Marketing Planning
Key Messaging and Collateral

Michael McCool
Intel

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Messaging

See [minutes 2017-05-17](#) and [Elevator Pitch](#)

- BL: We're building a data model for the Internet of Things, which programmers can use to make 'things' sold by different companies work together.

- YJ: WoT is the 'glue' at the metadata level to enable cross-platform communication/interaction by the powerful descriptive capability of TD.

- MM: The Web of Things defines an open, free standard that describes IoT devices in enough detail that other devices, people, and services can communicate with them, enabling universal interoperability and an ecosystem of things.

- KN: WoT provides an abstract way to use things with less programming.

- MK: W3C WoT aims at complementing existing standards and platforms by providing semantic descriptions and horizontal technological building blocks to pick from, instead of prescribing a full vertical architecture.

- ZK: WoT: do IoT with web concepts (in addressing, access, ...) using TDs to describe interactions and interacting entities.

- N: WoT interconnects different IoT standards.

- DR: The potential for the IoT is huge, but is being held back by fragmentation. W3C is defining an interoperability framework that reduces the effort and risk for developing services across a wide range of platforms. Our unique selling point is cross platform metadata for describing services based upon W3C's extensive experience with Linked Data and APIs.

Key Message Components

Target: Technical decision makers.

Goals:
- Understanding
- Agreement
- Differentiation
- Retention
- Engagement

General principle: Plain English!
- Avoid acronyms (examples: TD, WoT, JSON, XML)
- Avoid jargon (example: metadata)
- Avoid special interpretation of words (example: "Thing")
- Avoid words not widely known, vague, or overloaded (for example, "semantics", "data model", "interfaces")
- Avoid motherhood statements (*everyone* says their systems is efficient, easy to use, etc) without evidence or differentiation

Key Message Candidates Proposed:

- Interoperability between multiple standards

- Open common data model and interfaces

- Ease of use

- Horizontal building blocks that span silos

- Extend web concepts to the IoT

- Describe IoT systems so that everyone can use everything

- Enable a larger ecosystem of things

Existing Key Value Message

Q: What is the Web of Things and what is its value?

This is the first sentence of the WG charter and was also used as the first sentence in Matthias' WoT web prototype:

- The Web of Things seeks to counter the fragmentation of the IoT through standard complementing building blocks (e.g., metadata and APIs) that enable easy integration across IoT platforms and application domains.

Proposed Key Value Messages
Q: What is the Web of Things and what is its value?

1. The Web of Things extends Web technologies to the IoT. It enhances interoperability by providing a standardized description of IoT network interfaces so that everyone can use everything easily.

2. These standardized descriptions are based on standard web technologies in common use such as JSON.   An extension point to support W3C semantic technologies provides powerful tools for semantic interoperability.

3. The Web of Things approach enables a larger ecosystem of things. IoT devices can use Web of Things standardized descriptions to adapt to and communicate with devices from multiple IoT ecosystems.

4. Horizontal building blocks that span silos are also provided. In addition to the standardized descriptions, a standard scripting API and runtime environment, mechanisms for adapting to different protocols, and a security framework are defined.

Proposed Differentiation Messages

Q: How is the Web of Things different from other IoT standards?

1. The Web of Things **describes** how to interact with things. It does not **prescribe** specific network interfaces for things. Because it can describe how to interact with many different standards, it can be used as a basis for a common ecosystem of things without mandating how those things operate or communicate.

2. The W3C standards process is open and royalty-free. W3C standards can be used by anyone and all specifications are public.

3. The W3C Web of Things standard is designed to be usable by web developers and bridge the gap between embedded devices and web services.

4. The W3C Web of Things standard will enable the use of semantic technologies to reason about things and how they interoperate, enabling systems to support flexible, dynamic, and open-ended semantic interoperability.

Planning

- Online Presence
  - Matthias discussing Web…
  - Other online presence materials or collateral needed?

- Other Collateral
  - Presentation Material
  - Images and diagrams
  - Datasheet/Brochure
  - WebEx (video seminars and/or tutorials)
  - White papers
  - Tutorials
  - Executive summary
  - Online demos (eg real devices people can interact with…) [Playground]
  - Book(s)
  - ?