



IEEE COMSOC TECHNICAL ACTIVITIES AND INDUSTRY OUTREACH

Prepared for AP-RCCC 2017
By Adam Greenberg
3 December, 2017 | Singapore

Green ICT Initiative

► Objectives:

- Foster inter-Society collaboration to build a holistic approach to sustainability
- Diversify IEEE membership through outreach to non-traditional IEEE communities
- Grow IEEE's influence and visibility in international forums

► Desired Outcomes:

- Establish new publications to promote multidisciplinary approaches to Green ICT Metrics in IEEE fields
- Establish or enhance conferences and workshops to share knowledge about Greening of/by ICT
- Develop IEEE standards to formalize IEEE expertise and leadership in tangible ways
- Develop training and awareness material to improve IEEE member knowledge and engagement
- Engage broader Green ICT community through a rich content portal and Technical Community

Green ICT Initiative

► YTD Accomplishments:

- Greening through ICT Summit held in Paris 10/17; producing whitepaper on challenges and solutions for developing sustainable ICT products and infrastructure
- Three working groups defined to develop standards from 9 PARs; potential to productize “Green Label” certification based on compliance
- First Transactions issue published 3/17; ComSoc BoG approved Phase 1 proposal for Sustainable ICT Magazine
- Increased engagement: community membership up nearly 13% YTD; monthly web sessions running 2-3 times higher than at this time in 2016.
- Training and awareness material includes “Designing the Green Internet” (ComSoc course); “Greening Cloud & Virtualised Communication Networks” (GLOBECOM 2017 tutorial)

► Next Step:

- Finalize and operationalize transition plan (ComSoc, IES are current investors)
- Rebrand from “Green ICT” to “Sustainable ICT”

IoT Initiative

► Objective and Desired Outcome:

- To serve as the gathering place for the global technical community working on the Internet of Things; to provide the platform where professionals learn, share knowledge, and collaborate on this sweeping convergence of technologies, markets, applications, and the Internet, and together change the world.

► YTD Accomplishments:

- Transitioned from FDC into a community of 19 societies/councils/OUTs within TAB, with ComSoc as lead sponsor
- Membership in Internet Talent Consortium for stronger industry interaction
- Initial participation in target conferences (curriculum workshop at ICAASP2017, panel participation at OFC2017, three-part track programming at CQR2017, Workshop at QRS2017; Vertical and Topical Summit for Agriculture at ICC.)
- IoT Magazine Phase 1/2 proposal approved
- Community membership up 17% YTD
- IEEE Fourth World Forum on Internet of Things (WF-IoT) scheduled for Feb. 5-8, 2018 in Singapore

IoT Initiative

► Next Steps:

- Complete and populate volunteer structure, including IoT Advisory Council
- Execute on WF-IoT 2018; choose site for 2019 (EMEA)
- Seek additional funding, including long-term corporate partners

5G Initiative

► Objective and Desired Outcome:

- To aggregate information about the various endeavors occurring worldwide in order to provide a community of professionals in industry, academia, and government working to solve the challenges associated with 5G.

► YTD Accomplishments:

- Kicked off a roadmapping effort aimed at establishing a dominant reference for future wireless designs independent of specific standards-defining organizations
- Whitepaper as first embodiment of this roadmap has been completed with ~1K downloads
- 5G Summit Honolulu, organized jointly with MTT-S, held June 5-6 at IMS with more than 260 in-person paying customers and 60 streaming viewers
- Dallas 5G Summit held June 8 in partnership with TIA; additional collaboration under consideration
- 15 5G Community Events were organized in 11 countries; goal is to maximize visibility and gain outreach leads while minimizing financial exposure at events that do not charge market prices
- Model is being expanded with upcoming IEEE Summit on Communications Futures covering optical networking, Fog computing, IoT, and cybersecurity in addition to 5G (January 19, 2018, Honolulu)

Industry Speakers/Panelists

- › Airbus Group
- › Alcatel Lucent
- › Altera
- › Altice
- › Amdocs
- › AT&T
- › Bell Canada
- › Cadence
- › China Mobile
- › Ciena
- › Cisco
- › Deutsche Telekom
- › Ericsson
- › Facebook
- › Google
- › Huawei
- › IBM
- › Integrated Device Technology
- › Intel
- › Keysight Technologies
- › National Instruments
- › NEC
- › Nokia
- › NTT DOCOMO
- › Qualcomm
- › Rohde & Schwarz
- › Samsung
- › Sprint
- › Telecom Italia
- › Telefonica
- › Telus
- › T-Mobile
- › Toshiba
- › Toyota
- › Vodafone
- › Volkswagen
- › XILINX

SDN, Big Data

- ▶ To be integrated in 2018
- ▶ Together, these communities have >12,500 members
- ▶ Additional revenue, membership, and volunteer opportunities

Certification and Professional Education

- ▶ Customer satisfaction trending upward
- ▶ ComSoc honored with IEEE EAB Society/Council Professional Development Award
- ▶ Exploring ways to maintain leadership position
 - Position relevant WebEx courses around conferences, magazine special issues
 - Bundle training with like products (sponsored tutorials, webinars) covering subjects of interest
 - Explore new ways to deliver training
 - Offer live training in different time zones
 - Explore partnerships (third parties and within IEEE)
 - Concerted effort to refresh catalog
 - Reviewing/refreshing WCET exam

Questions?