Ron Zahavi

Chief Strategist for IoT Standards

Member, Steering Committee
Co-chair, Security Applicability Contributing Group
Leader, Microsoft IIC Testbed subscription offering

Co-author and contributor to several IIC publications, including
IoT Security Maturity Model

Microsoft

Member since 2014

Contributing Member

Why is Microsoft a member of IIC?

We first joined IIC to make sure we were part of an emerging market, and to help define and influence the market direction. Membership allows us to be part of the ecosystem, collaborate with customers, partners and other companies to advance and innovate. IIC helps accelerate the market and we knew that we had to be involved from the start.

We renew each year in order to work on a variety of topics in complex areas such as security, interoperability, edge, emerging concepts such as digital twins and concepts not yet well defined.

How has Microsoft benefited from being a member of IIC?

We look at our commitment to IIC not only in terms of the investment in membership fee but also in our staff time in participation. When we review our ROI, we see the value. We have benefited from visibility, partnerships, having our voice heard and being able to influence the market. Our testbed program with IIC has promoted solutions being built on Microsoft Azure. We have partners that are innovating and adding capabilities to joint offerings and we increase our visibility with clients, which ultimately leads to increased revenue.

What do you participate in at IIC?

Our participation in IIC has allowed me to be part of the Steering Committee, the Security Applicability Group, author documents, get involved in testbeds and be on the IoT Solutions World Congress program committee. I help coordinate input from Microsoft into the various activities at IIC. I have been able to help Microsoft by sharing with them the latest market and technology developments. I work with partners, identify opportunities and I'm able to make a strategic impact. I also represent Microsoft externally so that we can infuse some of what we do into the market, into standards, and into thought leadership and drive innovation.

What advice would you give new members?

My advice is to first decide what your organization wants to get out of the membership. Then, map your activity to those priorities and what the stakeholder that funds the membership wants to get out of IIC. When you attend meetings – you will get out what you put in. Don't just attend the meetings and listen and take notes. You have to contribute, learn, present, influence and partner.

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