

**Association for Digital Transformation  
Industry Connections Activity Initiation Document (ICAID)**

Version: 1.0, 25 August 2020

IC20-017-01 Approved by IE&SS SMDC 8 October 2020

**Instructions**

- Instructions on how to fill out this form are shown in red. It is recommended to leave the instructions in the final document and simply add the requested information where indicated.
- **Shaded Text** indicates a placeholder that should be replaced with information specific to this ICAID, and the shading removed.
- Completed forms, in Word format, or any questions should be sent to the IEEE Standards Association (IEEE-SA) Industry Connections Committee (ICCom) Administrator at the following address: [industryconnections@ieee.org](mailto:industryconnections@ieee.org).
- The version number above, along with the date, may be used by the submitter to distinguish successive updates of this document. A separate, unique Industry Connections (IC) Activity Number will be assigned when the document is submitted to the ICCom Administrator.

**1. Contact**

Provide the name and contact information of the primary contact person for this IC activity. Affiliation is any entity that provides the person financial or other substantive support, for which the person may feel an obligation. If necessary, a second/alternate contact person's information may also be provided.

**Name:** Lee Stogner  
**Email Address:** l.stogner@ieee.org  
**Employer:** Vincula Group  
**Affiliation:** Self

IEEE collects personal data on this form, which is made publicly available, to allow communication by materially interested parties and with Activity Oversight Committee and Activity officers who are responsible for IEEE work items.

**2. Participation and Voting Model**

Specify whether this activity will be entity-based (participants are entities, which may have multiple representatives, one-entity-one-vote), or individual-based (participants represent themselves, one-person-one-vote).

Individual-Based

**3. Purpose**

**3.1 Motivation and Goal**

Briefly explain the context and motivation for starting this IC activity, and the overall purpose or goal to be accomplished.

Digital Transformation is the integration of three developing trends and capabilities. First is the adoption of advanced digital technologies such as IoT, AI, Big Data, Digital Twin, VR/AR/MR/XR, Blockchain, etc. Second is the reformulation of business platforms and processes to operate in a lean, resilient, and real-time collaborative manner with customers and supplier networks. Third is the shift in workforce engagement to operate using virtual and boundaryless teams. The result is to significantly improve operations or disruptively enable new business models.

This IC activity is dedicated to advancing the adoption and integration of Digital Transformation in various industry sectors by providing standards, recommended practices, guides, and reference implementations.

This IC activity will serve as a home and a global community for pre-, post-, and non-standardization activities around Digital Transformation:

- Study groups that lead to the discovery of standardization opportunities for Digital Transformation in different sectors, industries, or verticals
- Programs to advocate the completed standards for Digital Transformation and facilitate the certification
- Forums, consultants networks, and a global center of excellence to share reference cases, lessons learned, and business opportunities in the implementation and operation of Digital Transformation in various companies and institutions

### **3.2 Related Work**

Provide a brief comparison of this activity to existing, related efforts or standards of which you are aware (industry associations, consortia, standardization activities, etc.).

IEEE Digital Transformation Working Group (IES/IES/DTWG), as an entity-based group, is developing the IEEE P2023 Standard for Digital Transformation Architecture and Framework. This IC activity will supplement the working group by:

- Providing input (e.g., new PAR ideas) and support from an individual-based community
- Hosting follow-up programs such as compliance testing and standards education for completed standards

### **3.3 Previously Published Material**

Provide a list of any known previously published material intended for inclusion in the proposed deliverables of this activity.

N/A

### **3.4 Potential Markets Served**

Indicate the main beneficiaries of this work, and what the potential impact might be.

This work will serve and benefit companies and institutions in various industry sectors that are being or going to be transformed with digital technologies. At the beginning, we will focus on the following industries:

- Agriculture, Forestry and Fishing
- Mining
- Construction
- Manufacturing
- Transportation, Communications, Electric, Gas and Sanitary Service
- Wholesale Trade
- Retail Trade
- Finance, Insurance and Real Estate
- Services
- Public Administration

### **3.5 How will the activity benefit the IEEE?**

This IC activity will proactively support IEEE standards development for Digital Transformation. It will help IEEE and IEEE SA establish or enhance leadership in relevant industry sectors. It will also help IEEE and IEEE SA grow membership (individual/corporate) and influence globally.

### **4. Estimated Timeframe**

Indicate approximately how long you expect this activity to operate to achieve its proposed results (e.g., time to completion of all deliverables).

**Expected Completion Date:** 09/2022

IC activities are chartered for two years at a time. Activities are eligible for extension upon request and review by ICom and the IEEE-SA Standards Board. Should an extension be required, please notify the ICom Administrator prior to the two-year mark.

### **5. Proposed Deliverables**

Outline the anticipated deliverables and output from this IC activity, such as documents (e.g., white papers, reports), proposals for standards, conferences and workshops, databases, computer code, etc., and indicate the expected timeframe for each.

The following deliverables are anticipated in the first two-year timeframe:

- New PARs for Digital Transformation in different vertical industries;
  - At least 1 new PAR to be submitted before May 2021
- Workshops and webinars on Digital Transformation;
  - At least 1 workshop and more webinars are being planned for 2021
- White papers, reports, or articles on Digital Transformation;
  - 1 report or article to be published in 2021
  - 1 white paper to be published in 2022
- Online resources, directories to share information and ask questions;
  - Up and running by 2021

- Expanding IEEE visibility and network into the growing Digital Transformation industry.

### **5.1 Open Source Software Development**

*Indicate whether this IC Activity will develop or incorporate open source software in the deliverables. All contributions of open source software for use in Industry Connections activities shall be accompanied by an approved IEEE Contributor License Agreement (CLA) appropriate for the open source license under which the Work Product will be made available. CLAs, once accepted, are irrevocable.*

Will the activity develop or incorporate open source software (either normatively or informatively) in the deliverables: No

### **6. Funding Requirements**

*Outline any contracted services or other expenses that are currently anticipated, beyond the basic support services provided to all IC activities. Indicate how those funds are expected to be obtained (e.g., through participant fees, sponsorships, government or other grants, etc.). Activities needing substantial funding may require additional reviews and approvals beyond ICCOM.*

Anticipated expenses include but are not limited to marketing, legal, finance, travel, public events, group meetings, and other general and administrative overhead.

The initial funds are expected to come from sponsorships and donations. Participant fees and subscription fees generated from our events and publications are expected to constitute the major parts of our revenue stream.

### **7. Management and Procedures**

#### **7.1 Activity Oversight Committee**

*Indicate whether an IEEE committee of some form (e.g., a Standards committee) has agreed to oversee this activity and its procedures.*

**Has an IEEE committee agreed to oversee this activity?** No

*If yes, indicate the IEEE committee's name and its chair's contact information.*

**IEEE Committee Name:** Committee Name

**Chair's Name:** Full Name

**Chair's Email Address:** who@where

Additional IEEE committee information, if any. Please indicate if you are including a letter of support from the IEEE Committee that will oversee this activity.

IEEE collects personal data on this form, which is made publicly available, to allow communication by materially interested parties and with Activity Oversight Committee and Activity officers who are responsible for IEEE work items.

## **7.2 Activity Management**

If no Activity Oversight Committee has been identified in 7.1 above, indicate how this activity will manage itself on a day-to-day basis (e.g., executive committee, officers, etc).

This IC activity will be managed by an executive committee consisting of a chair, a secretary, a treasurer, and other officers as needed. The initial chair will be Lee Stogner.

An industry advisory board will be formed to serve as an advisory body to the IC activity. The industry advisory board, consisting of high-profile leaders in each industry, will represent a broad spectrum of industry interests and global perspectives, and will provide industry input and strategic direction to the executive committee.

## **7.3 Procedures**

Indicate what documented procedures will be used to guide the operations of this activity; either (a) modified baseline *Industry Connections Activity Policies and Procedures*, (b) Standards Committee policies and procedures accepted by the IEEE-SA Standards

Board, or (c) Working Group policies and procedures accepted by the Working Group's Standards Committee. If option (a) is chosen, then ICCom review and approval of the P&P is required. If option (b) or (c) is chosen, then ICCom approval of the use of the P&P is required.

(a) modified baseline *Industry Connections Activity Policies and Procedures*

## **8. Participants**

### **8.1 Stakeholder Communities**

Indicate the stakeholder communities (the types of companies or other entities, or the different groups of individuals) that are expected to be interested in this IC activity and will be invited to participate.

Companies and institutions in various industry sectors that are being or going to be transformed with digital technologies. At the beginning, we will focus on the following industries:

- Agriculture, Forestry and Fishing
- Mining
- Construction
- Manufacturing
- Transportation, Communications, Electric, Gas and Sanitary Service
- Wholesale Trade
- Retail Trade
- Finance, Insurance and Real Estate
- Services
- Public Administration

**8.2 Expected Number of Participants**

Indicate the approximate number of entities (if entity-based) or individuals (if individual-based) expected to be actively involved in this activity.

100

**8.3 Initial Participants**

Provide a number of the entities or individuals that will be participating from the outset. It is recommended there be at least three initial participants for an entity-based activity, or five initial participants (each with a different affiliation) for an individual-based activity.

Use the following table for an entity-based activity:

<b>Entity</b>	<b>Primary Contact</b>	<b>Additional Representatives</b>
Entity Name	Contact Name	Name

Use the following table for an individual-based activity:

<b>Individual</b>	<b>Role</b>	<b>Employer</b>	<b>Affiliation</b>
Lee Stogner	Executive Committee/Chair	Vincula Group	Self
Ray Sheen	Executive Committee	PPI Consulting	Self
Keith Plemmons	Executive Committee	Project Management Consultant	Self
Dale Scott	Executive Committee	Watson Works Manufacturing	Self
Soumya Kanti Datta	Executive Committee	EURECOM	Self
Peter Corcoran	Executive Committee	National University of Ireland	Self
Tom Coughlin	Executive Committee	Coughlin Associates	Self
Grace Li	Executive Committee	OxSenses Corporation	OxSenses Corporation
Guodong Wang	Advisor	Northeastern University, China	Northeastern University, China; Chinese Academy of Engineering