

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



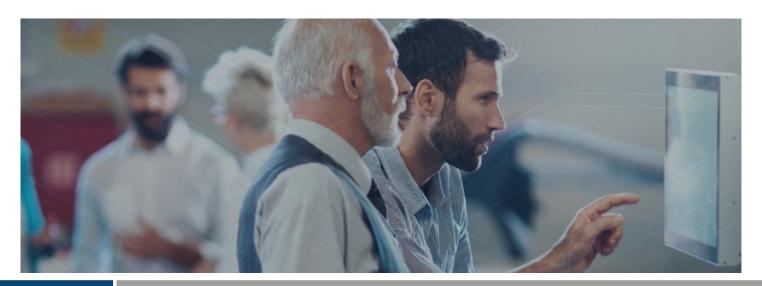
OEM and Tech Companies' Role

- 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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Specifying Haystack - A Success Story

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



Various Firms











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

