

## A Portfolio Model for the Allocation of Resources to Standardization Activities

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### **Abstract:**

High-technology companies seek to strengthen their technological competitiveness through standardization activities that contribute to enhanced interoperability and market growth. We present a standardization portfolio model that was developed for a major telecommunication manufacturer for the allocation of standardization resources. This model captures relationships between (i) standardization and development efforts and (ii) expected sales increases that can be achieved through widely adopted technologies. The resource allocation recommendations are robust to the model parameters.

### **Keywords:**

Decision Analysis; Telecommunications.