

Selling Abstract Models (including ICOM)

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Overview

- ⇒ Goals: Promotion of:
 - ICOM Model
 - ICOM TC
- ⇒ Sub-Goals:
 - Avoid “my” model bigger than yours
 - Attract developers to ICOM model
- ⇒ Successful new models?
- ⇒ Lessons from those efforts?



Successful New Models

- ➔ OpenDocument Format
- ➔ Office Open XML
- ➔ LOD (Linking Open Data)



Commonalities?

- ⇒ Open Source Project (2 of 3)
- ⇒ Commercial vendor (1 of 3)
- ⇒ Time (approximately same ages)
- ⇒ Domains (2 in one, 1 in another)
- ⇒ Compelling models? ;-)



Applications Anyone?

- ➔ In all three cases, **existing** applications that produced results
- ➔ Not the best or even a better model, but a model with results
- ➔ Models alone, even with APIs, aren't enough
- ➔ Model needs a major application to propel adoption



Potential Applications

- ➔ Collaboration frameworks in the “cloud”
- ➔ Free standing collaboration frameworks
- ➔ Lingua Franca (Semantic TCP/IP) to unify disparate models



Recommendation

- ➔ Promotion of ICOM as “model” unlikely to succeed
- ➔ Promotion of ICOM model in context of an application more likely to succeed
- ➔ Promotion with application more likely to attract developers
- ➔ Identify open source projects that could benefit from use of ICOM

