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Flexible B2B Communication?

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Why B2B communication?

- 17% of the work in organisations is spent for routine administration,
50% of this administrative work can be avoided if we interconnect business information systems
(a saving potential of € 40 000 M for Holland alone)
- Manual interventions delay business processes and make them error-prone, while supply chains must react instantly on market developments
- Supply chains consist of many parties
(because of localisation and outsourcing)
- Supply chains form one large international network

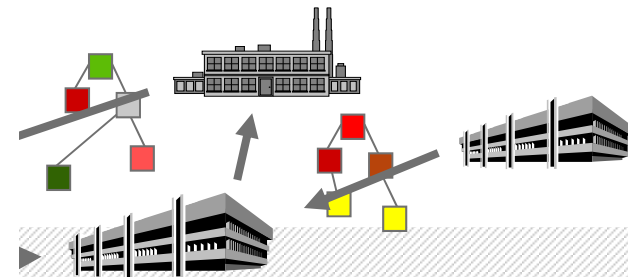
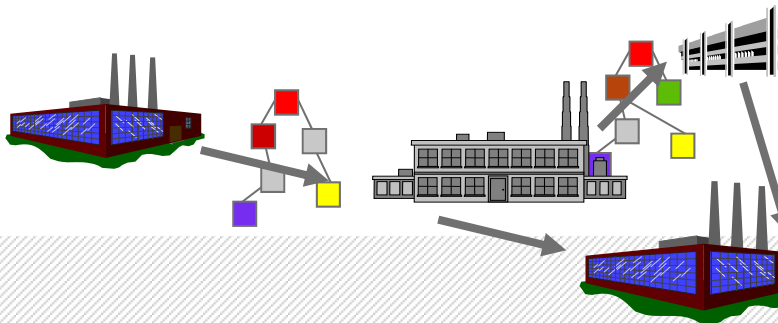


Present paradigm

- Standardization committees design message scenarios
- Scenarios are adopted *and manually adapted* by businesses



- Scenarios are implemented in business software (*on a case to case basis*)





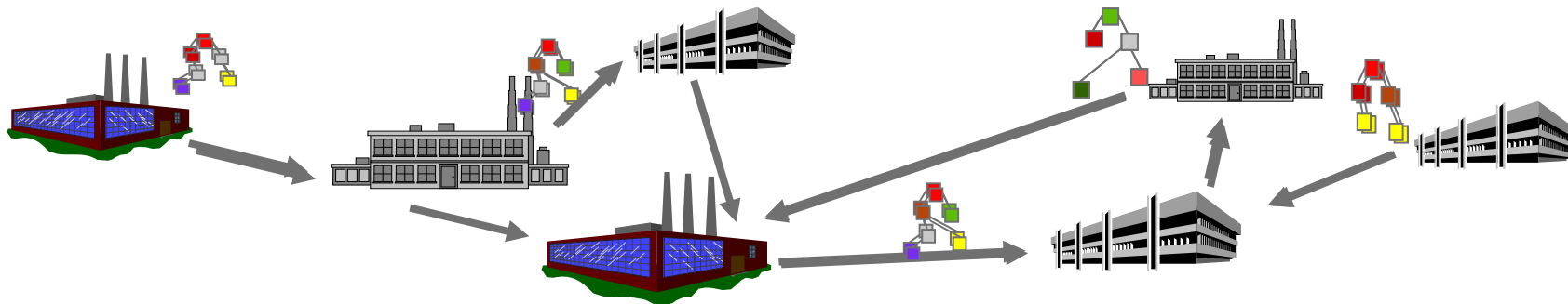
Why doesn't the paradigm work?

- The business world is too complicated to standardize, the architecture is not scalable
- Business is so diverse, that business software can never support all applicable, 'standard', B2B messages
- Companies must constantly innovate, deploy new technology, processes and involve different partners
- Business is not about consensus, but about competition, also in logistics and business processes
- Standardization is too slow, it cannot keep up with innovation pace



New paradigm

- B2B Message scenarios are negotiated among businesses
- Scenario negotiation is supported by business software
- Scenarios are instantly implemented, without hiring consultants or software engineers





Let systems negotiate

- Businesses expose their requirements and capabilities, both technically and business-wise
- Business systems negotiate and agree on the bilateral business process
- Agreed business processes are instantly deployed
- Negotiation and run time processes use a universal B2B exchange language (which may be mapped on existing syntaxes)

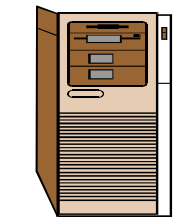


Systems are just like people

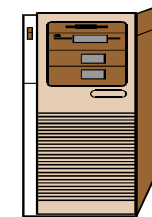
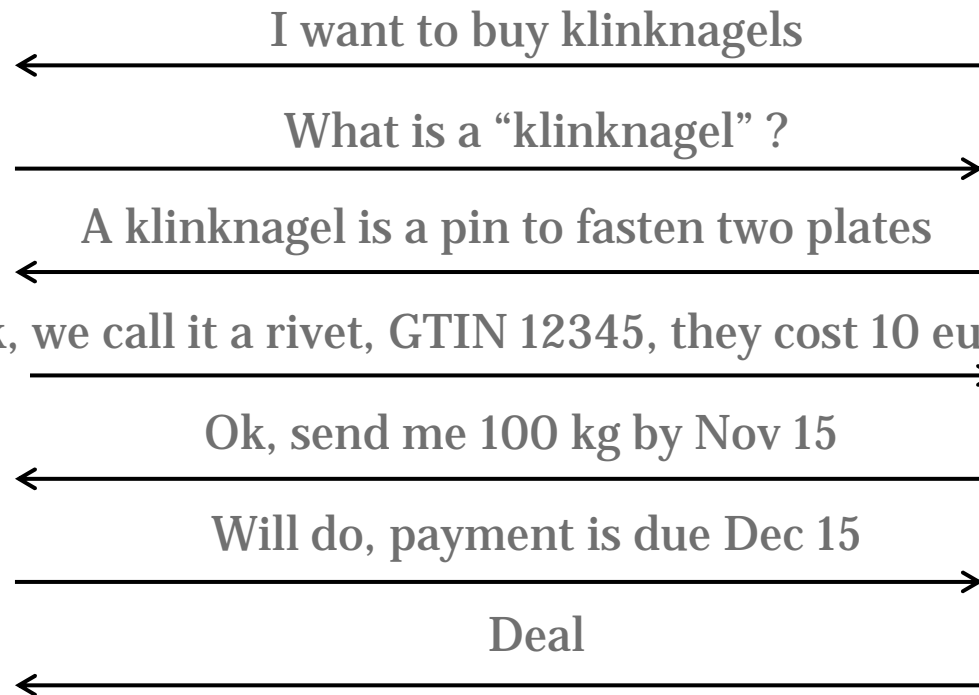
- All modelling and exchange languages are derived from natural language
- In natural language we may define new concepts and new processes
- A universal exchange language should support definitions, not only observations



Systems are just like people



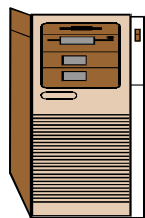
Business
system



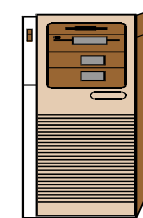
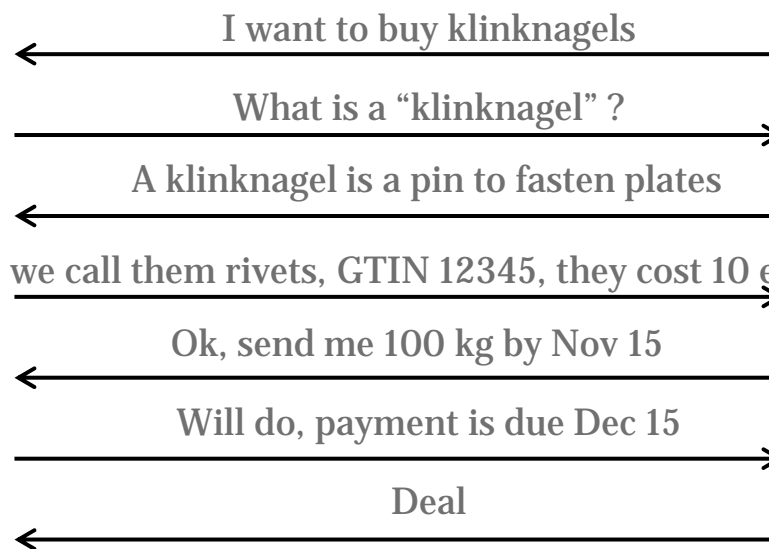
Business
system



Utterance structure



Business
 system



Business
 system

Identification

Intention

Core proposition

Cardinality

Definition

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Utterance #	Based on Utterance#	Timestamp	Recorded by Party	Action	Stereotype	With Intention	Source Concept Name	Source Role Name	Verb	Target Role Name	Target Concept Name	Part of ID #	Min Repetition	Max Repetition	Is Complete	To record by Party	With Allowed Intention	Pre condition #	Trans action with #



Business user

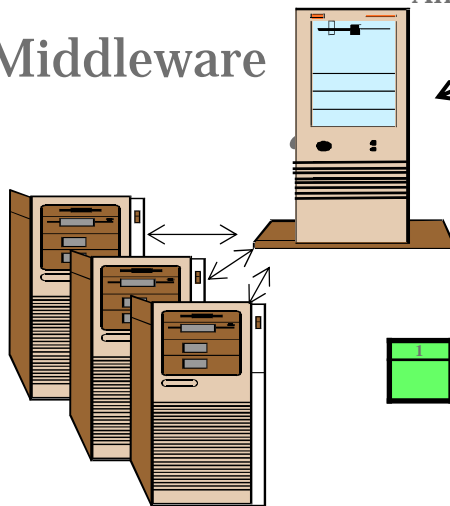


Legacy

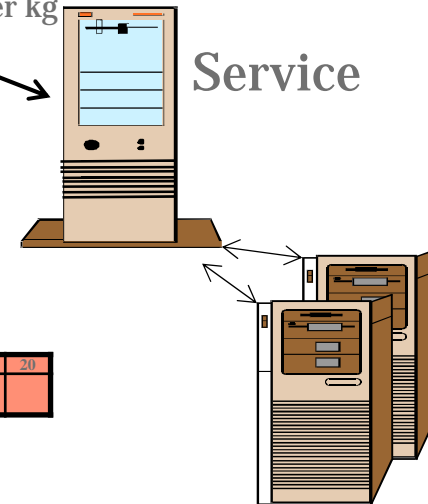
Business user



Middleware

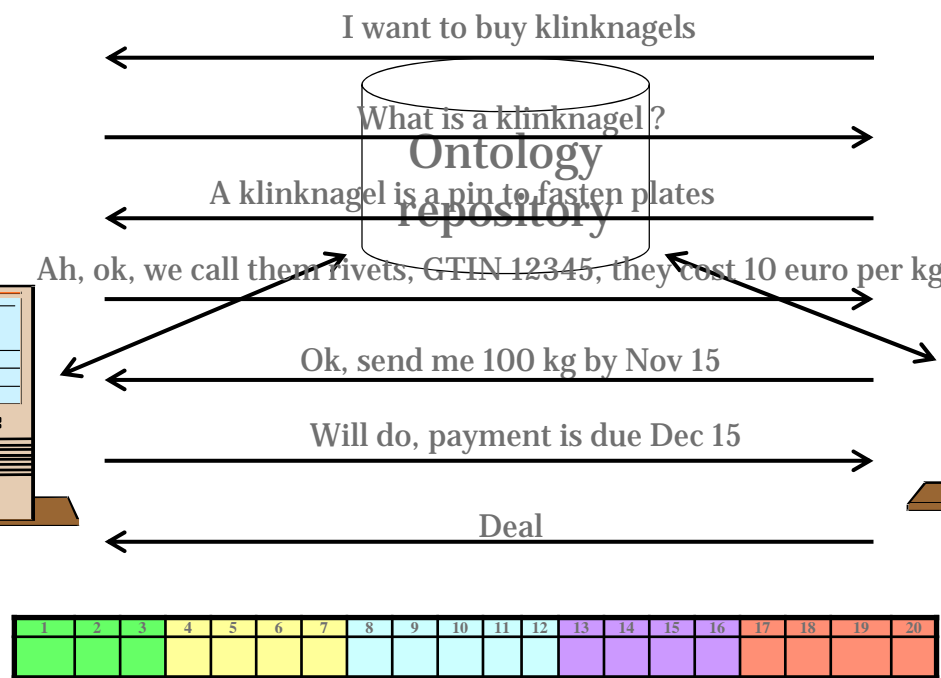


Service



Business systems

Business systems





Next steps

- Pilot to show the architecture is feasible
- Let business system providers expose the capabilities and requirements of their systems
- Teach business people how to expose their policy
- Turn presently standardised message scenarios into basic ontologies
- Convince business people that the business conducted with their systems is *their* business and not the IT people's business



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Questions? Remarks?

