OMA: the difficulties to settle an standard
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The industry needs new standards on which to build profitable businesses. Icons such as TCP/IP or GSM strongly boost this point of view. However, in order to be effective, consensus has to be worked on to the full. Meaning well is not enough. The road towards a revulsive standard is not trivial. The latest efforts to reach a standard in the wireless market show the kind of difficulties that the Open Mobile Alliance (OMA) will find. Far from being consolidated successes, many of these initiatives have disappeared or shelved, victims of endless discussions in which compatibility among the different players was the least of the issues.

In the case of OMA we cannot rule out the possibility that some companies will try to create new proprietary "standards". In particular, Microsoft or another of the big players, could develop its own technology without the pressure of consensus and let the market impose its solution on the rest of the competitors.