

## Open Brand for CORBA<sup>®</sup> Endorsement Guidelines

Thank you for deciding to support the Open Brand for CORBA! As one of a family of Product Standards from The Open Group, the Open Brand for CORBA is an essential foundation of the object oriented market. Your endorsement will help realize this goal earlier.

### Endorsement Guidelines

An endorsement of the Open Brand for CORBA is a short public statement of support. Endorsements are valuable because they help to better explain consumer's needs, while also promoting awareness of CORBA branded products and applications that are available today and in the future. Endorsements build confidence by making it clear that if products are available, customers will buy them - and vice versa! We encourage endorsements from everyone who has an interest in making the CORBA market grow more rapidly: consumers, suppliers and Independent Software Vendors.

Endorsements for the Open Brand for CORBA will be available on The Open Group's web site for use by all interested parties. To make them easier to read and use, and thus get maximum impact for your company, please use the following guidelines in structuring your endorsement.

- ◆ Keep the endorsement under 100 words.
- ◆ State your experience with or plans for the Open Brand for CORBA, e.g.
  - you are (or plan to be) using CORBA branded products to develop applications
  - you are purchasing applications developed to work with products that conform to the Open Brand for CORBA
  - you are a vendor of products that are, or intend to be, registered in the Open Brand for CORBA program
- ◆ State the benefits of the Open Brand for CORBA which are most important to you, e.g.
  - a shorter, simpler procurement process
  - true application portability
  - the Interoperability Program as a speedy resolution to interoperability issues
  - the Open Brand as a vendor guarantee of quality
  - precise conformance requirements - the Product Standard
  - guarantee of conformance and interoperability
- ◆ Include a quote from a senior company executive
- ◆ Include your company logo

### Examples

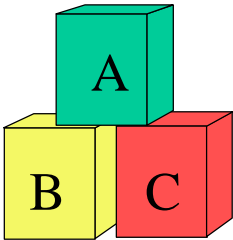
The following examples, describing fictitious companies and products, may be helpful in defining your own company's endorsement.



### XYZ Corporation

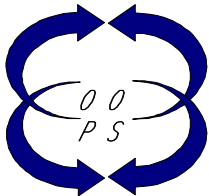
applications. *"XYZ Corporation will use only products displaying the Open Brand for CORBA in developing our mission critical applications. Our business is too important to leave interoperability to chance."*

- John Smith, CEO, XYZ Corporation



**ABC Inc.** is a developer of CORBA message brokering middleware. By using a CORBA branded product in our development, we can now build a single software application which runs in all of the different vendor environments which we support. This true portability has cut our development and maintenance efforts by 40%. *"Because of the Open Brand for CORBA we no longer have the cost of tailoring our applications to each environment. As a result costs are dramatically reduced and we can focus our scarce resources on value and functionality our customers need. We know that if we do that our buyers' will be able to respond more flexibly to changes in their business. We back the Open Brand for CORBA 100%"*

- Mary Jones, CEO and President, ABC, Inc.



**OOPS, Ltd.** is the largest vendor of products in the ORB market, providing the premier Object Request Broker (ORB). Our ORB-OP product carries the Open Brand for CORBA from The Open Group. The precisely defined Product Standard and its supporting test suite were invaluable to us during product development. *"We are proud to display the Open Brand for CORBA as an easily recognizable symbol of quality. We fully support The Open Group in their efforts to support and complement the work of OMG."*

- Peter Harvey, Vice President of Product Development, OOPS, Ltd.

### Endorsement Submission

Endorsements should be submitted to The Open Group either by email, to [g.bird@opengroup.org](mailto:g.bird@opengroup.org), hard copy, or by mail to The Open Group, Attn. Procurement Group, 1010 El Camino Real, Suite 380, Menlo Park CA 94025 or by fax, (650) 323-8204.

All endorsements will be included in the *Procurement* section of our web site, [www.opengroup.org/procurement](http://www.opengroup.org/procurement). The Open Group will use endorsements in marketing materials.

### The Open Group

The Open Group is a vendor-neutral, international consortium of over 200 members with combined IT budgets in excess of \$55 billion annually. It has been the technology industry's flagship specifications, test development and brand organization for over a decade and established many of the open technologies on which billions of dollars of IT systems rely today. The Open Group is working with

suppliers and users establishing interoperability requirements across multiple platforms, today's new Internet-based technologies, and looking to tomorrow's investment decisions.

For information on joining The Open Group, please contact: [sales-team@opengroup.org](mailto:sales-team@opengroup.org)

#### **About OMG**

With the support of its membership of software vendors, software developers and end users, OMG's CORBA is "The Middleware That's Everywhere™." Since 1989, OMG has been "Setting The Standards For Distributed Computing™" through its mission to promote the theory and practice of object technology for the development of distributed computing systems. The goal is to provide a common architectural framework for object oriented applications based on widely available interface specifications. For information on joining OMG or additional information, please contact OMG headquarters.  
Email: [info@omg.org](mailto:info@omg.org). World Wide Web: [www.omg.org](http://www.omg.org).

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