



**BUILDING AN  
ECOSYSTEM TO  
DELIVER VALUE  
ACROSS THE  
INFINITE  
VARIETY**

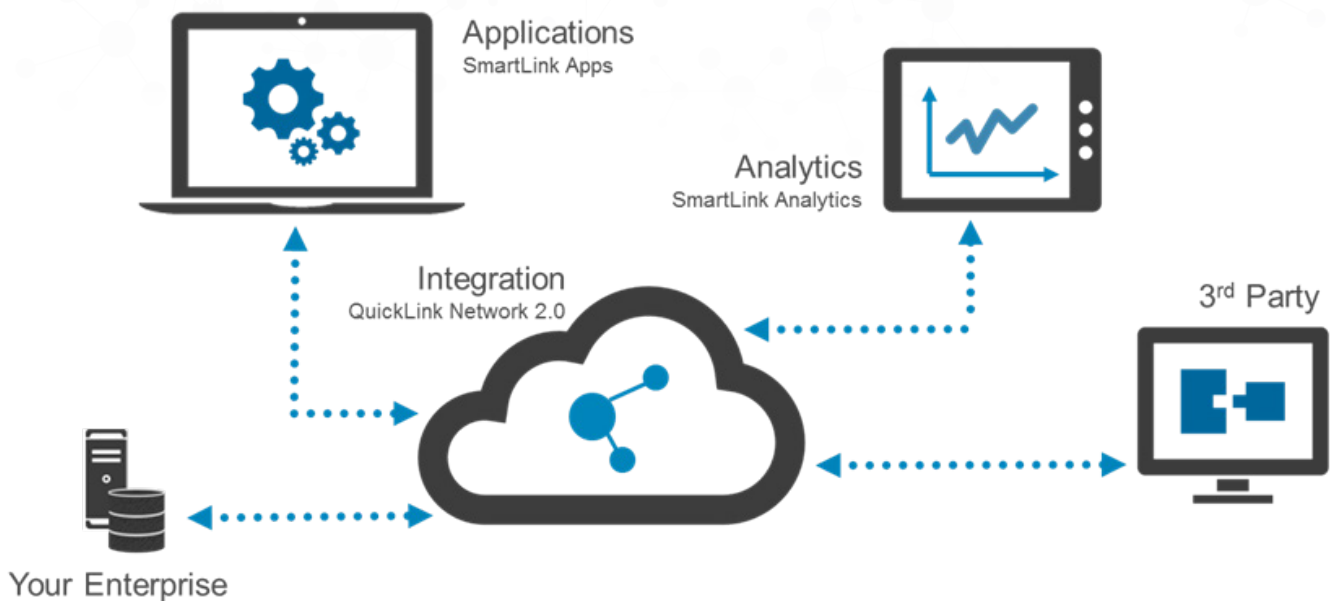
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As you see and study products that consumers consume, or products marketed to but ignored by consumers, patterns start to emerge. Understanding those consumer patterns and learning from them can be valuable inputs which drive creativity and innovation in the way a B2B technology provider builds their solutions. Technology winners have simple and intuitive interfaces flexible enough to allow individual users to create and tailor their own experiences and their own measures of extracted value. For example, devices to play music must be able to handle an expansive variety of file types (.mp3, .wma, .aac, .wav, etc.), be easy to procure, organize, and playback song files, have the flexibility within the interface to efficiently create a playback experience for specific purposes, and then also be able to pervasively share playlists and favorites with others as individuals desire.

Another example that comes to mind is when Elemica talks about building a Supply Chain Operating Network (SCON) platform for our clients. Every company's requirements are different, each having specific demands and individual measures of value.... begging the question; how do you build an ecosystem that handles the infinite variations individual trading partners have to offer from a business process or technical capabilities perspective?

With legacy network designs, standards came and overpowered the world of B2B integration for quite a few years. There was a lot of effort that was put into a standards based approach, with ERP's driving it to an extent. However, automating the business processes and filling the space around the various enterprises by using a "standard" created a real problem. You can imagine why. Who would want a digital music player that only plays back a single type of song file from a single source, and lacks interfaces to build user desired playlists or the ability to share?





In our world, implementing and executing true “Come As You Are” capabilities is key. This is how Elemica will take the known business-to-business integration challenge, in the process industry space and supply chain discipline, and still deliver a network platform that enables robust collaboration across people. By doing so it allows each participant to tailor their individual enterprise requirements without stifling velocity forward across the ecosystem. These are some of the demands next-generation business network solutions, like our SCON platform, must address.

Business networks are changing. There’s change in technology. There’s also change in the way people are thinking about them. Supply Chain Operating Networks are built to support a wide variety of integration protocols (RosettaNet, SOAP, AS2, etc.) and message types (iDoc, X12, EDIFACT, CIDX, PIDX, XML, etc.). Eschewing a standards based approach enables companies to robustly collaborate across their trading partners without requiring them to have to change the way they respectively desire to conduct commerce. Collaborating with a critical mass of partners in the Ecosystem gives users a clear understanding of what is happening across their supply chain at any given moment. This powerful sense-and-respond capability delivers actionable insights into ever-changing conditions; be it seizing market opportunities, avoiding supply chain disruptions, delivering the Amazon-like experience to your customers, and more.





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