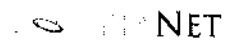
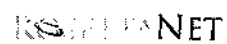


## RosettaNet Overview

Sangkyun Kim, Intelligenceware  
(sangkyun@intelligenceware.com)



- RosettaNet Generals
- RosettaNet Deliverables
- RosettaNet In Action
- RosettaNet Convergence Strategy
- Presentation Summary



## RosettaNet: Generalis

- Major Industry Trends Demand Action
- RosettaNet Approach
- RosettaNet Key Milestones
- RosettaNet Global Operations

ROSETTANET

- Transition from linear to dynamic supply chain model
- Competitive pressure to achieve extreme operational efficiency

"Suppliers now have access to the latest demand data but forecasts by electronics and telecom companies are often inflated."

3.19.2001, BusinessWeek

"... in the electronics industry, there has been a serious buildup of inventory. Some experts put the amount of excess inventory as high as \$11 billion ..."

3.19.2001, Computer Reseller News

"... increase[d] number of "touches" throughout the manufacturing cycle, which has greatly reduced visibility across the supply chain. Demand signals are becoming more confused, reducing manufacturing efficiencies and causing the product mix to shift out of balance."


3.05.2001, Electronic Buyers' News

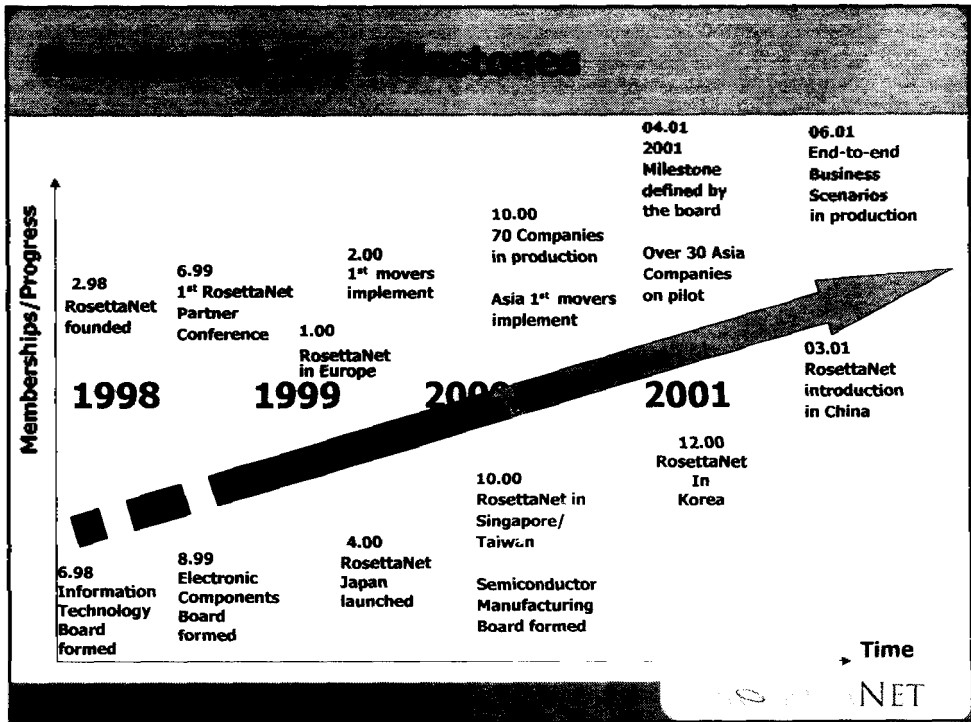
- No explicit agreement on data exchange process
- Increased support for XML

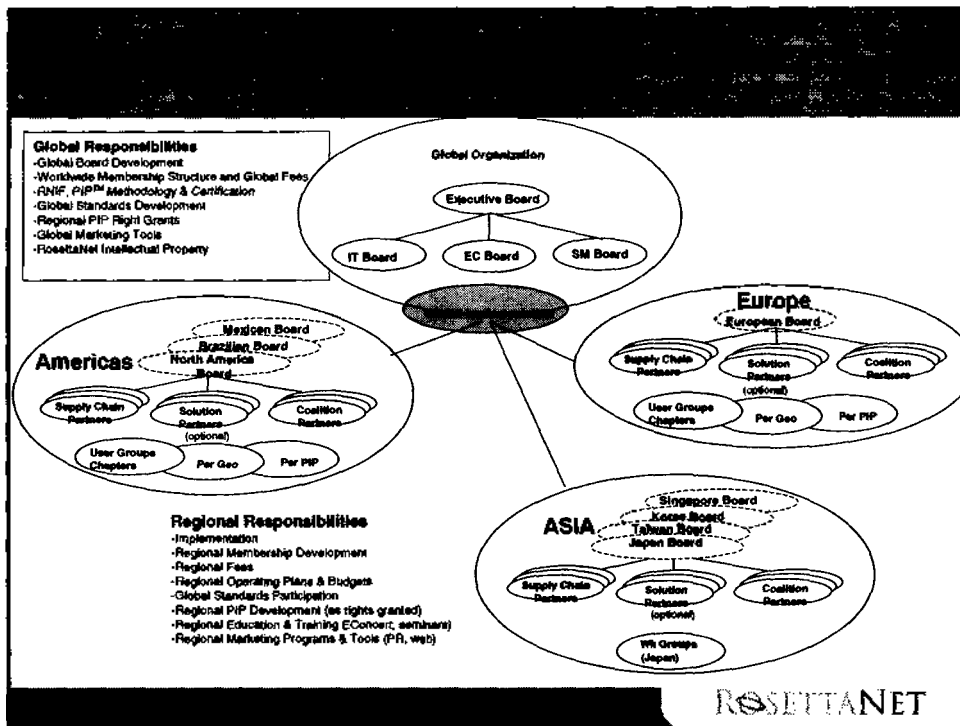
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## Implementation

- Create a global, non-profit consortium with major Industry players
- Identify all business-to-business touch points between trading partners in the Information Technology (IT), Electronic Components (EC), Semiconductor Manufacturer (SM) and adjacent supply chains
- Bring business owners from member companies together to define and agree on common processes
- Develop XML-based standards to support those processes
- Drive adoption and implementation of the standards within and between member companies
- Work at internet speed to make it happen

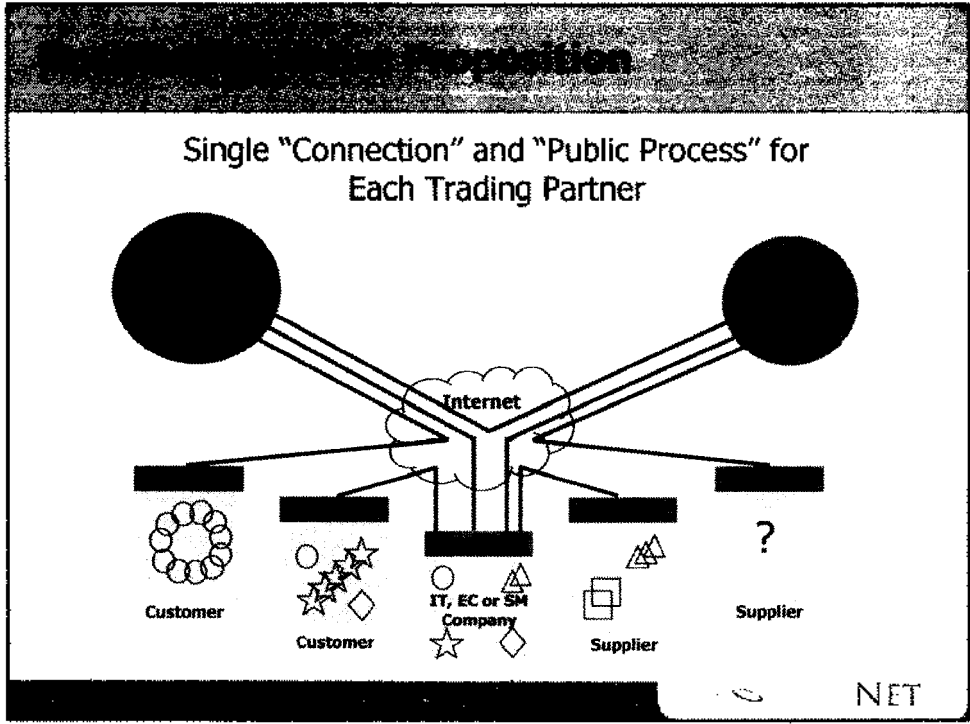
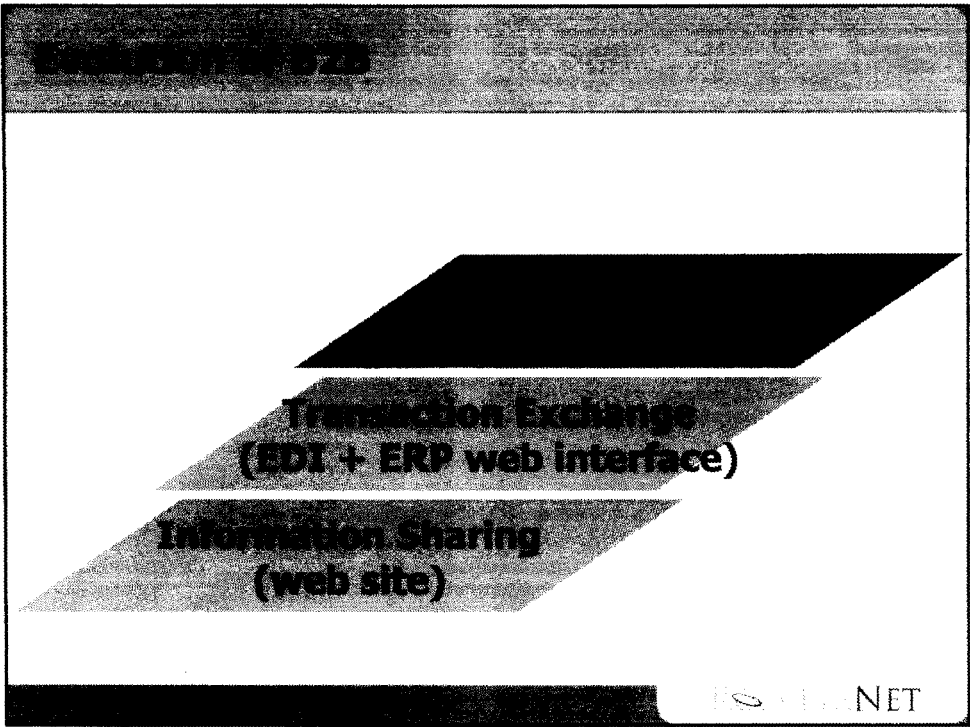

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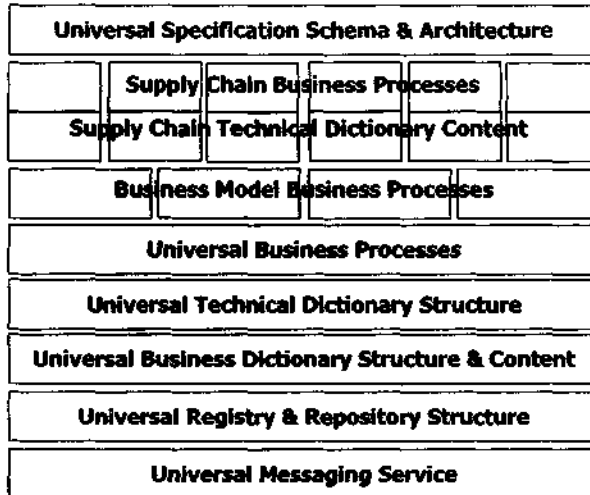


- Evolution of B2B
- RosettaNet Value Proposition
- RosettaNet Architecture
- RosettaNet Process Model
- RosettaNet Master Dictionaries
- RosettaNet Implementation Framework

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# RosettaNet Architecture



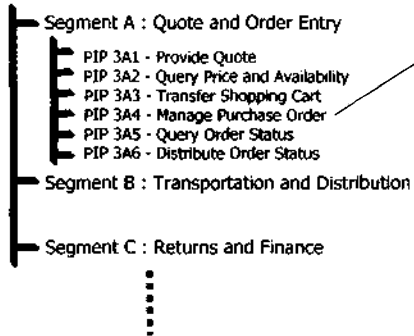
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<b>Partner Profile Management</b>	<b>Product Information</b>	<b>Manufacturing</b>	<b>Order Management</b>	<b>Inventory Management</b>	<b>Marketing and Support</b>
Manage Profile Subscriptions Request Profile Data Profile Change Notification Profile Process Request	Preparation for Distribution Product Change Notification Product Design Information Collaborative Design	Design Transfer Manage Manufacturing WO and WIP Distribute Manufacturing Information (Genealogy and Quality)	Quote & Order Entry Transportation & Distribution Returns & Finance Ship from Stock & Debit/Credit	Demand Planning and Release Inventory Allocation Inventory Replenishment Inventory Reporting Sales Reporting Price Protection	Lead Opportunity Management Marketing Campaign Management Design Win Management Provide Service

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## Business Process Model Classify Segments and PIPs™

### Cluster 3 : Order Management



#### PIP3A4 Specification

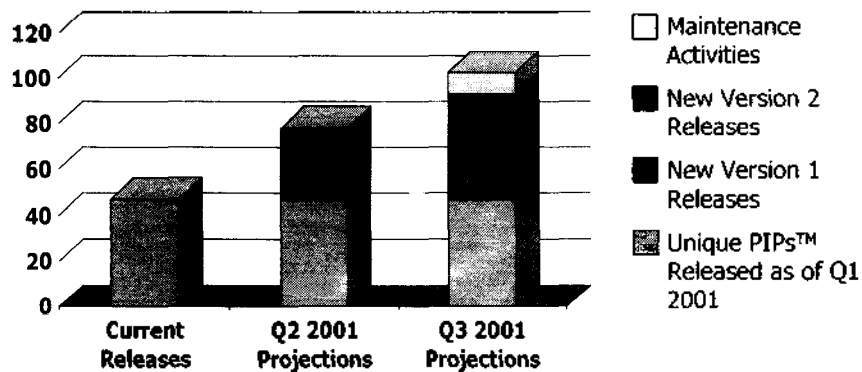
- Business Operational View
  - Business process definition/purpose
  - Process flow diagram
  - Partner roles/activities
  - Performance controls
  - Business documents
- Functional Service View
  - Network components
  - Business actions/Business signals
  - Business transaction dialogs
- Implementation Framework View
  - Network protocol message formats
  - Communications requirements
  - XML message guidelines/DTDs

**\* As of Aug 16, 2001, there exist an evolving set of 130 PIPs classified into 8 clusters and 26 segments. These numbers are steadily increasing.**

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## PIPs™ Release Summary

### Quarterly Number of PIP™ Releases



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## RosettaNet Master Dictionaries

All RosettaNet process standards share:

- Unique Product ID
  - Common Product Classification
  - Unique Company & Location ID
  - Supply Chain-Specific Content
- GTIN code  
 UN/SPSC code  
 DUNS code  
 RosettaNet  
 Technical  
 Dictionary  
  
 RosettaNet  
 Business  
 Dictionary

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### Business Dictionary

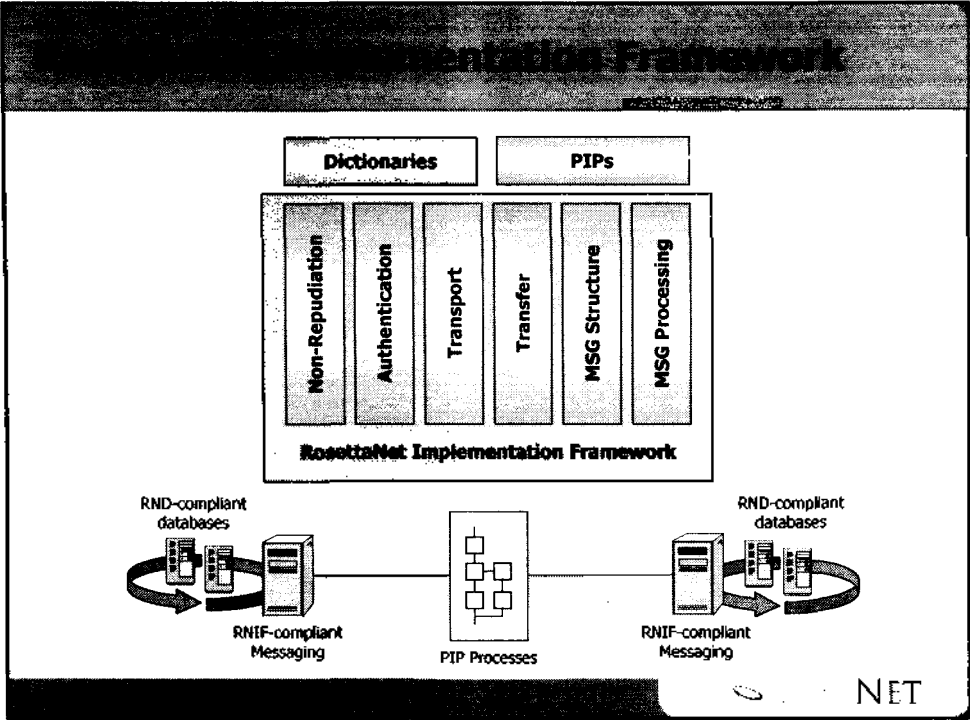
packListRequirements	Free form textual description, on the pack list, of requirements relating to the packing of the product.
shipFrom	The DUNS or DUNS + 4 number of the location where the product is to be shipped from.
productUnit	A unit of product, e.g. an each or a package.
countryOfOrigin	Country where product originates.
contractIdentifier	The unique number than identifies a contract.

### Technical Dictionary

Product Class	MEMORY-DRAM (XJA644)
Attributes	
Active Standby Current	Domain - Real number Unit - Ampere Symbol - ICC2
Function Type (XJG021)	Domain - Value Codes (Fast Page/EDO/Rambus/DDR-DRAM/Synchronous)

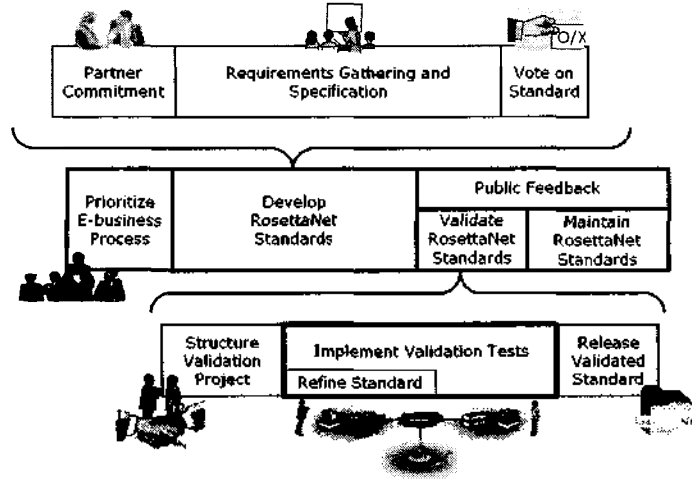
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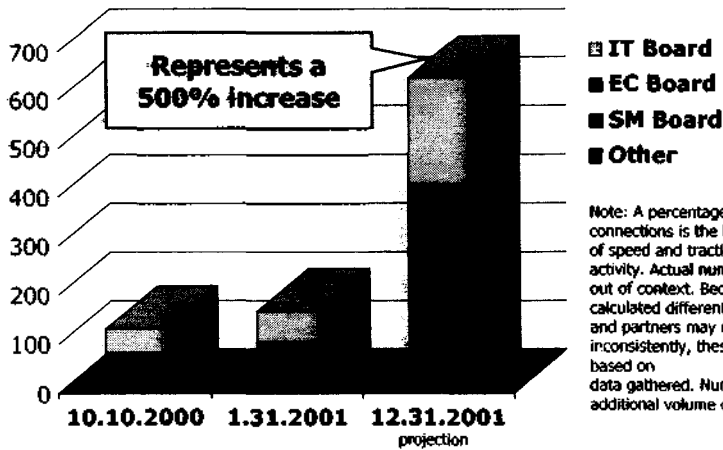
- ## RosettaNet In Action
- RosettaNet Development Methodology
  - Partner Connections
  - ROI Case Studies
- NET

# RosettaNet Development Methodology



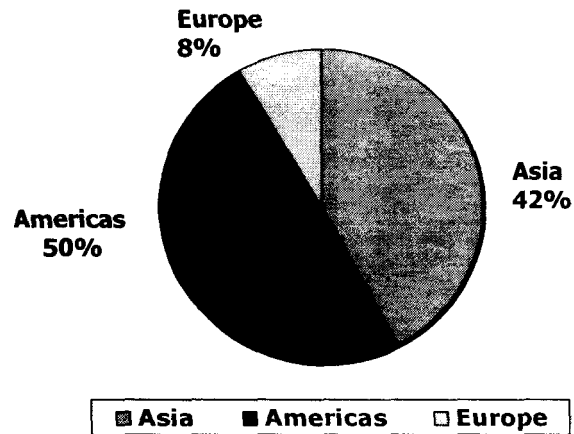
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## Partner Connections with at least one PIP™



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### Projected 2001 PIP™ Connections by Region



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### ROI Case Studies

#### Avnet Case Study (by PricewaterhouseCoopers)

- Evaluated implementations of PIPs™ 3A4, 3A6 and 3B2
- Results include reduced manual processing, streamlined information flow and higher-quality data integrity
- Projected 5-year ROI for implementing three PIPs from the order-management cluster is **230% to 580%\***

\* See Avnet or PwC for complete study for details and influencing factors

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## RosettaNet Convergence Strategy

- RosettaNet Convergence Strategy
- RosettaNet Convergence Perspective

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- Keep RosettaNet's current standards developing and evolving on a fast track
- Leverage RosettaNet's leadership role and production implementation experience
- Ensure that RosettaNet can "plug into" universal, horizontal standards
- Reduce confusion and create clarity around B2B standards in the marketplace
- Work closely with B2B standards groups that have complementary goals
- Move toward more cost effective implementation solutions for small and medium sized businesses

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## Business Convergence Perspective Integration Perspective for High Technology Supply Chains

Universal Specification Schema & Architecture		RosettaNet or ebXML plus RosettaNet extensions (?)
Supply Chain Business Processes		RosettaNet
Supply Chain Technical Dictionary Content		RosettaNet (with relevant industry standards)
Business Model Business Processes		RosettaNet
Universal Business Processes		RosettaNet or ebXML plus RosettaNet extensions (?)
Universal Technical Dictionary Structure		RosettaNet or (?)
Universal Business Dictionary Structure & Content		RosettaNet or ebXML plus RosettaNet extensions (?)
Universal Registry & Repository Structure		UDDI or ebXML
Universal Messaging Service		ebXML or BizTalk Framework

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## Presentation Summary

- RosettaNet is one of the most rapidly expanding XML-based B2B standards aiming at lingua-franca for e-Business.
- RosettaNet delivers PIPT<sup>TM</sup>-based B2B process standards, dictionaries, and implementation frameworks guaranteeing interoperability among integration solutions.
- RosettaNet is an evolutionary standard featuring need-based expansion, implementation-promoting development methodology, and release model based on collective agreement among members.
- RosettaNet plans to continue to focus the majority of its efforts on vertical supply chain and business model specific e-commerce process standards, with an emphasis on rapid adoption and production implementation in the high technology industry.

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