



RosettaNet Update

Colin Robson, VP RosettaNet Europe

ROSETTANET

Agenda

- Council Status
- Activities in Europe
- Schema PIPs
- Multiple Messaging Services
- RosettaNet Automated Enablement
- Services

Agenda

- **Council Status**
 - Logistics
 - Telecoms
 - IT, SP, EC, SM
- **Activities in Europe**
- **Schema PIPs**
- **MMS**
- **RosettaNet Automated Enablement**
- **Services**

RosettaNet Membership

Simplified membership levels

Non-Members - FREE

- Read the standards

Associate Members (Regional Members) - \$4K

- As non-members, plus
- Access support – web site / email / face to face / seminars (read the full book)
- Access Services

Councils - \$50K

- Associate members for one region (usually Head Office region), plus
- Drive standards / services (write the book)

Logistics Council

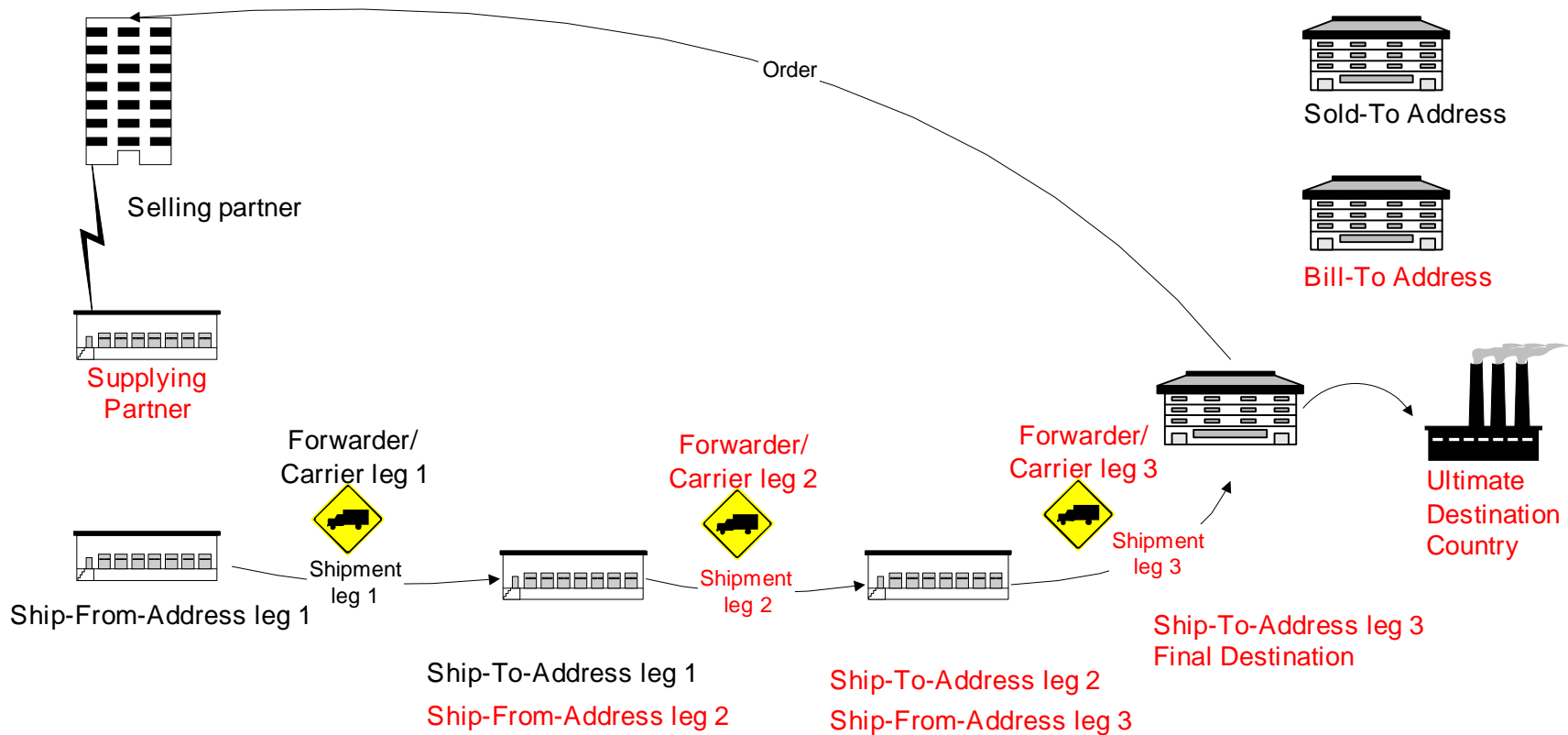
- Formed at meeting on 1st April 2004
- 14 members today
- Major Logistics and Supply Chain companies, plus Airline and Port companies
- Currently Asia centric
(say 2 of 3 meetings will be in Asia)
- 3 programs immediately created / supported

Logistics Council Program

Shipment Notification Management (ASN)

Support multi-leg shipments

Multi-Leg-Shipment



Logistics Council Program

Refactor and Validate Existing Logistics PIPs®

VALIDATED STANDARDS

PIP 3B2: Notify of Advance Shipment (Version V01.01.00 - In Production)

PIP 3B12: Request Shipping Order (Version V01.01.00 - In Production)

PIP 3B13: Notify of Shipping Order Confirmation (Version V01.01.00 - In Production)

PIP 3B18: Notify of Shipment Documentation (Version V01.00.00 - In Production)

PIP 4B2: Notify of Shipment Receipt (Version V01.00.00 - In Production)

PIP 4C1: Distribute Inventory Report (Version V02.03.00 - In Production)

STANDARDS IN VALIDATION

PIP 3B14: Request Shipping Order Cancellation (Version R01.00.00A - In Validation)

APPROVED STANDARDS THAT NEED VALIDATION

PIP 3B3: Distribute Shipment Status (Version R01.00.00 – Jan 2001)

PIP 3B4: Query Shipment Status (Version R01.00.00 – Jan 2001)

PIP 3B5: Request Shipment Change (Version R01.00.00 – Jan 2001)

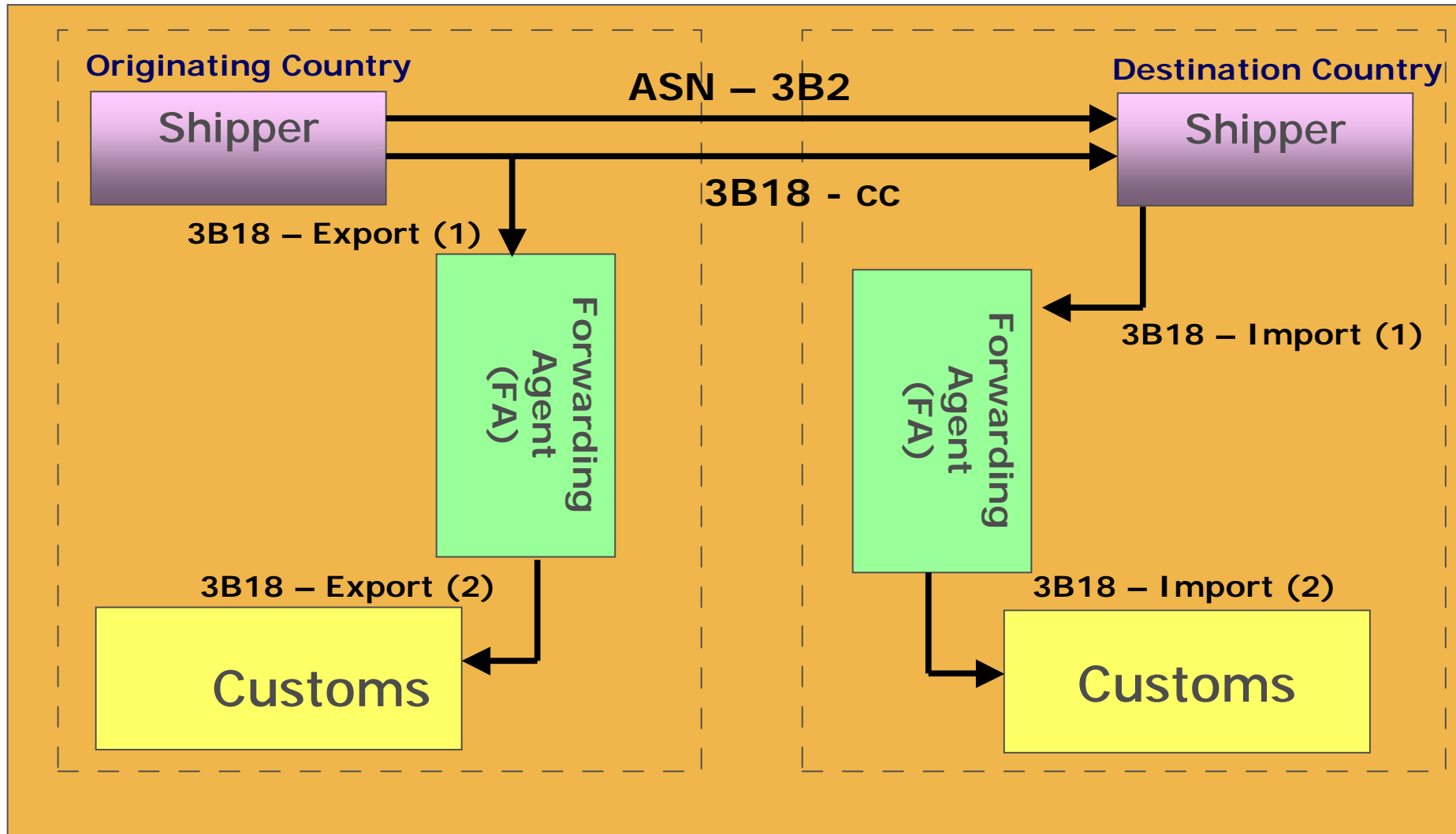
PIP 3B6: Notify of Shipments Tendered (Version R01.00.00 – Jan 2001)

PIP 3B11: Notify Of Shipping Order (Version R01.00.00A – Mar 2002)

Early untested standards need to be refactored, validated and widely adopted

Logistics Council Program

End-to-End B2B Integration for eCustoms

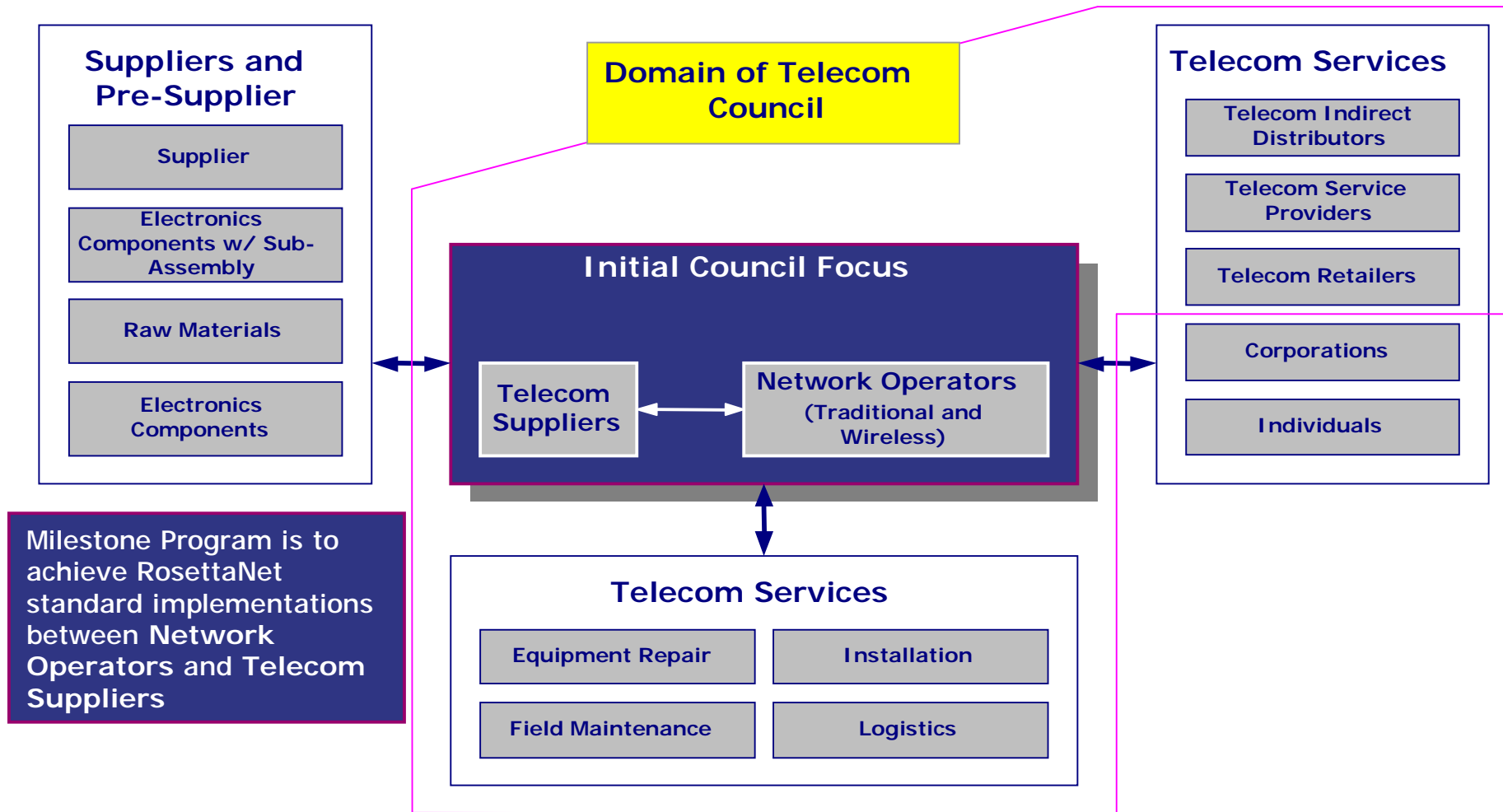


Telecoms Council

- Up to 11 members – achieved critical mass
- Validating Order to Cash, and identifying next projects
- Currently Europe centric
(perhaps 2 of 3 meetings will be in Europe)
- Built Strong link with TeleManagement Forum

RosettaNet Telecom Council

Focus and Priority Groups



Order to Cash (Phase 1) Program Scope

		Planning Phase		Execution Phase											
		Sales Forecasting	Inventory Management	Pre-order/Quote		Ordering			Order Fulfillment			Financial settlement		Assurance management	
				Catalogue	Contract	Discrete product	BOM	Options	Ship-to-X	VMI	Consignment stock	Invoice-to-remittance	Self-billing to remittance		Warranty
Business Type	(1) Standard Product														
	(2) Configurable Product														
	(3) Bundles														
	(4) Functional Services														
	(5) Quantifiable Services														
	(6) System- and Project delivery														
	(7) Combination of one or more items above														

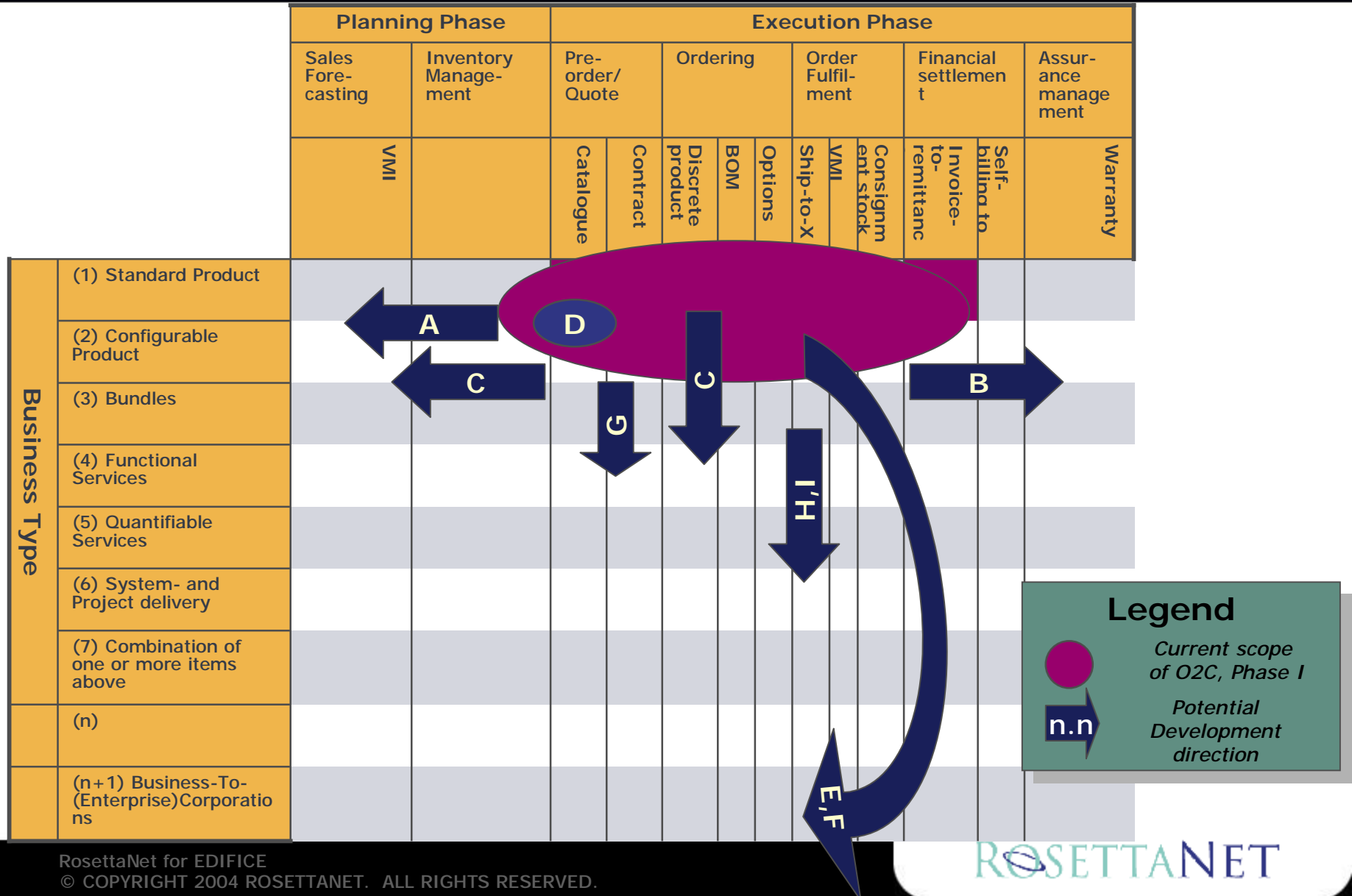
TC Council, new development areas

List of proposed programs

Development areas

- A. CPFR and Inventory management (VMI)
- B. Product return processes
- C. O2C phase 2, extending the scope to more complex products and services (e.g. configurable products)
- D. Content management, extension of the current catalogue exchange
- E. Business-To-(Enterprise) Customers, ordering/managing telecom services
- F. Service / Maintenance contract management
- G. Installation processes for standardized services
- H. New set of PIPs to cope with Telecom network incident management (e-ticketing)
- I. New set of PIPs to cope with Collaborative project management processes

TC Council, new development areas



TMF and RosettaNet

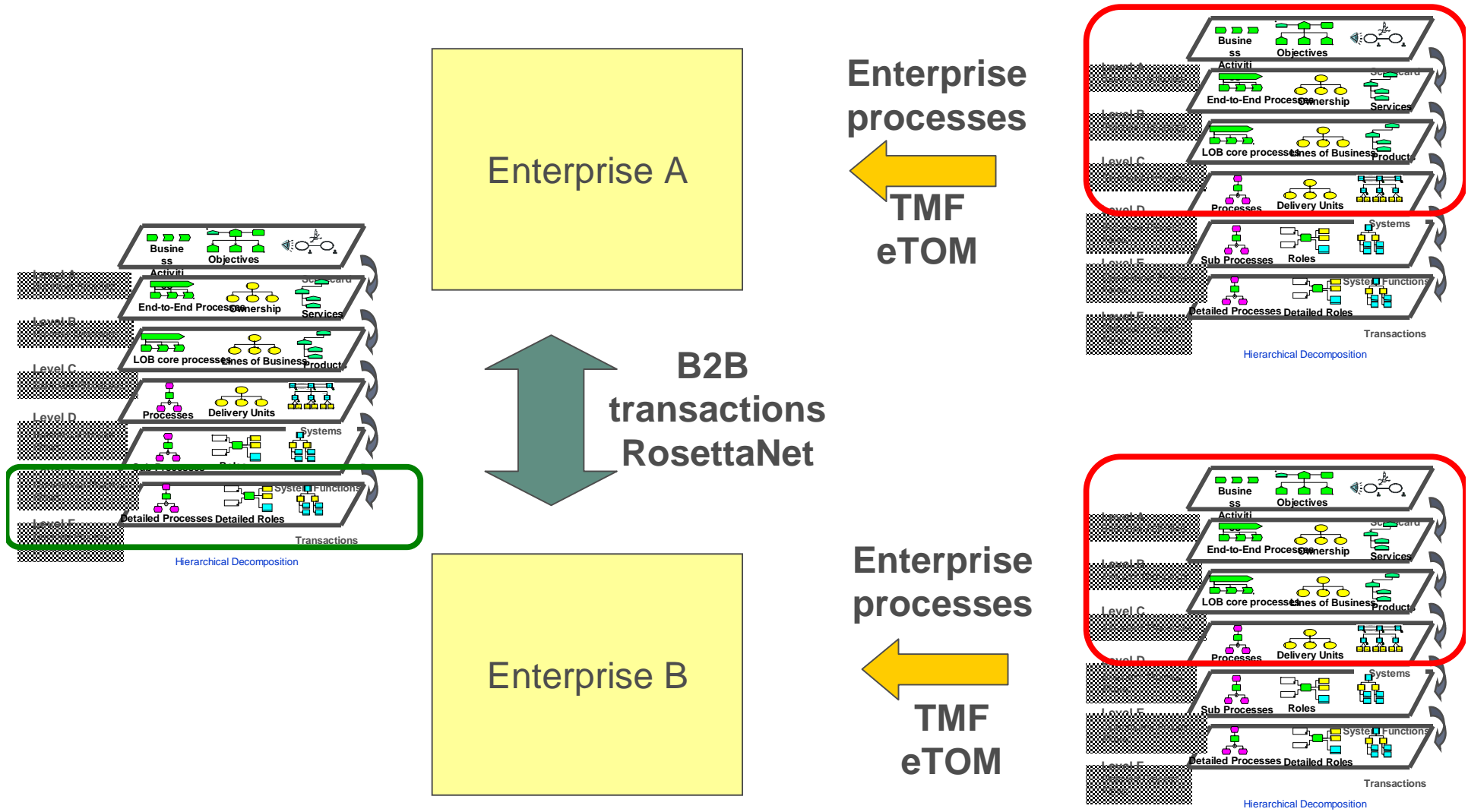
Objective

- Effective collaboration between the two bodies in order to:
 - Achieve effective B2B process implementation in the Telecom arena
 - Use the domain skills of each body
 - Avoid overlap
 - Maximise synergies
 - Achieve speed and breadth of implementation

The Partners

- TMF is the industry body specifically for the Telecom Industry
- RosettaNet is the leading implementer of business content, and is already working in global high-tech industries such as information technology and electronic components.

Core Competencies



Message to TMF members

Join Team and Steer the Standard

- Be part of the team to
 - Directly influence the development and deployment of Telecom B2B standards
 - Maximize leadership position through partnership
 - TMF – Leader of Telecom Industry process framework
 - RosettaNet – The lingua franca of B2B Standards in the Supply Chain Industry
 - Take control of your B2B Value Chain processes and maximize the value through reuse by Steering the Standard!

Automotive and Aerospace

- Automotive – in Edifice hands
- Aerospace – interest?

Agenda

- Council Status
- **Activities in Europe**
 - Distributor Forum
 - Services and Architecture (Autumn)
 - Newsletter
 - Solution Provider Capability
 - Website
 - Brochure
 - Marketing
- Schema PIPs
- MMS
- RosettaNet Automated Enablement
- Services

RosettaNet Distributor Forum

IBM, Brussels, Belgium
Tuesday, 27 April , 08.00-16.30

Welcome/Introductions

09.00 - 09.10 Colin Robson, Vice President Europe, RosettaNet

Session 1 - Suppliers Viewpoint

- 09.10 - 09.45 **The Connected World - IBM's Vision**
Colin Pettit, Vice President EMEA Business Transformation & Information Technology, IBM
- 09.45 - 10.15 **RosettaNet Driving Efficient Distribution**
Andy Keates, RosettaNet Deployment Manager, Intel
- 10.15 - 10.45 **Coffee Break**

Session 2 - Distributor Implementations and Benefits

- 10.45 - 11.15 **The Compelling Business Case**
Bart Luyckx, Director Project Consulting, Arrow Electronics
- 11.15 - 11.45 **Case Study: Using RosettaNet for Orders**
Juergen Rahn, Director IBM Business Unit, Magirus
- 11.45 - 12.15 **Case Study: In-Line Technical Product Query**
Erika Kenny, Program Manager, Eurodis
- 12.15 - 12.45 **Case Study: Benefiting from the Use of RosettaNet**
Sergey Kostevitch, CEO, Ashis
- 12.45 - 13.45 **Lunch**

Session 3 - Customer Implementation Successes

- 13.45 - 14.15 **Working with Distributors and Their Partners**
Mark Schenecker, Vice President Emerging Solutions, E2 Open
- 14.15 - 14.45 **Jumpstart with RosettaNet**
Peter Kohayan, Vice President Sales, GridNode
- 14.45 - 16.00 **Panel Discussion/Audience Q&A**
IBM, Intel and Case Study Presenters
- 16.00 - 16.15 **Summary/Closing Remarks**
Colin Robson, Vice President Europe, RosettaNet

16.15 **Tea & Biscuits**

RosettaNet for EDIFICE

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RosettaNet wishes to acknowledge E2open, GridNode and IBM for their generous support of this event.

IBM

 **GridNode**


E2OPEN

ROSETTANET

Distributor Forum

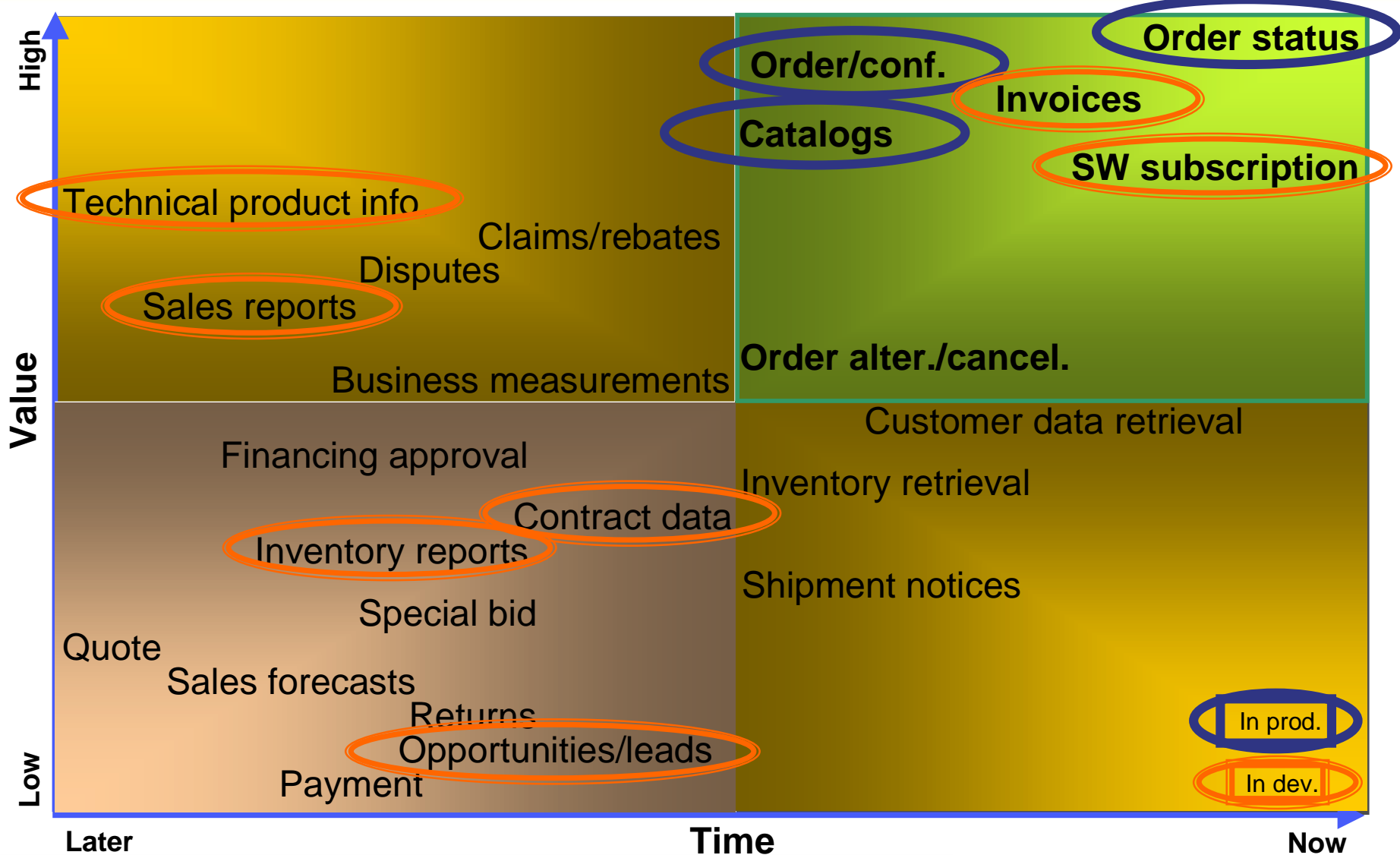
Summary

From the Distributors viewpoint:-

- Major RosettaNet opportunities (10+ PIPs)
- Major implementations
- Major benefits

Distributor Forum

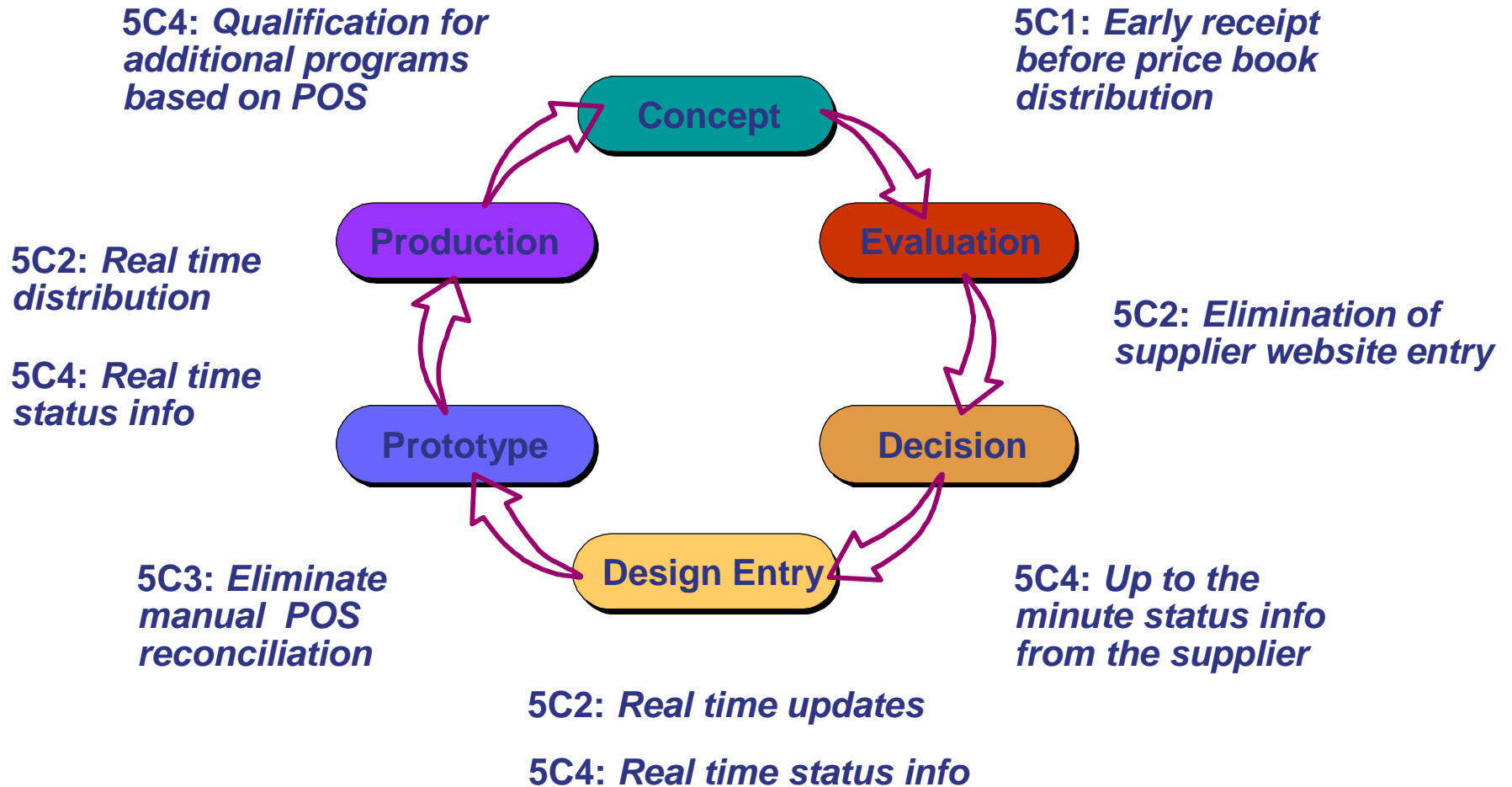
Example of the opportunities



Distributor Forum

Distributor Success Story

RosettaNet Enabled Demand Creation



Distributor Forum

Examples of the Benefits

- Distributor A stated that they covered their costs in a year, having implemented only order management only with 1 supplier.
- Distributor B said RosettaNet saved them \$24.6million last year, on \$1bn going through RosettaNet from a \$9.7bn total revenue. \$9.6m was through inventory savings.
- Distributor C said RosettaNet saved them \$2.1 million so far, and projected between \$3m and \$3.5m savings this year and onward (on \$680 million revenue).

**Slides available on the website
use them to get distributors on-board**

Services and Architecture Seminar

- Members event, as last November
- Timing – Services will be approved
- Adjacent to Edifice, sponsors willing either
 - 7th or 10th September
 - 23rd November

Newsletter

Solution Providers

European RosettaNet Members can now load their European specific profile into the Trading Partner Directory

Trading Partner Directory - Microsoft Internet Explorer

Address: <http://www.rosettanet.org/RosettaNet/Rooms/Search/TPDSearch?companyName=&businessType=Software%20Provider&organizationType=&searchText=&companyBusine...>

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RosettaNet Europe - My RosettaNet

Search Site Go

About Us News/Events Standards Programs Support Intranet | Trading Partner Directory

Trading Partner Directory

Name	Partner Type	Industry	Web Site
Anilinker	Partner	Electronic Components Solution Provider Semiconductor Manufacturing	http://www.anilinker.com
Deutsche Telekom	Premier Partner Council	Telecommunications Solution Provider	http://www.telekom.de
Global eXchange Services	Premier Partner Council	Solution Provider	http://www.gxs.com
IT4profit	Partner	Solution Provider	http://www.it4profit.com
PeopleSoft	Partner	Information Technology Electronic Components	http://www.peoplesoft.com
SAA Consultants	Partner	Information Technology Electronic Components Semiconductor Manufacturing	http://www.saaconsultants.com

6 Results

Your search criteria:
Searched companies in the following regions:
▶ Europe/EMEA
Searched For:
Software Providers

extranet by webridge

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www.RosettaNet.org/Europe

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RosettaNet Home > About Us > RosettaNet Regions

RosettaNet Europe
Shortcut: <http://www.rosettanet.org/europe>

RosettaNet Europe, part of the Global RosettaNet Organisation is dedicated to building the support for RosettaNet in Europe, and supporting and assisting its members.

All RosettaNet members belong to at least one Region to access the full RosettaNet website, and gain other significant benefits.

For additional information about RosettaNet Europe, please contact [Colin Robson](#) or [Hans Flemming Stern-Peltz](#).

*Note - All standards, program material, and similar information is global, so please navigate to this using the top bar above.

European Membership

Benefits of European Membership
Read more about:

- Core Services
- Partner Services
- Membership fees
- Contacts

Links to member applications

- [Membership eligibility](#)
- [Membership levels](#)
- [Partner Membership Application](#)
- [Council member commitment](#)
- [Council Membership Application](#)

[Search for Trading Partners in Europe](#)

Europe events and activities 2004

Upcoming events

Date	Event	Description	RosettaNet action
26-27/05	EDIFICE 89th Plenary, Tallinn	Theme: Supply Chain Collaboration with Electronics Manufacturing Services. Agenda	Colin Robson to participate and present.
6-7/09	Electronics Goes Green 2004, Berlin, Germany	Presentation: Enabling the Paperless world with RosettaNet. Press here for more information.	Colin Robson will present.

Past events 2004

18/05	TMF	Presentation: The collaboration between TMF and RosettaNet	Presented by Jenny Huang of AT&T and Colin Robson.
19/05	EDIFICE	General RosettaNet Presentation.	Jean-Luc Estienne of STMicroelectronics

News
May 2004
TeleManagement Forum and RosettaNet Announce Partnership
.....more...

May 2004 update
RosettaNet Distributors Forum

RosettaNet Europe with the help of sponsors arranged the RosettaNet Distributors Forum in Brussels, Belgium.
RosettaNet would like to thank the sponsors : E2Open, GridNode and IBM for their support
Presentation collateral is now available. [Press here.](#)

[Press here for further information.](#)

For further information, please contact [Colin Robson](#) or [Hans Flemming Stern-Peltz](#)

November 2003
RosettaNet European Newsletter
.....more...

Brochure

COMING TO THE GLOBAL SUPPLY CHAIN



Dynamic trading networks.
Operational efficiency.
New business opportunities.
Investment protection.

It all comes together
with RosettaNet.

ROSETTANET
Business Standards for the Global Supply Chain



OBJECTIVE

European Region

To ensure local support in the areas of adoption and implementation, so that Regional Members can utilize specific considerations for local implementations.

REGIONAL MEMBER BENEFITS

- Full access to the RosettaNet Standards and Revenue based Support Information (beyond the core free standard)
- Ability to update a description for orders and close links to RosettaNet
- Local web site support
- Creation of Regional web profiles, eg list of local solution providers
- Support for implementation
 - Email response
 - One day per year on-site consulting (excludes travel costs)
- Local Seminars and Workshops, as requested by members, for example on RosettaNet Architecture, and the new 2004 Services
- Right to participate on Executive and Foundational Program teams
- Other services required by local members that fall within the core activities

WEATHER SERVICES

- Subscription going across to the full trading partner profiles plus maintenance of new or updated profiles
- Back of RosettaNet Repository for future services available in 2004

REGIONAL LEADERSHIP GOALS

- Build profile of RosettaNet in Europe
- Review Global Marketing material meets European needs
- Build relations with EC, OEM, associations and other industry bodies
- Build RosettaNet position with other industry
- Review strong links between European Members and the Global RosettaNet organization
- Maintain strong linkage with EDIFICE (users group)

MEMBERSHIP SUBSCRIPTION CONTRACTS

- \$4100 including Partner Services
- No "locking" fee

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ROSETTANET
Business Standards for the Global Supply Chain
www.rosettanet.org

Joint Marketing (thoughts)

- Get RosettaNet validation / partnership from appropriate organisations (e.g. electronic components,...)
- Present RosettaNet Case Studies at National Symposia (e.g. EDI, IT, Supply Chain)
- Present RosettaNet to National Governments / EU
- Present RosettaNet at Universities
- Agree a target sector, e.g. PC Components suppliers, and jointly go after them

Agenda

- Council Status
- Activities in Europe
- **Schema PIPs**
- MMS
- RosettaNet Automated Enablement
- Services

Schema PIPs® - 1st Project

PIPs® Specification Format - Deliverables

ACCOMPLISHMENTS (continued)

- ü Completed the following specification documents:
 - Modular PIP Architecture (Oct. 2003 / issue 01.00.00)
 - BPSS Design Guidelines (Oct. 2003 / issue 01.01.00)
 - Universal Structures (Oct. 2003 / issue 01.01.00)
 - XML Design Guidelines (Oct. 2003 / issue 01.01.00)
 - Namespace Specification (Oct. 2003 / issue 01.01.00)
 - BPSS Design Guidelines Content Update (*May 2004)
 - UML Modeling Design Guidelines (*May 2004)

- ü Developed training collateral for the general, program and technical audiences
 - Introduction to the XML Schema Specification Package (Feb 2004)
 - Introduction to RosettaNet UML, XML and Namespace (Feb 2004)
 - Compare/Contrast Monolithic (DTD) & Modular (XSD) PIPs (Mar 2004)
 - How to Read a Modular PIP Specification Package (*June 2004)

*Shows content in progress to be delivered

Schema PIPs® - 1st Project

PIPs® Specification Format – Deliverables (continued)

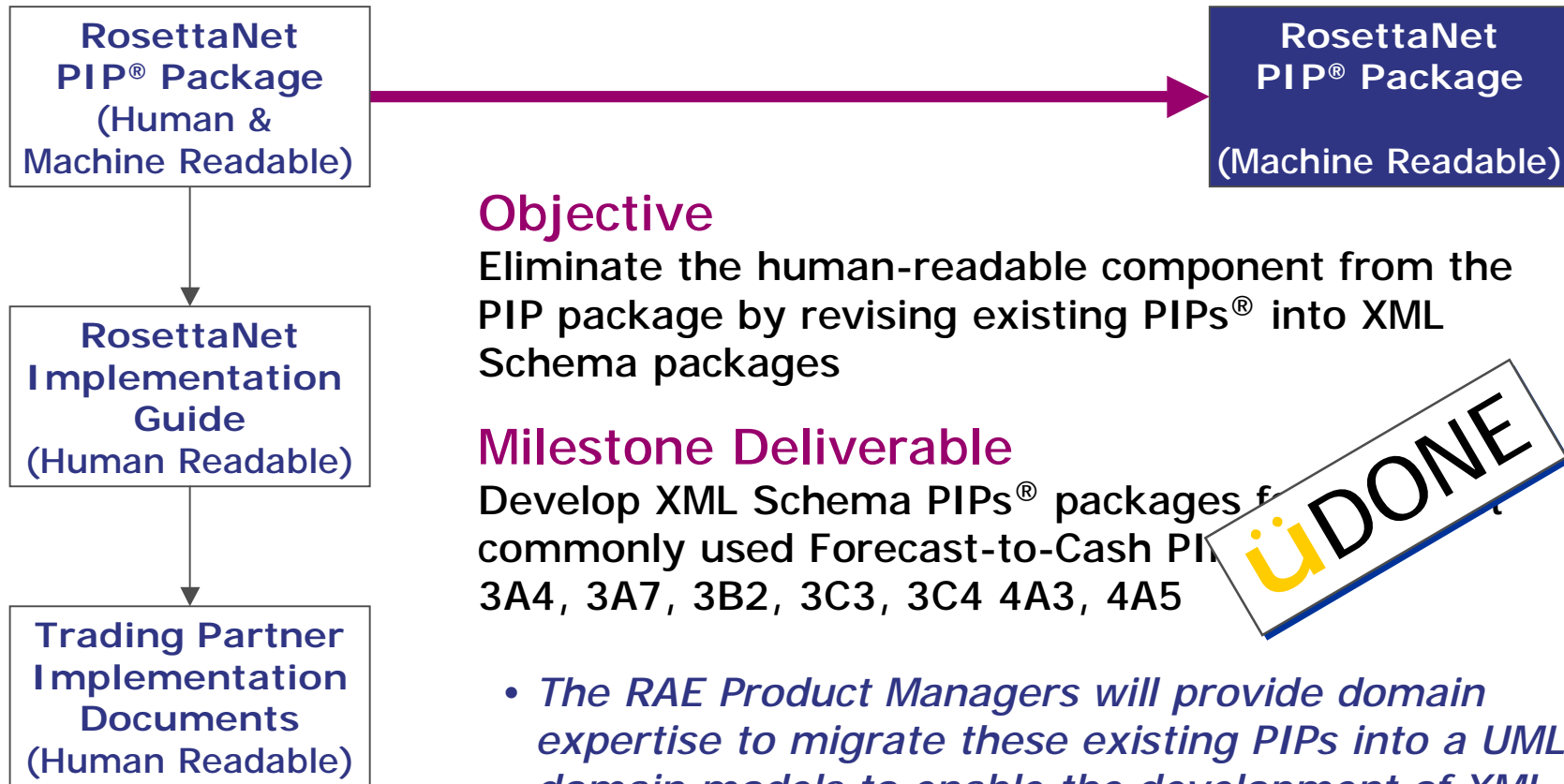
ACCOMPLISHMENTS (continued)

- ü Completed supporting activities (Mar 2004)
 - RNIF Investigation confirmed RNIF can be used unchanged with Schema format
 - Repository Functionality Test
 - Standards Document Header “User Guide” (*June 2004)
- ü Developed UML models and XML schema formatted specifications for two Milestone programs (Apr/May 2004)
 - Notification of Sales Report (PIP 4E1)
 - Notification of Sales Report Acknowledgement (PIP 4E2)
 - Notification of Material Composition (PIP 2A13)
- ü UML Representation Guidelines (Mar 2004)
- ü Constraint User Guide (Dec 2003)

*Shows content in progress to be delivered

RosettaNet Automated Enablement

XML Schema PIP[®] Packages



RosettaNet Milestone Programs

Schema PIPs

Milestone Program	Phase	Implement Existing Standard	Reversion Existing Standard	Develop New Standard	Status
OMJ - Advanced	Complete	15	5	-	--
Price & Availability	Complete	1	-	-	--
Warranty	Active	1	1	3	R
TC Order to Cash (Phase 1)	Active	-	-	-	Y
<i>Semiconductor Test Data Exchange</i>	<i>Active</i>	-	-	1-3	G
<i>Material Composition</i>	<i>Active</i>	-	1	1	Y
<i>RosettaNet Automated Enablement</i>	<i>Active</i>	-	??	-	G
<i>Payment</i>	<i>Active</i>	-	1	-	G
<i>Product Catalog Info</i>	<i>Active</i>	-	1	-	Y
<i>Sales Reporting</i>	<i>Active</i>	-	-	2	G
<i>Shipment Notification Management</i>	<i>Active</i>	-	1	-	G
<i>Engineering Information Mgmt</i>	<i>Forming</i>	-	??	??	--
<i>Service Contract Management</i>	<i>Forming</i>	-	??	3-5	--
<i>Shipment Booking and Status</i>	<i>Forming</i>	-	??	-	--
<i>eCustoms Declaration</i>	<i>Forming</i>	1	??	-	--

* Format reversion only (Refactor).

RosettaNet Milestone Programs

Schema PIPs

Invitation for RosettaNet Champions – sent 24 May 2004 Shipment Booking and Status Milestone Proposal

Intel is leading the effort for this Milestone Program as they develop a specification that will support an end-to-end ebusiness process between a Shipper and a Transportation provider to:

- 1) Request Pre-Booking Order
- 2) Finalize the Booking
- 3) Provide status of shipment

This program currently targets to re-factor into XML Schema these PIPs: 3B3, 3B12, 3B13 and 3B14. They will also update existing RosettaNet Implementation Guides for each PIP to expanded use cases and align with new XML Schema structures.

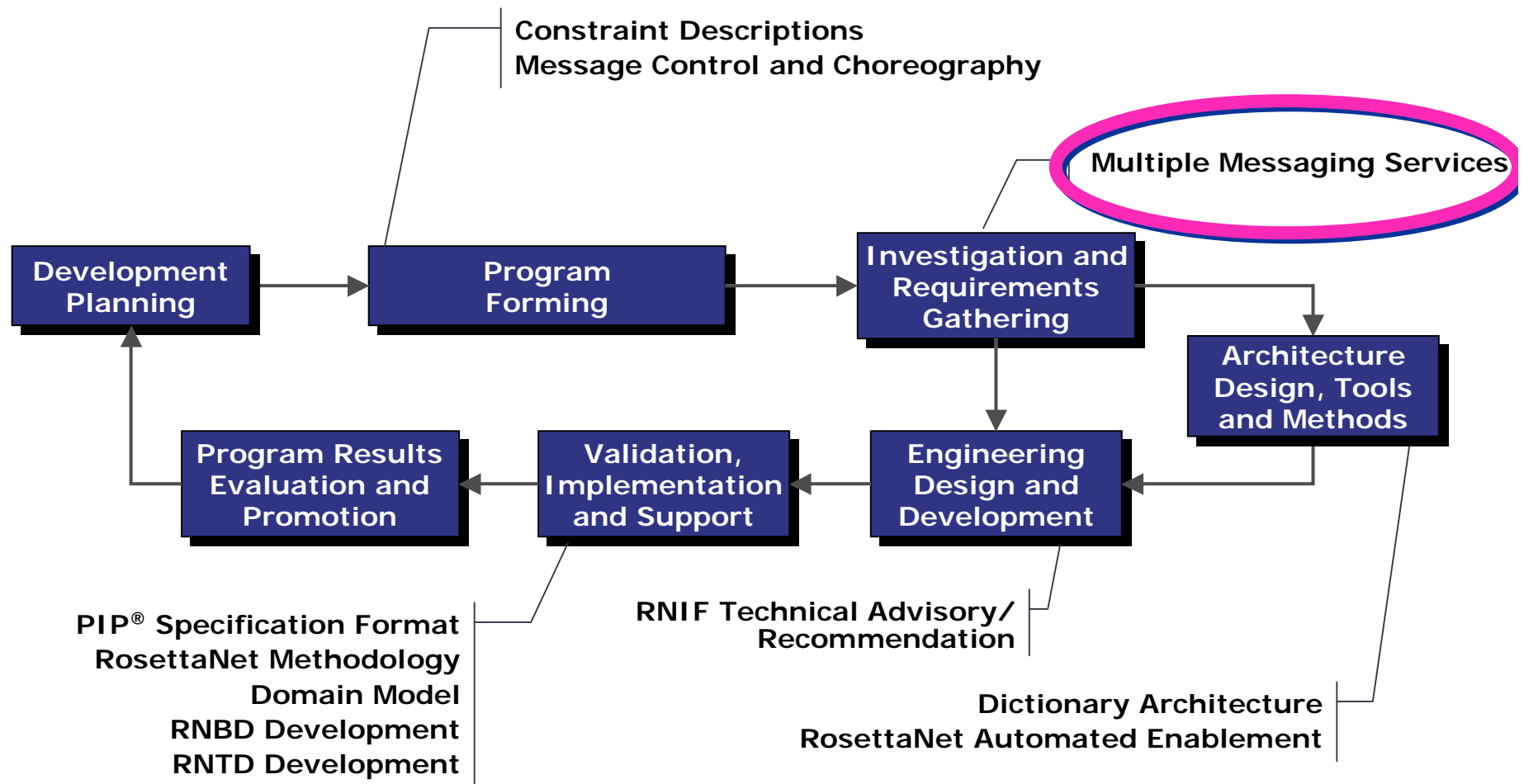
The goal of this development effort is to enable bi-directional communication between shipper and logistics provider in order to send the initial pre-booking order, acknowledgement, and confirmation of actual booking of shipments. The process will allow for booking order cancellation notification prior to shipment pick up and send shipment status information once shipment has been picked up. All RosettaNet Champions are invited to join a Web broadcast and open discussion forum to learn more about this exciting RosettaNet Milestone Program proposal.

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- RosettaNet Automated Enablement
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RosettaNet Foundational Programs

Program Methodology Status – June 2004



Multiple Messaging Services

Deliverables, Next Steps

ACCOMPLISHMENTS

- ü Formed initial team for the Investigation phase, including 14 active contributing companies (Aug. 2003)
- ü Launched RosettaNet survey on messaging (Sep. 2002)
- ü Defined Partner profiles levels of connectivity/computing (Feb. 2004)
- ü Defined comprehensive set of messaging features (Mar. 2004)
- ü Developed an abstract messaging model to enable a consistent understanding of messaging capabilities/requirements (Apr. 2004)
- ü Investigating messaging requirements for trading partner agreements and standard header mapping (May 2004)

PLANS

- Publish Investigation phase documents (June 2004)
 - Business cases, migration/interoperability
 - Technical scope recommendations
 - Design phase project description and timeline
- Move into the Design phase subject to implementation commitment (July 2004). Which of the various potential services – AS2, ebMS, WS-I,.... are developed will depend upon commitment to implement

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- **RosettaNet Automated Enablement**
- Services

RosettaNet Automated Enablement

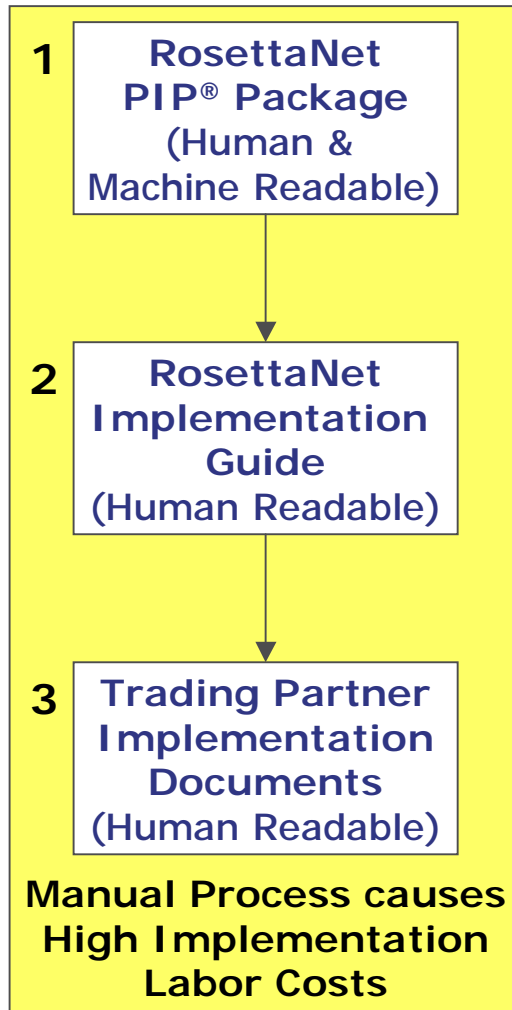
Business Problems To Be Solved

- Companies are not able to utilize their RosettaNet infrastructure investments across all tiers of their trading partner base. Maximum ROI is driven by broad utilization.
- Length of time to bring up a trading partner on current RosettaNet gateway solutions is too extended.
- Existing solutions have a high cost of entry and require significant IT resources to implement.
- Small sized companies must deal with multiple applications and data formats from their trading partners and have to date, been unable to take advantage of RosettaNet standards.

As a result of these business issues, companies are having to develop redundant B2B solutions for connecting with their trading partners.

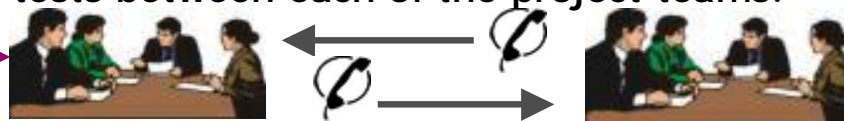
RosettaNet Automated Enablement

Labor Flow of Implementation Activities



Current Situation

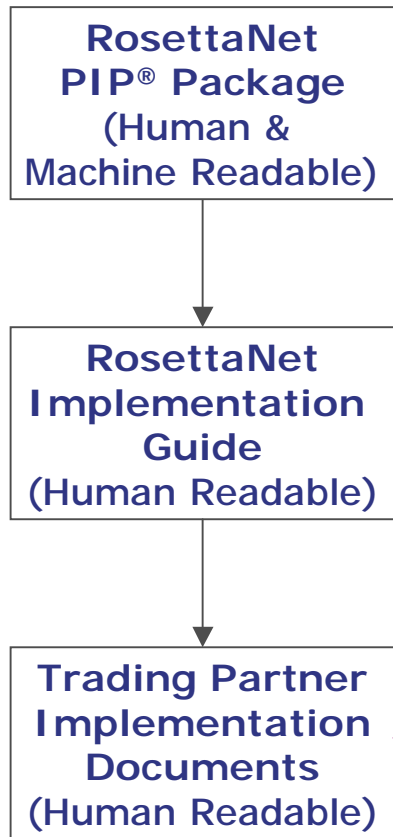
1. Current RosettaNet PIP® specifications requires the use of both human and machine-readable components
2. Milestone Program teams document a RosettaNet Implementation Guide (RIG) to describe the sum of implementation requirements for all validating partners *But the 'community' RIG does not exactly fit any trading partner's implementation requirements!*
3. Each MNCs develops similar documentation to describe the specific implementation requirements to their Trading Partners. These are 'legal' and appropriate PIP-level constraints such as:
 - Change cardinality from Optional to Mandatory
 - Specify appropriate subset of the PIP elements used
4. Both Trading Partners must assign project teams to manually interpret the implementation requirements and manually make the changes to systems and packaged applications. Requires many meetings and tests between each of the project teams.



The current situation is a show stopper for scalability and trading with SMEs!

RosettaNet Automated Enablement

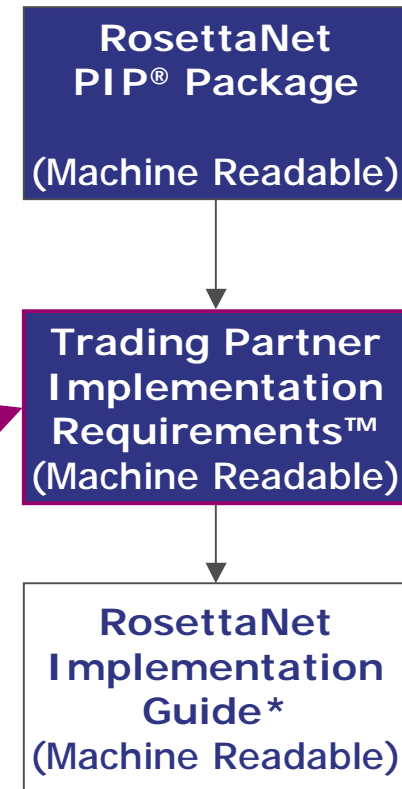
Trading Partner Implementation Requirements™



Objective

Replace manual process for defining, communicating and configuring trading partner implementation requirements.

Enable ability for a TP to describe implementation requirements at a PIP/Scenario level, allowing multiple scenarios per PIP



Foundational Deliverable #1

Define the structure, format and method for describing Trading Partner Implementation Requirements (TPIR-PIP™) in a machine-readable standard allowing multiple scenarios per PIP and supported by the RosettaNet Integration Architecture,

** Note: Community RIGs are not in program scope*

RosettaNet Automated Enablement

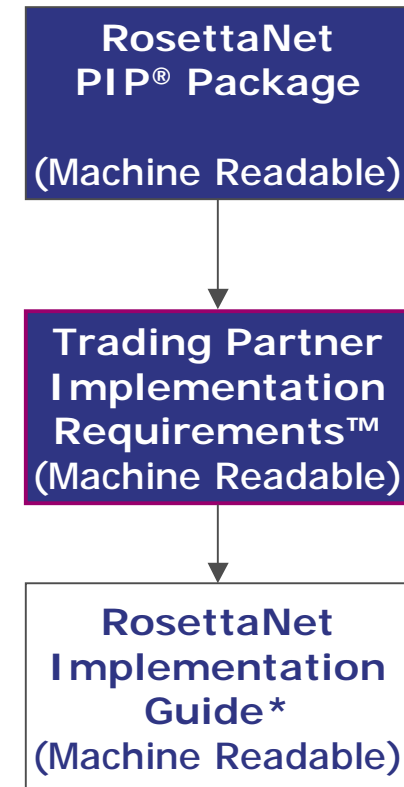
Trading Partner Implementation Requirements™

TPIR-PIP™ CONSTRAINS THE MESSAGE

The Trading Partner Implementation Requirements (TPIR) standard will enable trading partners to further constrain the definitions within a schema-based PIP® with regards to attributes and cardinality that are allowed within that PIP

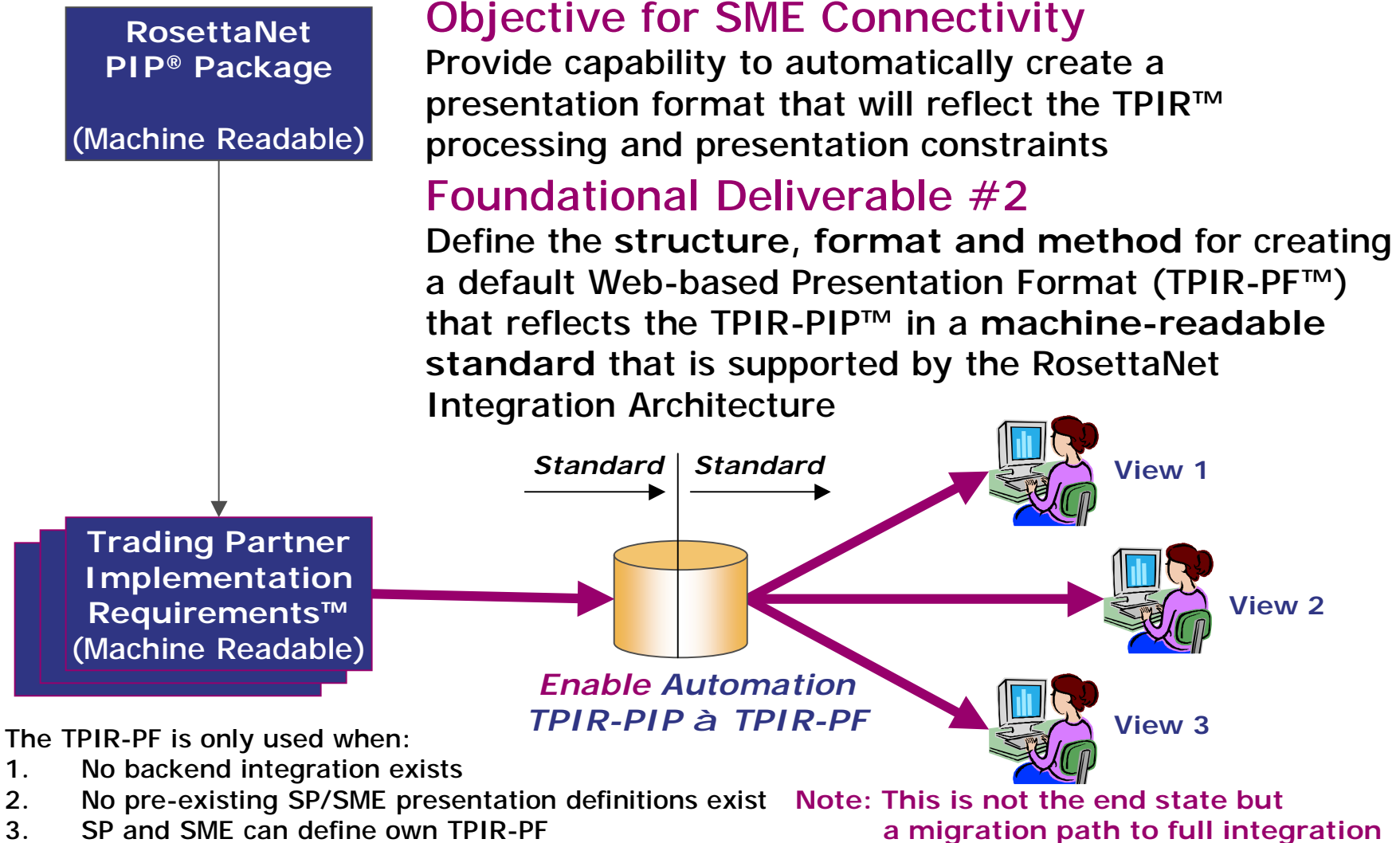
EXAMPLES OF TPIR-PIP CONSTRAINTS

- Change the information requirement (cardinality) from 'optional' to 'mandatory'
Note: Can not change from 'mandatory' to 'optional'
- Require partners to use only a subset of a standard code list
- Define a code list to use in place of a free-form text field



RosettaNet Automated Enablement

Default Presentation Format



RosettaNet Automated Enablement

Enable Automatic Gateway Configuration

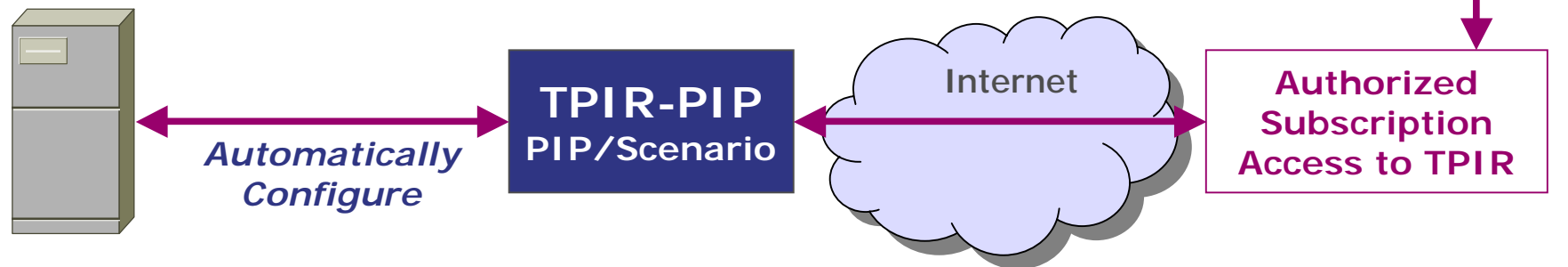
Objective for Automated Enablement

Enable the capability to automatically configure gateways and possibly some aspects of packaged applications to implement a new PIP[®] by eliminating nearly all of the manual labor implementation activities

Foundational Deliverable #3

Define structure, format and method for posting and retrieving a TPIR-PIP[™] and TPIR-PF[™] from a service

- Ability to store TPIR-PIP in secure location with authorized subscription access
- Ability to automatically configure gateways to implement a new PIP based on TPIR[™]



RosettaNet Automated Enablement

Program Structure

- *The RAE process requirements identified the need to create new foundational components*
- *RAE will be managed as two dependent programs with a shared validation activity*

Foundational Deliverables

- Define Trading Partner Implementation Requirements allowing multiple scenarios per PIP® (TPIR-PIP™)
- Define TPIR-PIP default presentation format to enable manual data input (TPIR-PF™)
- Define requirements for posting and retrieving the TPIR-PIP and TPIR-PF

Milestone Deliverable

- Provide domain expertise to migrate existing Forecast-to-Cash PIPs® into XML Schema format

Shared Validation Effort

- Trading Partners to define TPIR for selected PIPs
- Solution Providers to develop TPIR-PIP & TPIR-PF utilizing schema PIPs
- Validation team to test schema PIPs, TPIR-PIP and TPIR-PF to prove interoperability

RosettaNet Automated Enablement

Deliverables

PLANS

- Q2 2004
 - Vote on TPIR-PIP™ Specification (June)
 - Design TPIR-PF™ Format and Methods (Feedback in June)
 - Design Posting & Retrieving Format of the TPIRs to a Registry/Repository
 - SC Development of TPIRs™ from the Schema PIPs they intend to implement (June)
 - SP Product Development of TPIR-PIP support (June)
- Q3-4 2004
 - SP Product Development of TPIR-PF support (July – Aug)
 - SP Product Development of Registry/Repository support (July – Aug)
 - Validate Schema Based PIPs (July – Nov)
 - Validate TPIR-PIPs (July – Nov)
 - Validate TPIR-PFs (July – Nov)
 - Validate Registry/Repository Interface (July – Nov)

Agenda

- Council Status
- Activities in Europe
- Schema PIPs
- MMS
- RosettaNet Automated Enablement
- Services

RosettaNet Services Methodology

The Case For Services

Why Services?

- Community scale is required to realize the vast efficiencies of RosettaNet's standardized processes; achieving this requires:
 - Methods for existing implementers to easily identify and bring on new high-value connections
 - Lowering time and effort required for partners to join the network
 - Targeted assistance for small to medium enterprises that have more constraints to use RosettaNet
 - Ways for users to manage and stay current with the increasing amount of information as their volume of connected trading partners increases
 - Incentive and easy method for companies to seek out and adopt RosettaNet without a "forcing function" of a partner mandate
 - Continuing to evolve standards capabilities for maximum value
- RosettaNet will drive availability of Services that meet these needs, and deliver them as a value of membership
- Services to achieve community scale are essential to the long-term viability of RosettaNet, in terms of:
 - 1) Delivering implementation value for users, AND
 - 2) Sustaining the consortium as a self-funded organization

RosettaNet Services

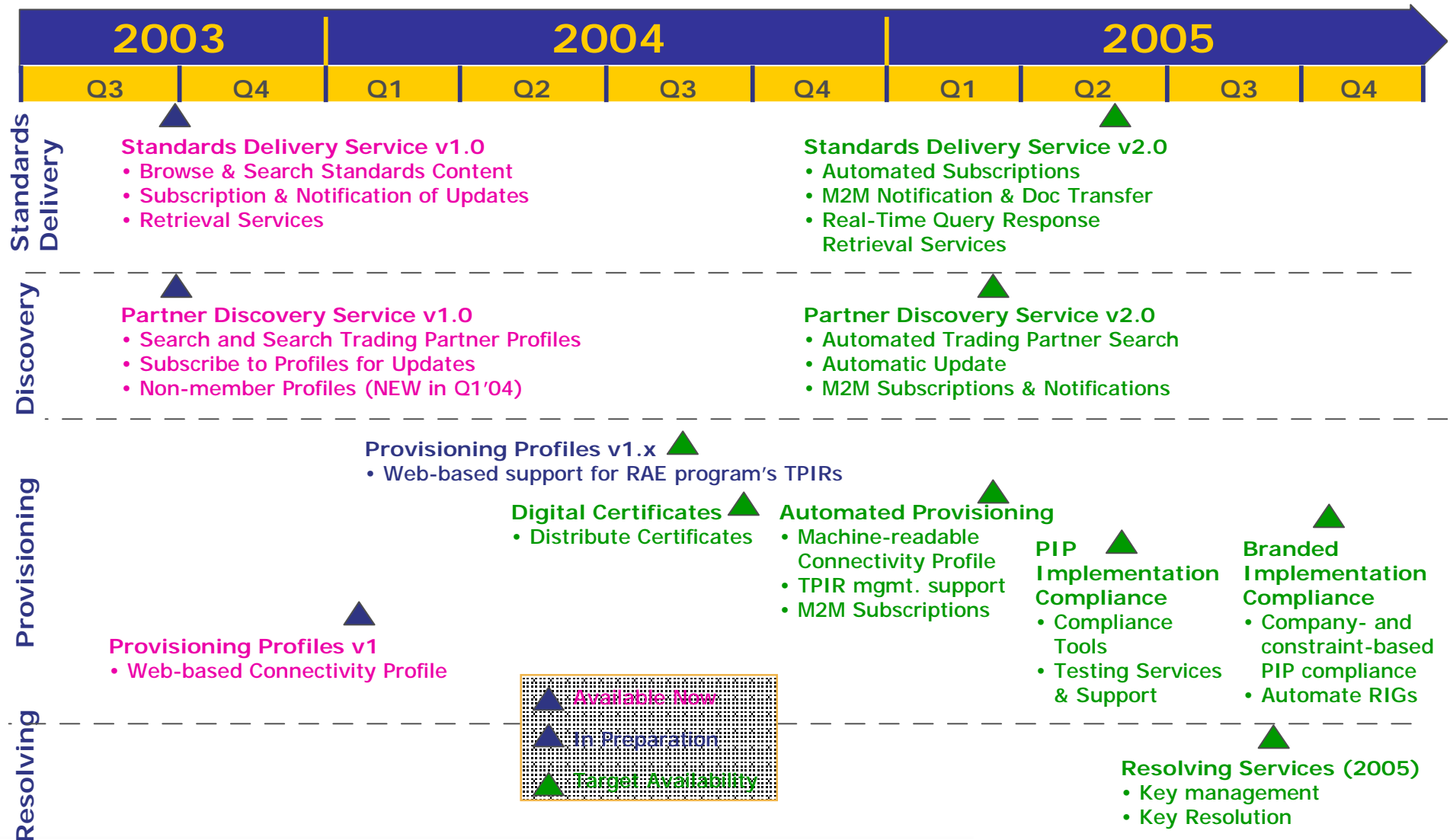
Services Roadmap

RosettaNet
Membership
Privilege

	STANDARDS DELIVERY	BENEFITS	CAPABILITIES
2003	Find, retrieve and stay current with Standards content in the RosettaNet Repository, including PIPs, RNIF and Dictionaries, and support content	<ul style="list-style-type: none"> • Easy access to most recent RosettaNet Standards • Lowers effort to synchronize with RosettaNet publications 	<ul style="list-style-type: none"> • Download of Standards • Web-based parametric search • Subscriptions & Notifications • Machine-to-machine synch for Standards content
Increasing capability	PARTNER DISCOVERY		
	Discover new trading partners, their capabilities, and requirements for connecting to their applications	<ul style="list-style-type: none"> • Efficient and consistent info in a single location for extended supply chain • Easily find trading partners by RosettaNet capability 	<ul style="list-style-type: none"> • Publish, search and view Business Profiles • Subscription & Notification of new or updated profiles • Machine-to-machine discovery
	PROVISIONING		
	Streamline ramp-up and implementations: <ul style="list-style-type: none"> - Authenticate trading partners with RosettaNet-issued Digital Certificates - Align connections with machine-readable trading partner configuration profiles - Validate implementations as compliant 	<ul style="list-style-type: none"> • Provides trust infrastructure for RosettaNet users • Consistent, automated exchange of trading partner configuration info • Improved interoperability for RosettaNet standards and trading partner requirements 	<ul style="list-style-type: none"> • RNIF Connectivity Guidelines • RosettaNet Digital Certificates • Publish, view and retrieve machine-readable Connectivity Profiles • PIP- and partner-based tests for implementation compliance
2005	RESOLVING		
	Leverage information keys to streamline e-business messages, enable greater visibility and enable dynamic collaboration	<ul style="list-style-type: none"> • Reduces message size, processing time and mapping costs • Gain visibility in supply chain 	<ul style="list-style-type: none"> • Globally unique information keys that support customized assignment • Key resolution services

RosettaNet Services

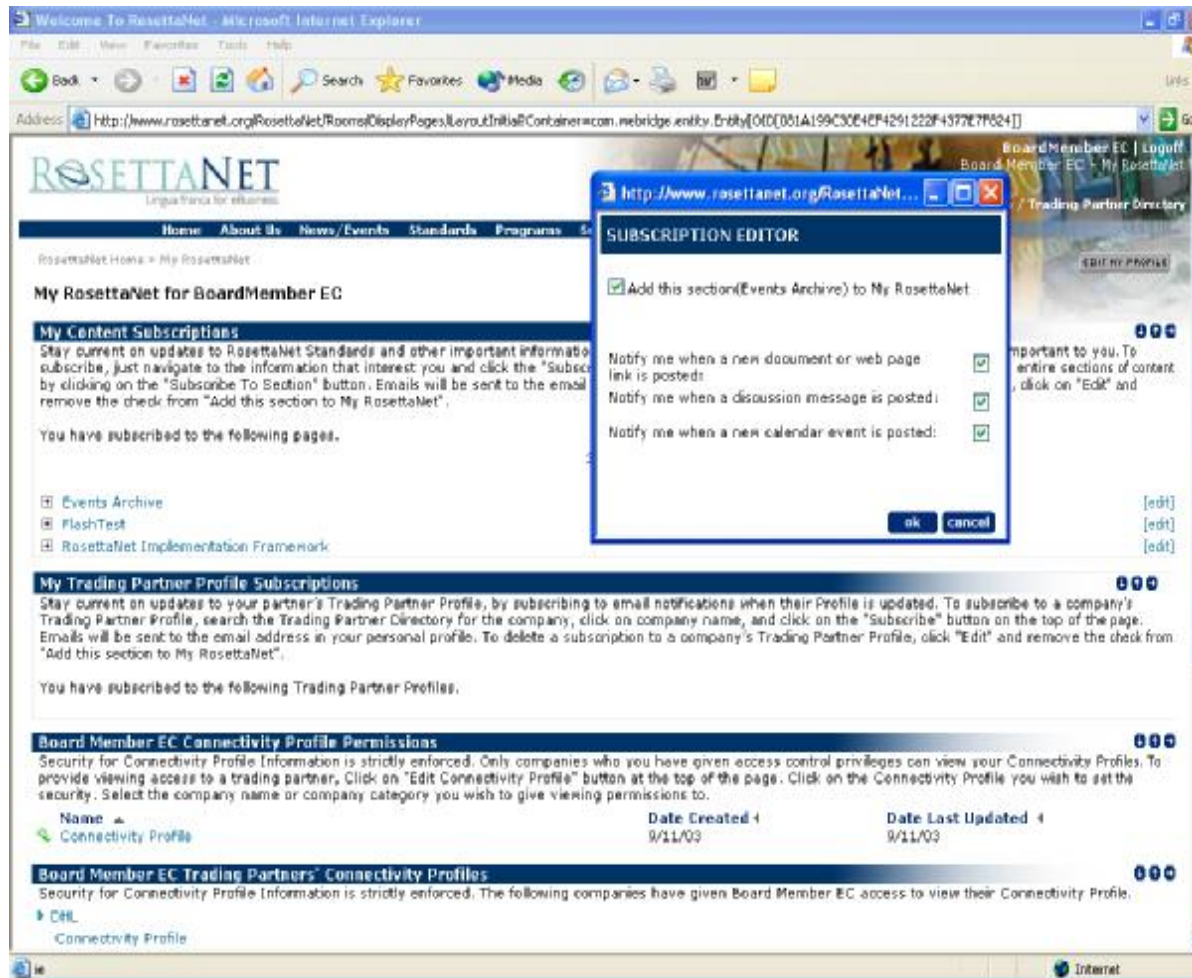
Availability Timelines



RosettaNet Services

Standards Delivery v1.0 – Available

Web-based Subscriptions & Notifications



Email Alerts for Standards Updates on "My RosettaNet"

Subscribe to:

- Standards: PIPs®, RNIF, Dictionaries
- Foundational Programs
- Milestone Programs
- Partner Profile Updates
- Implementation Support, Marketing, News & Events

More than 500 members have recently signed up for a collective 17,000 subscriptions ... averaging 34 subscriptions per user.

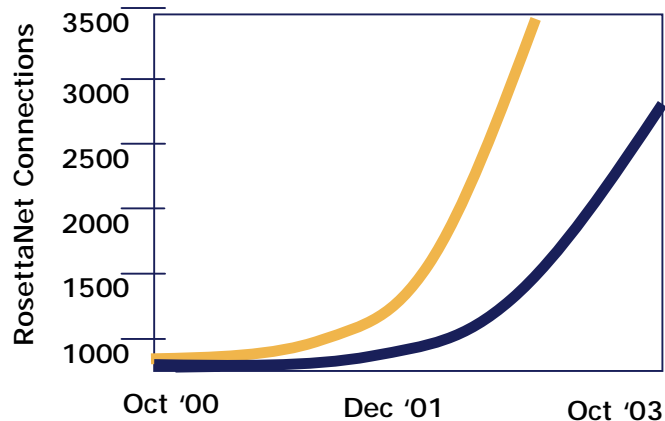
Does the RosettaNet team in your company know about this feature?

Partner Discovery Service

Partner Discovery v1.0 – Available

NEED

- Member company information is continually evolving, such as contact info, current and planned PIP implementations...
- When a company updates profile data or PIP implementation status, it typically is sent to multiple places in various ways (emails, phone calls, etc.)
- The Trading Partner Directory has basic info on all members, but profiles are not updated, limiting current value and use



- There is a large gap in visibility to the implementer community:
 - Scorecard data is only shared at Council level, minimizing other partners' view of the true adoption scale
 - Implementers that are not members are essentially invisible, decreasing opportunities

■ Connections based on Board/Council Members Reporting
■ Estimate of unreported connections within RosettaNet verticals; many are non-members

Partner Discovery Service

Partner Discovery v1.0 – Available

Web-Based Trading Partner Directory

The screenshot shows the RosettaNet Trading Partner Directory interface. It includes a search bar with fields for Company Names, Keywords, and Search Criteria. Below the search bar, there are sections for Industries (Electronic Components, Information Technology, Logistics, Semiconductor Manufacturing) and Member of Regional Affiliates (Americas, Australia, China). A Business Category dropdown menu is also visible, with options like 'Supply Chain Company', '3PL - Third-Party Logistics Service Provider', 'Airport Authority', and 'Airport Ground Handling Agents'.

Name	Partner Type	Industry	Web Site
Agere Systems	Premier Partner Council	Semiconductor Manufacturing	http://www.agere.com
Cisco Systems	Partner	Telecommunications	http://www.cisco.com
DHL	Premier Partner Council Cross Industry	Electronic Components Information Technology	http://www.dhl.com
ePromoStandards Alliance (ePSA)	Associate Partner	Electronic Components	http://www.epromostandards.com
GridNode	Partner	Solution Provider	http://www.gridnode.com
HP	Premier Partner Council Cross Industry	Electronic Components Logistics	http://www.hp.com
Kingston Technology	Partner	Electronic Components Information Technology	http://www.kingston.com
Motorola	Premier Partner Council Cross Industry	Telecommunications Electronic Components	http://www.motorola.com
National Semiconductor	Premier Partner Council Cross Industry	Electronic Components Semiconductor Manufacturing	http://www.national.com
Netechco Engineering	Associate Partner	Electronic Components	http://www.netechco.com.my
Nokia	Premier Partner Council Cross Industry	Telecommunications Electronic Components	http://www.nokia.com
Seagate Technology	Partner	Electronic Components	http://www.seagate.com
Shinko Electric Industries (SEI)	Premier Partner Council	Semiconductor Manufacturing	http://www.shinko.co.jp
STMicroelectronics	Premier Partner Council Cross Industry	Electronic Components Semiconductor Manufacturing	http://www.st.com

Members Can Subscribe to Changes

- E-mail-based updates on regional contacts, PIP implementation capabilities and plans, program activities, and more

Powerful Search

- Search trading partner profiles by:
 - Company Name
 - Company Description
 - Business Category
 - RosettaNet Standards
 - Program Participation
- Parametric search for new business partners or status on implementation support.
- Search for Supply-Chain Partners, Solution Providers and Non-Partners with RosettaNet capabilities.

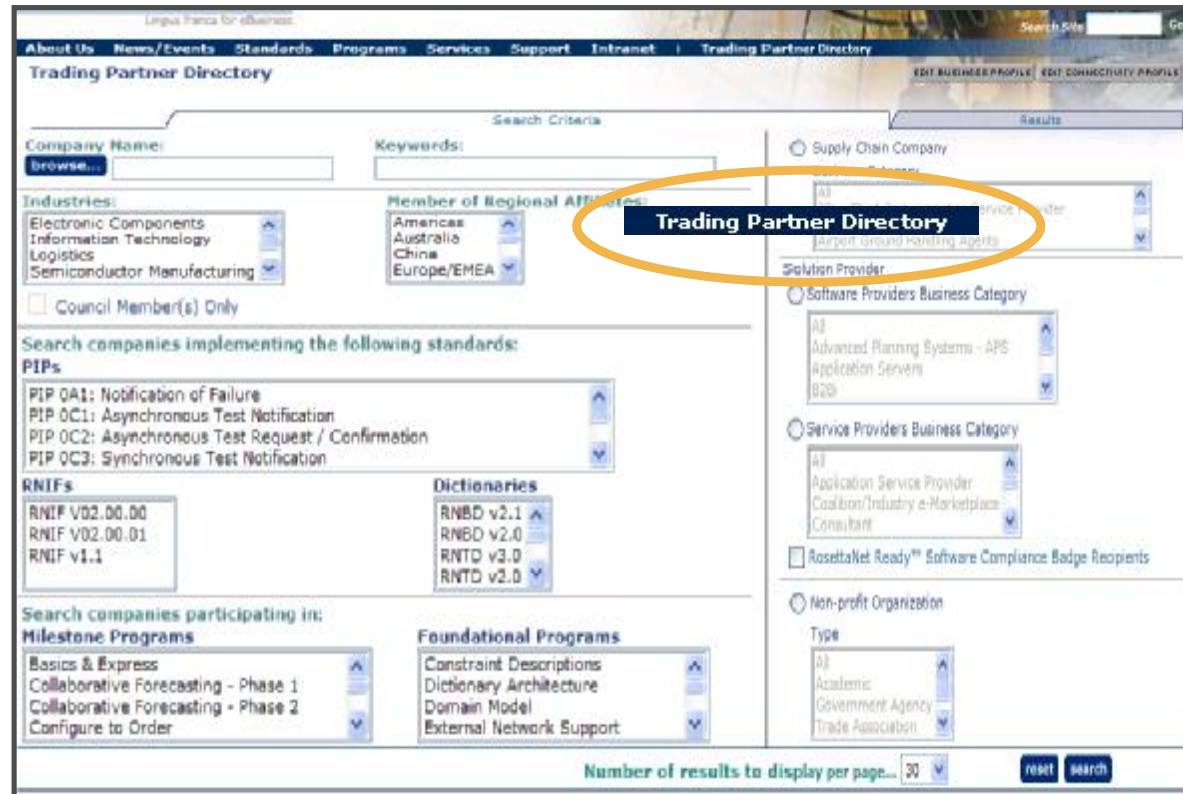
Partner Discovery Service

Partner Discovery v1.0 – Search Examples

Search Interface allows in-depth search for capabilities

Search examples:

- ü Which companies have implemented PIP 3A4?
- ü Which companies are participating in the Material Composition milestone program and will probably be among the first to implement the new standard?
- ü Which 3PLs support RosettaNet Standards?



The value of these searches depends on updated profile content!

Partner Discovery Service

Non-Member Campaign

- Companies implementing RosettaNet standards that are not RosettaNet members are essentially *invisible* to the community
- RosettaNet is launching an effort to identify these companies by offering them the opportunity to post their company profile free-of-charge in RosettaNet's global Trading Partner Directory

Value to Non-Members

Non-members can deepen their implementations by discovering additional RosettaNet users and submit their profiles to gain visibility in the RosettaNet community

- Gives their trading partners an easier way to manage business profile information
- Explore new revenue opportunities with new trading partners having compatible RosettaNet capabilities
- Improves the return on their RosettaNet investments through additional trading partner connections

Partner Discovery Service

Non-Member Campaign (Cont.)

Beta Pilot: Intel

To test how the service could be extended, a beta test was supported:

- Intel expressed a need for a central trading partner profile repository for both RosettaNet members and non-members
- Intel sent an email to 40 of their trading partners encouraging them to register profiles at RosettaNet.org and explaining the benefits
- 75% of the companies responded by registering

Ø Success Story #1:

Intel participates in a trial to connect users of a popular small business finance package over RosettaNet. They find an Intel supplier in Silicon Valley and asks them "go to www.rosettanet.org, and see how many of your customers you could do RosettaNet with."

- They found SEVEN more partners ... Potential savings just multiplied!

Ø Success Story #2:

Intel visits a distributor, who is memory-centric. Asks "who are the product lines you really care about automating?" Their answers: Infineon, Intel, Micron, Samsung. All four were profiled in the Trading Partner Directory, showing immediate value to using RosettaNet!

Partner Discovery Service

Non-Member Campaign (cont.)

Campaign Benefits

- Help the RosettaNet community understand the true number and scope of RosettaNet implementations worldwide
- Give implementers a better mechanism to find each other and extend the value of their investments in RosettaNet infrastructure
- Encourage potential adopters to use of the standard by demonstrating extensive use of RosettaNet worldwide
- Identify candidates who could benefit from RosettaNet membership to help grow our membership base

We Need Your Help!

- Invite your trading partners who may not be members to register. It's free, and you're our communication link to them ...
- On May 20, we sent these tools to your Champion:
 1. An invitation letter they can customize with your company logo*
 2. A PDF flyer with benefits and instructions*

* Materials were delivered in Chinese, English, Japanese and Korean to support our global community
- Please support this campaign by sending invitations in June/July.

Provisioning Services

Provisioning Service v1.0 – Available

Web-based Connectivity Profile for RNIF Configuration

The screenshot shows a web-based configuration interface for a Connectivity Profile. It features several sections: 'CONFIGURATION VERSION' with fields for Version and Last Updated; 'IDENTITY INFORMATION' with input fields for Global Supply Chain Codes, DUNS Numbers, and DUNS + 4 Numbers; 'TRANSPORT INFORMATION' with dropdown menus for Primary Transport, HTTP Security, and Secondary Transport, all currently set to 'None'; 'HTTP/5 Parameters' with input fields for Server, Port, Complete Posting URL, Test URL, Test URL Script, and Error URL; and a right-hand panel titled 'Connectivity Profile can be viewed by:' with radio buttons for 'Companies Listed Below', 'Partner Types Selected Below', and 'RosettaNet Staff'. The 'Partner Types Selected Below' list includes Board Member, Council Member, Non-Profit Organization, Solution Partner, and Supply Chain Partner.

Members can publish information vital to their RNIF implementations, such as:

- Identity (DUNS+4)
- Transport Parameters
- Security Parameters (Digital signatures, etc.)
- Firewall details

Members have these additional benefits:

- ü security control privileges to only show their profiles to selected trading partners
- ü subscriptions to updates of selected profiles

The Connectivity template was created by RosettaNet's Interoperability Program in 2003 based on extensive user community input.

Provisioning Services

Definitions

Provisioning Service Definitions

A set of offerings designed to reduce operational complexity and improve scalability of trading partner implementations. "Provisioning" encompasses aspects of connecting to partners and managing connectivity data.

Provisioning v1 (Connectivity Profile) (2003)

Defines a common, consistent format and method for communicating RNIF-related connectivity configuration information to trading partners; machine-readable format in v2.

RosettaNet Digital Certificates (2004)

RosettaNet-branded X.509 Digital Certificates to be used for secure messaging using the B2Bi transport standards (RNIF)

Automated Provisioning (2005)

Service focused on storing and publishing machine-readable Connectivity Profiles and PIP configuration information (TPIR) for retrieval by authorized trading partners for automated configuration of RosettaNet-enabled applications.

PIP Implementation Compliance (2005)

Testing services focused on pre-qualifying new trading partners through RNIF and PIP implementation compliance tools, testing and readiness support. Will also include ability for companies to "personalize" tests with their implementation constraints and use as an on-ramping tool for their trading partners.

RosettaNet Services Methodology

Service Delivery Strategies

The Services model includes two delivery options that allow for partnerships with Solution/Service Providers:

RosettaNet Branded

- Services provided under the RosettaNet brand; could be in-sourced or outsourced services. If outsourced, could be single or multiple providers but with tight T&Cs in place and time-bound
- Can be included in membership, or as an option to members for a discounted fee, or as an option to non-members for a non-discounted fee

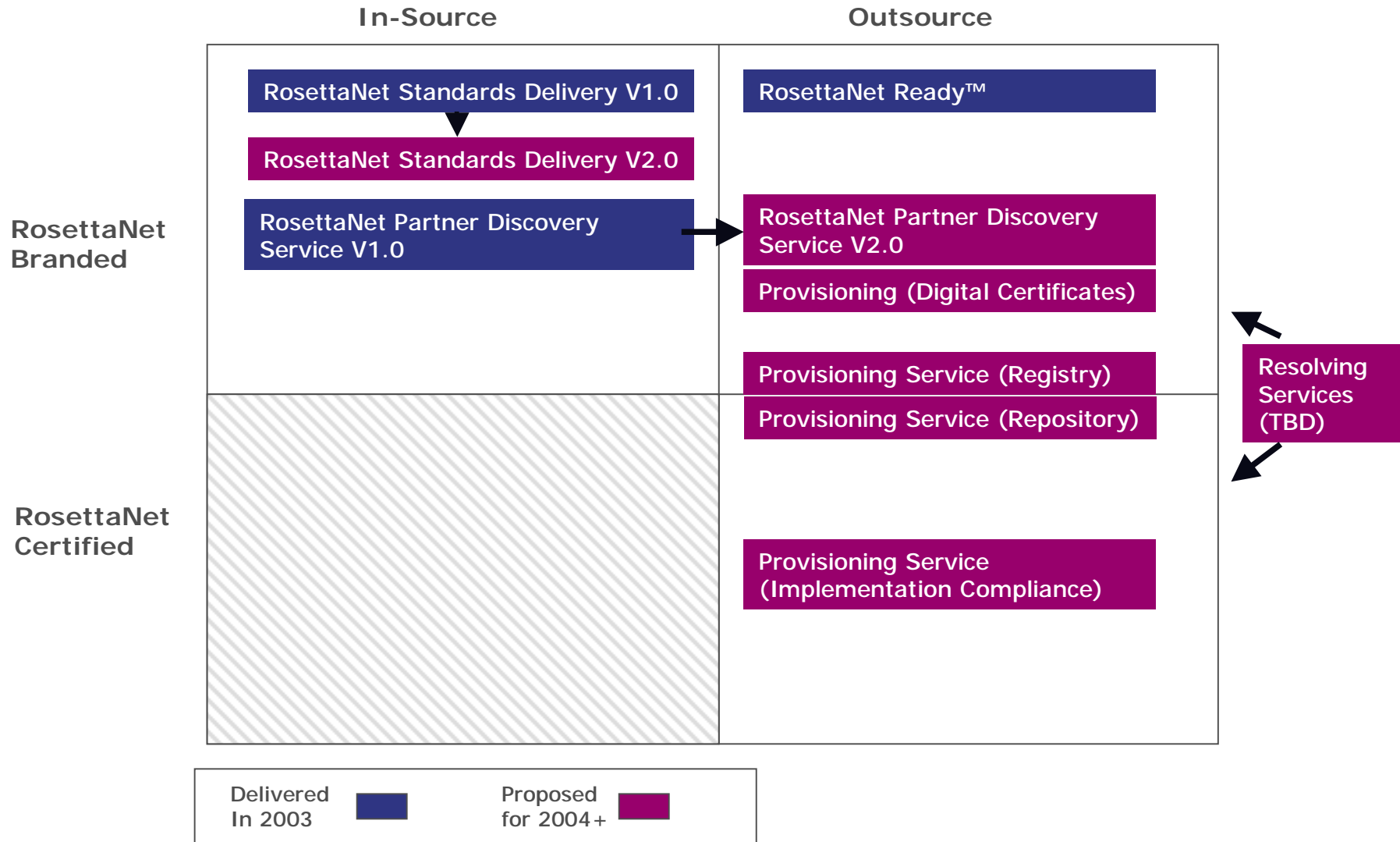
RosettaNet Certified

- Services available directly from a certified third-party. Could be single or multiple providers with tight T&Cs in place and time-bound
- For a fee to the third-party with a royalty/license fee passing to RosettaNet; members can receive discounted fees

The methodology includes this decision process.

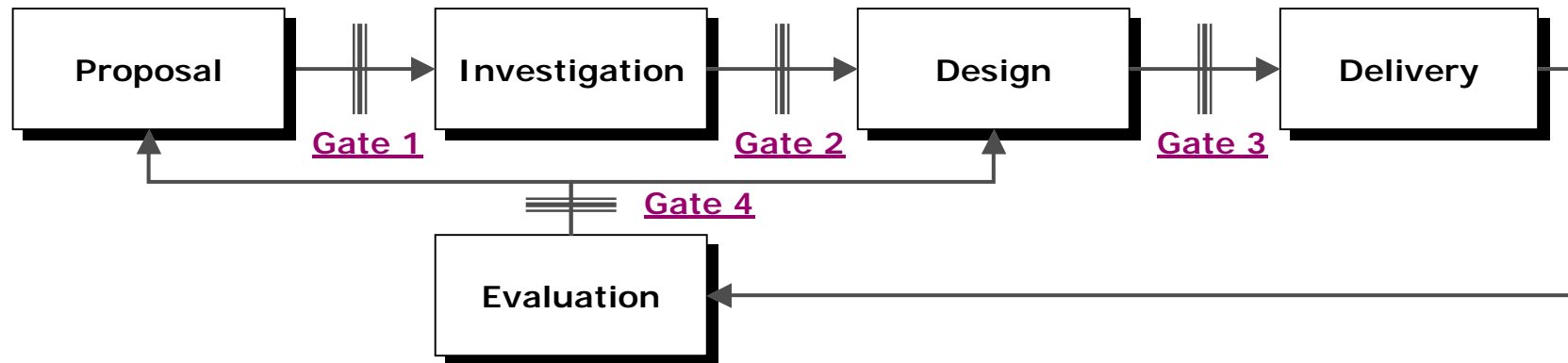
RosettaNet Services

Proposed Delivery Strategy



RosettaNet Services Methodology

High-Level Process Flow



Proposal – A new RosettaNet service can be submitted by any partner interested in sponsoring the initiative. Service proposals can also be initiated by RosettaNet staff based on user group input, implementation studies, etc.

Investigation – Begins with a Call For Participation to members to assemble a Focus Group to gather information and explore the business case.

Design – Begins development of functional specifications, services architecture and foundational programs for any standards deliverables. RFPs are distributed for Service Provider participation and selection.

Delivery – A reference implementation may be built. Participating Service Providers finalize contracts and begin certification. Service build and rollout includes a Partner Beta test, marketing activities and training.

Evaluation – Information is collected on usage metrics, necessary bug fixes, enhancement requests and adjacent solutions to be funneled back into the development process.

Gate 1 – Executive Committee approval of Service Business Case

Gate 2 – Community feedback on Business Case and Exec. Comm. approval

Gate 3 – Executive and Architectural Committee reviews of RFP responses, RosettaNet Service Arch, Certification Requirements

Gate 4 – Product Management prioritizes bug fixes/enhancements

Provisioning Services

Digital Certificates – Proposed

Digital Certificates are required for secure transport as defined in the RosettaNet Implementation Framework (RNIF) specification.

Business Problem

Procurement and implementation of digital certificates is a common pain-point for current RosettaNet implementers and represents a significant barrier-to-entry for small- to medium-size businesses.

Current Implementers

- Interoperability issues often arise due to certificates from multiple vendors in network; usually pay interoperability burden with their trading partners
- Mismanagement of expired certificates and renewals in the network can halt existing implementations

Small to Medium Implementers

- Technical expertise may not be available to select and manage appropriate types
- No guidance provided on suitable Digital Certificate Vendors
- Digital Certificates can be expensive (\$800/cert represents a significant portion of hardware and software costs for SMEs)
- Interoperability issues often arise with certificates from multiple vendors
- Mismanagement of expired certificates and renewals can stop existing implementations

Provisioning Services

Digital Certificates – Community Voice

Partner Quotes

Company A

Procurement of digital certificates is an unfamiliar process for many SMEs, which may complicate and slow down the RosettaNet on-ramping process. At Nokia, we've observed that some newcomers have terrible problems getting digital certificates and this process often accounts for 20-30% of the time it takes to connect.

- *RosettaNet Technical Implementation Manager*

Company B

We experience an annual certificate upgrade cycle to and from over 120 trading partners already. SME's could exacerbate that challenge by virtue of their number and their lesser level of expertise. A simple way for SMEs to get a trusted certificate and keep it current could reduce potential setup and maintenance issues in our gateway. - *RosettaNet Deployment Manager*

Champions Poll – *please respond this week if you have not yet*

A business requirements survey was sent to all Champions on May 13, 2004 to gather input and validate the initiative. Responses will be factored into the Business Case for Executive Committee approval in June.

Provisioning Services

RAE/Provisioning Service Pilot – Q3 2004

Services Deliverables

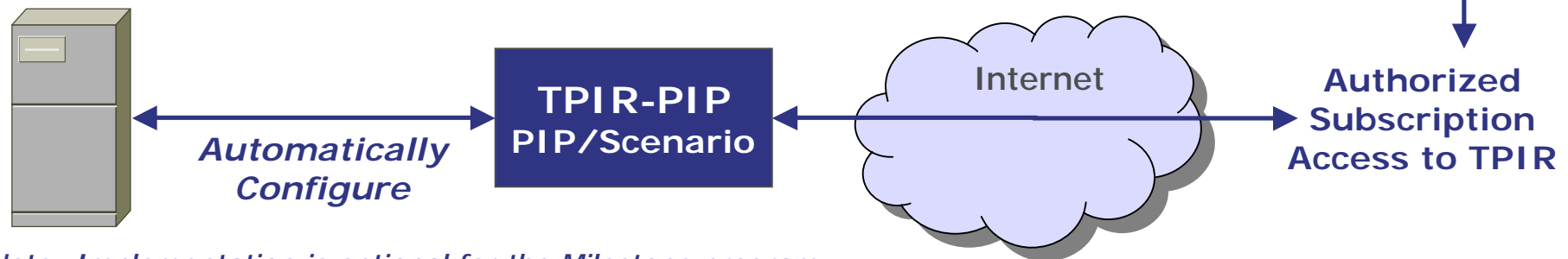
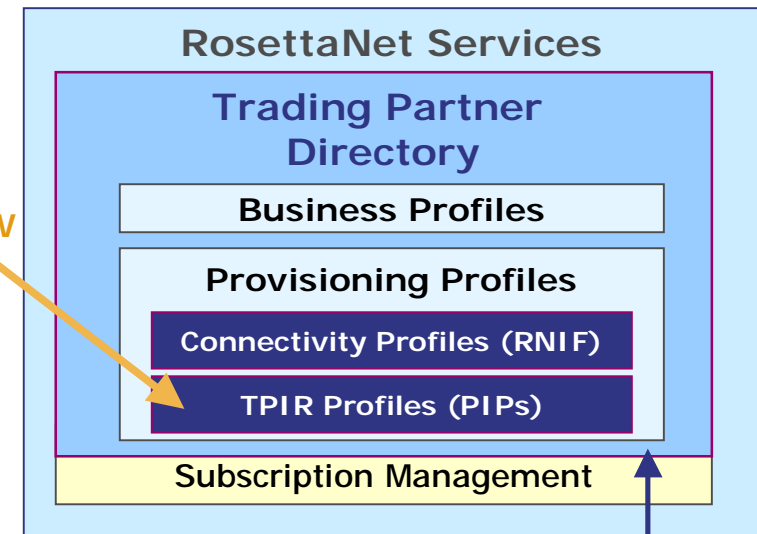
Together with the RAE Team, RosettaNet Product Management has identified ways to enhance existing services to support the pilot phase of the RAE Milestone program

Phase 1: Q3 2004 Pilot

Support Web-based repository of TPIRs, including publishing/securing, browsing, searching and update subscriptions. Will be managed as an enhancement to the existing Trading Partner Directory functionality. **NEW**

Phase 2: Automated TPIR Mgmt.

Support machine-to-machine TPIR management capability. Will be included in scope of Automated Provisioning Service, which will begin Proposal phase in the Services Methodology in June.



* Note: Implementation is optional for the Milestone program

Summary – Joint Actions

- Market New Councils
- Individually Market RosettaNet – tools available
- Joint Marketing with Edifice
- Use the Distributor Forum Information to that Channel
- Use the website www.rosettanet.org
- Get all RosettaNet users signed up on Partner Directory (and if a member then connectivity profile too)
- Join RosettaNet programs if you wish to influence Messaging or Services



Thank you