


XML Solutions Product Vision

Version 5.2 • 15 November 2000 • Jeffrey Ricker

The background is a solid dark blue color. It features several large, overlapping, semi-transparent shapes in a slightly lighter shade of blue. These shapes are curved and organic in form, resembling stylized petals or overlapping circles, creating a layered, abstract composition.

Companies are built by slavishly
winning over a real base of customers.

Business statement (1 of 6)

- ▶ XMLSolutions is defining the direct materials electronic procurement market for the Global 10,000.

Business statement (2 of 6)

- ▶ The chief procurement officer of these companies is automating his supply chain, to make it more agile, so that his company can gain more market share by rapidly responding to customer expectations.
- ▶ For example, General Motors wants to automate its supply chain so it can deliver to its customers an automobile manufactured to their specifications in two weeks.

Business statement (3 of 6)

- ▶ We will define and own this market by
 - ▶ (1) owning the part of e-procurement the customer knows and understands best, which is the console, and
 - ▶ (2) having a core technology that is hard to replicate, which is XML transformation.

Business statement (5 of 6)

- ▶ To lower the barriers of sales, we will provide value-added industry specific data dictionaries, transformations and process flows.

Business statement (6 of 6)

- ▶ Finally, we will not shy away from opportunities to OEM our core technology to strategic companies such as Cisco and Sun Microsystems.

Two part strategy

▶ PRM

- ▶ Partner relationship management

▶ XAI

- ▶ Trans-enterprise application integration

Two part strategy

- ▶ Owning the part of e-procurement the customer knows and understands best, which is the console, and
- ▶ Having a core technology that is hard to replicate, which is XML transformation

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PRM

Partner Relationship Management

Gapping hole in the market



Scope of 3.0

- ▶ PRM console for managing trading partner relationships
 - ▶ Communications
 - ▶ Translations
 - ▶ Processes
- ▶ Some business intelligence capabilities

Scope for 4.0

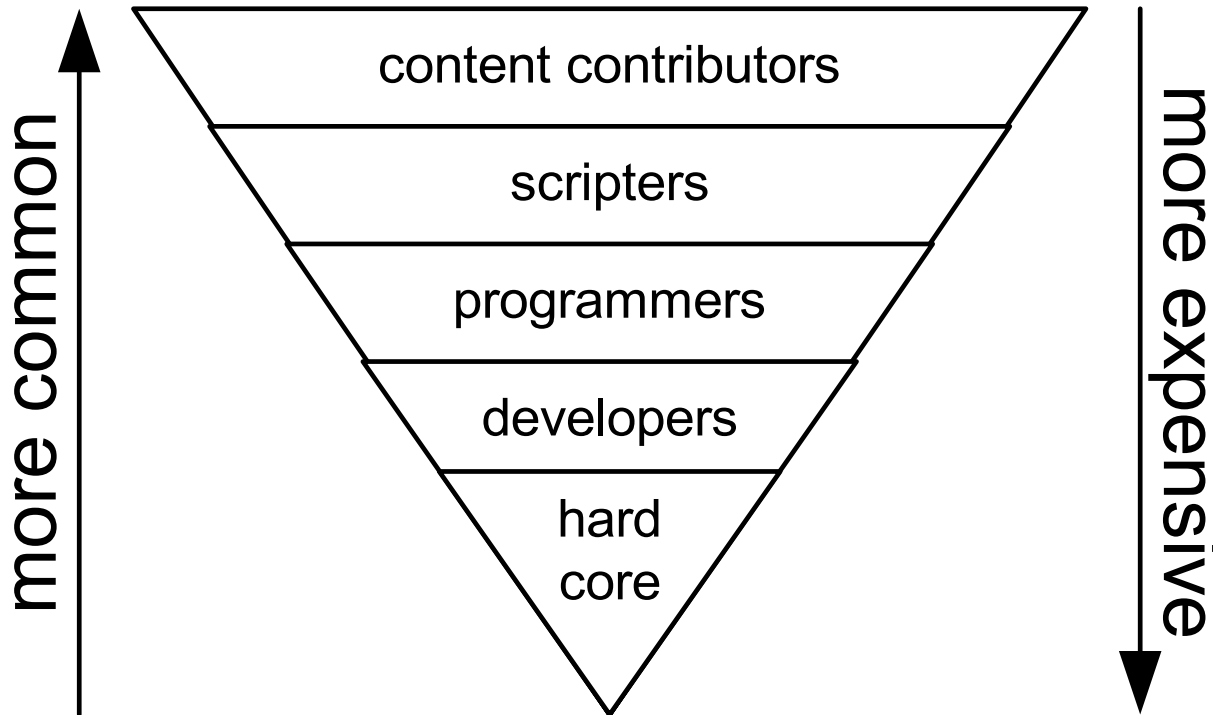
- ▶ PRM console becomes Command Center
- ▶ Blackbox analysis of the enterprise



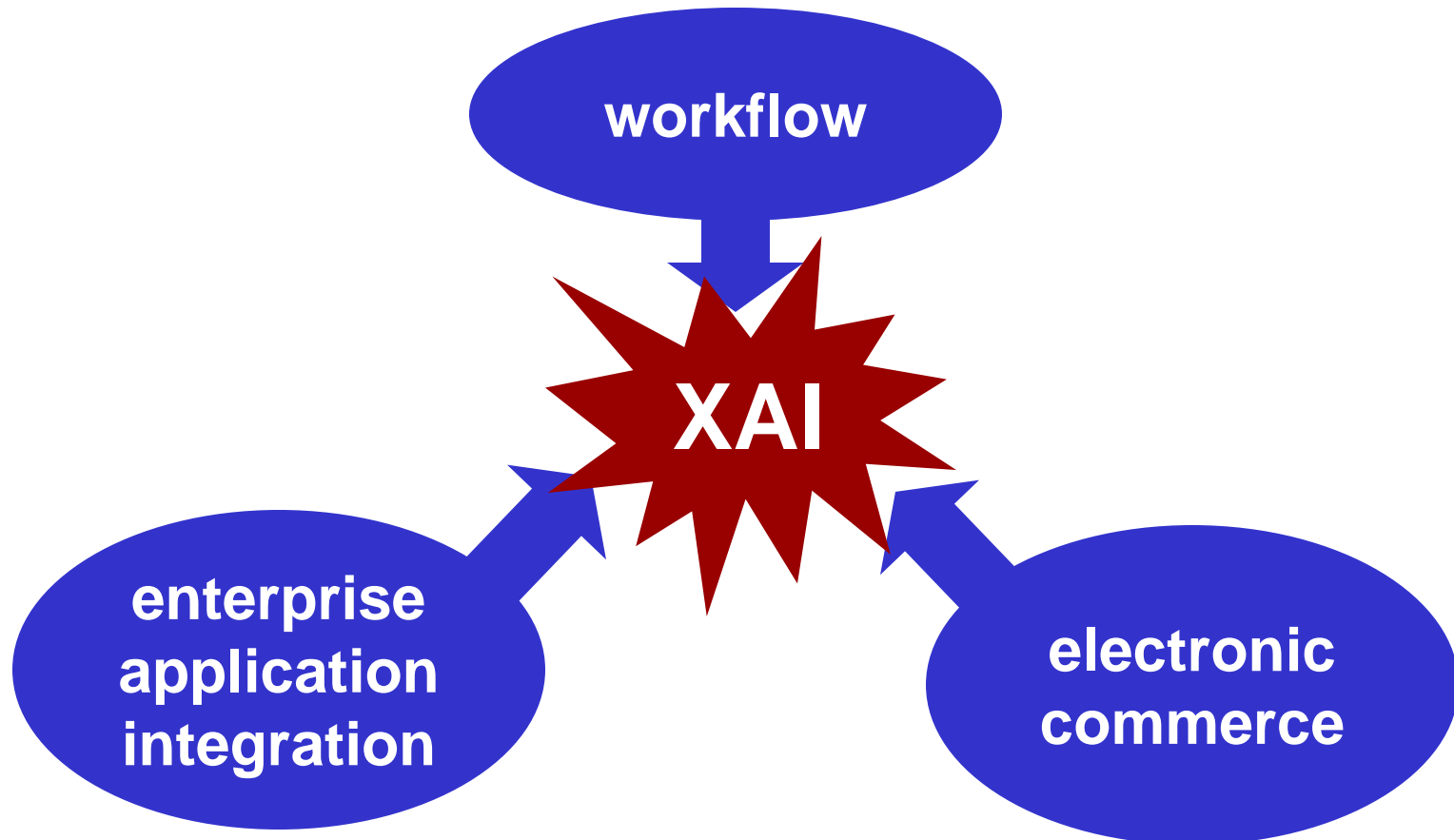
XAI

Trans-enterprise Application Integration

Scripter power



Three industries collide



Scope for 3.0

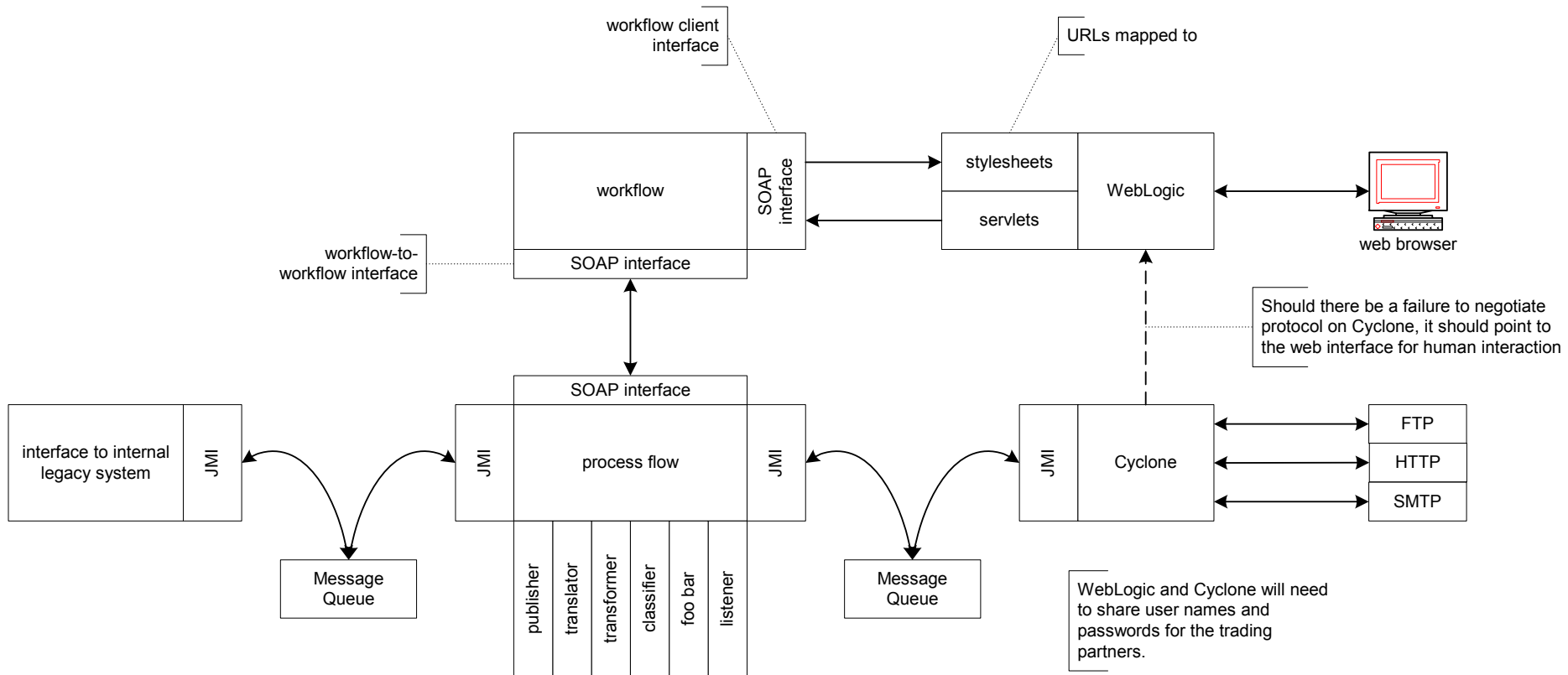
▶ XAI Workbench

- ▶ Schema editor, manager & deployer
- ▶ Map editor, manager & deployer
- ▶ Rules editor, manager & deployer
- ▶ Process editor, manager & deployer

Breakthrough in 3.0

- ▶ XML Schema-based data dictionaries for flat file translation means legacy data can be treated as XML data transparently

Runtime



Scope of 4.0

- ▶ Continued expansion of workbench
- ▶ Full open standards process flow
- ▶ Integration of legacy adapter partner or partners

Breakthrough in 4.0

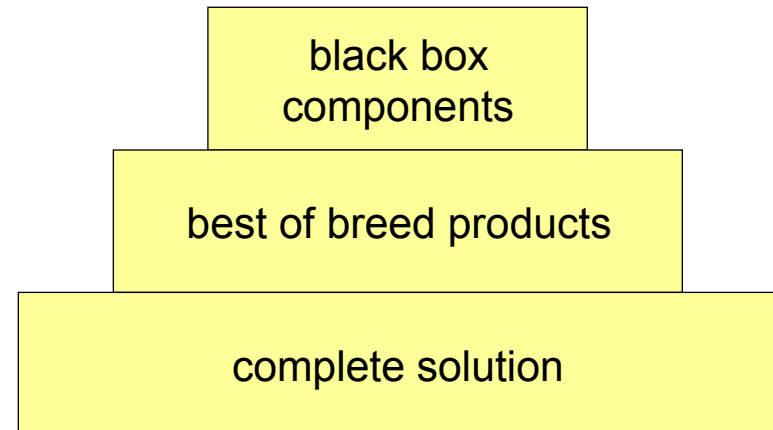
- ▶ Open standards XML-based process flow

Vertigo effect

focus



scope



WIDESCREEN EDITION

JAMES STEWART
KIM NOVAK
IN ALFRED HITCHCOCK'S
MASTERPIECE

'VERTIGO'



PG-13
FULLY RESTORED

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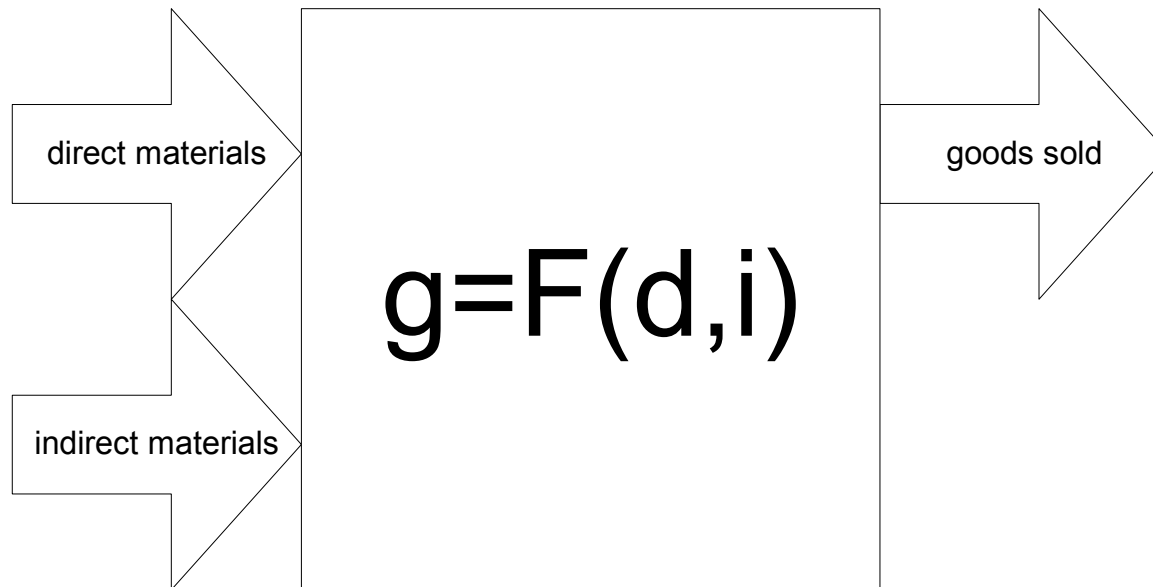


DIGITALLY THX MASTERED
FOR SUPERIOR SOUND AND PICTURE QUALITY

Vision for PRM

- ▶ Set up, see, control, manage, measure, report and fix communications with all trading partners

Blackbox analysis



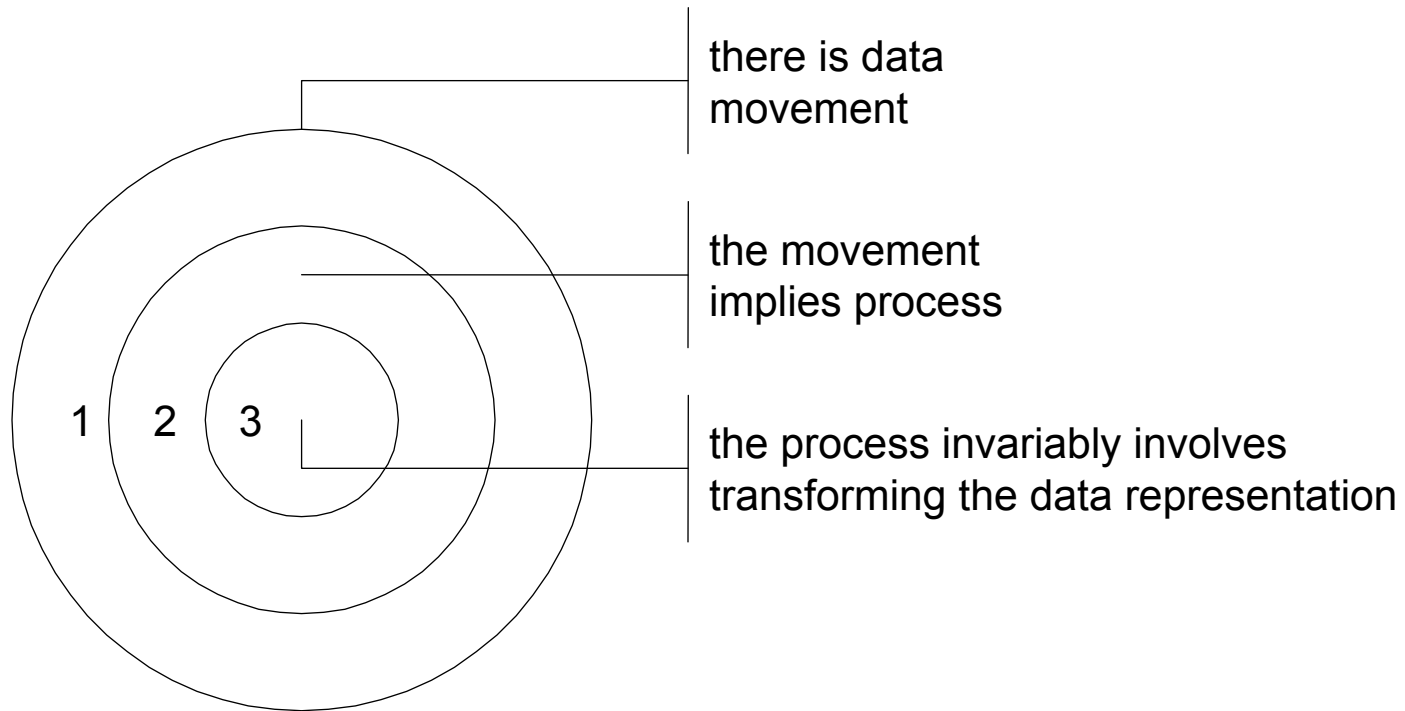
Vision for XAI

- ▶ Enable scripters to connect applications across enterprises.

The theory of XAI

1. There is data movement
2. The movement implies process
3. That process inevitably involves transforming the data

Fundamental concept



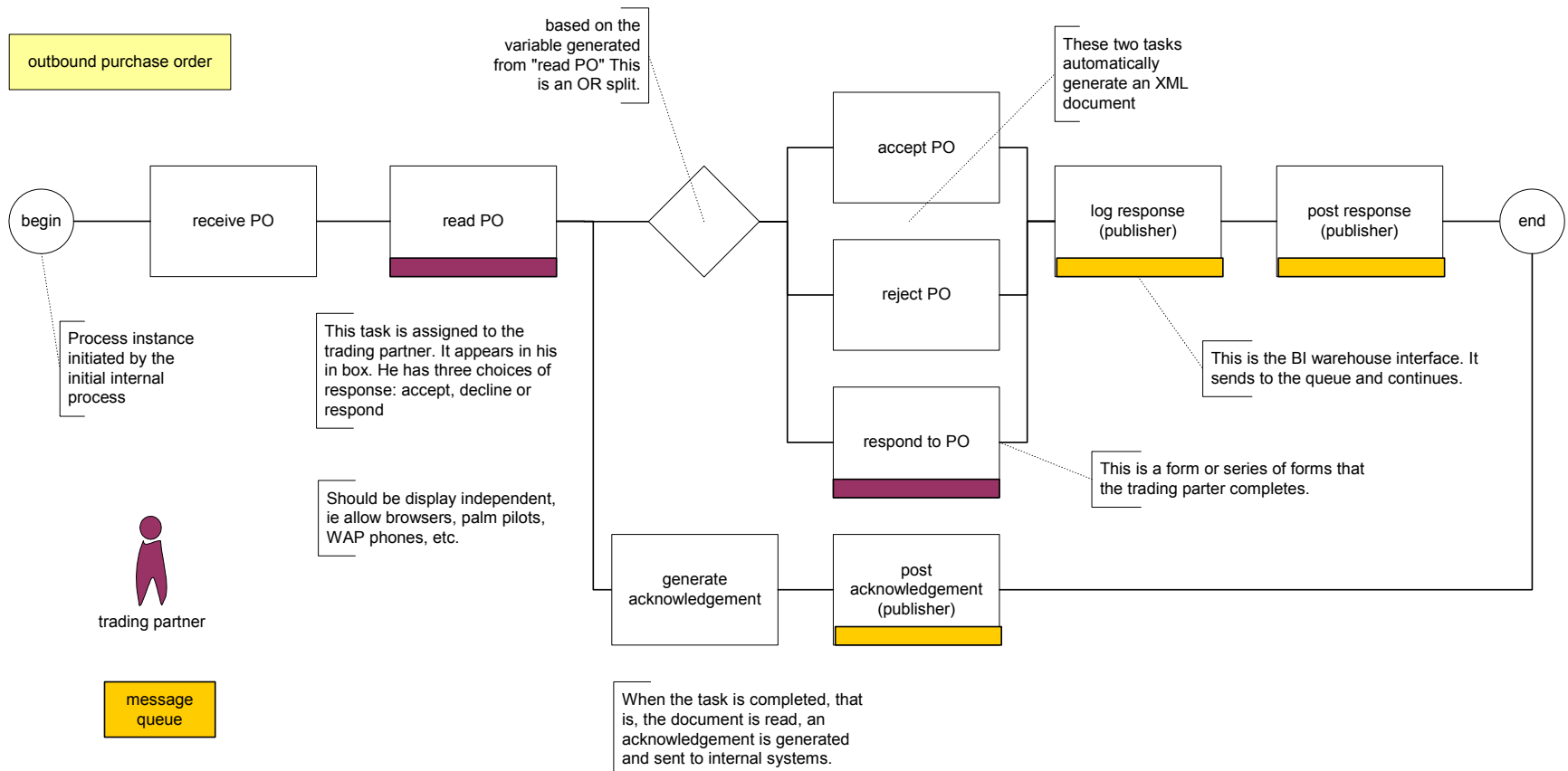
1. There is data movement

- ▶ The whole problem arises because we want to move data between computers
- ▶ Many companies have started with providing data movement
 - ▶ WebMethods
 - ▶ Cyclone and bTrade, etc.
- ▶ This capability is being commoditized

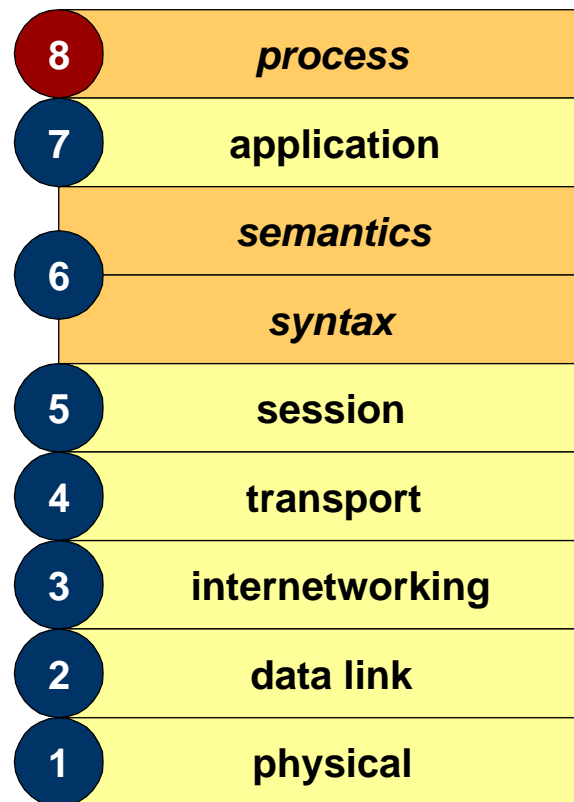
2. The movement implies process

- ▶ Moving data is not academic
- ▶ We are moving data in order to complete a business process
- ▶ E-commerce has moved to process-centric
 - ▶ EBXML
 - ▶ RosettaNet

Process flow



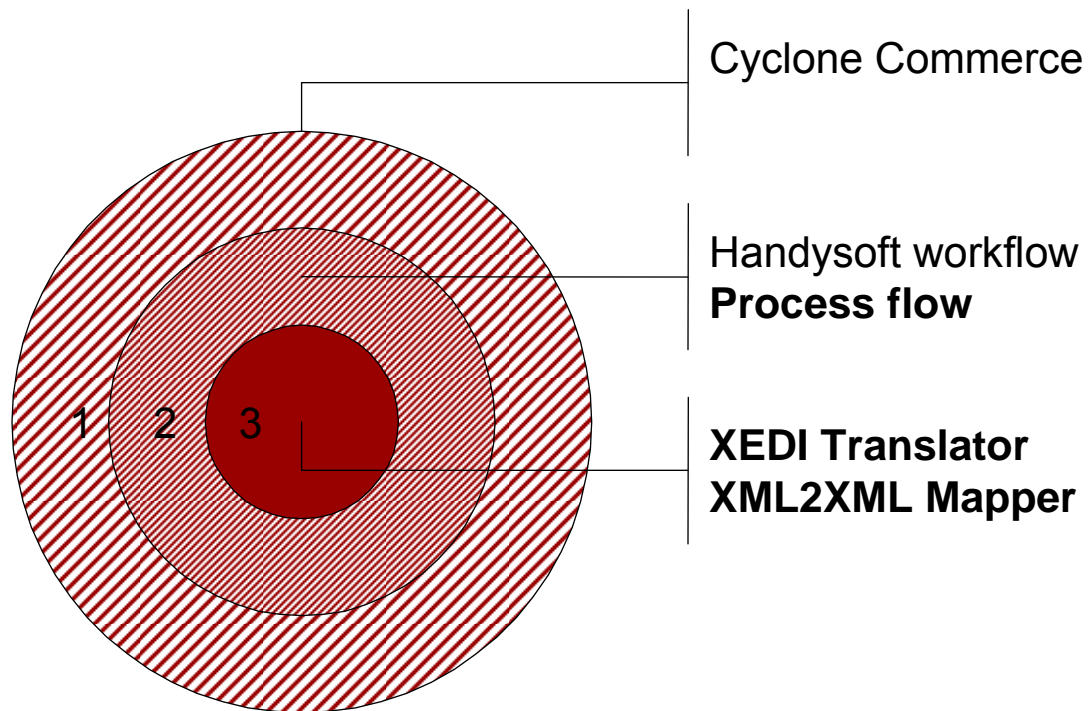
Extended OSI model



3. That process inevitably involves transforming the data

- ▶ No two countries use the same standards
- ▶ No two industries use the same language
- ▶ No two companies talk the same talk
- ▶ No two applications use the same data representation

Expanding outward



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Fundamental technology

Existing limitations

- ▶ HTTP has been grossly overloaded with new protocols such as DAV, ICE, SOAP, UDDI, etc.
- ▶ Based on instant gratification
 - ▶ If the request for a resource is not fulfilled in 60 seconds, the request fails

New protocol

- ▶ Started as SWAP
- ▶ Migrated to WFXML
- ▶ Based on simple premise:
 - ▶ A resource has the ability to respond that the information that you requested is not available; where do you want me to send it when it is?

Particle-Wave principle

- ▶ Dual reality
 - ▶ It's a document
 - ▶ It's an object

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Implementing the vision

Release record

- ▶ 1999.08.01 ExeterXML Server 1.0
- ▶ 1999.09.22 XML Zip 1.0
- ▶ 2000.02.14 XEDI Translator 1.0
- ▶ 2000.04.15 Schema Central 1.0
- ▶ 2000.06.15 XEDI Translator 1.1
- ▶ 2000.09.01 BIP 2.0
- ▶ 2000.11.15 BIP 2.1

Major features 2.1

- ▶ Cyclone integration
- ▶ Process flow
- ▶ Mapper usability, including drag-n-drop
- ▶ Double-byte character translation
- ▶ Public APIs
- ▶ SQL Server support

Major features 2.2

- ▶ Handysoft integration
- ▶ Flat file
- ▶ Vertical industry data dictionaries
- ▶ Foreign language data dictionaries
- ▶ Single vertical industry transformations

Major features 3.0

- ▶ Metadata Workbench
 - ▶ XML Schema support!
 - ▶ Schema manager
 - ▶ Schema editor
 - ▶ Mapper
 - ▶ Business rules editor

Major features 3.0 (cont.)

- ▶ Partner relationship management (PRM)
 - ▶ Not just XEDI
 - ▶ Extensible trading partner information
 - ▶ Communications
 - ▶ Processes
 - ▶ UDDI server
 - ▶ Remote access

Major features 3.0 (cont.)

- ▶ Business rule validator
- ▶ Business intelligence warehouse
- ▶ Improved process flow
- ▶ Security

Major features 3.0 (cont.)

- ▶ Schema-based flat file translator
- ▶ Schema-based XEDI translator
- ▶ Additional non-EDI formats such as VDA and FIX

Projected schedule

- ▶ 2000.12.28 BIP 2.2
- ▶ 2001.04.15 BIP 3.0
- ▶ 2001.06.15 BIP 3.1
- ▶ 2001.09.15 BIP 4.0
- ▶ 2001.12.15 BIP 4.1

