ACS Development @ Competitiveness.com

Barcelona, June 2nd, 2001
Contents

- Software for E-Business
- Tool
- Organization
- Process
Software for E-Business
E-Business is about learning
Different Players, Different Needs

Solution
- SAP
- Intershop
- Siebel
- Oracle

Toolkit
- ArsDigita
- Websphere
- Java & JServ
What Means “Efficient”?

\[
\text{Time} = \frac{\text{Functionality} - \text{Library}}{\text{People} \times \text{Efficiency}}
\]
ArsDigita is a Toolkit

- It’s a Platform (all necessary infrastructure)
- It has modules (36) as references
- It comes with a programming model
- It comes with a programming philosophy

- Prototypes run already stable enough for productive use
- The working infrastructure allows to focus on new functionality.
Organization
Process
Development Cycle
Development Cycle: Definition

- Demand
- Business Ideas
- Idea Screening & Filtering
- Strategic Focus
Development Cycle: Analysis

- Business Logic
- Wemo
- Use Cases
Development Cycle: Design

- Data model
- Test Cases
- ACS Integration
- Reutilization Planning
Development Cycle: Development

- Programming
- Program Testing
- Staging
Development Cycle: Design

- The project is implemented in phases to get best time to market
Development Cycle: Operation

- Negotiations with buyers & sellers
- User management
- Product management
- Content & Community management
Development Cycle: Product

- User & Operation Manuals
- Code Cleanup
- ArsDigita supports the product consolidation process
Development Cycle: Learning Cycles

- Problems in the real-world operation can trigger re-study of previous phases
- The sooner the better
Development Cycle: Wemo

If you wish to add a new shipping address in your register profile, contact your clustermanager at clustermanager@barcelona.textileclusters.com.

Please choose the delivery date in which you would like to receive your bids as well as the appropriate shipping address.

* If you wish to ship this order to a different shipping address, contact your clustermanager at clustermanager@barcelona.textileclusters.com.
# Development Cycle: Use Cases

## 1 Short description

Short description of the business requirements:

A trading user logs into the system and the option ‘Orders’ is offered. This option allows the user to consult the posted orders and to post new ones on the ongoing contract DAs. PM is notified on new orders to process them off-line.

## 2 Actors

<table>
<thead>
<tr>
<th>User, other systems, interfaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trading user</td>
</tr>
<tr>
<td>System</td>
</tr>
<tr>
<td>PM</td>
</tr>
</tbody>
</table>

## 3 Triggering event

Trading user wants to consult her posted orders and/or post new ones on ongoing contract DAs.

## 4 Preconditions

Necessary conditions for this use case: State of the system before entering the basic course of actions:

- User has to be registered in the system.
- User has to appear as a winner of a Contract DA.
- There are “alive” Contract DAs (i.e. current date should be in some DA’s living period).
- There are posted orders that have not been removed.

## 5 Basic course of action

Description of the proceeding of the normal case without exceptions and special cases:

<table>
<thead>
<tr>
<th>Step</th>
<th>Actor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>User</td>
<td>Logs in the system</td>
</tr>
<tr>
<td>2</td>
<td>System</td>
<td>Validates user and (on success) displays main screen</td>
</tr>
<tr>
<td>3</td>
<td>User</td>
<td>Selects ‘Orders’ option</td>
</tr>
<tr>
<td>4</td>
<td>System</td>
<td>Displays ‘order’ screen containing the living DAs and posted orders</td>
</tr>
<tr>
<td>5</td>
<td>User</td>
<td>Selects ‘Post order’ on a living DA or ‘Details’ on posted orders</td>
</tr>
<tr>
<td>6</td>
<td>System</td>
<td>Displays corresponding screen</td>
</tr>
<tr>
<td>7</td>
<td>User</td>
<td>Posts order or consults details and comes back</td>
</tr>
<tr>
<td>8</td>
<td>System</td>
<td>Displays main screen</td>
</tr>
<tr>
<td>9</td>
<td>User</td>
<td>Logs out</td>
</tr>
</tbody>
</table>

## 6 Special cases/variants/messages

Description of the proceeding in special cases,...

### Special Case:

**Case:** User has no living DA

No living DA will be displayed in the main screen, therefore it will not be possible to post an order.

**Case:** User has no orders

No orders will be displayed in the main screen, therefore it will not be possible to see details.

## 7 Result

Result of the successfully performed basic course of action:

Trading User has post orders on living DAs and/or consult existing order’s status.

## 8 Post conditions (pos. result)

Further results which were not the objective of the basic course. State of the system after the basic course of actions:

None

### Diagrams, description of activities

General workflow:

- System: validate, display main screen, display ‘order’ screen, register order, register quantities, display ‘post order’ screen, display ‘Detail’ screen, display ‘Order’ screen, notify seller, notify PM, not notified order, change order status, log-out user
- PM: Set notified order
Development Cycle: Data Model
### 2 Test case performing data

<table>
<thead>
<tr>
<th>Description</th>
<th>Done</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tester name</td>
<td>User's button</td>
</tr>
<tr>
<td>Testing date</td>
<td>DA ids correspond to contract DAs user has won</td>
</tr>
<tr>
<td>Comments</td>
<td>Product classes correspond to DAs</td>
</tr>
</tbody>
</table>

### 3 Actors

- Users, other systems, interfaces
- Trading user
- PM

### 4 Preconditions

- Select a trading user registered in the system or check in a new one
- Select a product (or create a new one) with at least the following kind of attributes:
  - An attribute that has specified the values (drop down)
  - Two attributes without specific values
- Open a Contract DA of the selected product with the following variants
  - Has at least a fixed attribute
  - Has at least a free attribute that must be defined during the bid posting
  - Has at least a free attribute that can be left undefined during the bid posting
- Specify a period that starts today and invite the selected user
- User post a bid for each DA
- PM marks bids of this user as winners and specify a different price for each one

### 5 Test basic course of action

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Log</td>
<td>in the system as the selected user</td>
<td>User language and return to step 1 until all the languages have been tested</td>
</tr>
<tr>
<td>2 Check</td>
<td>main screen appears with ‘Orders’ button</td>
<td></td>
</tr>
<tr>
<td>3 Press</td>
<td>‘Orders’ button</td>
<td></td>
</tr>
<tr>
<td>4 Check</td>
<td>‘Orders’ screen appears containing living DAs</td>
<td></td>
</tr>
<tr>
<td>5 Perform</td>
<td>Test Case Order Tracking 1 Post Order v.1.0.rtf</td>
<td>Social cases/variants/messages</td>
</tr>
<tr>
<td>6 Perform</td>
<td>Test Case Order Tracking 1 Check Order Details v.1.0.rtf</td>
<td></td>
</tr>
<tr>
<td>7 Log out</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Development Cycle: Programming
Development Cycle: Staging

Application Version Tree

Development

Staging

Production

1. AppAdmin

2. App

3. Tester

4. App

5. Users

6. BizAdmin

7. SysAdmin

8. DbAdmin

9. Users
Definition

- What are the needs?
- Is it consistent with our strategy?
- Is this a business?
- How can we pack that?
  - Product
  - Price
  - Promote
- Who are the partners?
THE FIRST DAY
Definition

NEEDS

- Paperwork facilitation
- Sell own catalog
- Fairs
- Transportation
- Benchmarking
- Industry information
- Telecom services
- Messaging services
- Coordinate the supply chain
- Travel
- Gifts for partners
- Purchase cheaper
- Technical assistance
- Find new fashion trends
- News
- Finding new suppliers
- Outsourcing facilitation
- Recruiting
- Sell own catalog
- Financial services
- Export statistics information
- Sell own catalog
- Financial services
- Export statistics information
Definition

Inefficiencies

- Purchase cheaper
- Coordinate the supply chain
- Sell own catalog

NEEDS
PRODUCT BASICS

TRANSPORT

Design
Machinery manufacturers
Third fire and other Special pieces manuf.
Services
Direct distribution

Mats. primas
Glazing materials manufacturers
Glazing raw materials

Atomizers
Floor tiles and Wall tiles ceramic manufacturers

Supplies
Argil raw material
Atomized argil

Machinery manufacturers
Third fire and other Special pieces manuf.

Intermediary wholesalers

Constructors demand

Retailers demand

Retailers
Do it yourself and other big retailers
Prescriptors

Construction companies

GLAZING MACHINERY manufacturers

Machinery manufacturers

PRODUCT BASICS

* n% - percentages indicate value addition of each agent
* (n%) - percentages indicates possible savings calculated on total transaction volume

Time inefficiencies
Cost inefficiencies
Definition

PORTAL STRATEGY

Sell own catalog
Definition

Demand Aggregation

Commission on saving

Buyers

Seller conditions
THE FOLLOWING DAYS
Definition

- General Manager
- Customer
- Partner opportunity
- Product development
- Customer service
- Portal manager
- Legal
- Users acceptance
- Implementation difficulties
Definition

- General Manager
- News
- Partner opportunity
- Recruiting
- Portal manager

Customers
- Technical assistance
- Benchmarking
- Export statistics information
- Messaging services
- Industry information
- Financial services
- Sell own catalog

Outsourcing facilitation
- Purchase cheaper
- Finding new suppliers
- Fairs

Customer service
- Coordinate the supply chain
- Transportation
- Travel

URGENCY
IMPORTANCE
SUITABILITY
COST
LOGIC

... STRATEGY
BUSINESS
PRODUCT PACK

Development plan

FILTER

DIFFICULTIES

LEGAL

URGENT
### Definition

#### Microsoft Excel - Task Development 01/02/01

<table>
<thead>
<tr>
<th>Pri</th>
<th>Project</th>
<th>Initiator</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>In Operation</td>
<td>Marketplace Operating</td>
</tr>
<tr>
<td>4</td>
<td>Content</td>
<td>Marketplace Operating</td>
</tr>
<tr>
<td>6</td>
<td>Content</td>
<td>Marketplace Community Operating</td>
</tr>
<tr>
<td>7</td>
<td>Int.Org.</td>
<td>Content Operating</td>
</tr>
<tr>
<td>8</td>
<td>Int.Org.</td>
<td>Supervise La Salle</td>
</tr>
<tr>
<td>10</td>
<td>Staging</td>
<td>Days Total</td>
</tr>
<tr>
<td>11</td>
<td>SkilPortal</td>
<td>stages Community stage 10</td>
</tr>
<tr>
<td>12</td>
<td>Marketpl</td>
<td>Double Products</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td>In Development</td>
</tr>
<tr>
<td>15</td>
<td>Marketpl</td>
<td>Fixed Cleaning</td>
</tr>
<tr>
<td>16</td>
<td>Security</td>
<td>Projected Access to Network Access</td>
</tr>
<tr>
<td>17</td>
<td>Marketpl</td>
<td>Continuous DA 1</td>
</tr>
<tr>
<td>18</td>
<td>Content</td>
<td>Static Video</td>
</tr>
<tr>
<td>19</td>
<td></td>
<td>Analysis</td>
</tr>
<tr>
<td>20</td>
<td>CRM</td>
<td>Structure for DA Invitations</td>
</tr>
<tr>
<td>21</td>
<td>Beauty</td>
<td>Marketplace Redesign</td>
</tr>
<tr>
<td>22</td>
<td></td>
<td>Invitation List</td>
</tr>
<tr>
<td>23</td>
<td>Procfunc</td>
<td>Creating New Algorithms</td>
</tr>
<tr>
<td>24</td>
<td>Marketpl</td>
<td>Fixed Email</td>
</tr>
<tr>
<td>25</td>
<td>Marketpl</td>
<td>Constant DA 2</td>
</tr>
<tr>
<td>26</td>
<td>Marketpl</td>
<td>Product Classification/Filter</td>
</tr>
<tr>
<td>27</td>
<td>Marketpl</td>
<td>Price function for Multid</td>
</tr>
<tr>
<td>28</td>
<td>Marketpl</td>
<td>Sending HTML Pages</td>
</tr>
<tr>
<td>29</td>
<td>Marketpl</td>
<td>Posting Bits as User</td>
</tr>
<tr>
<td>30</td>
<td>Bosco</td>
<td>Order Tracking 2</td>
</tr>
<tr>
<td>31</td>
<td></td>
<td>Analyzed on Hold</td>
</tr>
<tr>
<td>32</td>
<td></td>
<td>Days Total</td>
</tr>
<tr>
<td>33</td>
<td>Contract</td>
<td>Penalties 1 (MBA-Address)</td>
</tr>
<tr>
<td>34</td>
<td>Marketpl</td>
<td>Product Description Static Pages</td>
</tr>
<tr>
<td>35</td>
<td>Marketpl</td>
<td>Security System SIUS</td>
</tr>
<tr>
<td>36</td>
<td>Intranet</td>
<td>Security System SIUS</td>
</tr>
<tr>
<td>37</td>
<td>Billing</td>
<td>Billing 2 (La Salle)</td>
</tr>
<tr>
<td>38</td>
<td></td>
<td>Days Total</td>
</tr>
<tr>
<td>39</td>
<td>Ads</td>
<td>Property List (Via Java)</td>
</tr>
<tr>
<td>40</td>
<td>Ads</td>
<td>Automatic Test Cases</td>
</tr>
<tr>
<td>41</td>
<td></td>
<td>Days Total</td>
</tr>
</tbody>
</table>

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### Competitiveness.com
Portal requirements

- **users**
  - Payment cond.
  - Internal ERP different
  - Price shown

- **suppliers**
  - Payment cond.
  - Different discount function

- **products**
  - Product definition (parameters)
  - Options
  - Different mechanisms needed

- **conditions**
  - Transport included
  - Quality control incl
  - FOB, CIF, Customs...

**Business opportunities**
- Purchase portal
- Subcontracting
- Personalised marketplaces

Any of these combinations is possible
So....

- Flexibility
  Too many possibilities
  Each new product is a new development

- Quick response
  Business model changing
  Product range in continuous growth
Operations I

Communication

Product Development & Operations
Operations II

Communication:

• Day-to-day
  • Open, Close & Clear Transactions
  • Follow up Transactions
  • Do changes on-going

• New Product Analysis
  • Set products in the system
Europallet

Product Definition

Price

Good Luck
1 Pallet de tacos 120x80

**Detalles Técnicos**
- Tamaño: 120x80 cm
- Número de hojas superiores: 7
- Medidas hojas superiores: 120x8x1,5 cm
- Medidas hojas transversales laterales: 80x14x1,6 cm
- Medidas hoja transversal central: 80x8x1,6 cm
- 3 Hojas parte inferior: 120x10x1,6 cm
- 3 Tacos centrales: 10x8x10 cm
- 6 tacos laterales: 10x8x14 cm

**Detalles de venta**
- Cantidad mínima por comprador: 200 Unidades
- Tamaño de lote: 100 Unidades
- Forma de Pago: Letra aceptada, Talón o Pagaré

**Especifique su petición**
Especifique los valores de los atributos libres y entre el precio máximo que está dispuesto a pagar POR CADA UNIDAD. Este precio representa el coste total por unidad teniendo en cuenta el precio del proveedor y la comisión del portal.
N/A no incluido en todos los precios

<table>
<thead>
<tr>
<th>Cantidad</th>
<th>Unidades</th>
</tr>
</thead>
</table>
| Precio Max. Unitario | €

**Desea enviar su petición?**
- **Atras**
- **No - Cancelar**
- **Sí - Continuar**