

Please take OGC's survey on the business value of open standards

**** Win an Apple iPad 2 Tablet, an Apple iPod touch or Bose AE2 headphones! ****

The underlying goal of geodata policy is fluid information exchange among organizations, and key objectives to reaching that goal include agreements and best practices involving technical standards and best practices. To learn more about how technology users and providers are deriving value from open standards, the Open Geospatial Consortium (OGC) is conducting a survey.

Dr. Mu Xia at Santa Clara University and Dr. Kexin Zhao at the University of North Carolina at Charlotte in the United States of America developed the survey based on requirements from the OGC Business Value Committee to support their studies on standards effectiveness. The OGC Business Value Committee will use a summary of the results to better understand the value of the OGC's open standards and improve its programs for geospatial standards development, compliance testing and outreach.

We encourage everyone involved with geospatial or location data, software and services to complete the survey. OGC membership is not a requirement, and you can participate even if the software you use or provide does not implement OGC standards.

The survey takes about 15 minutes to complete. Individual responses will be seen only by the researchers and the chairs of the Business Value Committee. The researchers will summarize the data gathered from the survey, removing all references to individual responses, and make the summary available to OGC Business Value Committee members. An executive summary will be provided to survey respondents.

To take the survey, if you are a technology user:

<http://uncc.surveystatic.com/s/AQAIJDC>.

To take the survey, if you are a technology provider: (includes software vendors, system integrators and consultants):

<http://uncc.surveystatic.com/s/AQAIZBC>.

If you are not sure which version to use, please contact us.

The survey period is 1st November through 18th December 2011. Prizes will be awarded at random to three individuals who complete the survey. The first person whose name is drawn after the survey has closed will receive an iPad 2 (16GB, WiFi), the second will receive an iPod Touch (8GB, 4th Generation) and the third will receive a set of Bose AE2 headphones.

Thanks for your support!

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<http://www.opengeospatial.org/projects/groups/businessvalue>