

Specifying Haystack – a Success Story



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The Opportunity

Background

City of Toronto attended a distributor provided event where J2 Innovations presented on FIN Stack and the benefits of Haystack tagging. They were intrigued and ultimately decided to pilot a project. This project led the City of Toronto to standardize on FIN Stack and Haystack for future projects.

What led to this opportunity?

Need – The owner's need to solve a problem

Promotion – The partner was engaging the market

Awareness – The OEM was providing knowledge

Who all was involved in this opportunity?



- Standards Organization
- Specifying Engineers
- End Users
- OEMs and Tech Companies
- Distributors
- System Integrators



Standards Organization's Role

- Provide a benchmark for standards
- Work as a community to provide education and promotion across our industry
- Work with other Industry organizations for further collaboration



Specifying Engineer's Role

- Work with the end user, OEM, local distributor, and integrator to specify the Haystack requirements as well as those products utilizing Haystack



End User's Role

- Work with companies that utilize the Haystack standard
- Set the project requirements and tender with specifying engineer



OEM and Tech Companies' Role

- Actively participate in the Haystack Community
- Embraces Haystack Standards within their product portfolio
- Provides continuous awareness throughout the industries and markets they serve



Distributor's Role

- Promoting products that utilize Haystack
- Informing and educating their client base about the benefits of Haystack



System Integrator's Role

- Become active and knowledgeable with Haystack standards
- Promote products that utilize haystack standards
- Inform and educate their client base about the benefits of Haystack



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Various
Firms



A Siemens Company



We All Play a Role in the Haystack Standard

- Get others involved in the Haystack Community
- Provide active awareness in the industries and markets we serve



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Thank You!



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