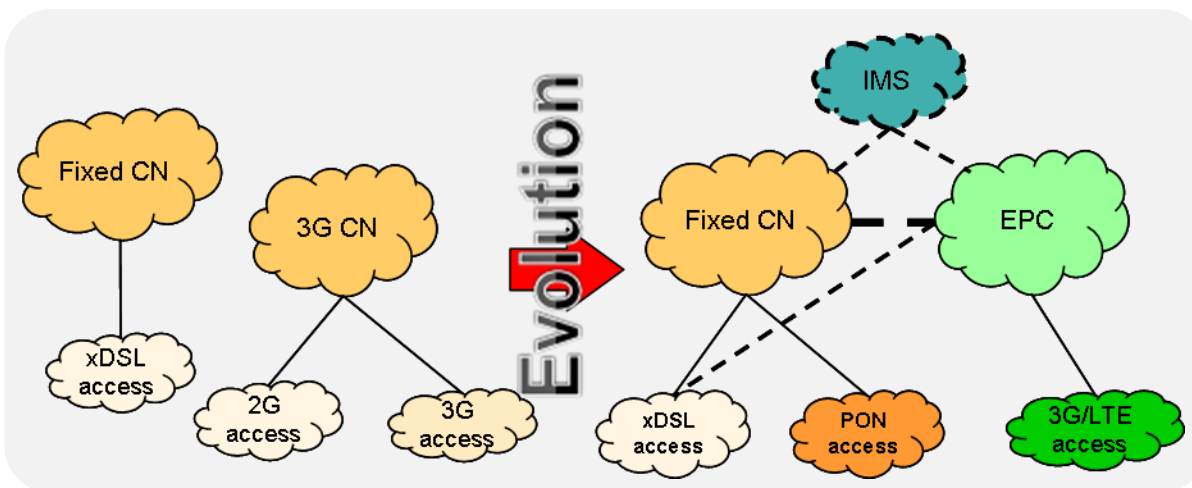
**Share:** Lead and share the market benefits

**Breakthrough:** Leading and influential in key areas

**Defense:** Contribute to build competitiveness by IPR cross licensing

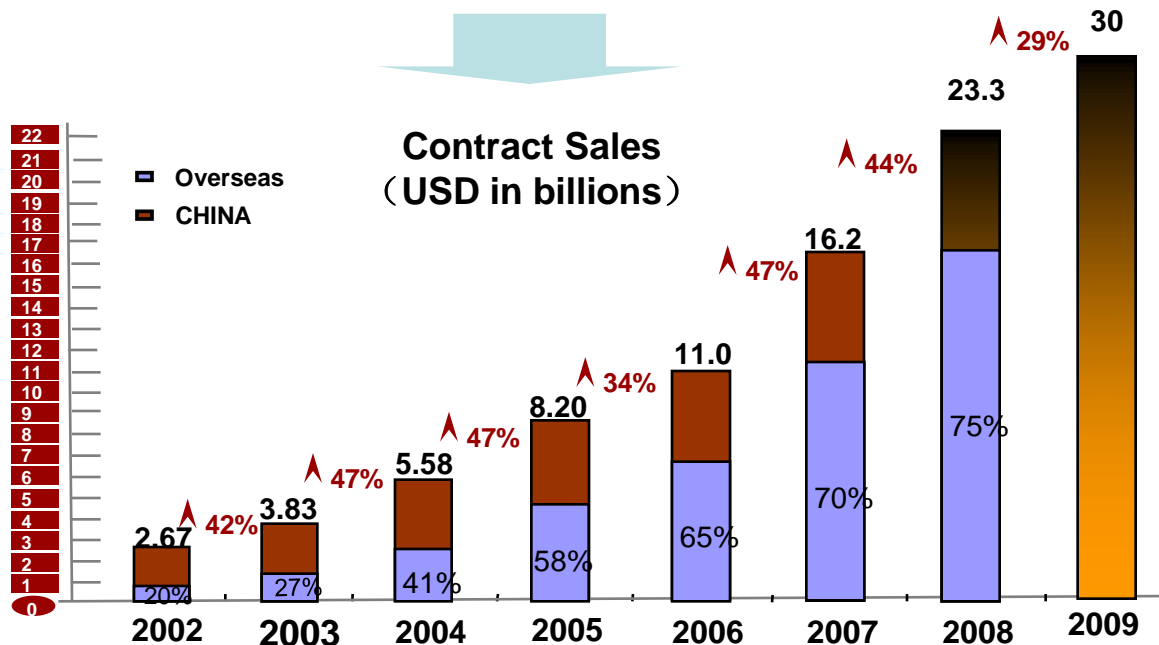
**Follow:** Track the latest status and synchronize our R&D and standards work

# Basic business-driven: Follow

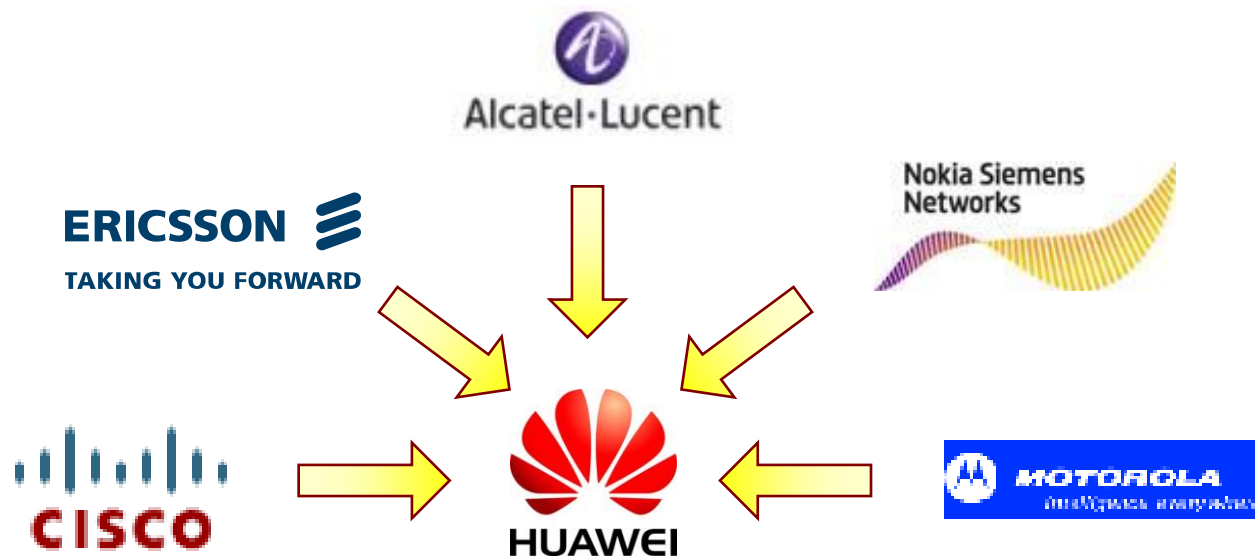


The nature of the communication network, **Interoperability and evolution**, are the basic driving forces for Huawei to follow standards.

This is the fundamental level: for **Physiological surviving**.



# Second business-driven: Defense



**We are under attack!!!** Without **Essential patents**, it's very difficult to sale products in overseas markets, especially in US and EU. The accumulative patent royalty will make us impossible to make money.

This is the second level: for **Safety and belonging**.

# Third business-driven: Breakthrough



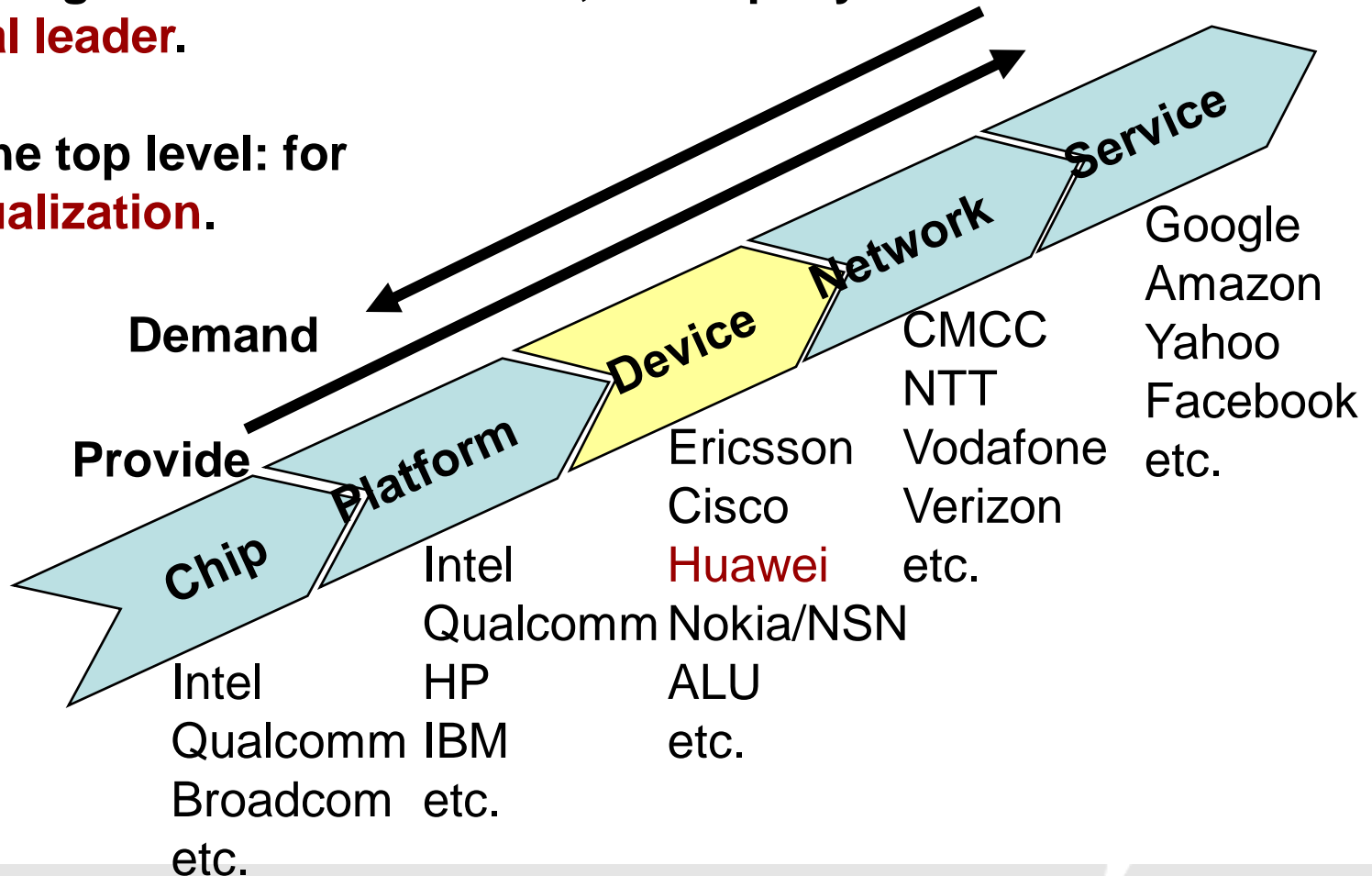
To expanding the global market share, only Safety is not enough. Without **Innovative contributions in standards** to enhance our **Global Brand**, we have to explain to the customers “Who we are” every time. It’s very hard to do business without a good brand.

This is the third level: for **Esteem**.

# Top business-driven: Share

On the top of the industry, standard means **Benefit sharing** for the whole value-chain. Without the capability of expanding new markets and defining them with standards, a company will never be an **Industrial leader**.

This is the top level: for **Self-actualization**.



# Conclusion

- **The right way, or the only way, to do standardization education in a company, is to find out the necessities from the battlefield: the market.**
- **Only when the Boss understand the importance of standardization, then we can get the budget of education with right direction.**
- **Please translate it into cash!!!**

Thank you!