



**Future of EDIFICE:
“To B or not to B?”**

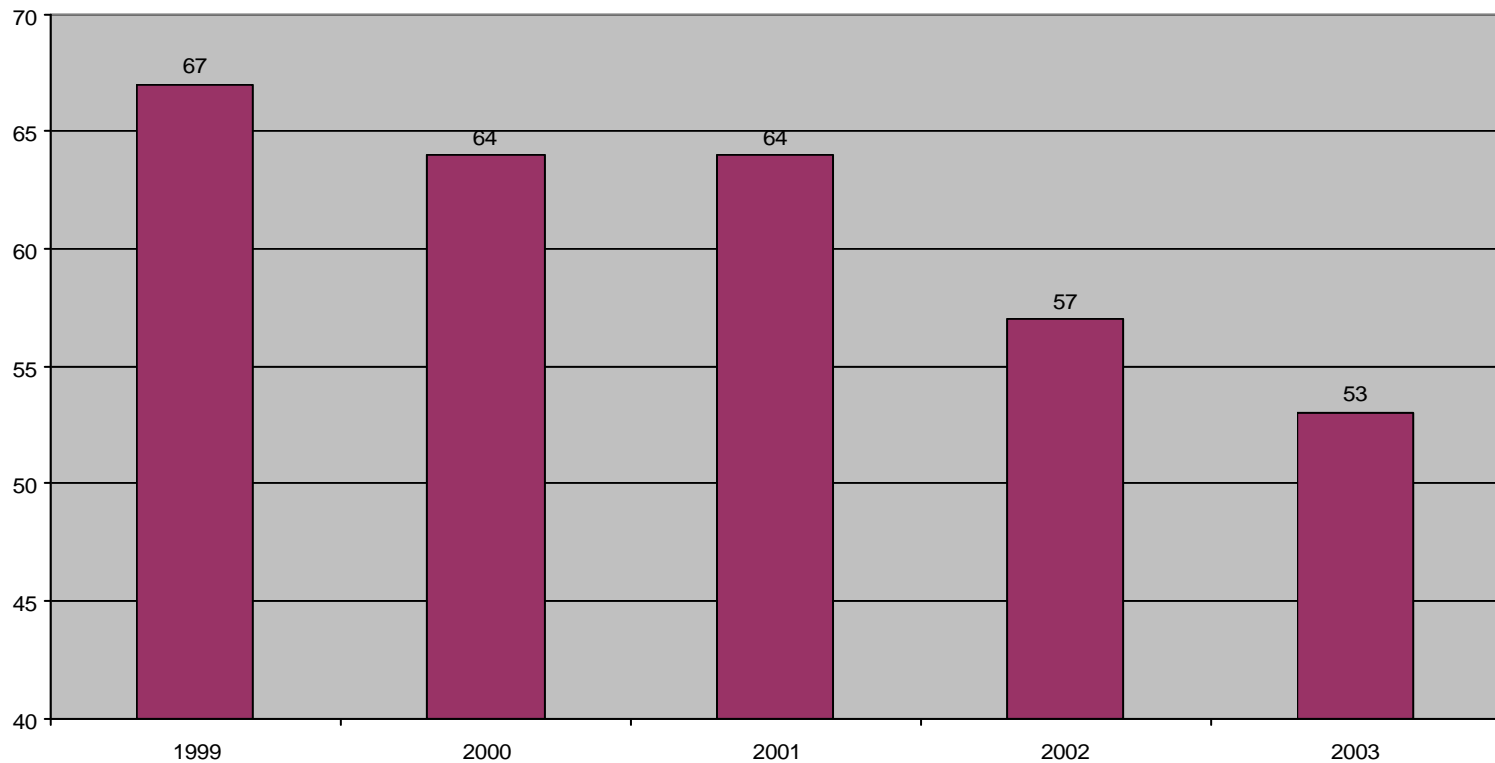
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EDIFICE Officers

Future of EDIFICE

- **B2B world has changed over the last years and therefore EDIFICE needs to modernize and refresh its focus and communicate that to outside world**
- **We still need a strong B2B organization in Europe (a community to discuss about e-commerce related topics and share experiences)**
 - The main focus for the moment is RosettaNet
- **If EDIFICE is NOT changing:**
 - The organization becomes irrelevant over the years
 - Continuous decrease in membership
- **The effort of setting up a new RosettaNet focused organization would be rather high. Within EDIFICE a mature infrastructure exists.**

Number of EDIFICE Membership

Number of Edifice membership



Future of EDIFICE

- **Any company can participate as an observer to the plenaries and is expected to join the “New” EDIFICE after a certain time (unfortunately arranging plenaries and maintaining web-sites costs some €)**
- **EDIFICE is open to any industry sector which is interested in electronic commerce (we need to inform and discuss with existing B2B groups e.g. EIDX, RosettaNet, SWIFT, automobile etc.)**

Future of EDIFICE

Next steps:

- **Membership feedback of this approach**
- **Evaluate the efforts and benefits of this transition**
- **Redefine the mission of EDIFICE**
- **Build the roadmap**
- **Develop a marketing approach**
- **Define and carry out actions**

Future of EDIFICE

Proposal for Plenaries:

- **2 full day meetings (Wed-Thu) + ½ day officers meeting**
- **A combined agenda for ERUG and EDIFICE with general B2B focus**
- **Sessions for discussing RosettaNet Implementation issues within the agenda**
- **Feature presentations and external speakers (e.g. automotive industry)**
- **True experience sharing (like e.g. 2A9 experience sharing by Eurodis)**
- **Task group workshops with current hot topics**

Do we want to keep the name EDIFICE?

- **EDIFICE is externally strongly perceived as an EDI organization**
- **Does the name describe well enough our future aspirations?**
- **Considerable words: Euro, European, Europe, B2B, Forum, electronic, commerce, e-business etc etc etc**
- **Ideas: The Euro-B2B-Forum, European B2B-forum, B2BFice, EC-Easy, B2BForum (.org/.net)**