

ZAPTHINK ZAPNOTE™

COMMERCE ONE

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Commerce One

URL: www.commerceone.com	Headquarters : Pleasanton, CA
Founded: 1994	Funding: NASDAQ: CMRC

Product Summary

Commerce One has always focused on helping companies help build “composite applications” – process-driven applications composed of multiple component services – for companies involved in business-to-business exchange. The first incarnation of this vision was their e-Procurement product, which was soon followed by their notable foray into e-Marketplaces. The latest manifestation of this vision is Commerce One Conductor – an application suite that facilitates the creation and execution of Web Services-based business processes.

Commerce One Conductor provides a visual process definition interface that leverages a number of critical business process-related specifications that assist in choreographing Web Services interactions: WS-Security and WS-Reliability for secure and reliable process interactions, xCBL and the Universal Business Language (UBL) for business semantics. Commerce One also actively participates in the W3C WS Choreography working group. Since Commerce One acknowledges that many of the specifications for B2B business processes have yet to stabilize, they have introduced a number of their own extensions to SOAP for business process orchestration and choreography.

Commerce One Conductor depends on a registry-driven Interoperability Engine that abstracts the specifics of how a particular Web Services-based activity needs to be invoked. The Conductor Process Builder provides a rules-based engine for Web Services orchestration. Each business process is defined as a process flow, in which each activity is mapped to a service in the registry. Processes are designed and registered in the registry. This registry can be interacted through UDDI, but it is significantly more feature-rich with respect to B2B process definition and discovery. As new interaction mechanisms (such as new communications protocols, security and reliability specifications, or process flow specifications) are introduced to the system, users need only change the configuration of the Interoperability Engine stored in the Registry without having to change the services themselves.

The Interoperability Engine also handles transformations between business documents that are exchanged within the business process interactions. Community management – or managing the connections to and integration with process activities at different businesses --

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is also facilitated by the repository. Enterprises need only publish the available service once to the registry and it is immediately available to all process flows described in the system. Defined business processes can be published in BPEL format.

Commerce One is also providing pre-built process templates for the vertical industries they focus on: Consumer Packaged Goods (CPG) and Retail, Automotive, and Discrete Manufacturing. For each of these verticals, Commerce One is providing business process choreography templates focused on simplifying and reducing the cost of changes to supply processes.

Key Differentiators

- Proven experience in creating flexible business connections and leveraging standards
- Focusing on B2B and external business process that rely on independent process choreography
- Comes with pre-built process templates for specific industries and verticals
- Tight integration with B2B collaborative business semantics specs: xCBL and UBL

ZapThink Take

Commerce One brings their unique B2B focus and experience to Web Services choreography, and as such is making a viable play for helping companies construct and deploy B2B business processes. This approach is notably the company's third major corporate strategy, so it's possible that enterprises might be wary to adopt the technology given Commerce One's shifts in focus. However, the Conductor solution is clearly an end product of their years of experience in B2B integration, and as such, companies that are interested in implementing cross-organizational, collaborative business processes should investigate the Commerce One offering.

Related Research

- *Service-Oriented Process Report (ZTR-WS108)*

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About ZapThink, LLC

ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

ZapThink's role is to help companies understand these IT products and services in the context of SOAs and the vision of Service Orientation. ZapThink provides market intelligence to IT vendors who offer XML and Web Services-based products to help them understand their competitive landscape and how to communicate their value proposition to their customers within the context of Service Orientation, and lay out their product roadmaps for the coming wave of Service Orientation. ZapThink also provides implementation intelligence to IT users who are seeking guidance and clarity into how to assemble the available products and services into a coherent roadmap to Service Orientation. Finally, ZapThink provides demand intelligence to IT vendors and service providers who must understand the needs of IT users as they follow the roadmap to Service Orientation.

ZapThink's senior analysts are widely regarded as the "go to analysts" for XML, Web Services, and SOAs by vendors, end-users, and the press. They are in great demand as speakers, and have presented at conferences and industry events around the world. They are among the most quoted industry analysts in the IT industry.

ZapThink was founded in October 2000 and is headquartered in Waltham, Massachusetts. Its customers include Global 1000 firms, public sector organizations around the world, and many emerging businesses. ZapThink Analysts have years of experience in IT as well as research and analysis. Its analysts have previously been with such firms as IDC and ChannelWave, and have sat on the working group committees for standards bodies such as RosettaNet, UDDI, CPExchange, ebXML, EIDX, and CompTIA.

Call, email, or visit the ZapThink Web site to learn more about how ZapThink can help you to better understand how XML and Web Services impact your business or organization.

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