

OSLC Target Markets

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DRAFT target market descriptions for OSLC SC discussion

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Overview

To serve the OSLC community it's important to define our target market(s) for users of the specifications. The following target markets have been identified in recent discussions:

1. Application Vendors
2. Integration Consumers
3. New Emerging Markets: Big Data, IOT, Analytics

It may be desirable to focus our efforts on addressing a specific market very well rather than attempting to provide a generic answer for a wide range of users. This document is a starting point for discussion that we can update to reflect our understanding of the target markets and which should be a priority.

Application Vendors

- Target: ALM and PLM system vendors like IBM, HPE, CA, PTC, Siemens, and all the vendors in the OSLC adoption survey.
- Business Goal: Many vendors adopt OSLC standards so customers can create integrated best of breed tool stacks without the need for custom integrations. This reduces the cost of integration for both the vendors and customers.
- Pro: With enough critical mass the network effect would create substantial cost savings and ease the pain of integration for both customers and vendors.
- Con: Customers will often not accept the out of the box solutions and will want it customized. Experience has shown that the cost/benefit has not been sufficiently compelling to date for a critical mass of competing vendors to adopt the standards natively.

Integration Consumers

- Target: Large in-house system integration projects undertaken by companies like Airbus and Siemens. This target also includes the System Integrators like InfoSys, Cognizant, Wipro etc. who implement these integration projects on behalf of their customers.
- Business Goal: Create a customer-specific suite of integrated systems sourced from many vendors to create traceability and accelerate internal processes.
- Pro: OSLC can be used as a standard way to tie together the internal systems, creating flexibility and re-use in how the systems are integrated.
- Con: Most systems will need to be adapted by the consumer organization to support OSLC. Processes are organization-specific, proprietary, and even confidential. This means neither the processes, use cases implemented, or the adapters created can be shared across organizations.

New Emerging Markets: Big Data, IOT, Analytics

- Target: Apply OLSC concepts to address integration in an emerging and rapidly growing technology domain.
- Business Goal: Domains like Big Data, IoT, and Analytics produce more value if they are able to access information from many different systems. This drives the need for integration and therefore the need for standardization to reduce integration costs and implementation time.
- Pro: Integration issues are less likely to be already solved in newer domains. Growing domains are receiving more attention and investment and that could translate into more willingness to invest in standards.
- Can we align with people and organizations who can express their integration needs in these areas so we can determine how best to realize integration across systems through standardization?