

Tour of the Clickable Business Models

November 2002

Agenda

▶ Is Not

- ▶ Presentation of a converged business model
- ▶ Presentation of a completed product

▶ Is

- ▶ Interactive discussion about convergence, and how the Clickable Business models might be used as a tool
- ▶ Presentation of EIDX's clickable business models – a work in process – and discussion about how the navigation does/should work.
- ▶ Who, What, When, Where, Why

Who Is Creating the Clickable Business Models?

- ▶ The Business Process Subcommittee owns the project
- ▶ The project involves contributions from:
 - ▶ Business Process Subcommittee
 - ▶ Guidelines and Standards
 - ▶ Technology
 - ▶ Promotion and Education
- ▶ Working actively to pull in contributions from European sister organizations, EDIFICE and CompTIA ECSB Europe
- ▶ Also have some participation from OAGI, RosettaNet, UBL, and others.

What are the Clickable Business Models?

- ▶ It's all about transforming information buried in documents into web presentation, allowing users to navigate through business models and hyperlink to:
 - ▶ Technology-specific models
 - ▶ Technology information, such as implementation kits
 - ▶ Business message guidelines and instantiated examples
 - ▶ Links/pointers to where to find business process and business document specifications published by standards organizations such as DISA, UN/CEFACT, OAGI, RosettaNet, OASIS, and others.

What are the Clickable Business Models?

- ▶ More ...
 - ▶ **Supporting documentation** capturing the business knowledge that matters, lessons learned, decision criteria for when to use which process and what technology
 - ▶ **Cross-referencing** of business processes, business messages, and business data elements for key standards (initially building from X12, EDIFACT, OAGI, RosettaNet; will be adding more)
 - ▶ **Matrices** of how component business models are combined into end-to-end scenarios
 - ▶ **Glossaries** of terms and acronyms

When ...

- ▶ When are the clickable business models going to be complete?
 - ▶ Never.
 - ▶ The only companies in the EIDX/CompTIA constituency that have ever reached the point of “no more new business processes” are the ones that did so by going out of business.

Okay. So ...

When ...

- ▶ **When are the first models going to be complete?**
 - ▶ Extensive work already done on Order and Forecast Models
 - ▶ Documenting one segment – the Order business model segment, including technology-specific views of the public processes, high-level view of back-end integration tasks
 - ▶ **Completed**
 - ▶ For at least standard purchase order and one blanket order type, a complete drilldown from highest level, technology-neutral business model to guidelines for individual business documents
 - ▶ **Completed**

When ...

- ▶ **When are the first models going to be available?**
 - ▶ Everything is being published as we are going along
 - ▶ A lot of the content is from previously published documents in which it has been hidden. We're setting it free so that it can be found.
 - ▶ Some updates and new content is being added, so some pages are marked with a publication designation of "draft" or "provisional".
 - ▶ Content marked as "draft" will go through member ratification process and publication designation will be changed to indicate endorsement or ratification.

Where are the Clickable Business Models?

- ▶ The “Bible” is available to the public. Business models, guidelines and technology information is in the public area of the EIDX web site.
 - ▶ Go to www.eidx.org.
 - ▶ Select “Publications”

But before we go there ...



Before we go there ...

Background Information

Why Are We Doing Business Models?

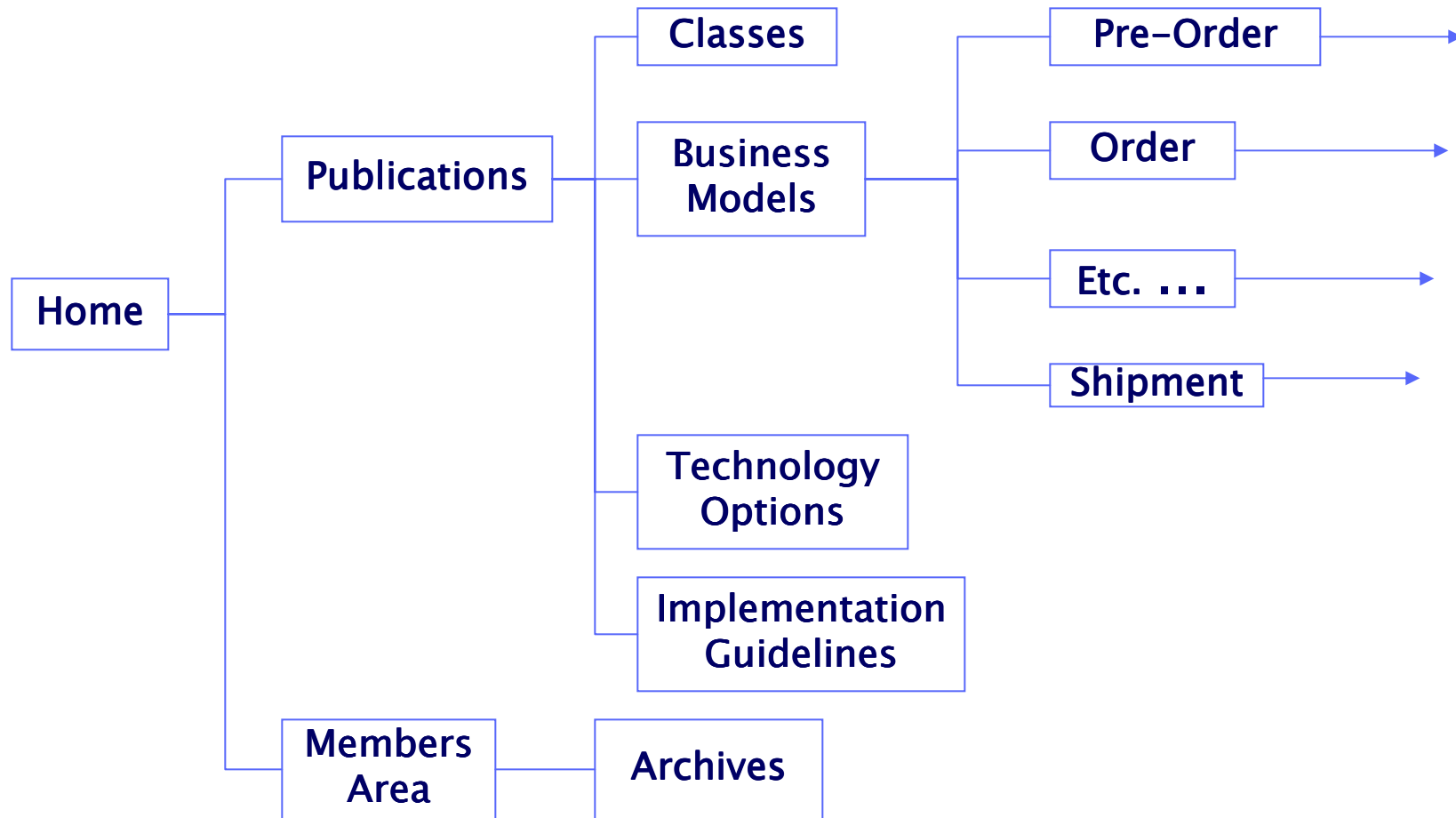
- ▶ EIDX started doing business models in 1989.
 - ▶ Original models essential represent use cases.
- ▶ Members have to deal with multiple standards ... it's a fact of life. Members also have to deal with multiple industry verticals.
 - ▶ We need to be able to validate what is produced by standards organizations and EIDX counterparts in other industries and suggest changes, additions, improvements
 - ▶ This is facilitated by doing modeling using the same standard modeling language, UML (Unified Modeling Language)
 - ▶ UML is a way to achieve object-oriented models, and has helped us articulate the distinction between component business models, which are implementable chunks, and scenarios which combine component models to make up a complex business process.

Tour: Structure and Navigation

- ▶ The Structure
 - ▶ The main navigation path
 - ▶ The web of navigation paths. The challenge of making a lot of stuff “easy” to find: How do you build multi-dimensional guide to multi-dimensional processes?
 - ▶ Content build in process – component business process models not all yet technology-specific, technology options not all yet specific to a component business model

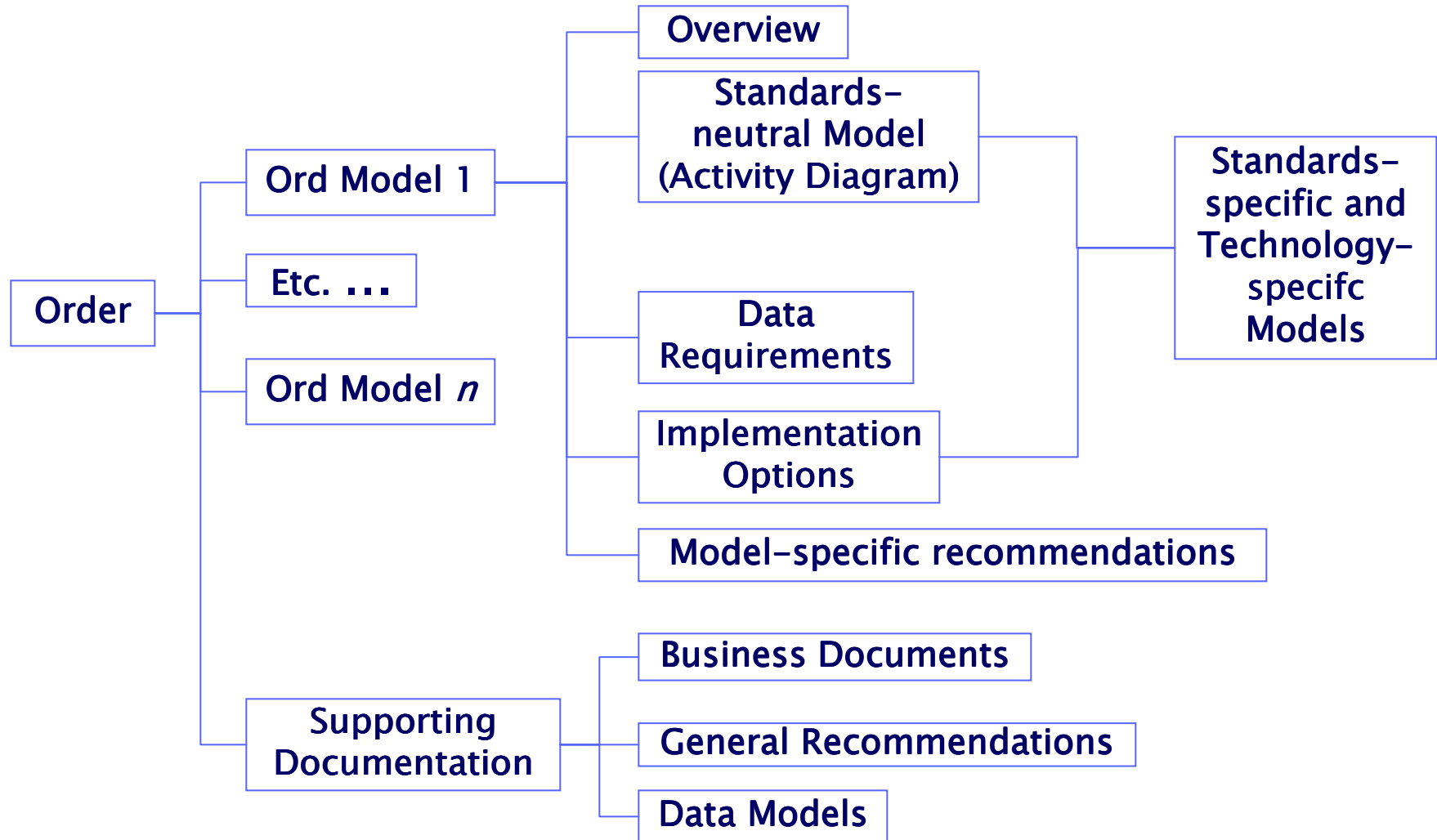
- ▶ About web navigation in general
 - ▶ Navigation aids
 - ▶ Hovering
 - ▶ Search function

Web Site Structure (Simplified)



Web Site Structure (Simplified)

Sample Business Model Segment Structure





And now, the tour ...

Tour: EIDX Web Site

▶ Home Page

▶ About EIDX

- ▶ <http://www.eidx.org/about.html>
- ▶ Board
- ▶ Subcommittees

▶ Conference Information

- ▶ <http://www.eidx.org/conference/>
- ▶ Main Conference Page
- ▶ Hotel Information
- ▶ Driving Directions

▶ Contacting EIDX

- ▶ <http://www.eidx.org/contact.html>

Tour: Clickable Business Models

▶ Clickables Index Page

▶ Instructions

- ▶ http://www.eidx.org/publications/business_models/instruct.html

▶ Top navigation

▶ Methodology and Models Legend

- ▶ <http://www.eidx.org/publications/legend.html>

▶ Acronyms

- ▶ <http://www.eidx.org/publications/abbrev/>

▶ Glossary

- ▶ <http://www.eidx.org/publications/gloss/>

▶ General Recommendations

- ▶ http://www.eidx.org/publications/business_models/general/general_support.html

Tour: Clickable Business Models

▶ Clickables Index Page (continued)

▶ Business Process Framework

▶ <http://www.eidx.org/publications/>

▶ Cross References and Indexes

▶ <http://www.eidx.org/publications/xrefs.html>

▶ Business Process and Documents Cross-Reference

▶ http://www.eidx.org/publications/xref_process.html

▶ Scenarios Index

▶ http://www.eidx.org/publications/scenarios_index.html

Tour: Scenarios

▶ Scenario Segment

- ▶ Index
- ▶ Navigation add-ons
- ▶ Drop-down navigation box
- ▶ Scenario Matrix
 - ▶ Link to the scenario itself
 - ▶ Links to component models
 - ▶ On 2nd navigation graphic – Data Requirements, Class Diagrams and Business Documents point to the component models
 - ▶ That could change as we work through the entire suite of possibilities

Tour: Segment

- ▶ Component Model Segment Index
 - ▶ Index
 - ▶ Links to the scenario that use the component models
 - ▶ Links to component models themselves
 - ▶ Links to supporting documentation for the segment
 - ▶ Links to general supporting documentation
 - ▶ Link to FAQ
 - ▶ Navigation add-ons
 - ▶ Drop-down navigation box

Tour: Component Model

▶ Component Model

▶ Navigation Add-ons

- ▶ Data Requirements, Class Diagrams and Business Documents

▶ Overview

▶ Activity Diagram – Graphic and Narrative

▶ Data Requirements

- ▶ Supporting documentation for “common” or “core” data
- ▶ Links to UML diagrams for common data and data by type

▶ Business Documents

▶ Implementation Options

Tour: Tech Stuff

▶ Technology Index

- ▶ Navigation Add-ons
- ▶ Structure still in flux
- ▶ Contains (so far)
 - ▶ Internet Commerce Model
 - ▶ Basic Implementaiotn Options
 - ▶ Technology Overviews
 - ▶ Example: Traditional EDI
 - ▶ Basics of Implementation Projects
 - ▶ Technology-specific Implementation Views (still not specific to a component business model) – Example: Seller Uses Buyer's Web Application

Tour: Templates Stuff

- ▶ Procedures Index
 - ▶ Navigation Add-ons
 - ▶ Templates

What is Convergence?

- ▶ Well ... it might be:
 - ▶ The coordinated turning of the eyes inward to focus on an object at close range
 - ▶ The adaptive evolution of superficially similar structures, such as the wings of birds and insects, in unrelated species subjected to similar environments. Also called convergent evolution.
 - ▶ the approach of an infinite series to a finite limit
 - ▶ Cash and futures prices coming together (i.e., the basis approaches zero) as the futures contract nears expiration.

What is Convergence?

- ▶ Or, it could be:
 - ▶ A contraction of a vector field, usually said of winds. Convergence in a low-level wind field results in upward forcing, thus increasing the potential for thunderstorm development (when other factors, such as instability, are favorable).
 - ▶ One of those factors is **hot air**.

What is Convergence?

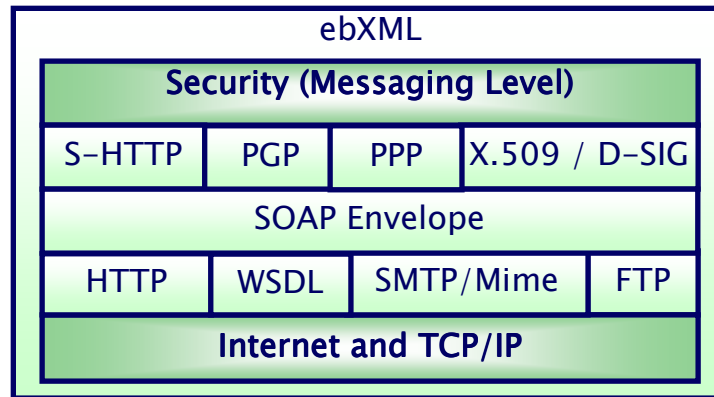
- ▶ Definitions in the “Computer/Internet” category
 - ▶ The ability of an electron beam to accurately hit the correct phosphor dot, which determines how sharply an individual color pixel on a monitor appears
 - ▶ The time it takes for a router to update its routing tables

What is Convergence?

- ▶ Lines, roads or paths moving toward the same point and meeting there at a point in time
- ▶ The coming together of two or more disparate disciplines or technologies
- ▶ the occurrence of two or more things coming together
- ▶ a representation of common ground between theories or phenomena

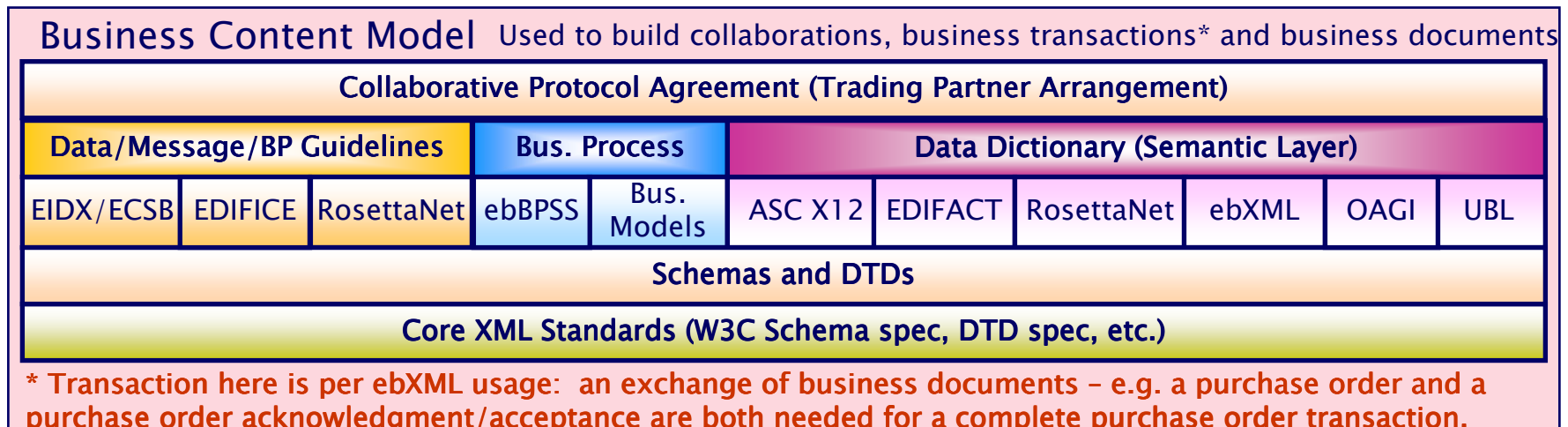
Is Convergence of eBusiness Standards Possible?

- ▶ In the Messaging and Transport layer for internet and web commerce, everyone seems to be in agreement about converging on the ebXML specifications and their successors



Is Convergence of eBusiness Standards Possible?

- ▶ What about the business content layer? Using purchase order model as an example:
 - ▶ We tend to find harmonization for “simple” or “generic” business processes – everyone has the same “Send-PO/Get-Response” diagram.
 - ▶ It tends to break down as you start to get into back-end integration and start to discover that there’s **more than one valid business process** for orders



Clickable Business Models as a Convergence Tool

- ▶ Using the UML language allows EIDX to more easily do comparisons of different standards that express their models in UML
- ▶ The process of building the clickables has been leading to discovery of:
 - ▶ Where convergence appears to exist already.
 - ▶ The gaps between standards at all levels – processes, documents, elements.
 - ▶ Contradictions, ambiguities, inconsistencies, etc. within a given standard and between two or more standards

Stuff to Think About When You Leave Here

- ▶ Is it realistic to expect that all companies will support a small number of “standard” business processes?
- ▶ Is it possible to build solutions that support multiple ways of doing business – multiple maps – multiple everything else – in a way that can keep costs of development down and is easy to support?