



What is RosettaNet?

- RosettaNet is an independent, non-profit consortium dedicated to the collaborative development and rapid deployment of open, Internet-based business standards that align processes within the global high-technology trading network.
- RosettaNet is a **subsidiary** of GS1 International.
- More than **500 companies representing over \$1 trillion revenue** in information technology, electronic components and semiconductor manufacturing sectors currently participate in RosettaNet's standards development, strategy and implementation activities.





RosettaNet Approach

- Create a **global consortium** with major industry players
- Drive **adoption and implementation** of the standards among member companies
- Develop an e-business infrastructure based on the internet to support **common business processes**



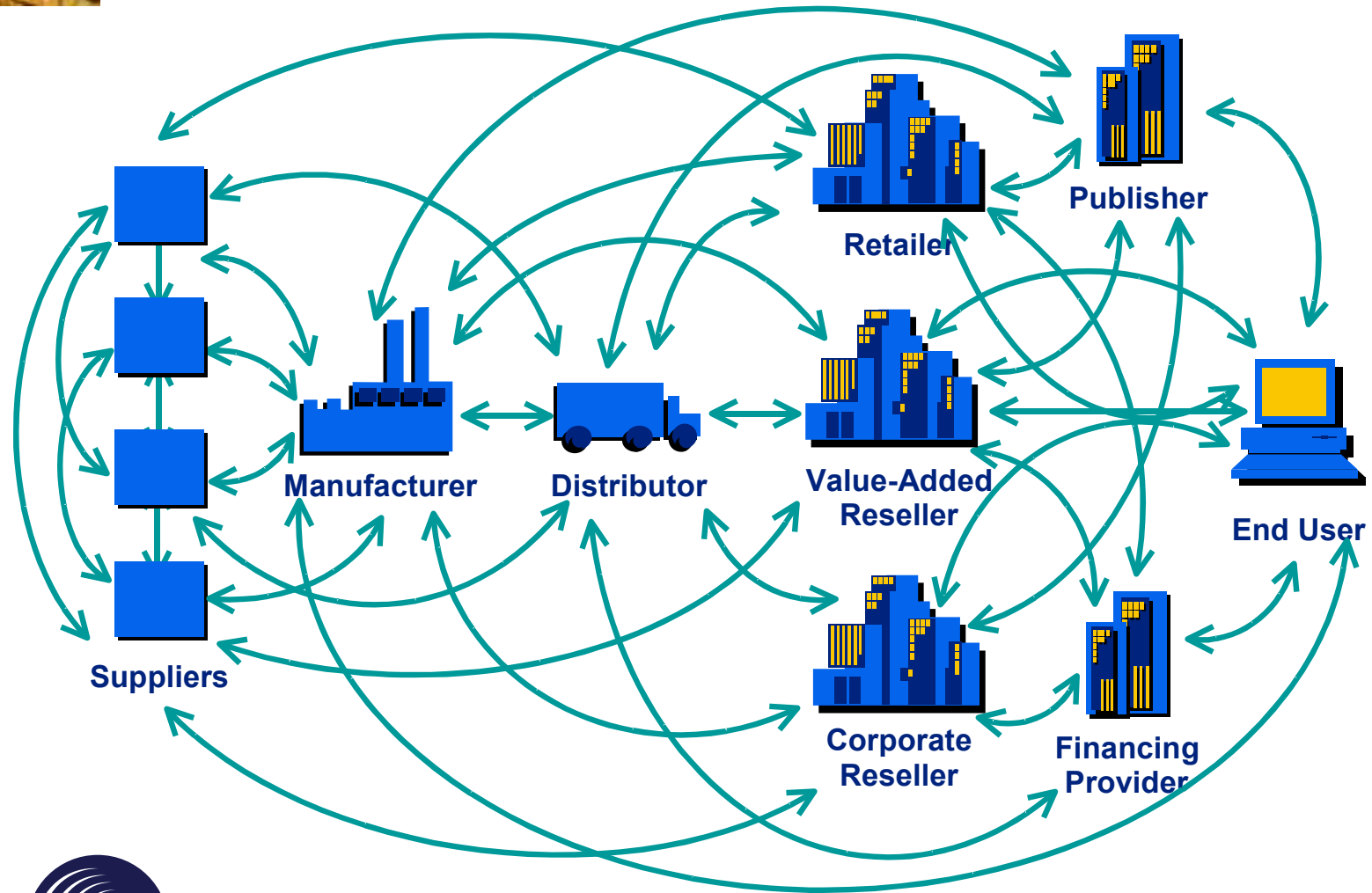


Effect of e-Commerce in SCM processes

- Focus of processes **shifting to outside** the organisation's four walls
- **Internal processes** included;
 - Process re-engineering and quality improvements which have addressed inner working of organisations
- Next opportunity lies in the **integration** of each company's internal systems to those of its suppliers, partners and customers
- This process is called **interenterprise processes**



Dynamic Supply Chain Environment



Australia
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RosettaNet Standards

- RosettaNet standards **prescribe** how networked applications interoperate to execute business processes
- Specifications include;
 - Technical and business rules
 - Communication protocols
 - Implementation framework



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Business Processes for Ordering

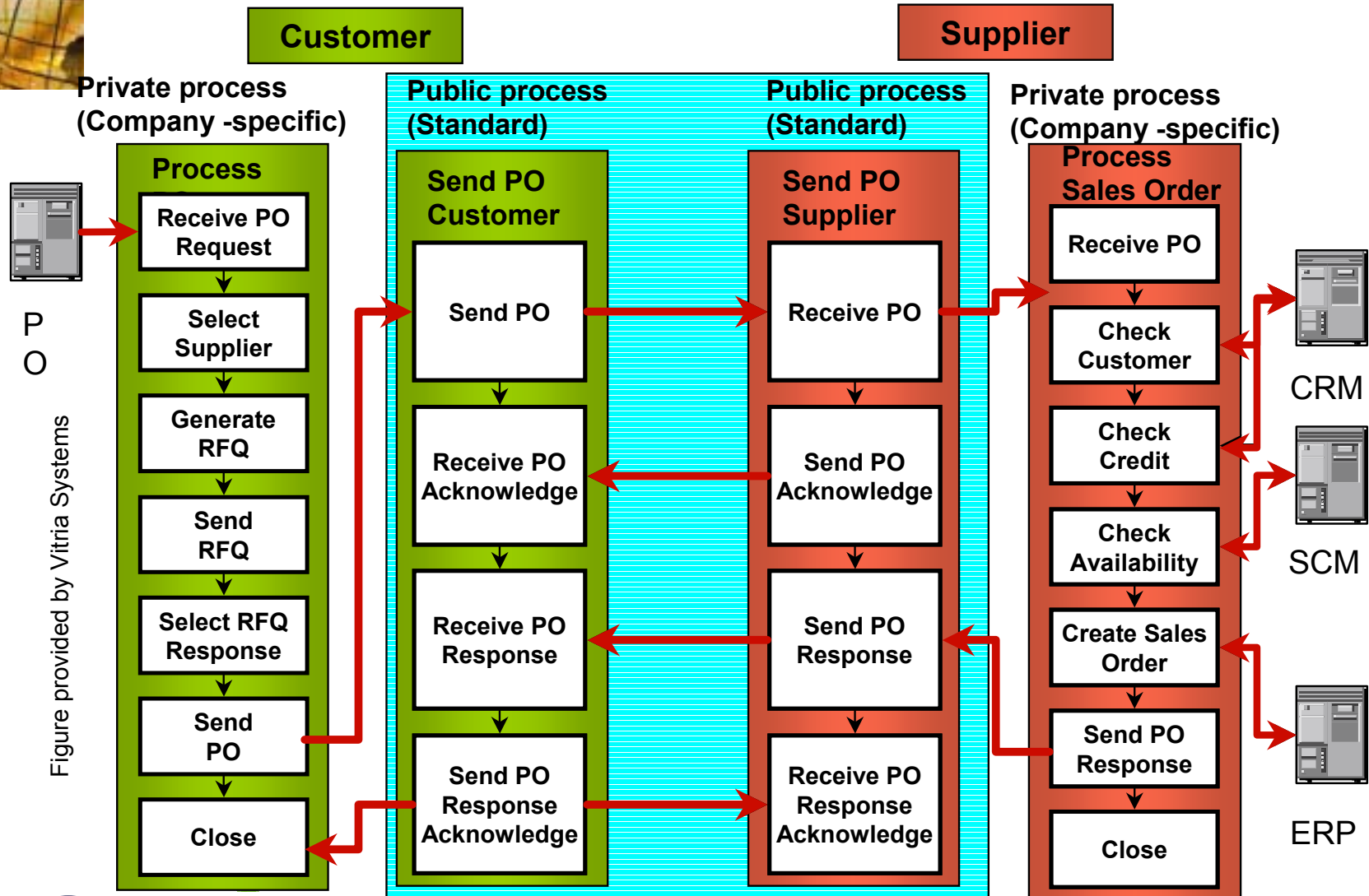


Figure provided by Vitria Systems



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Partner-to-Partner Electronic Business Interface

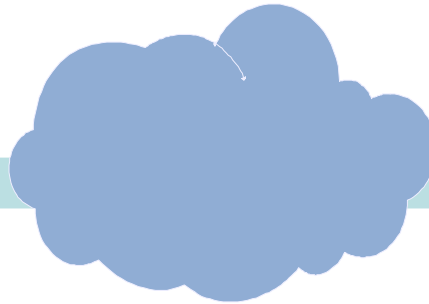
Company A

Company Specific
processing



Translate from
RosettaNet
standards
to Company A
system data
set.

Internet & XML



Company B

Company Specific
processing



Translate from
RosettaNet standards
to Company B
system data set.

**RosettaNet defines processes
and a framework for how data
gets passed over the Web and
certain handshake criteria.**



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E-Business Exchange

**Human-to-Human
business exchange**

**Partner-to-Partner
eBusiness exchange**

Telephone	Ecom Application
Business Process	eBusiness Process
DIALOG	PIP®
Grammar	Framework
Words	Dictionary
Alphabet	XML
Sound	Internet

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