

IEEE 802 Single Sale Standards Update

IEEE 802 Plenary

Opening EC

7 Nov 2011

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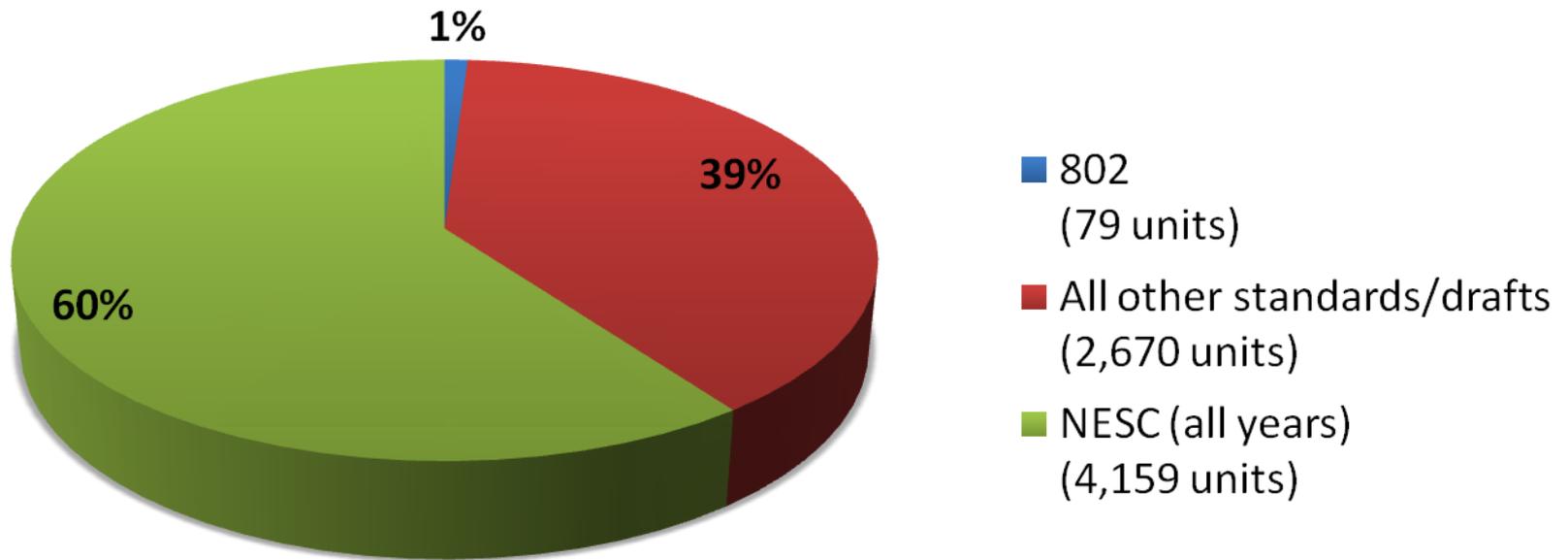
IEEE Standards Store

standards.ieee.org/store

- Dedicated individual IEEE standards product sales channel, hosted on Techstreet
- 8 April to 31 October 2011
 - Total visits: 49,876
 - Conversion rate (visit to sale): 6.66%
 - Total units sold: 5,246
 - Total IEEE 802 standards units sold: 79
 - Top selling IEEE 802 standards product:
 - IEEE 802.1AS-2011: 14 units
 - IEEE 802.22-2011: 14 units
 - IEEE 802.1Q-2005: 6 units
 - IEEE 802.11u-2011: 4 units
 - IEEE 802.3bg-2011: 5 units

IEEE Standards Store - Single Sales

April-Sep 2011 (PDF, POD, Print)
% Units

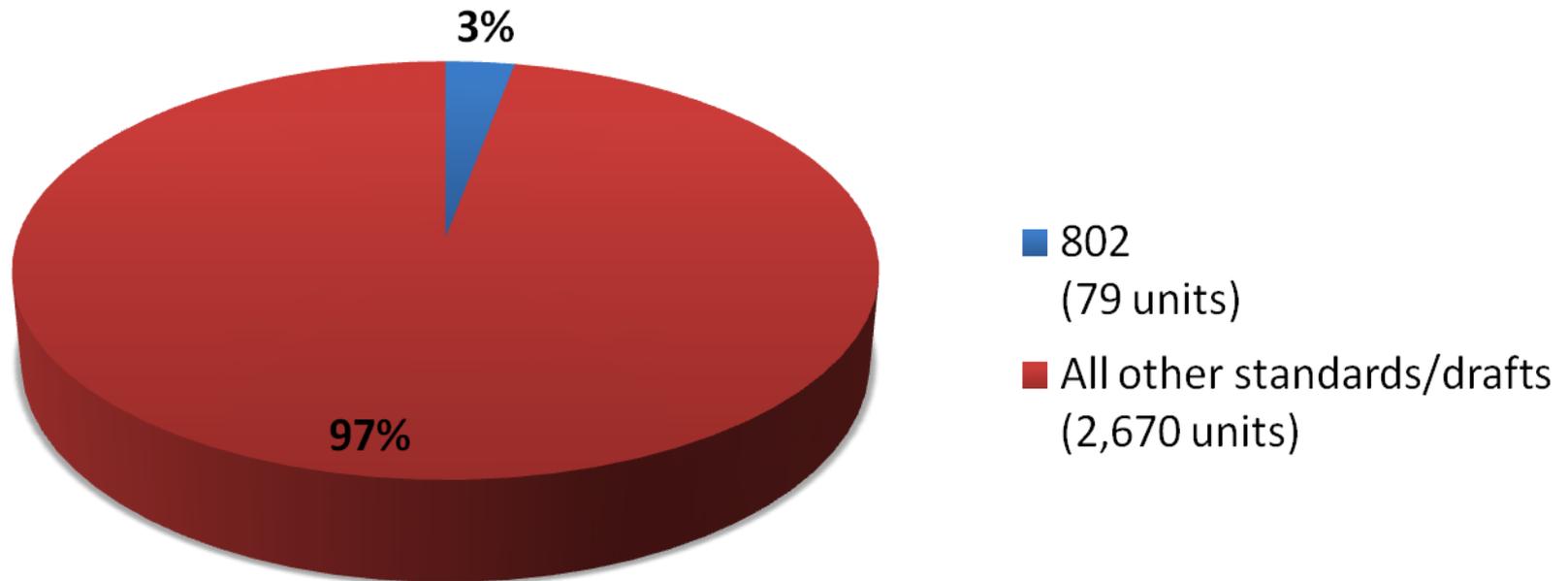


Beginning April 2011: PDF, POD and Print are sold through this channel.
1 Aug 2011: 2012 NESC is available through this channel.

IEEE Standards Store - Single Sales

April-Sep 2011 (PDF, POD, Print)

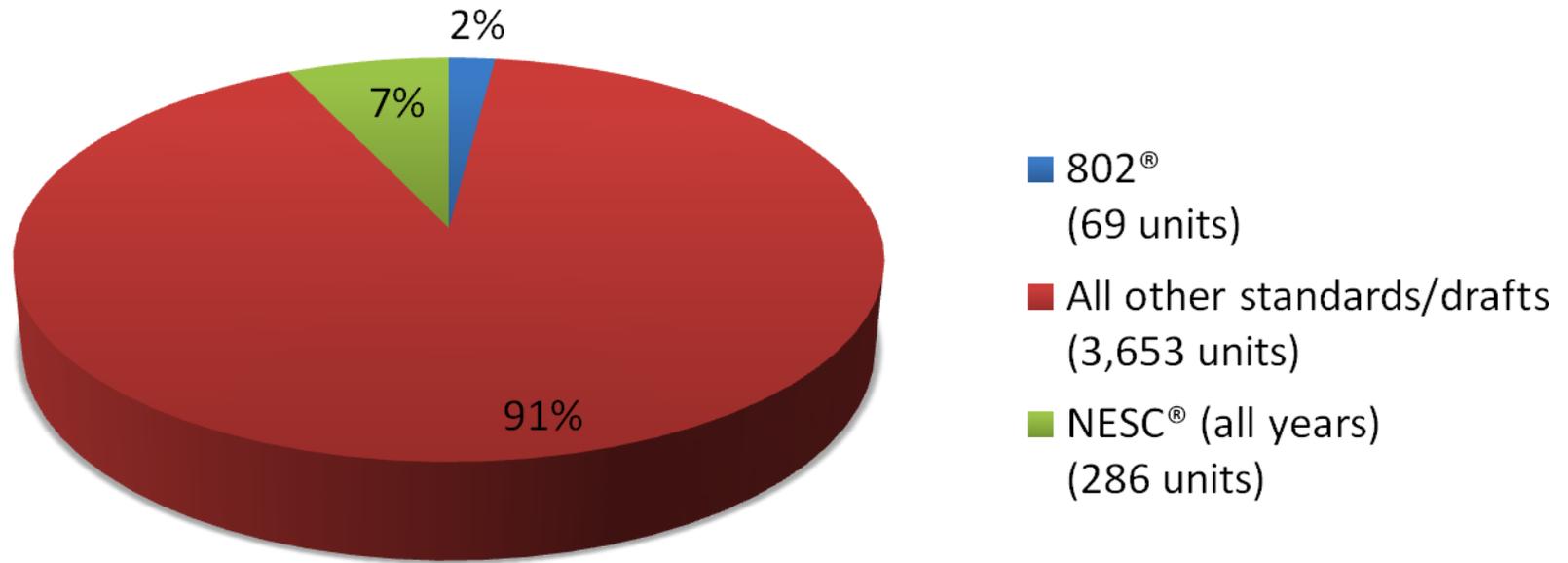
% Units – **excludes NESC**



Beginning April 2011: PDF, POD and Print are sold through this channel.
1 Aug 2011: 2012 NESC is available through this channel.

IEEE Shop/IEEE Xplore - Single Sales

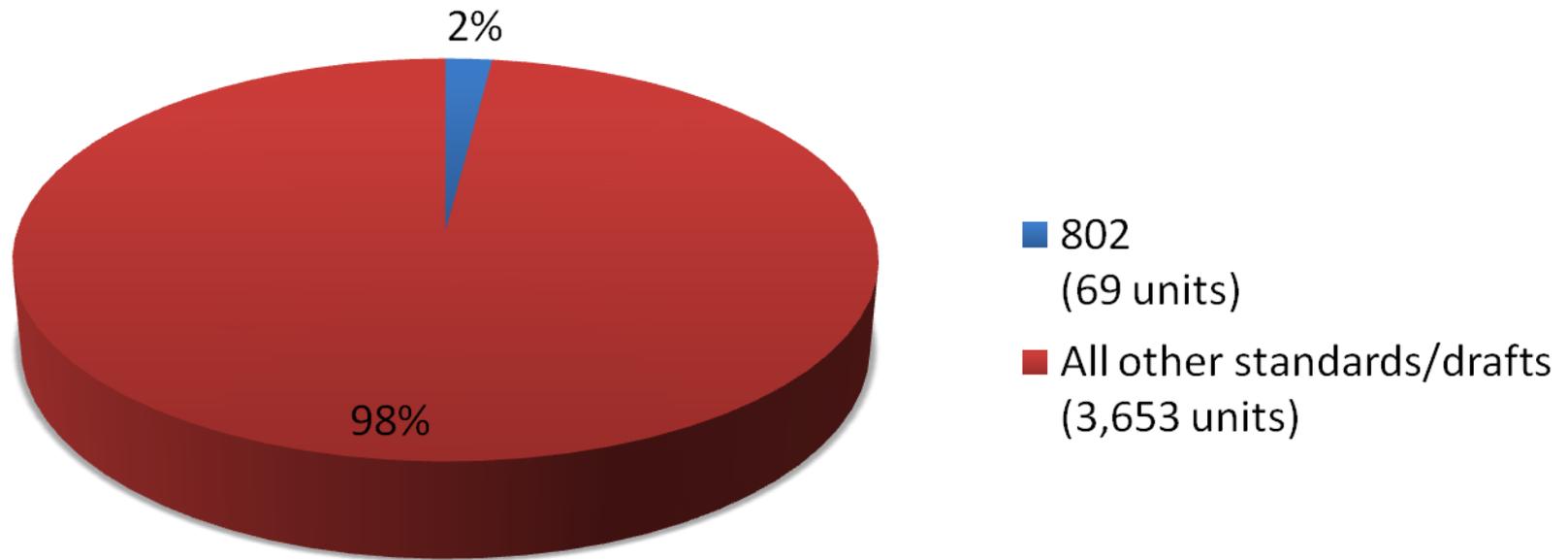
Jan-Sep 2011 (PDF, POD, Print)
% Units



As of April 2011: POD and Print are no longer sold through this channel – PDF only.

IEEE Shop/IEEE Xplore - Single Sales

Jan-Sep 2011 (PDF, POD, Print)
% Units – **excludes NESC**



As of April 2011: POD and Print are no longer sold through this channel – PDF only.

IEEE 802 Individual Standards Discount Promotion Pilot

- Reduced prices on IEEE 802 standards and drafts to \$99 US (for standards and drafts priced under \$99, we left the prices as is)
- Reduction in prices went into effect 17 October in all sales single sales channels (IEEE Store, IEEE Shop and distributors/resellers)
- Promotion of price reduction launched 17 October
 - eBlast to audience of 102,262 (past 802 standards/drafts purchasers, members of Computer Society and members of Communications Society)
 - E-commerce conversion rate 0.6% (below our eBlast average of 7%)
 - Sold 10 units (17 Oct to 31 Oct)
- Two eBlasts scheduled: Mid Nov and early Dec
- Promoted via SA Social Media Channels (Twitter, LinkedIn, Facebook)
- Promoted on SA website Home page and Find Standards page
- Promo/ad on Standards Store scheduled for mid-Nov.
- Promoted in SA e-news vehicles (StandardsWire)

Standards Store Work Plan

Search	Issue Description	Solution	Status
Sort order	Most recent documents should appear "first"	Consolidated superseded/historic versions under active base std, sort by publication date	Complete
Standards status	Need to incorporate SA standard status terminology	Until longer term fix in place, will append status to end of document title	In progress Jan 2012 deliverable
Display of amendments, drafts, etc.	Amendments are not appearing as individual record;	Amendments consolidated under base std;	Complete
	Some drafts are appearing as amendments	All drafts will be tagged as Drafts	Complete
Keywords/terms	Partial std number searches produced incomplete results;	Search function modified;	Complete
	Searching by industry terms didn't produce expected results	Added keywords/terms to enhance searchability	Complete

Standards Store Work Plan

Browse	Issue Description	Solution	Status
Browser incompatibility	Browse not functioning properly on IE when store launched	Fix browser loading issues for IE	Complete
Sorting buttons	Browse sorting buttons were non-functional	Fix browse button functionality. Default to std no., with ability to resort by date, title and most popular	Complete
Standards in multiple categories	802 stds limited to one category	Modify data feed so that a std has multiple assigned categories	In progress Nov deliverable
Browse tree	Request to add another category level for each 802 "dot" std	Modify browse tree structure data to include family level	In progress Dec deliverable

Standards Store Work Plan

Product Details	Issue Description	Solution	Status
Corrigenda	Not displaying corrigenda consistently in store interface	Data relationship adjustments in stds database	Complete
Draft designations	Draft designation of "P" and version of drafts was not appearing in browse/search results	Program feed so "P" would be associated w/ draft and render, & incorporate draft version in data feed.	Complete
Truncated titles	Some IEEE std titles very long, resulting in titles being truncated	Edit titles down to 300 or less characters Extend no. of characters in title field	Complete/Ongoing TS cannot accommodate at this time. Still working the issue to incorporate into TS future release.

IEEE 802 Landing Page in IEEE Standards Store

- Developing a custom “IEEE 802” Landing Page
- Listing all IEEE 802 standards and drafts available for single sale
 - Sorted in numerical/alpha order
- IEEE 802 standard designations will link to the detail page for more information and purchase
- On Standards Store homepage, an 802 banner ad will drive traffic to the 802 page
- Techstreet committed to a 24 hour turnaround on updates (changes will be to HTML pages)
- Live date: 12 December
- Welcome 802 stakeholder review—week of 28 November

THANK YOU!