



XBRL International, Inc.

2010 Strategic Initiatives

Brussels X-EU meeting


Tony Fragnito
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XII Strategic Planning Committee

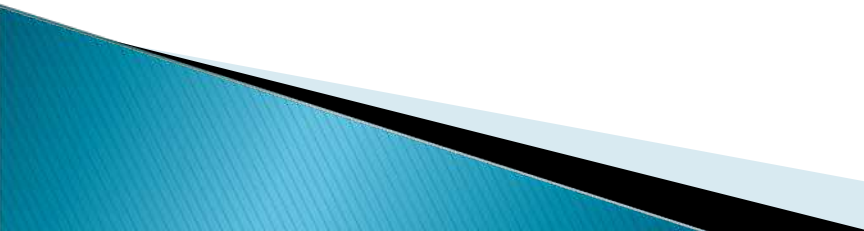
Members include:

- ▶ Bob Eccles – XII Board
 - ▶ Olivier Boutellis–Taft – XII Board
 - ▶ Jamie Shay – XII Board
 - ▶ Mike Willis – XII Board and ISC Chair
 - ▶ Arleen Thomas – XII Treasurer, Board
 - ▶ Conor O’Kelly – XII ISC
 - ▶ Chris Rodgers – XII ISC
 - ▶ Dave Van den Ende – XII ISC
 - ▶ Josef MacDonald – XII ISC
 - ▶ Mark Bolgiano – XII ISC
 - ▶ Diane Mueller – XII ISC
 - ▶ Jean–Luc Menda – XII ISC
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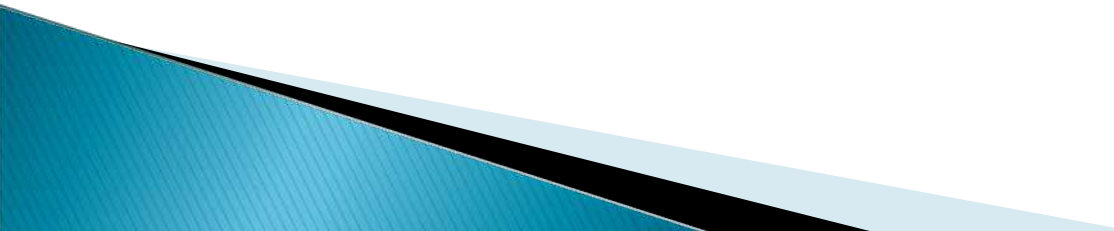
Key Messages from F2F Meeting in Miami

- ▶ XII needs to focus its resources on the accelerated delivery of the current Specification components (versioning etc) to meet existing market project needs.
 - ▶ XII must align its resources to urgently deliver on key objectives such as further development of the Specification (based on the strategies being developed by the XSB), resource alignment, marketing & communications etc.
 - ▶ A critical first-step of the XII Strategic Plan must be to create a detailed marketing/branding/communication plan that establishes clear benchmarks, goals, strategies and success measures. Creation and execution of this plan will form the basis of a longer-term business plan for the organization.
 - ▶ Make outreach to existing projects a priority to facilitate their success and gather input on future development objectives.
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Preliminary Draft Objectives

- ▶ **Objective I: XBRL is the indisputable standard to streamline and enhance business information processes by 2015.**
 - ▶ **Objective II: XII Resources Are Aligned To Support Its Strategic Objectives**
 - ▶ **Objective III: XII will have a detailed long-term business plan.**
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Next Steps

- ▶ Progress review by the full Board of Directors
– Feb 2
 - ▶ First draft of objectives to the SP Committee released last week for comments
 - ▶ Second draft, to include draft of actions, to share with Board and Committee early March
 - ▶ F2F planned for 26 March in Dublin
 - ▶ Draft plan for Italy conference and joint ISC/Board meeting
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XBRL : Towards a Diverse Ecosystem

**A discussion document on the technical evolution of
the XBRL specification**

Released 15 February 2010

Available through the XII web site

Webinars planned for:

23 February	1300 UTC
3 March	2200 UTC
11 March	1700 UTC

RFCs in document with questions and survey document available

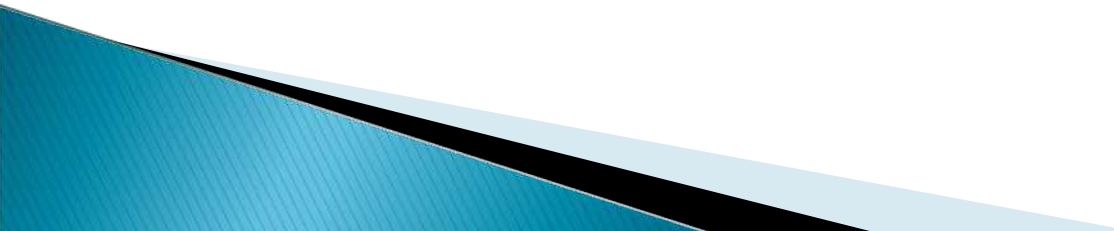
Deadline for comments 19 March



Discussion Document

- ▶ This is long term planning.
- ▶ It is a discussion about technical **improvements** to XBRL that would make it easier to use, but it does NOT mean that **ANY** decisions have been made.
- ▶ Suggestions that XBRL is unstable or that this is an effort to fix XBRL are FALSE and MISLEADING.
- ▶ We strongly suggest that questions about this initiative be directed to members of the XSB or XII.

Goals

- ▶ The XSB has developed a Discussion Paper that sets out the key areas that we feel should be addressed by the consortium at a technical level.
 - ▶ The Discussion paper sets out three goals, each with a number of possible deliverables that would achieve them. The Goals are:
 - A. To make XBRL easier for developers.
 - B. To develop XBRL technologies that facilitate comparison of XBRL data.
 - C. To simplify XBRL data consumption.
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Thank –you for your time

- ▶ Please communicate the availability of the discussion document to your members, co-workers and others.
- ▶ Please communicate the Italy conference to the same – April 20–22
- ▶ Encourage project and technology experts to become involved in XII Working Groups and Committees

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