

RosettaNet Europe Update

November 30, 2005

Donald Tsusaki
VP Europe

ROSETTANET
eBusiness Standards for the Global Supply Chain



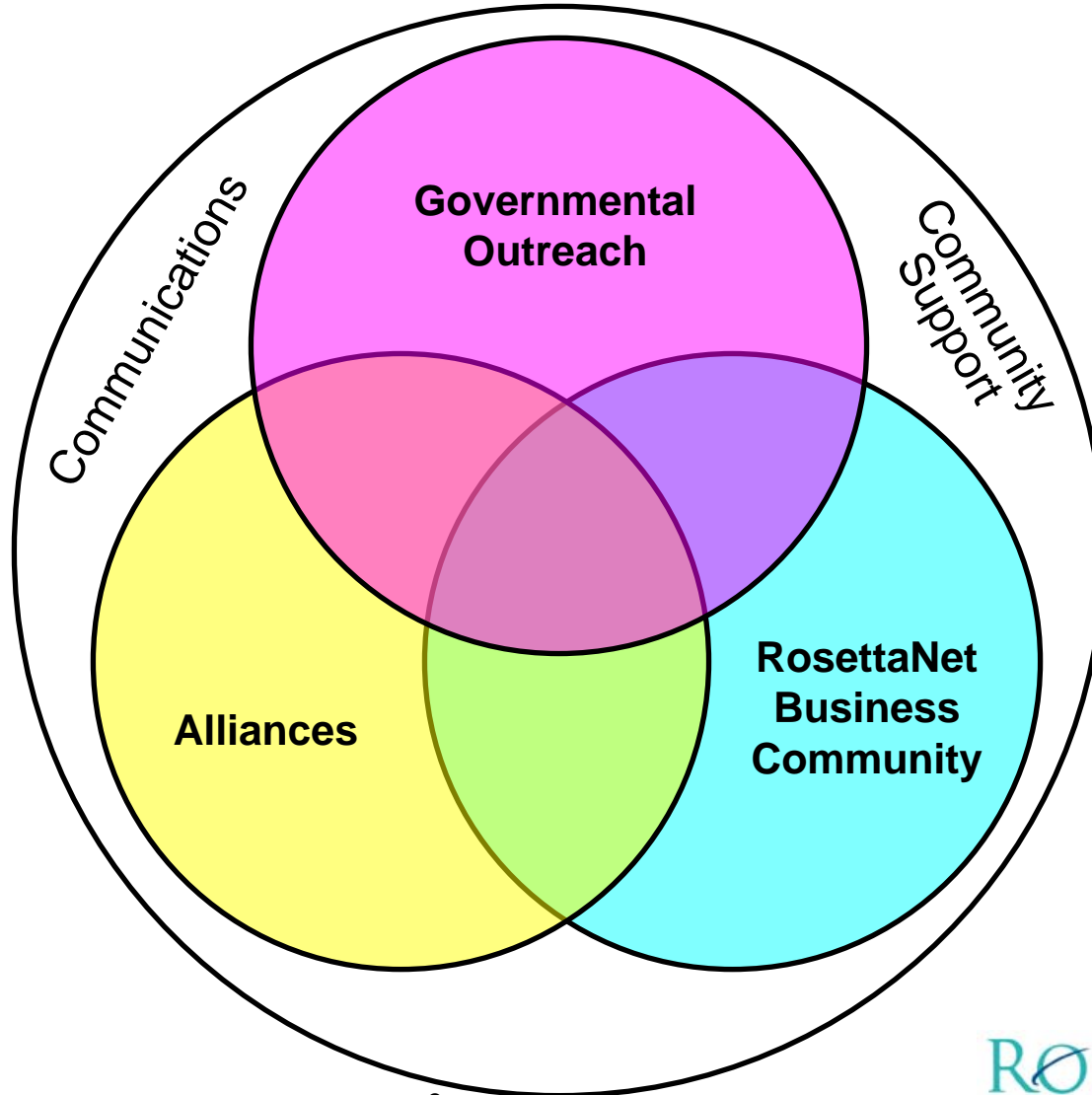
Team

- VP Europe, Community Development
 - Donald Tsusaki, on-loan from Siemens
- VP Europe, Business Development
 - Tomi Heikkinen, on-loan from Nokia
- Community Support
 - Hans Stern-Peltz



RosettaNet Europe

Domains of focus





Agenda

Government Outreach

Alliances

RosettaNet Community

Community Activities



ICT Spending less in Europe than elsewhere

Information and Communications Technologies (ICT)

Spending per capita (2002)

Japan €400

US €350

Europe €80



The new SME definition

User guide and model declaration

THE NEW THRESHOLDS (Art. 2)

Enterprise category	Headcount: Annual Work Unit (AWU)	Annual turnover	OF	Annual balance sheet total
Medium-sized	< 250	≤ €50 million (In 1996 € 40 million)	OF	≤ €43 million (In 1996 € 27 million)
Small	< 50	≤ €10 million (In 1996 € 7 million)	OF	≤ €10 million (In 1996 € 5 million)
Micro	< 10	≤ €2 million (previously not defined)	OF	≤ €2 million (previously not defined)



Characteristics of SMEs



- 99.7% of the 20 million enterprises
- 93 % micro <10 employees
- **Average: 6 employees,**
- Often one-man, one-family size
- 75 Millions jobs
- 60% of European value add

- **Few Hi-Know digital / many non-digital companies**
- Non-digital: computers only help in administration and sales /purchases;
- **Size requires much versatility in skills**
- **ICT skills usually from outsiders**

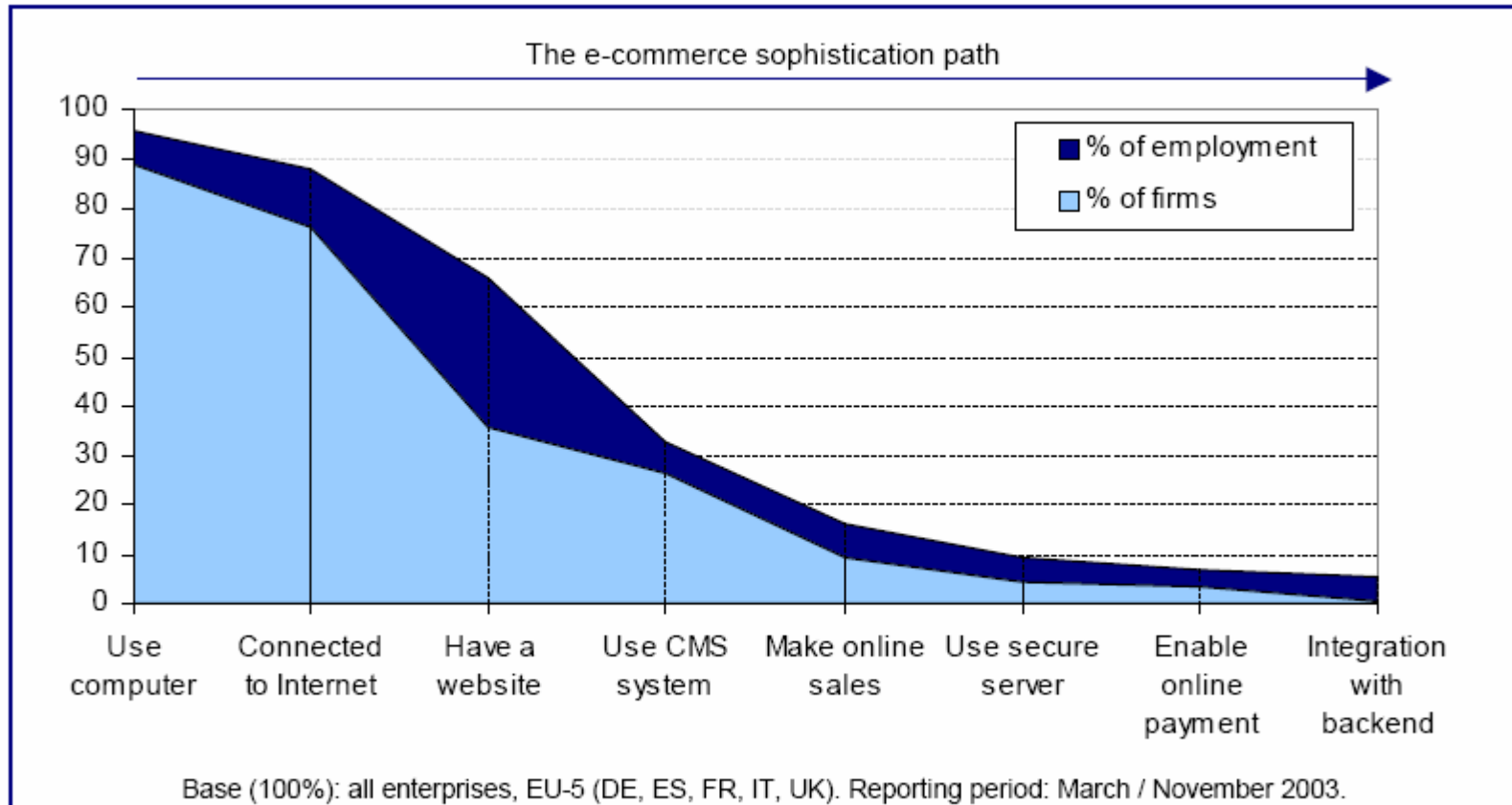


courtesy Freek Posthumus
fposthumus@yahoo.co.uk



Most have a computer, few do S2S

Exhibit 1.4-4: E-commerce evolution - sophistication levels



Source: *e-Business W@tch* (2004)



Key Lisbon Themes

- Small to Medium Enterprises (SME)
- Information and Communication Technologies (ICT)



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WS eCAT November 8th

- EU Workshop under the IST program covering how different standards handle **electronic catalogs** and **product classification**
 - Identification of standards/classification schemes
 - Methods employed
- RosettaNet participated covering **PIP[®] 2A series, RNTD and UNSPSC**
- GS1 is represented with GPC and UNSPSC
- Call to action for RosettaNet Europe Members:
 - Decide if and how to participate
 - RNTD/RDA participation would make sense
- Benefits:
 - Visibility of RosettaNet RNTD/RDA
 - make impact
- More info:
<http://www.cenorm.be/cenorm/businessdomains/businessdomains/iss/activity/wsecat.asp>



ICT Standards Board Meeting Nov. 17th

- ICTSB:
 - CEN, CEN/ELEC and ETSI
 - participation of specification providers such as Rosettanet
 - focus on Information and Communication Technologies (ICT)
 - The European Commission and EFTA Secretariat attend as Observers
 - Call to action
 - Decision on continued participation
 - Benefits:
 - Gives good coverage with EU Director General/Enterprise
 - However ICTSB covers much more than RosettaNet – only 30% of time is spent on eBusiness issues.



Interoperability Nov. 28th and 29th

- Interoperability – the Backbone of eBusiness
 - http://www.cenorm.be/isssebif_conference
- Based on the CEN/ISSS eBIF report from 2003, carry on the analysis of identifying the benefits and obstacles to obtain seamless integration between business partners
- This workshop is primarily about Interoperability and how it boosts eBusiness
- Issue: technical solutions may not fulfill the practical needs of the SME



Other relationships

- BoostAero – Liaison agreement signed
- TWIST – discussions about potential synergies
- GS1 Germany / Europe
- NORM/APME – cooperation with RosettaNet for SMEs



Alliances

- Synergy and alignment
- Make positions of RosettaNet community known
- Increasing awareness



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RosettaNet Community

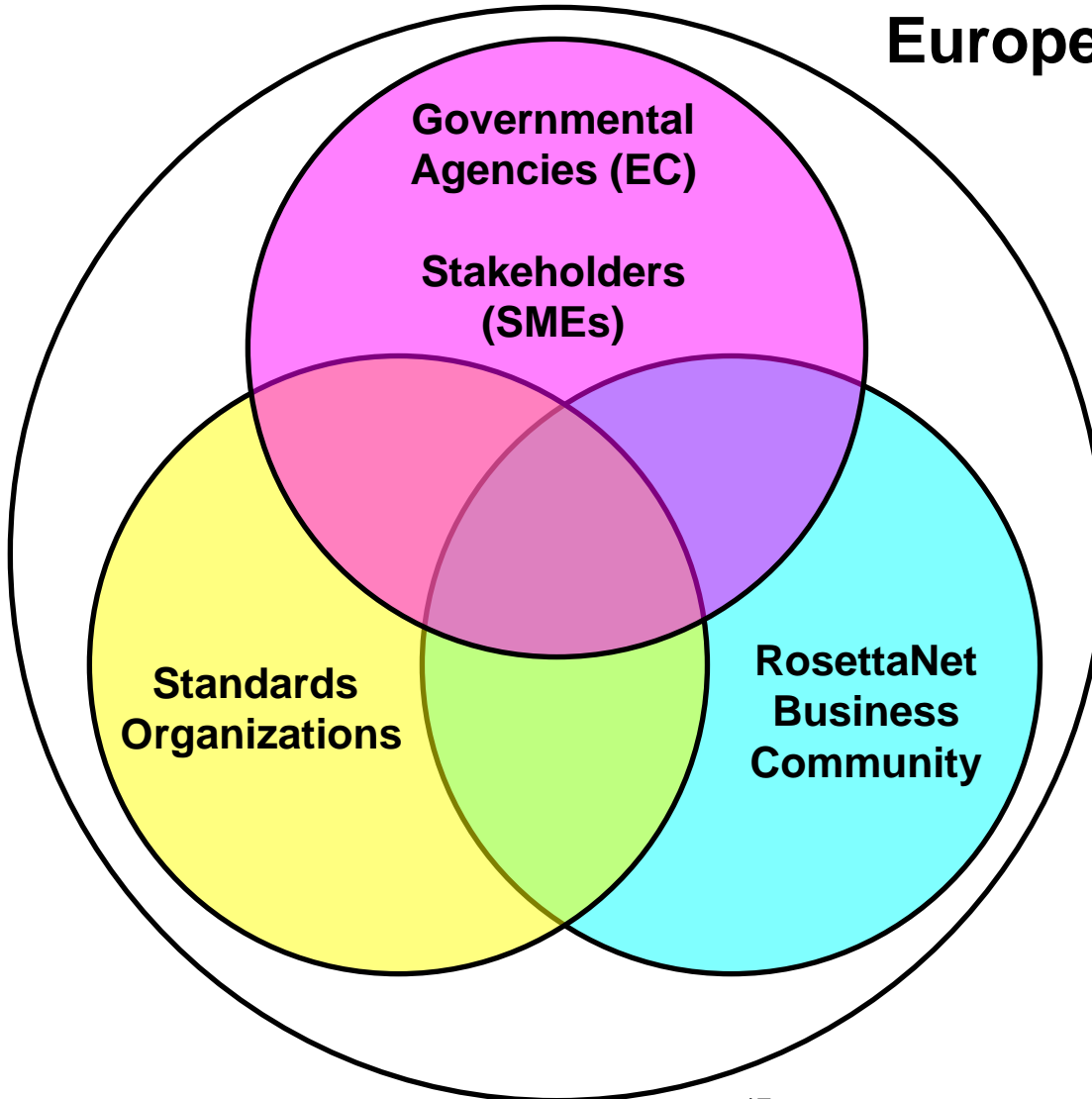
Community Activities



Meeting Objectives

Brussels, 07.10.2005

European Regional Congress



- Start process of knowledge sharing
- Identify domains where constructive collaboration can benefit Europe
- List action points for joint activity

35 Participants:

- 17 companies
- European Commission
- UEAMPE (SMEs)
- CEN (standardization)
- GS1 (standards body)



RosettaNet is a community of businesses

- Businesses getting a job done
- Standard is a means to an end
- Implementation focused: ROI comes from usage
- Global community process
- Seek pragmatic ways to converge/interoperate
- Individuals are transformation leaders



RosettaNet in Europe

- Vision: supporting Europe to be more competitive, also in global markets, by broad use of e-business process integration
- Framework:
 - European community of RosettaNet companies
 - Government and stakeholder outreach
 - Strategic alliances with key standards bodies
 - Broad communications for general awareness
 - Community support



3 R's for 2006

RECRUITING

- companies identify targets requiring RN E support
- „Global Industry“ clusters

More members

> industry depth

ROLLOUTS

- a few companies rollout RAE
- involve UEAPME
- build network of small-med system integrators / SPs
- generate testimonials from SMEs

More visibility

**Make RosettaNet
a household term**

REAR ACTION

- policy, standardization, applications for support

**Long-term, but
necessary**



Member support activities

RosettaNet Europe contacts

- Membership recruiting coordination Tomi
- RAE rollout projects – SME engagement Don, Tomi, Hans
- Government affairs team Don
- SME System Integrator / SP network Hans
- Standards organizations ? on-loan
- Alliances ? on-loan



Activity domains

Visibility and demand

- address readiness
- promote adoption of RosettaNet
- input to/influence EU policy (long term)
- standards-making remains unchanged

Generate demand (pull) for RosettaNet



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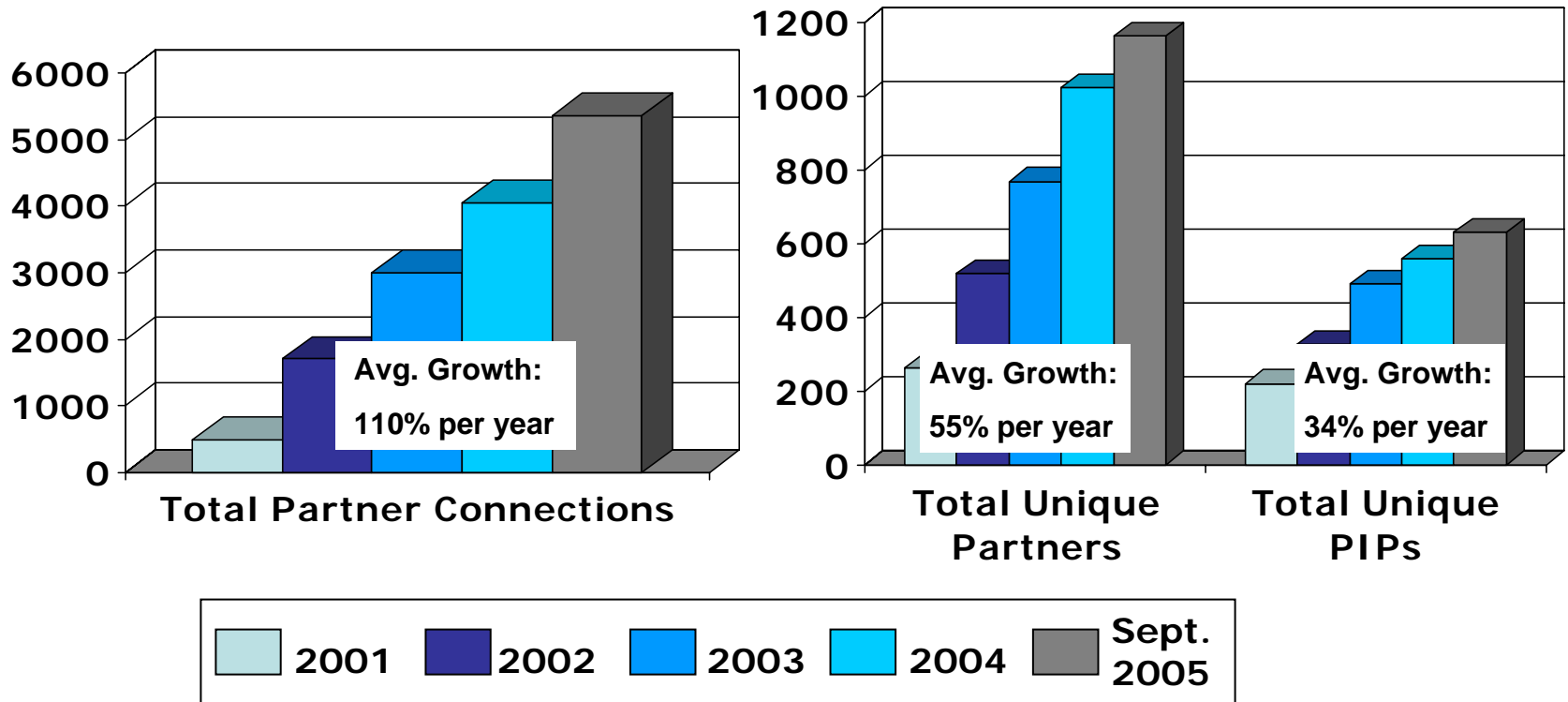
RosettaNet Community

Community Activities



Production Implementations of RosettaNet Standards

RosettaNet growth based on Reporting Council Members Inputs



Source: Council Scorecards September-2005



Standards Convergence Update

Architecture Advisory Committee (AAC)

- Schema-to-Market initiative launched to publish validated DTD PIPs[®] in XML Schema format with validation program (May 2005)
- AAC collaborated with Foundational Program directors to assess value and architectural alignment of developing standards (Jun. 2005)
- Initiated UN/CEFACT Core Components convergence analysis (Aug. 2005)
- Approved moving forward with Message Control and Choreography (MCC) program phase 1 proposal (Aug. 2005)



RosettaNet 101

Web Broadcasts

- Scheduled for the third Tuesday of each month
 - 20 December 2005, 17:00 CET
 - 18 January 2006, 2:00 CET
 - 21 February 2006, 17:00 CET
 - 21 March 2006, 17:00 am CET
- Forty five minutes duration
- Automated registration and follow-up
- Send your interested trading partners and new staff members to: www.RosettaNet.org/RosettaNet101
- Also topical webinars
 - RoHS, WEEE: 12 December, 2005 - 2 Sessions: 7:00 AM EST and 2:00 PM EST



2005 Champions Calendar

Global Champions Web Broadcasts

- Offered twice over 2 days to accommodate global membership
- Providing educational opportunities, lively discussions and critical updates
- Content driven by the RosettaNet Champions
- The first sessions for 2006
 - 25 January 2006, 17:00 CET
 - 26 January 2006, 2:00 CET

For details, go to: www.RosettaNet.org/championswebbroadcasts or contact debra.praznik@rosettanet.org.

Reminder: To access this information and attend the Web Broadcasts, you must be the designated RosettaNet Champion for your company.



RosettaNet Trading Partner Day

Opportunities in 2006

- Use the power and influence of the RosettaNet membership
- Create simple, effective, local events
- Bring together experienced RosettaNet partners and prospective partners & implementers
- For the purpose of
 - Educate your internal team and your customers on the benefits of using RosettaNet standards.
 - Learning how RosettaNet standards improve the way companies communicate and how participating companies receive real-world benefits such as
 - reductions in cycle time and inventory costs
 - improved productivity through automation
 - standardized and simplified business processes; and measurable supply chain ROI.

For further information, contact: Stephen.Rothschild@rosettanet.org or Hans.Stern-Peltz@rosettanet.org.



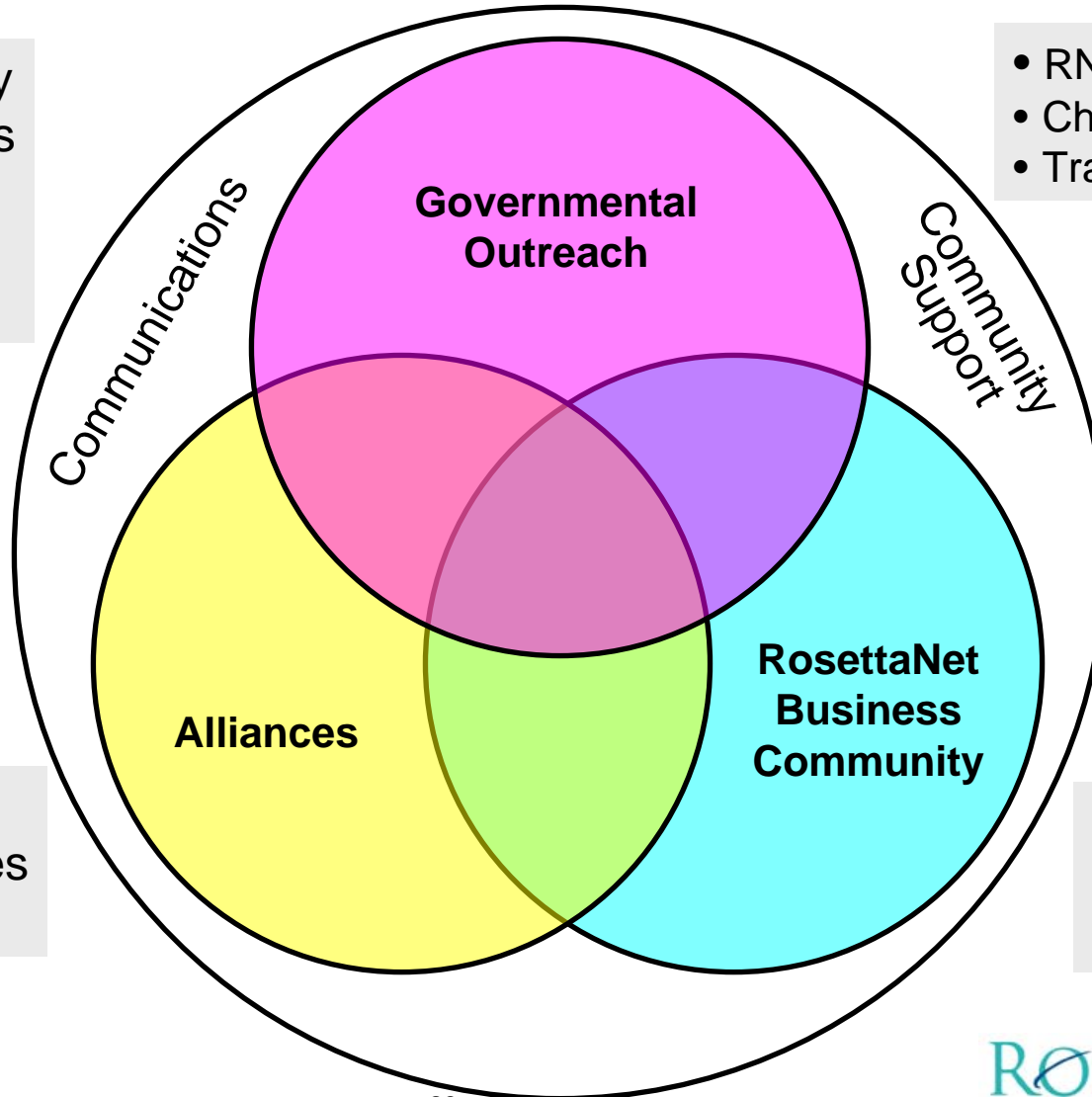
RosettaNet Europe

Domains of focus

- SME focus
- Leveraging ICT
- European Commission

- Your company press releases
- RN E press releases
- Presentations

- RN 101 webinars
- Champion webinars
- Trading Partner Days



- EU stds orgs
- Industry bodies
- GS1 Europe

- Standards Convergence
- RN for SME



Now it's your turn

What's been started

- More insight into the European dynamics
- Opened doors to European Commission, stds orgs, stakeholders, new industries

What could you do?

- list target partners you are working, where RNE can give a boost
- companies thinking of RAE Rollouts – list SME companies
- contribute competencies
 - Government affairs
 - Standards experts
- use every available means to get RosettaNet in the public eye
- collaborate on RosettaNet strategy in Europe



ROSETTANET

eBusiness Standards for the Global Supply Chain