



## Purpose

Voice of Industry (VOI) is meant to be a conduit between the End Users / Practitioners from SPARC with the industry as well as to organize the information from VOI back to SPARC.

The proposed structure offers several key advantages:

- Establishes clear rules, goals, and strategic planning framework
- Defines clear participation expectations
- Maintains balanced representation across disciplines
- Enhances customer communication
- Ensures balanced industry representation without single-company dominance

The VOI maintains equal representation with SPARC within SIA and serves as a central point for organizing information, resources, and feedback.

## Overview

The Voice of Industry (VOI) steering committee represents a structured organization consisting of 10 distinct disciplines, operating on a 24-month focus period. The composition includes:

- 5 Core product disciplines (software and hardware)
- Emerging product discipline (software and hardware)
- 2 Integrators
- Distributor
- Specifier / Consultant

Of the composition listed above, a minimum of two (2) small to midsize entities will be included amongst the 10 disciplines at all times. Each entity represented must be an SIA member to participate. These leadership representatives are meant to be conduits back to the broader community of their discipline based on the topics or initiatives underway.

In addition, to the steering committee, the VOI community at large is meant to support all interested industry participants.

# Operational Structure

VOI will be a community member of SIA

1. Leadership: The structure is governed by an elected chair and vice chair, chosen by the 10 categories and approved by SIA.
2. Representation: Each category appoints one representative for a 12-month term to serve at the advisory table.
3. Discipline Leadership: Individual categories select their own chair and vice chair.
4. Term Duration: Disciplines undergo reassessment every 24 months.

VOI representatives who are elected on an ongoing basis shall hold office for a term of two (2) years, until their successors have been elected and taken their seats, or until their earlier resignation, removal from office, or death. No representative shall serve more than two (2) consecutive terms as a VOI representative, with the following exception: a VOI representative who has served two (2) terms may hold a position on the VOI Committee if they are appointed to serve in a leadership capacity.

## Collaborative Approach

Companies within each discipline collaborate to present unified product and service offerings. The group functions as a collective voice to address end-user concerns, issues, and opportunities. The group will be responsible for identifying other solution providers in each discipline based upon the topics put forward by SPARC to ensure the diversity of industry solution providers are reflected and there is not an exclusive nature to the participation. The intent for there to be bilateral communication and interaction between SPARC and the VOI.

The intent of interactions between SPARC and VOI is to be collaborative and to deliver value to the SPARC membership as well as to afford VOI solution providers the opportunity to lend their expertise to topics. The VOI and SPARC leadership will meet monthly to advance the topics and priorities identified one to two quarters out. Working committees outside of the monthly meetings will be where work products are created. The intent of the collaborations at the monthly meetings is to follow a set agenda by the Chairperson of both SPARC and VOI whereby attendees report on ongoing topic development, proposal of new topics and any process improvements because of past artifact development.

## Scope

The VOI scope is to serve as a portal to industry solution providers to provide structured communications and feedback to SPARC members. VOI will aid SPARC in the definition and articulation of the problem statements on a given topic to ensure that VOI and additional solution providers are able to aptly respond. VOI is then responsible to propose paths to obtain insights from industry and document the feedback for communication back to SPARC.

It is VOIs understanding that the topics to be addressed quarterly are to be nominated by SPARC or as suggested by the VOI. It is desirable for SPARC and VOI to provide at least one or two future topics to allow for VOI to initiate interest from industry in being a solution provider on upcoming topics.

## **Communications**

VOI can serve both SPARC members and SIA with communications and dissemination of information in one or more of the following ways:

- Response to SPARC requests with the specific mandate that the information provided by VOI will be for exclusive use by official SPARC members. These will be posted to the SPARC members website.
- Response to SPARC requests with the ability to be shared with all SIA members (e.g. white papers). These will be posted to the SPARC members website or some other landing page for SIA members.
- Creation of a portal on the SPARC website or another tool to allow industry to submit responses to questions or benchmarking inputs to SPARC members. These submissions could be short videos (e.g. 2-5 minutes) that would be provided by industry to answer a need, question or solution to a SPARC inquiry. All SPARC members could review these at their leisure.
- Host Quarterly Town Halls to all VOI members to share activities and outcomes.
- Annual survey to SPARC and VOI members and participants for feedback.