

***Standardization as a catalyst
for innovation:
Bridging customer needs and
interoperability***

Åse Lunde,
Director energy, sustainability and technology
Standards Norway



Standards Norway: nb

Embracing digital transformation



Goals:



Modernize
standardisation
processes



Enhance
accessibility and
efficiency



Foster innovation
through digital
means



The importance of standardization

- Facilitates interoperability
- Drives innovation
- Meets customer needs
- Enhances efficiency

Customer needs in a digital age

Changing customer expectations.

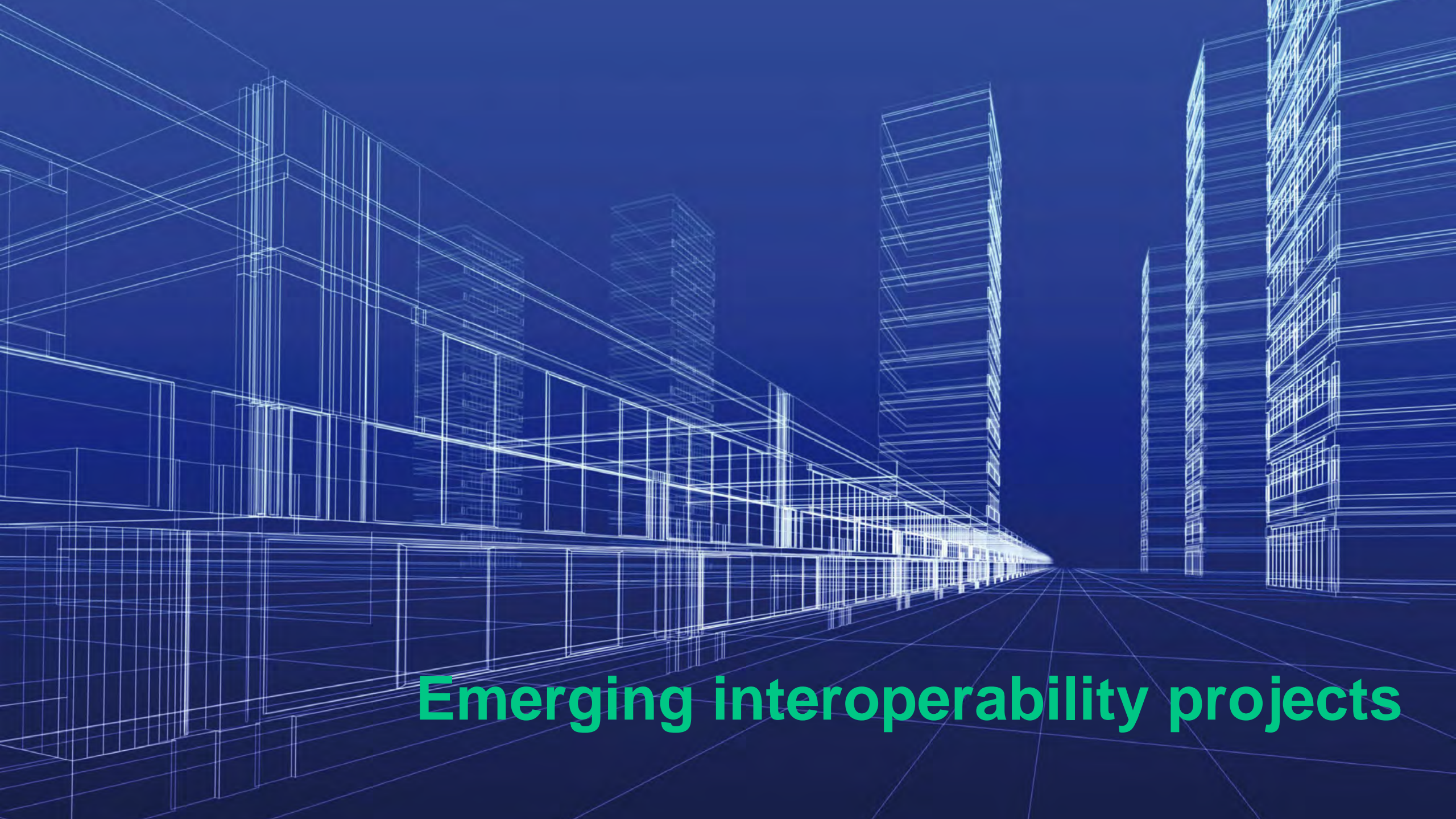
- Real-time data access
- Seamless user experience
- Customized solutions





Innovation through standardization

- Provides a foundation
- Encourages collaboration
- Reduces barriers to entry



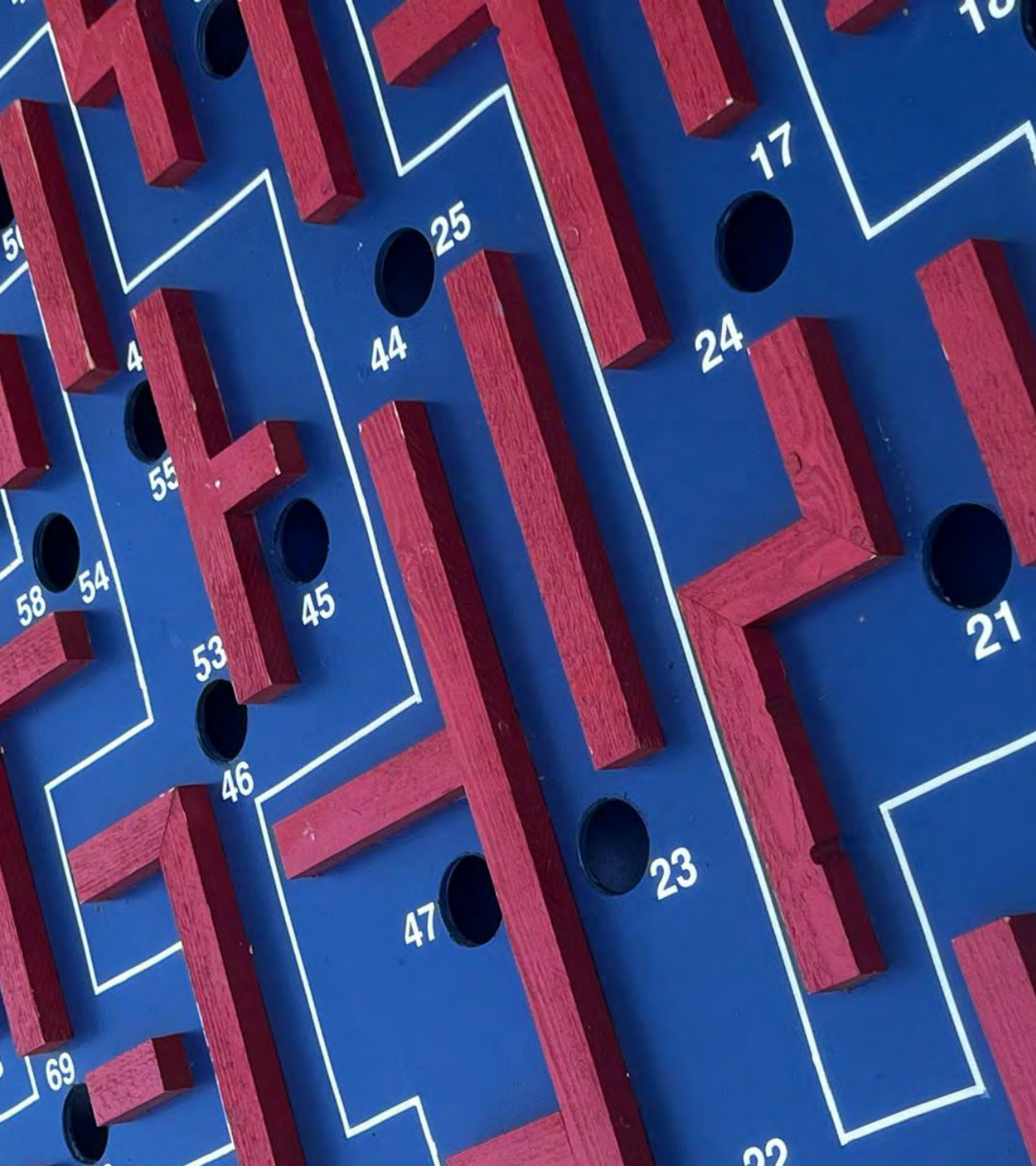
Emerging interoperability projects

The role of ISO/TC 184/SC 4

Objectives and impact.

- Developing international standards
- Facilitating global interoperability
- Supporting industry transformation





Addressing challenges

- Resistance to change
- Complexity of implementation
- Keeping up with technological advances



The future of standardization

- Ontologies and machine-readable standards
- Artificial intelligence integration
- IoT and Industry 4.0 alignment
- Sustainability focus





Call to action

- Participate in standard development
- Advocate for interoperability
- Embrace innovation



Conclusion

- Standardization is key to interoperability
- Meeting customer needs drives innovation
- Collaborative effort is essential



Standard
Norge



67 83 86 00

info@standard.no

standard.no