



# The Growing Role of I/T in the Business of Chemistry

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# Technology Fuels Progress

- Personal and household care
- Furniture and furnishings
- Home care improvements
- Transportation
- Food and water
- Health and medicine
- Paper and publishing
- Building maintenance and construction
- Electronics and entertainment



Jeopardy!

The Technology That Has Fueled  
Progress The Most

And the Question is...

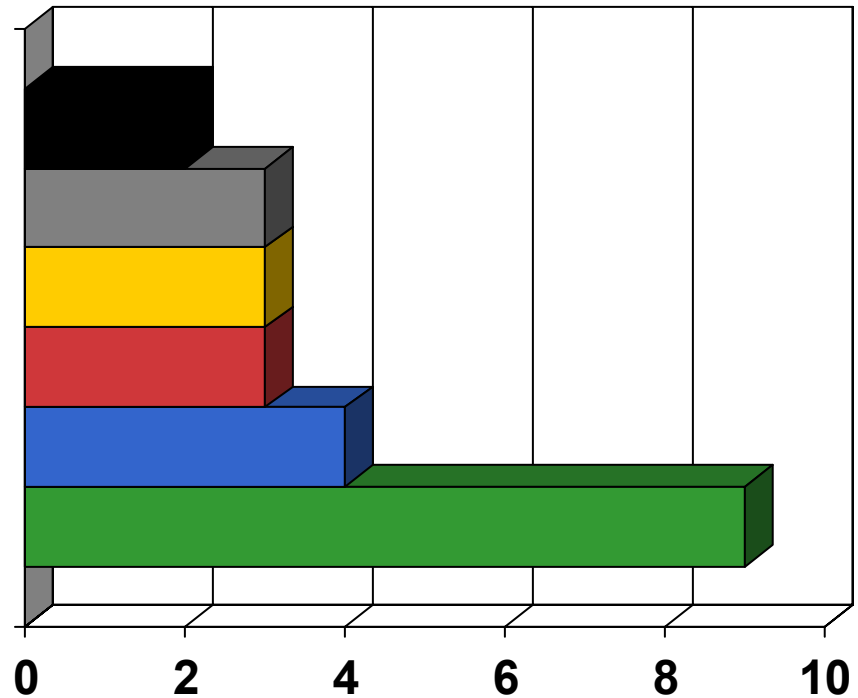
*What is Chemistry?*

# Chemical Technology is More Pervasive Than I/T

CIDX May Meeting

## Patent Areas\*

- Pharmaceuticals
- Biotechnology
- Telecommunications
- Semiconductors & Electronics
- Computers & Peripherals
- Chemical Technology



\*Source: Council for Chemical Research

Number of Industries



# Technology

- Significant benefits to society are based on pervasive, not proprietary technology
  - Chemistry and plastics
  - Transistors
  - Electric motors
  - Clocks
  - Automobiles
  - Televisions
  - Telephones
  - Computers/Networks
- Pervasive technology, by definition, is a *commodity*.

# The I/T Industry Can Learn From The Chemical Industry As *I/T commoditizes...*

# You Know You Have a Commodity *When...*

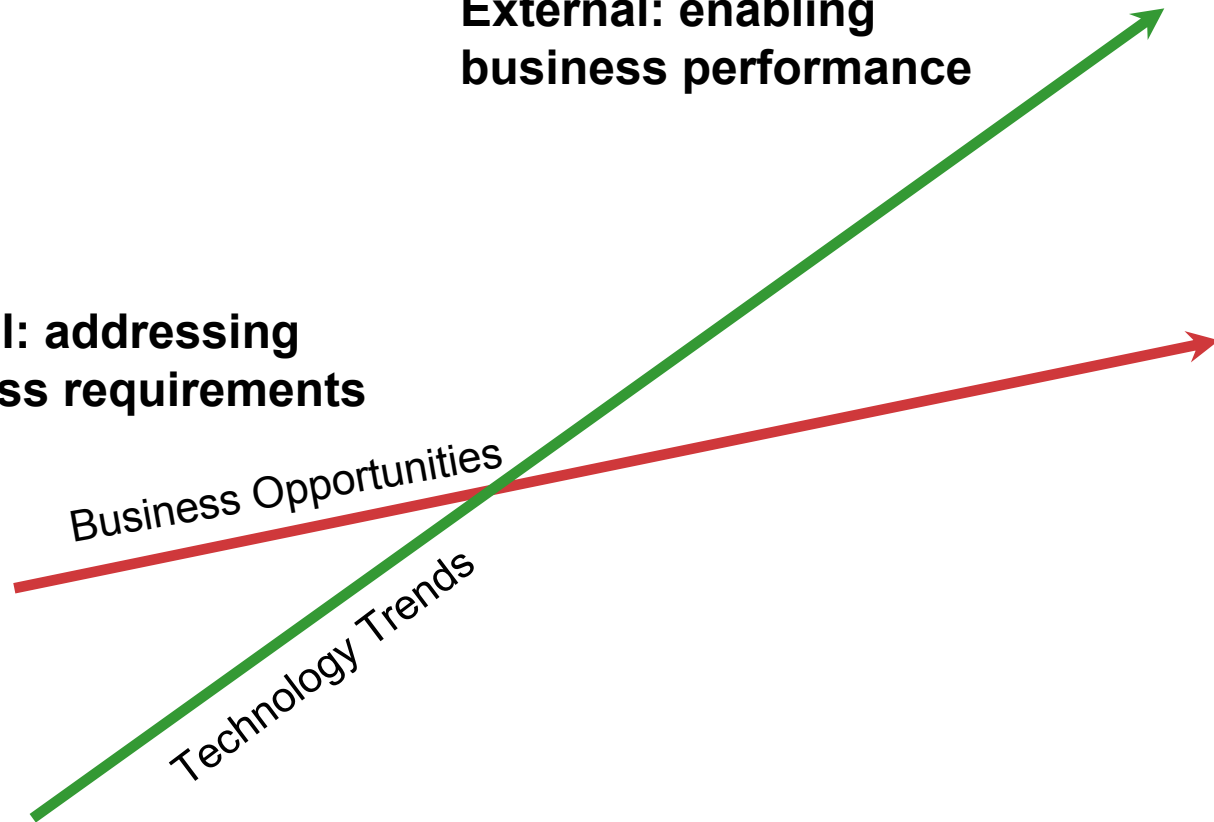
It becomes essential to daily life...

- People depend on it
- The risk is managed as much as the benefits
- The government gets involved

# Dependency on I/T has Increased

**2000s:**  
**External: enabling  
business performance**

**1990s:**  
**Internal: addressing  
business requirements**



# I/T is Essential to the Success of the Chemical Industry

Therefore, it must be...

- Inexpensive
- Available
- Safe

## E-Commerce: the Next Frontier for Efficiency

- Divergent practices are a barrier to efficiency in any industry
- Standardization will enable us to realize the full value of e-business
  - Improving the way we work
  - Making better decisions
  - Connecting with customers
- Our industry has come a long way with XML standards, but we still have work to do!

# We Must Understand

- The trends and impacts technology has on our industry
  - Spending
  - Sustainability
- How we can work together to achieve industry priorities
  - inexpensive, reliable, available
  - Secure
- How we can leverage industry teamwork to create economical alternatives for
  - Commerce
  - Security
  - Services & Products

# Enabling Commerce Through Industry Standardization

- Standards and best practices
  - Directly relate to security of manufacturing/supply
  - Contribute to productivity
  - Reduce friction in business
  - Improve sustainability and relevance
- We must stay committed to standardization
  - Supporting and implementing Chem eStandards benefits us all

# Securing Our Systems

- We have a proven track record of proactively addressing important issues
- Responsible Care® is the foundation of our security practices
- The Forum and the Chemical Sector Cybersecurity Program leverage industry resources to raise the bar on cybersecurity
  - CIDX Standards, Practices and Technology Initiative
  - Chemical Sector ISAC, operated via CHEMTREC
- Security and business continuity in our industry depend on your involvement



## Products and Services

- The industry's needs can be met -- and the risks lowered -- if we are clear on our expectations.
- Suppliers must approach the industry with an eye toward both sales and stewardship.
- Standards and certification are the best industry tools to help ensure new solutions meet our expectations.

# Working Together for a Safer Society and Stronger Economy

- I/T plays a critical role in chemical industry
  - Commerce
  - Security
  - Services & Products
- Collaboration and standardization are essential for us to achieve efficiency and security priorities
- Programs are in place to help the industry gain efficiencies and secure our systems
- Your participation is the key to success!

# Chemical Industry Message to I/T Industry...

Commoditization is the greatest  
form of flattery, but...  
carries with it, greater *responsibility*.



# Thank You

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