

E-Business and XML: Where Metadata Makes Money

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Agenda

- What is e-Business All About?
 - Who cares?
 - Where did we come from?
 - Pieces of e-Business
- XML and e-Business
 - e-Commerce Initiatives
 - e-Procurement Initiatives
 - ebXML
 - RosettaNet
- The Future of XML e-Business
 - The e-Business Stack
 - Web Services: obsoleting e-Business?
 - ASC X12 / JCC

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Framing the Discussion

- Why is this important?
 - XML drives many different value propositions:
 - EAI (system to system)
 - Web Services (A2A)
 - Content and Document Management
 - Vertical Vocabularies
 - Semantic Web
 - And... B2Bi
 - But... what are they driving (mostly)?
BUSINESS PROCESSES!

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The Many Faces of e-Business

- What does e-Business Mean?
 - To IBM
 - To EDI folks
 - To SGML folks

"Enabling business processes through electronic means"

- So, what is a business process?

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The Pieces of e-Business

- e-Commerce
 - Individual commerce transactions, electronically enabled
 - “Pick to Payment”
- e-Procurement
 - Long running business processes
 - SUPPLY CHAIN
- e-Collaboration
 - Partnership
 - VALUE CHAIN
- e-Gads

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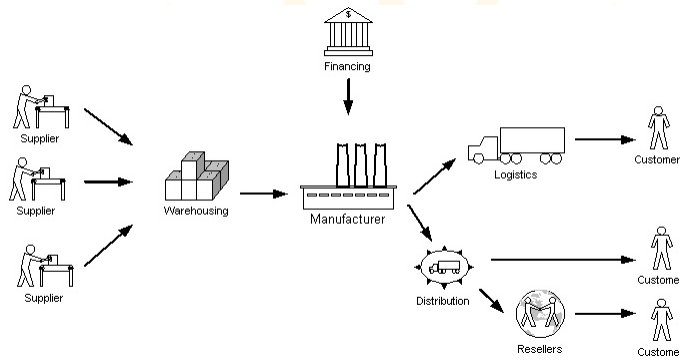
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To Be or B2B?

- B-to-C
 - Transaction oriented
 - Service Oriented
- B-to-B
 - Process oriented
 - Relationship Oriented
- C-to-C
 - Micro-transaction oriented
 - eBay... (The P2P model for commerce?)
- X-to-Y
 - There’s really nothing else.

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The Supply Chain



EDI

- Flat File, Positional Based Structure
- X12 Standards Defined Transaction Sets
 - 832 Pricing Catalog
 - 850 Purchase Order
 - 855 Purchase Order Acknowledgement
- UN/EDIFACT international equivalent
 - PRICAT
 - PRODDAT



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Paper vs. ANSI X12 EDI Document

Entered: May 17, 1997

Ship To: Our Company
309 Our Street
Our City, ST ZIP

Bill To: Our Company
Attn: Mr. Smith
250 Our Street
Our City, State

QTY	Part	Desc	Price
200	ABC123	Blue	\$50
100	BZX321	Yellow	\$61

BEG*00*SA*00239~9701517

N1*ST*Our Company
N2*309 Our Street
N3*Our City*Our State

N1*BT*Our Company
N2*250 Our Street
N3*Our City*Our State

PER*attn: Mr Smith

PO1*01*200*EA*50.00*CA*BP*ABC1
23

PO2*01*100*EA*61.00*CA*BP*BZX3
21

CTT*2*16100

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EDI Issues

- Technology Aging
- Industry and Versioning Issues
- Y2K Yuckiness!
- Not a Self-defining Language
- COST \$\$\$\$
 - EDI software: translators, mappers
 - Value-Added Networks (VANs)
- SME!

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Ad-hoc Integration

- Integration?
- Message-oriented Middleware (MOM)
- EAI
- File exchange
- Net result:
 - Time
 - \$\$\$
 - Small & Medium sized folks?

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e-Commerce Standards

- Pre-dated XML, actually
 - Cataloging
 - Payment
 - Shopping Carts
 - “Pick to Payment”
- Examples
 - Cybercash
 - OFX
 - IFX
 - OBI

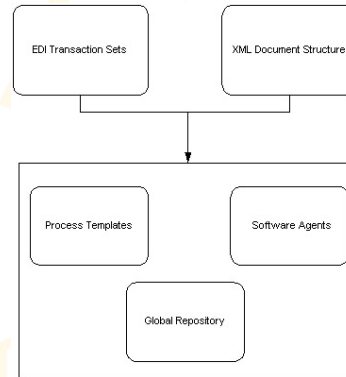
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e-Procurement Standards

- What is MRO?
 - Pencils?
- E-Marketplaces
 - ARIBA & cXML
 - Commerce One & xCBL
- But how about chips?
- XML/EDI

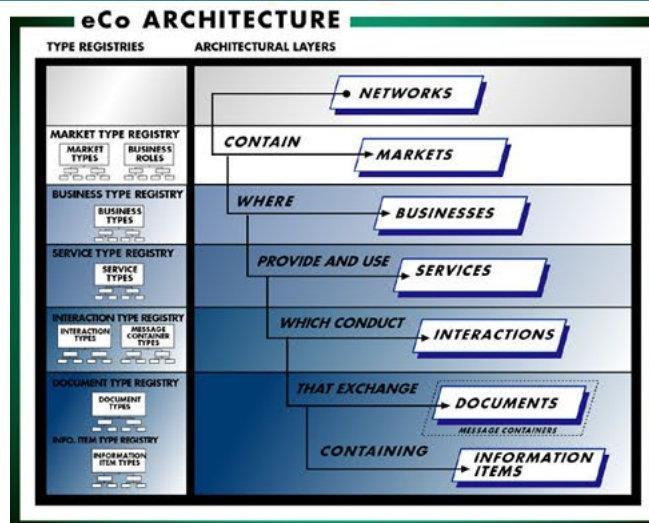


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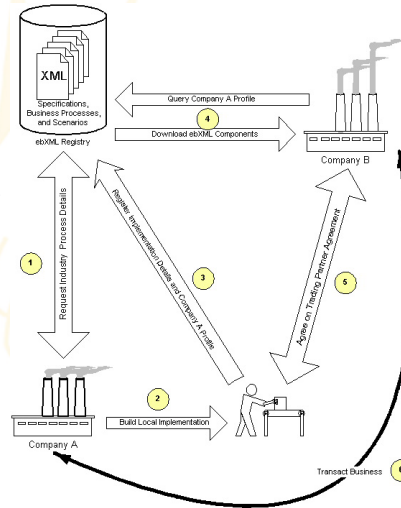
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A Framework for e-Business



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- Origins of ebXML
 - XML/EDI?
- Components:
 - Registry / Repository
 - Profiles: CPP
 - Transport: TRP
 - Business Process
 - Documents



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- Getting Messages from Point A to Point B
- The EDI VAN
 - Routing
 - Packaging (The Envelope)
 - HTTP / SMTP / FTP
 - Security
 - Non-Repudiation
 - Transaction control
- SOAP?

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ebXML: CPP & CPA

- Meeting Contractual Requirements
- Negotiation of Business Capabilities
- The profile (CPP): capabilities
- The agreement (CPA): specifics for a transaction
- Dynamic partner discovery?

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ebXML: Repository

- Repository vs. Registry
 - Verb vs. noun
 - Action vs. location
 - Splitting hairs
- The center of all business exchange
 - Store profiles
 - Store message specifics
 - STATE
- UDDI?

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ebXML: Business Process

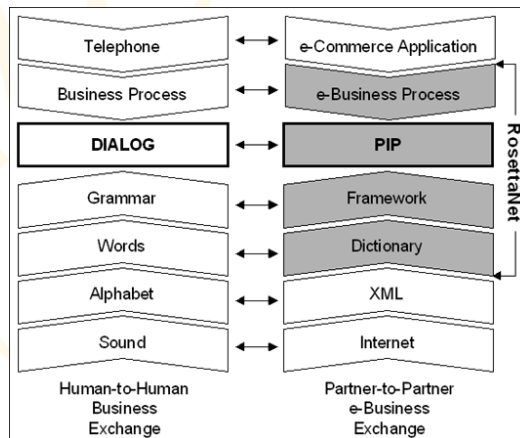
- Coordination of individual steps
- Can we get business process agreement?
- Vertical specific?
- RosettaNet?

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RosettaNet: overview

- Solving e-Business for the IT supply chain
- The “amazing shrinking standard”
- Three major components:
 - Dictionary
 - RNIF
 - PIPs
- In production?



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RosettaNet: PIPs

- Partner Interface Processes (PIPs)
- Standardizing business processes
- First, on paper
- Then, machine-to-machine
- Pieces of the PIP

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RosettaNet: RNIF

- RosettaNet Implementation Framework (RNIF)
- Getting messages from point A to point B
- The EDI VAN again?

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RosettaNet: Dictionaries

- Defining vocabulary for exchange
- Two kinds of dictionary
 - Technical Dictionary
 - Terms and properties for actual items discussed
 - “chips and dips”
 - Business Dictionary
 - Terms and properties for business dialogue
 - “companies”

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Futures: XML Standards

- ebXML and the Joint Core Components (JCC)
- The emergent e-Business stack
- Convergence?
- Can there ever be true standardization

- But... what about those 450+ standards?
- Vertical vocabulary *proliferation*

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Futures: Web Services

- An emergent Web Services stack... will this obsolete the need for e-Business standards?
- What is the difference between EAI and B2Bi?
- Maybe looking at world in EDI sunglasses?
- Vendors: support Web Services *and* e-Business standards?
- Reliable Delivery Networks

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About ZapThink...

- ZapThink is an industry analyst firm *focused exclusively* on XML
 - Research Reports
 - Briefing Notes
 - Analysis



We spend all our time thinking about XML, and even we don't have the full picture.

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