

Architecting and Standardization

by *Gerrit Muller* University of South-Eastern Norway-NISE

e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

Abstract

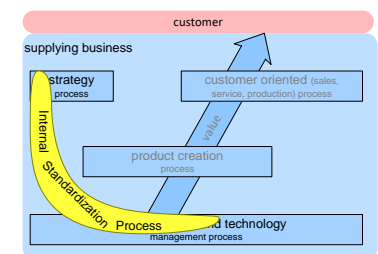
Many products today are developed for highly dynamic markets while the products and functions get more and more integrated. The product and service realization is based on fast changing technologies that come together in complex value chains. The challenge for modern companies in innovative domains is to survive in this dynamic world.

In this paper we explore the contribution of architecting and standardization to the company success. We look at the *why*, *when*, *who* and *how* questions of standardization and at the role of architecting in the standardization process.

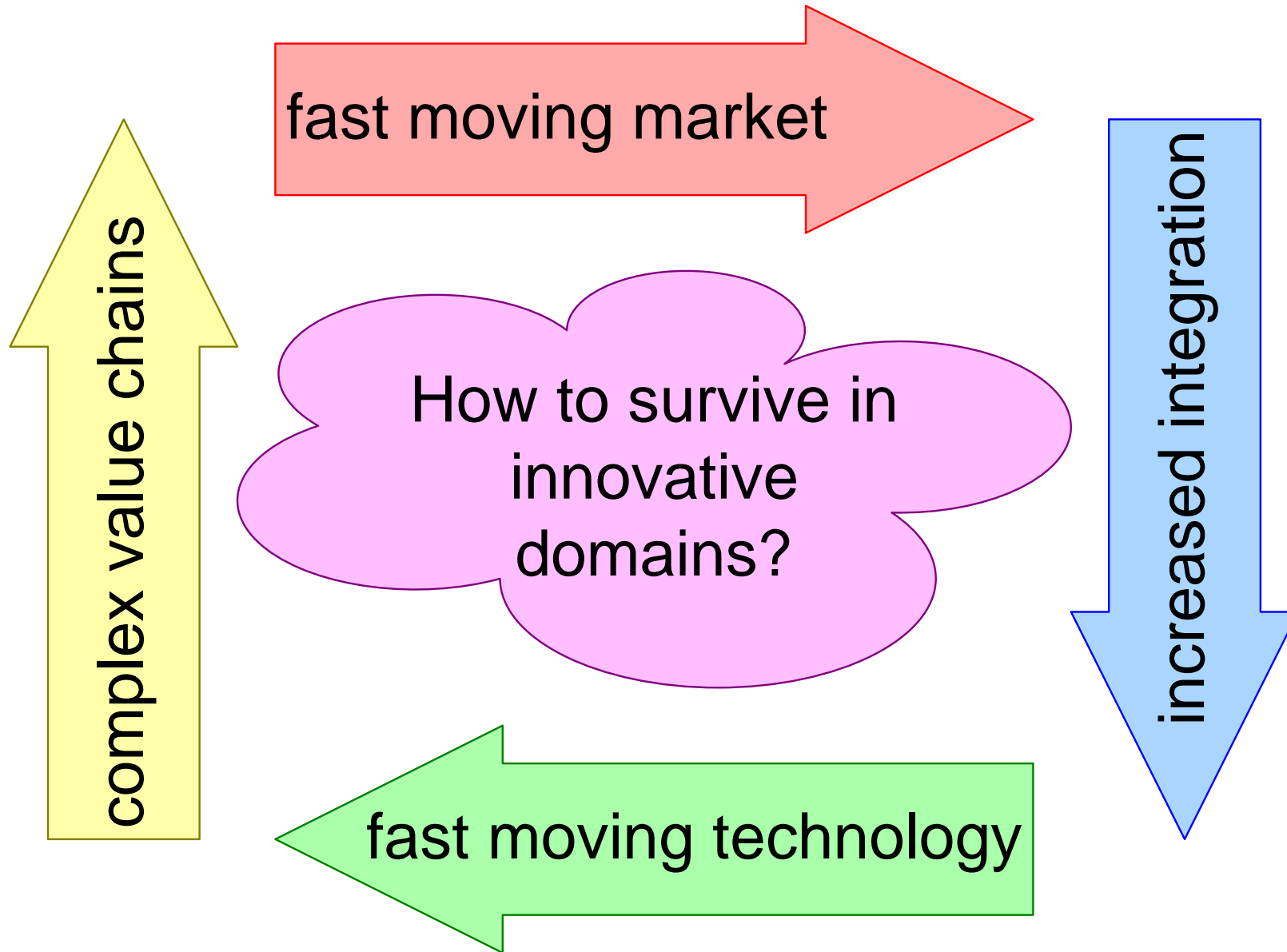
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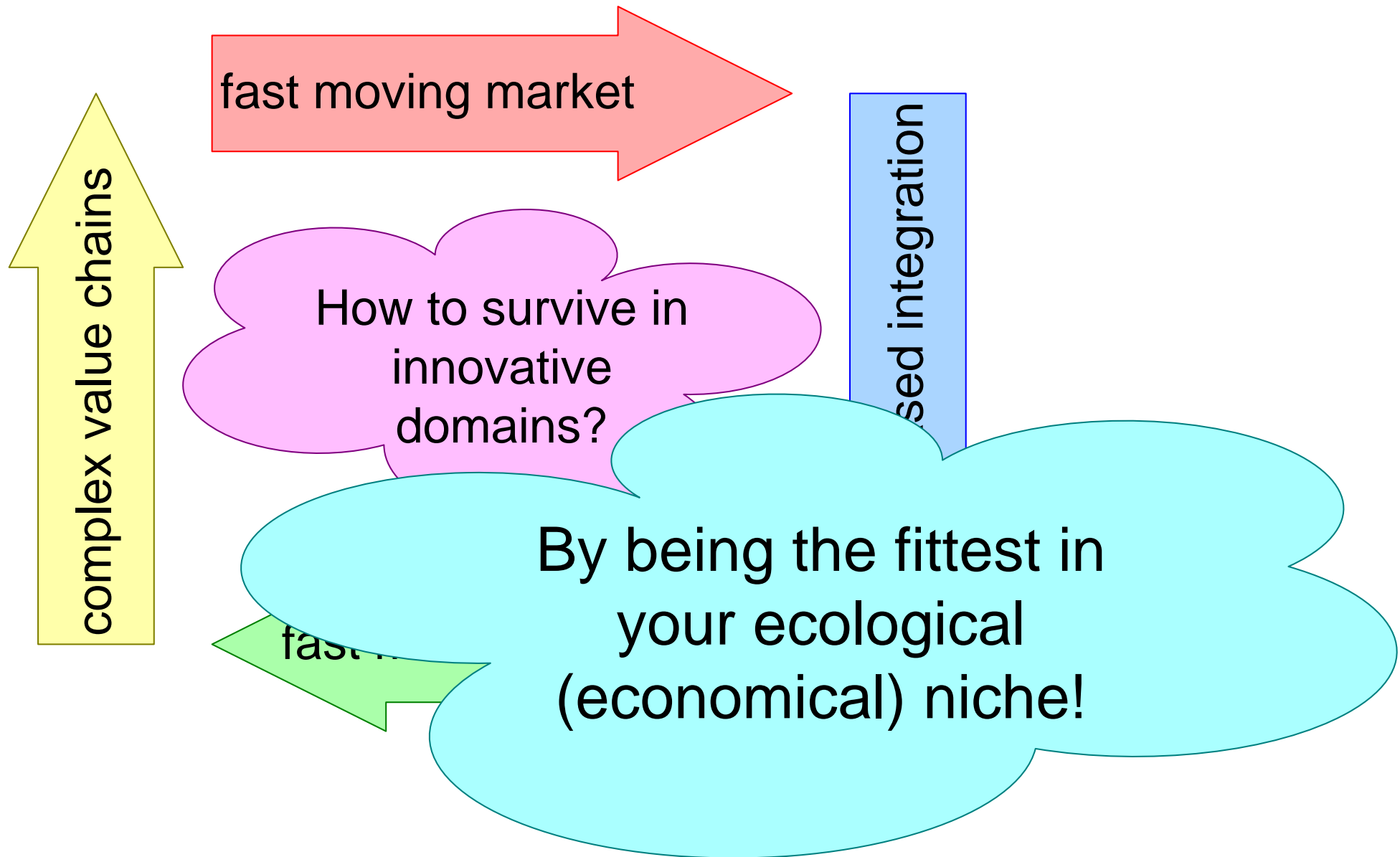
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Problem Statement

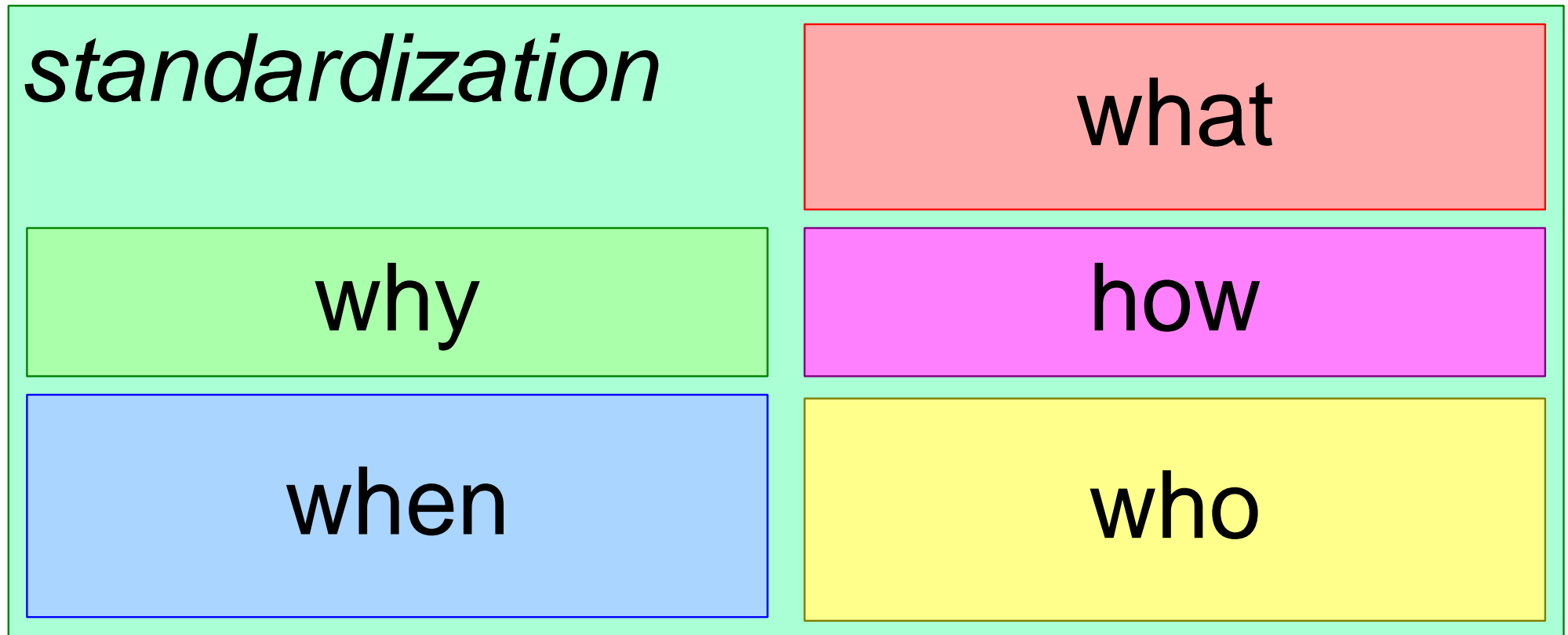


That is easy...



1. employ skilled system architects
2. apply an agile system architecting process
3. determine the right subjects and moments for standardization
4. apply a sensible standardization process

How to survive in
innovative domains?



How to survive in innovative domains?

standardization

what

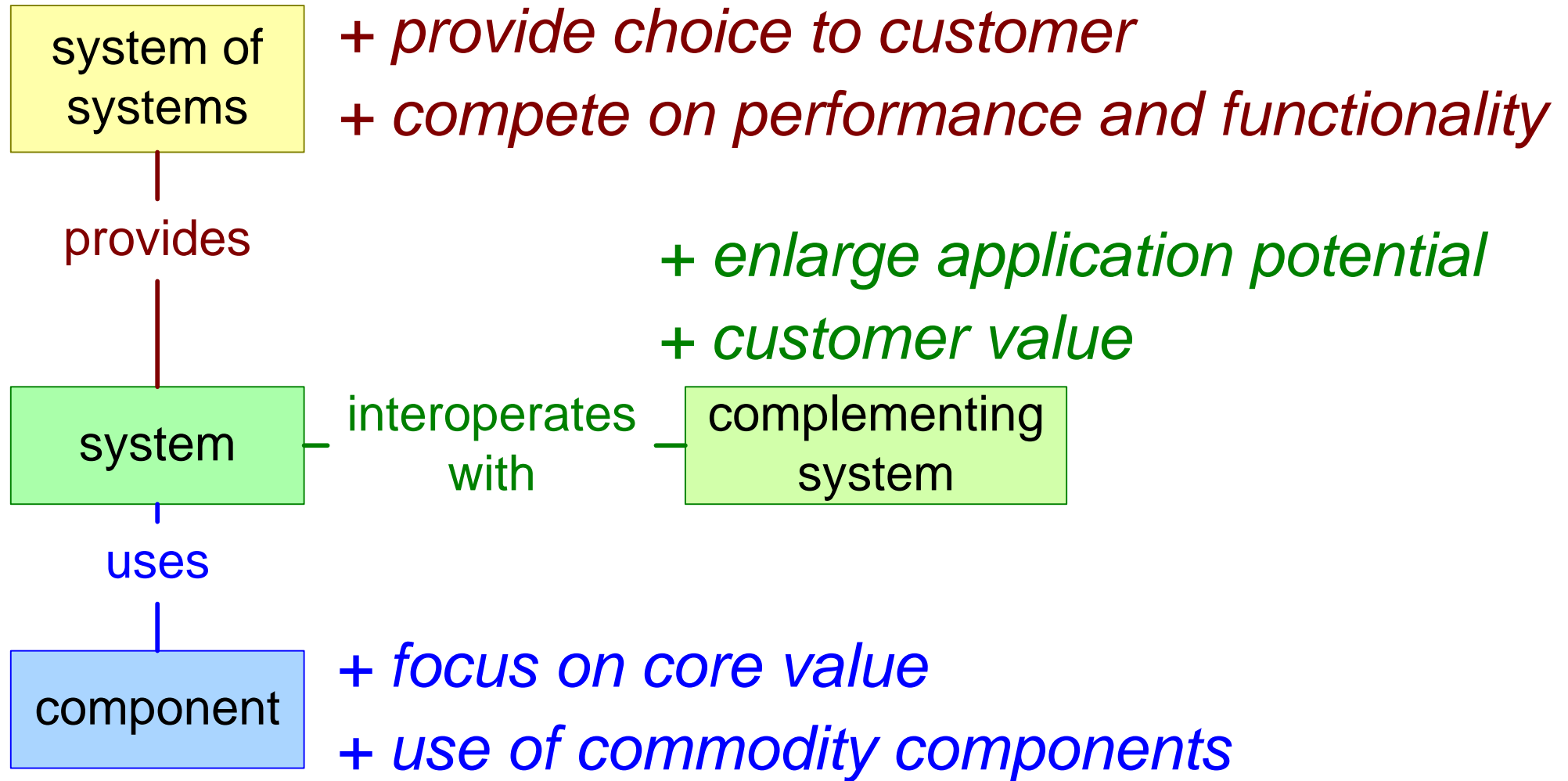
why

how

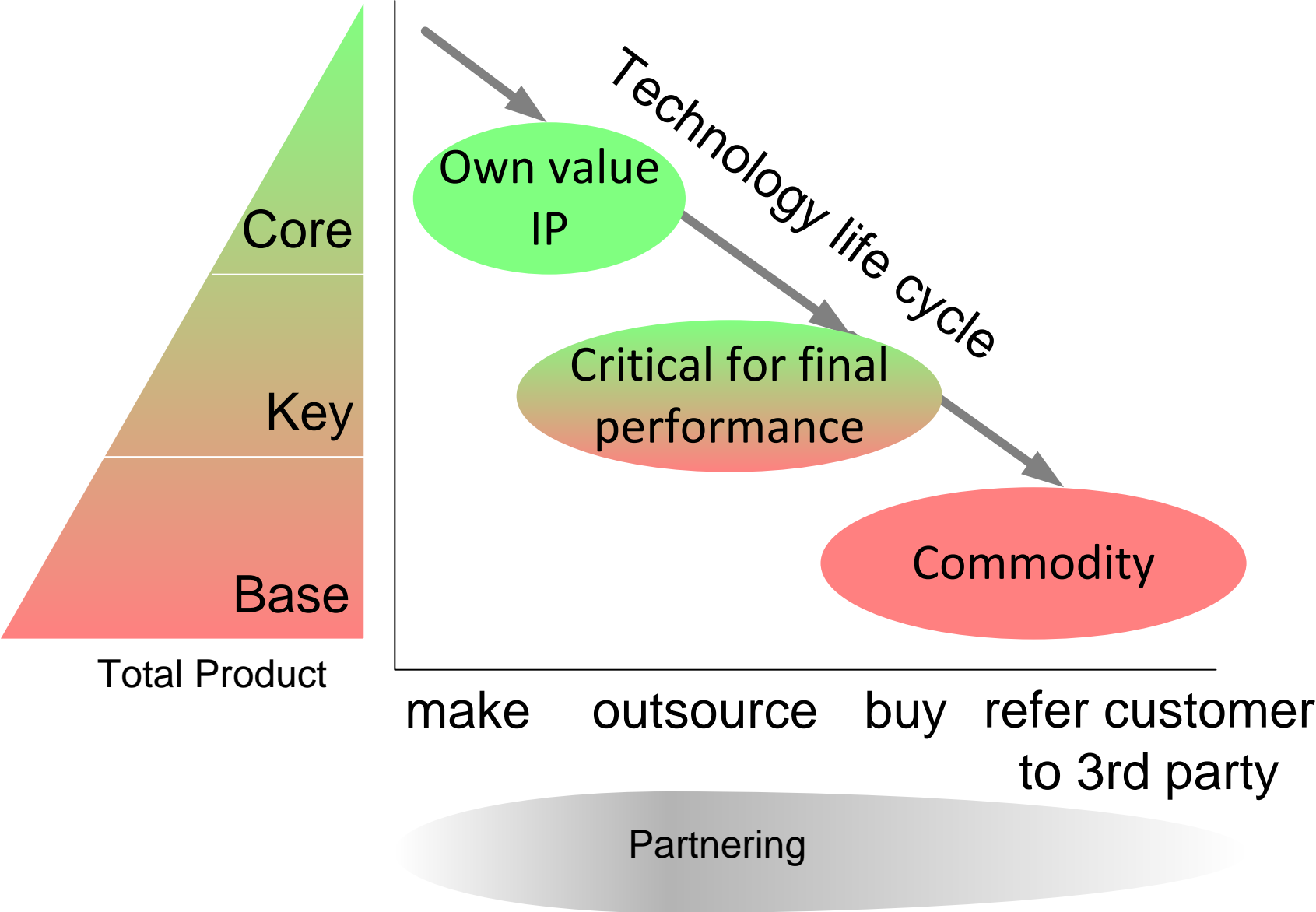
when

who

Classification of Standardization Tactics



Focus on Core; not on Key or Base Technology?



How to survive in innovative domains?

standardization

what

why

how

when

who

When to Standardize

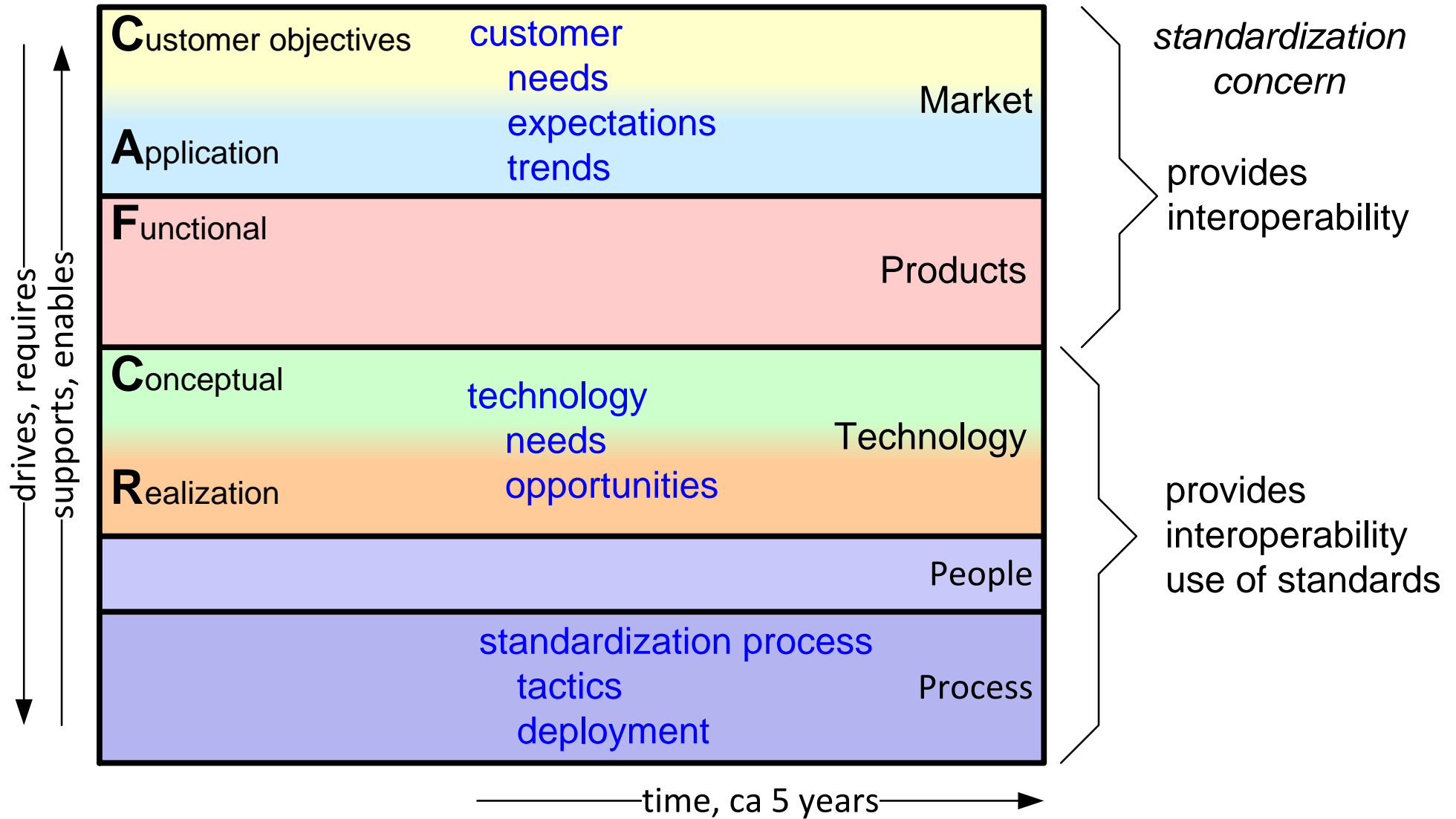
too early ← right moment → too late

problem is understood
domain structure is clear
broadening set of stakeholders
technology is ripe

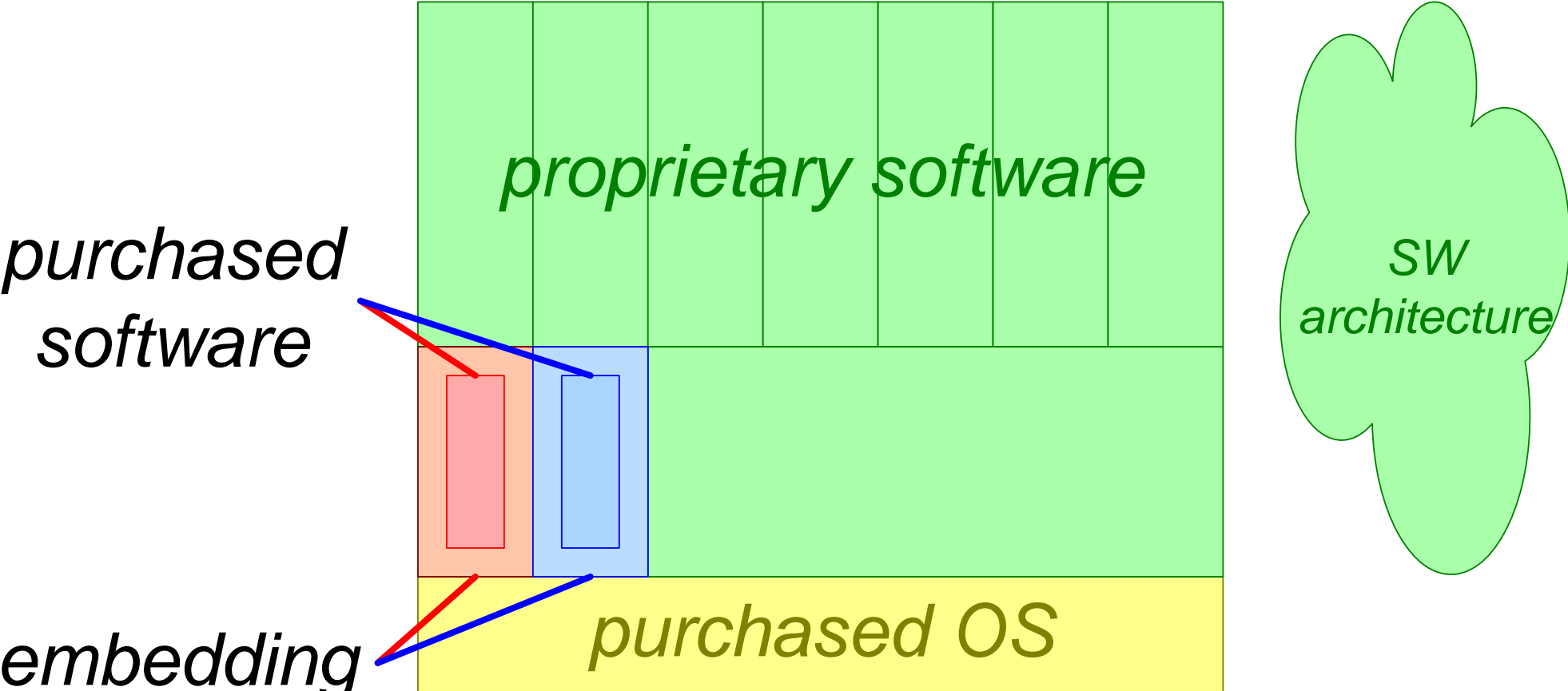
requirements unknown
technological compromises
loss of competitive edge
insufficient and uncertain facts
wrong expectations
intuition not calibrated

caught in proprietary legacy
poor interoperability
customer demands standards
focus on key i.s.o. core
market does not take off
(Metcalfe's law)

Roadmapping as Tool



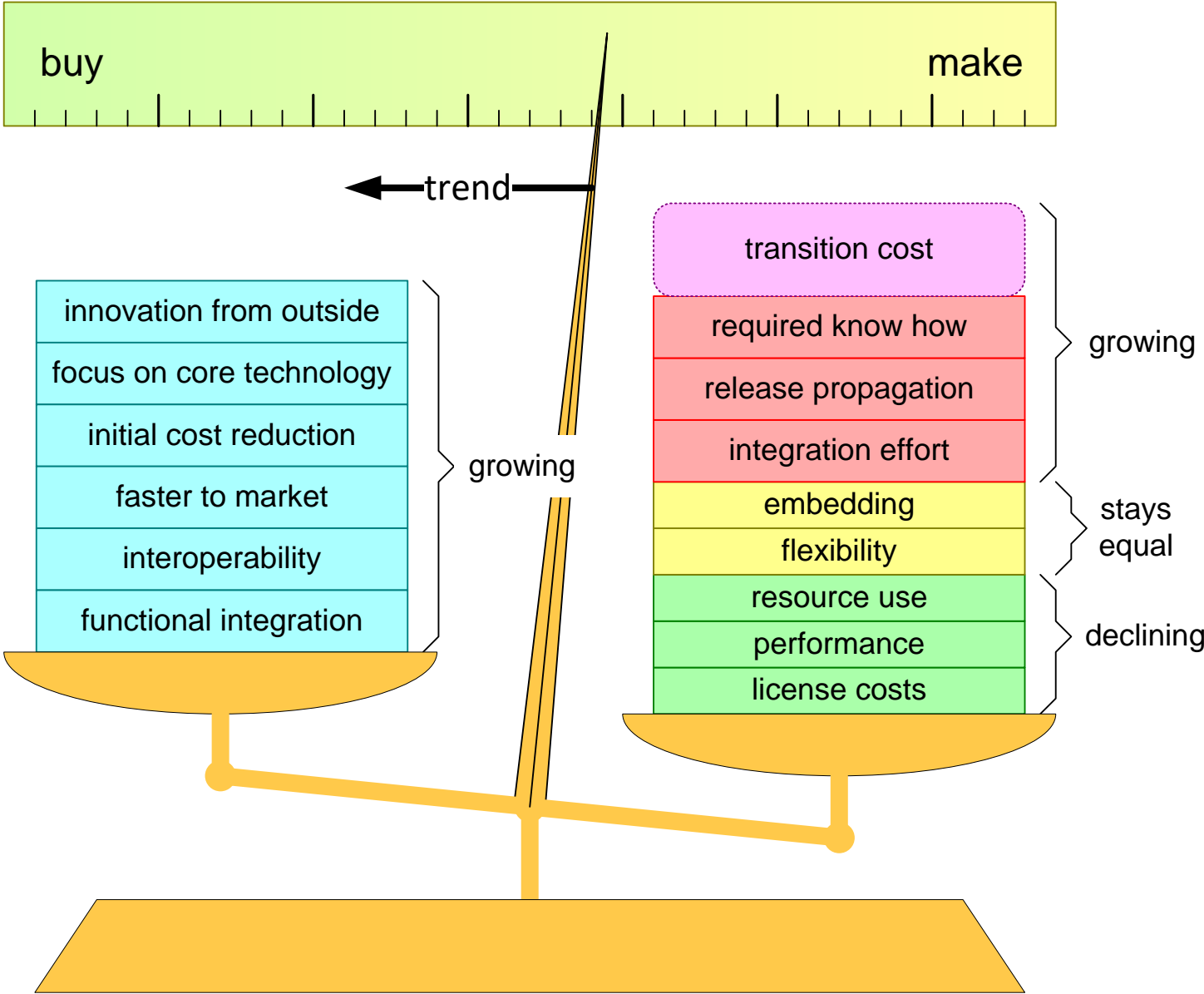
Purchased SW Requires Embedding



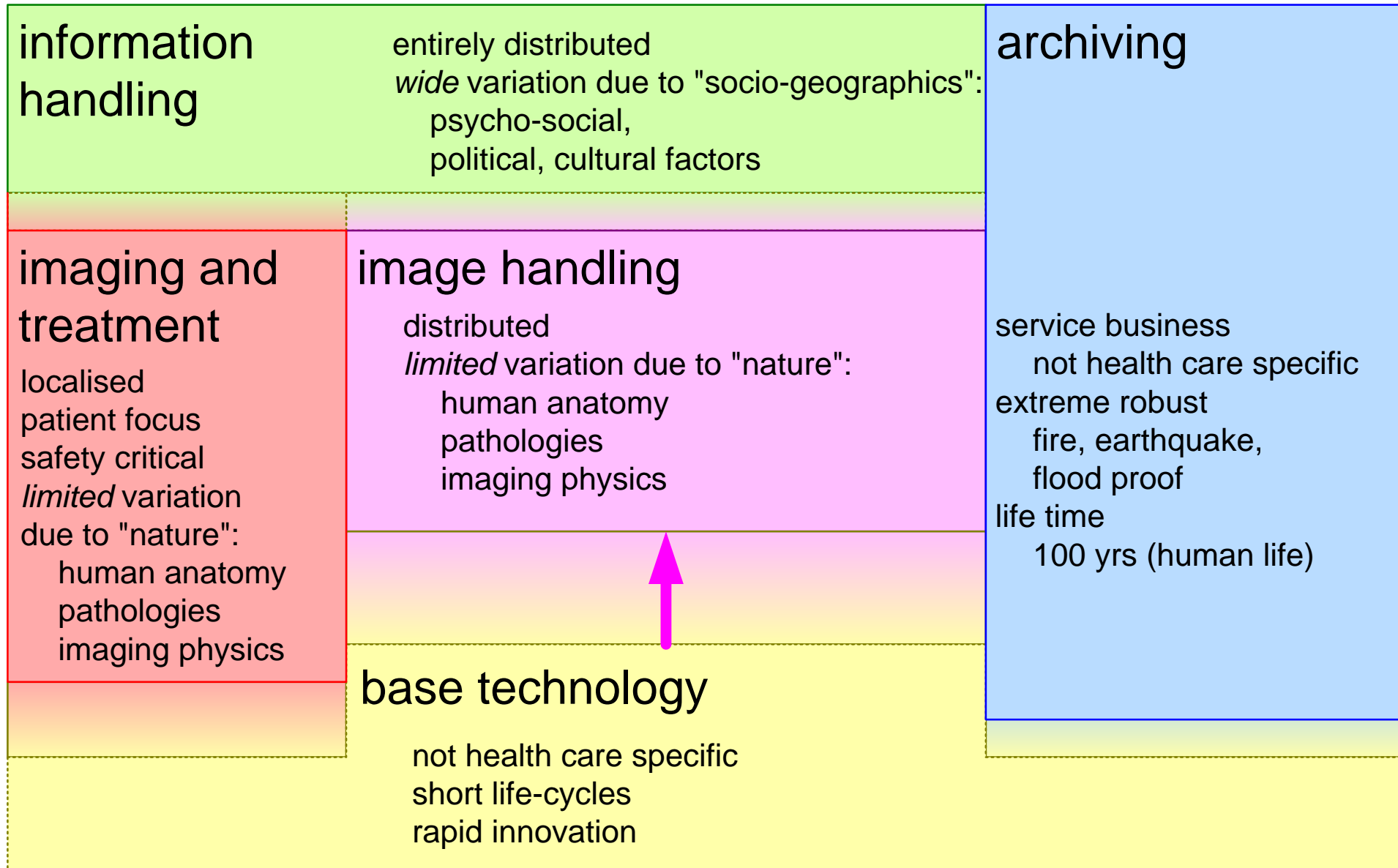
Embedding Costs of Purchased SW

- Installation
- Configuration
- Customization
- Start up, shutdown
- Specifications
 - functional system design
 - sw design
- Interface to application SW
 - add semantics level
 - use of appropriate low level mechanisms
 - match to high level mechanisms:
 - notification, scheduling
 - job requests, subscriptions
- Exception handling
 - System monitor
 - Error propagation
 - Logging
- Resource allocation and monitoring provision
 - CPU
 - Memory
 - Disk
- Resource tuning, see above
- Safety design
- Security design

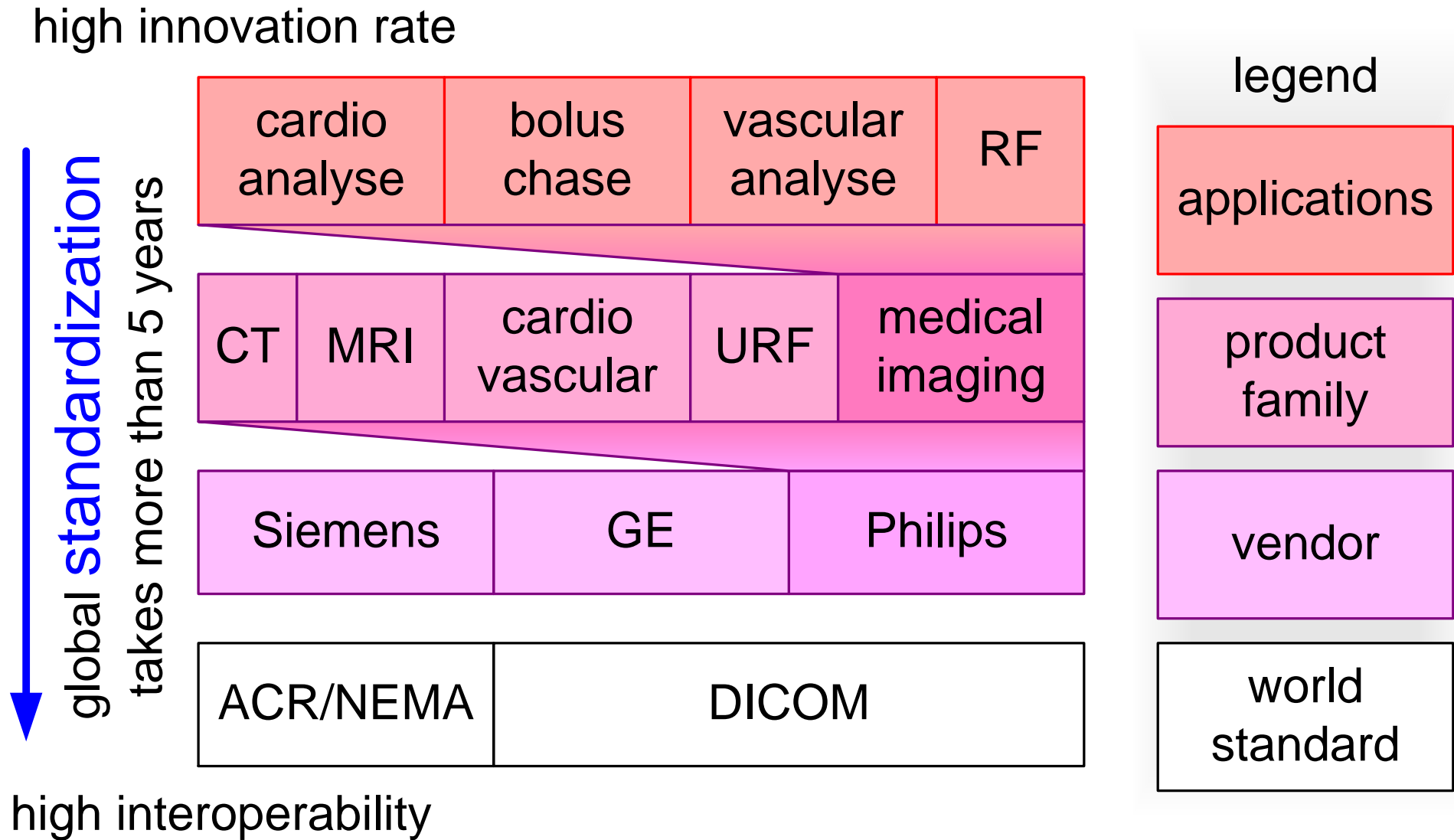
Balance of Considerations and Trends



Example of Lifecycle Reference Model



Evolution from Proprietary to Standard



How to survive in innovative domains?

standardization

what

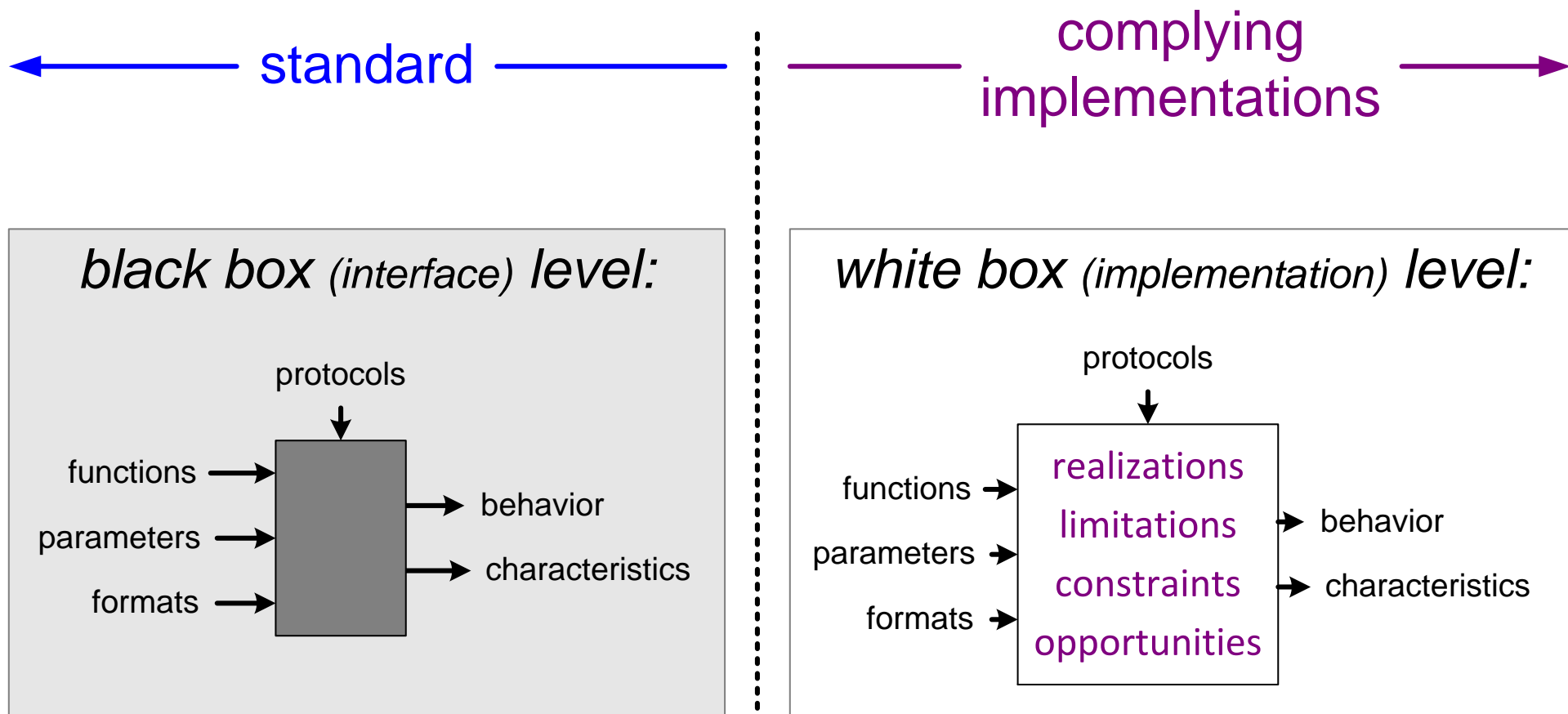
why

how

when

who

Standards describe **what**



white box know how:

current and future realization:

design choices

technology capabilities

domain concepts

limitations

constraints

opportunities

what needs to be defined

functions

parameters

formats

protocols

behavior

characteristics

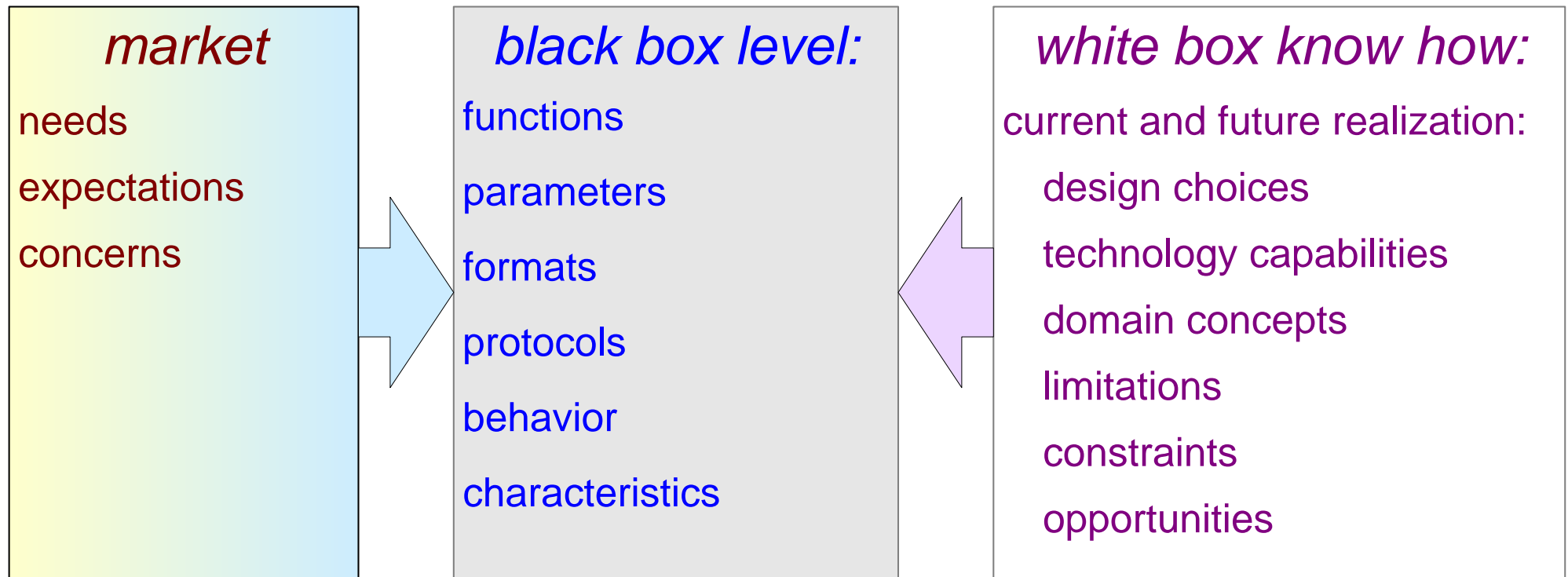
realism/acceptance level

time

effort

cost

Towards a Standard



future proof; room for innovation

market enabler; room for added value

not locked into specific technology constraints

realistic and acceptable; time, cost, effort

Standard: what

requirements at conceptual level,

no design or implementation

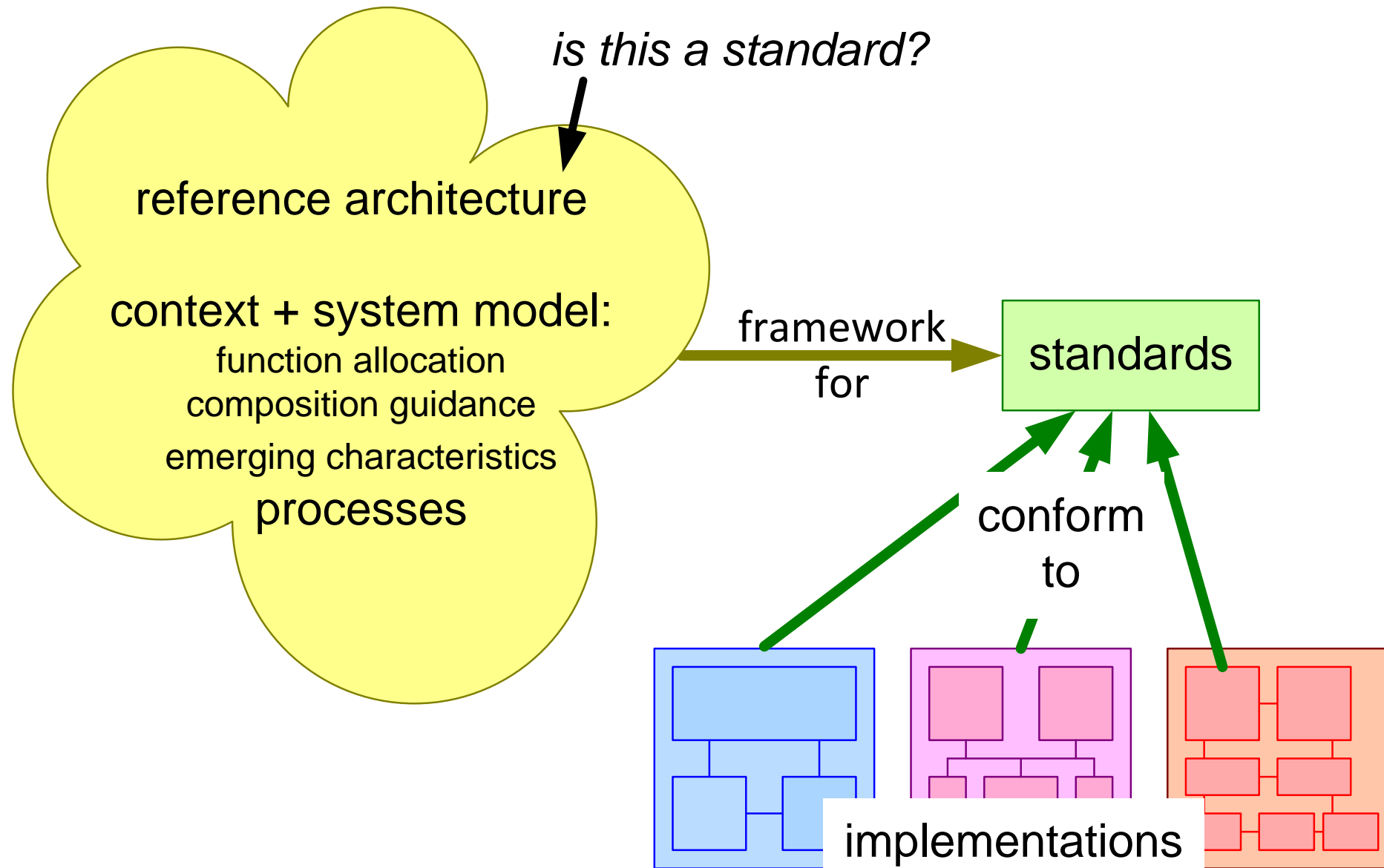
the minimal set of (interface) requirements to:

as minimal as possible

- 1) ensure interoperability
- 2) foster innovation and
- 3) maximise the room for added value.

ambitious but cautious

Embedding in a Reference Architecture



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standardization

what

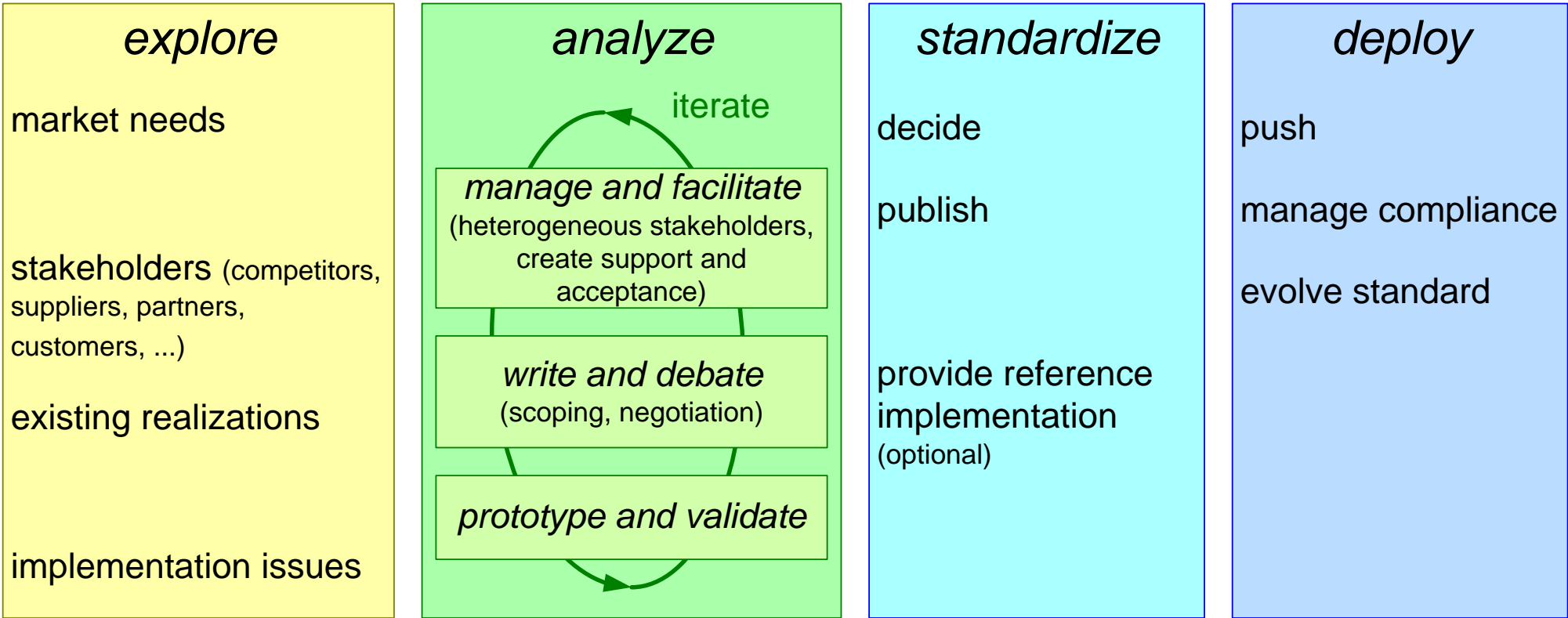
why

how

when

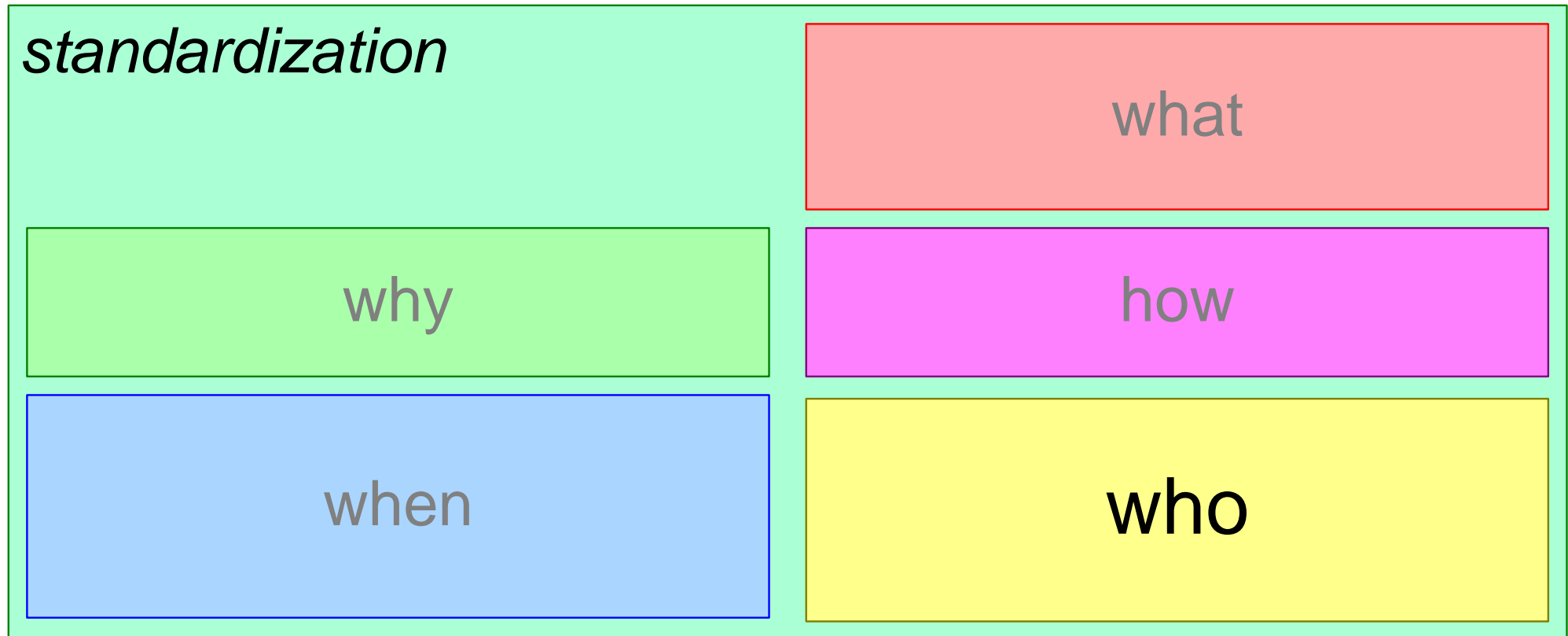
who

Flow of Standardization

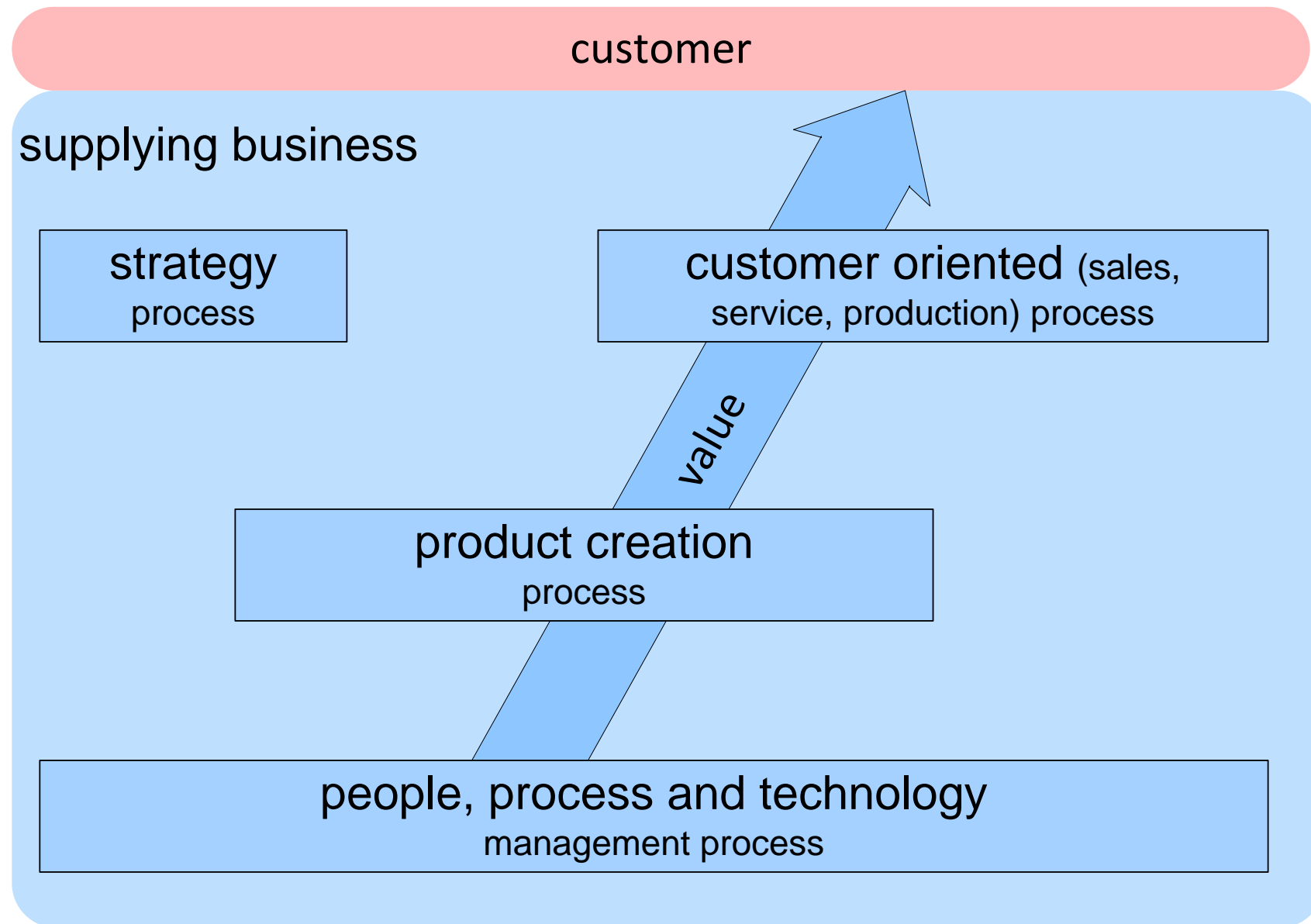


Who Contributes and Participates?

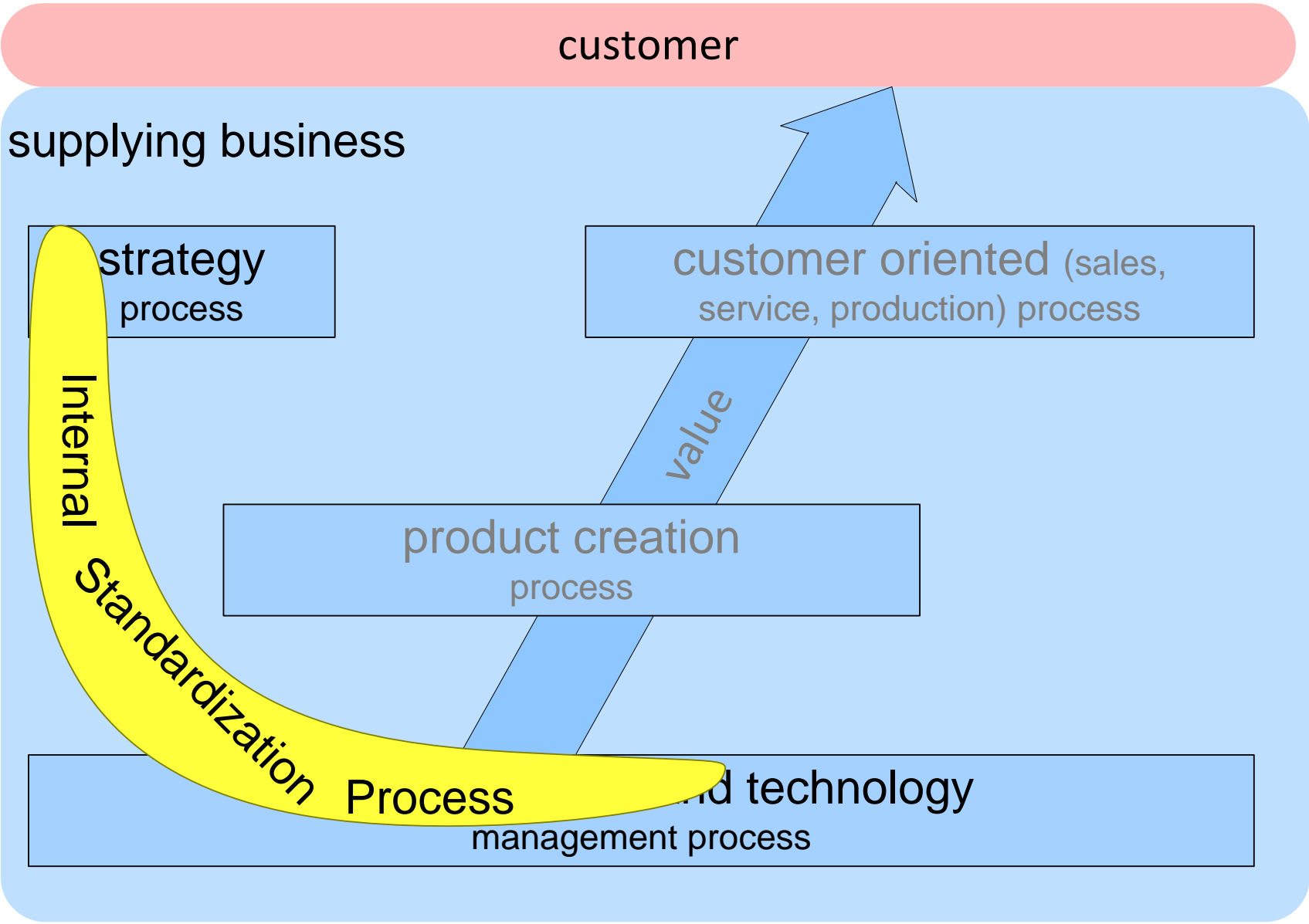
How to survive in innovative domains?



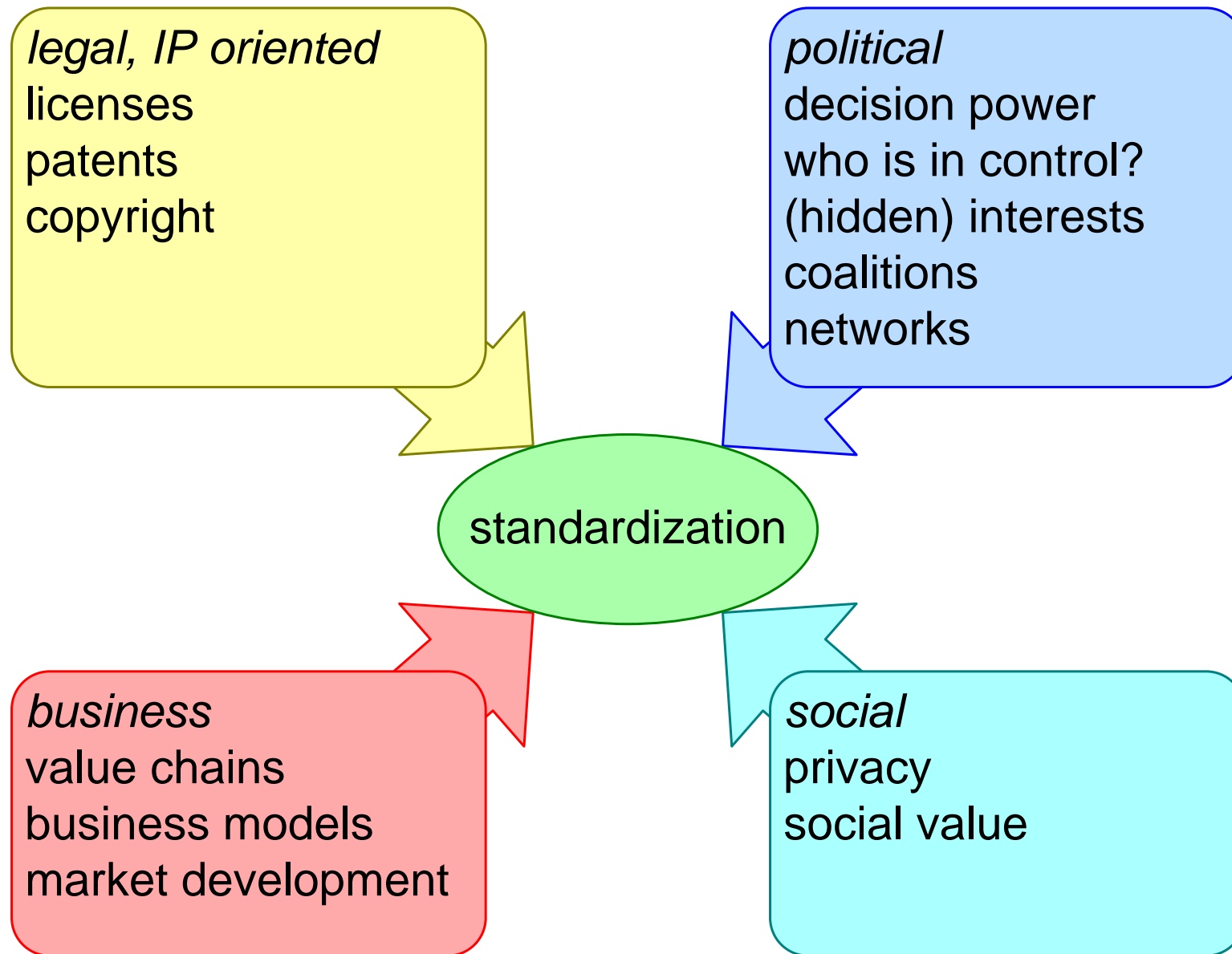
Simplified Process Decomposition



Internal Standardization Process == Highly Strategic!



Non technical aspects of standardization



Architect and Standards: Love-Hate Relationship

love

no worries: concerns are taken care of
focus on core problems
facilitates interoperability

hate

limits innovation (harnass)
limits solution space
simplistic management orders

Conclusions

How to survive in innovative domains?

- 3. determine the right subjects and moments for *standardization*
- 4. apply a sensible *standardization* process

standardization

what
minimal, as little as possible requirements (not design or implementation)
room for added value and innovation

why
unlock market (e.g. interoperability)
focus on core assets
optimize supply chain

how
fast iteration
make rationale explicit
roadmapping

when
problem is understood
domain structure is clear
broadening set of stakeholders
technology is ripe

who
strategic insight
technology know how
market know how
social and political insight
ambitious but cautious