Implementing an AdsML Project

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Implement what you need…

- AdsML is a global framework for achieving e-commerce
  - There is no “one size fits all” solution
  - Configuration is required
- Task: Find the right scope!
  - Not too inclusive – AdsML is too large
  - Not too application specific
    - Application specific solutions are less reusable and reduce possible benefits for future e-com projects

Finding the scope

- An AdsML e-commerce solution should implement a well defined but generic subset
  - Supporting many trading partners
    - Not just one
  - Minimal assumptions about trading partner’s systems capabilities
    - Reusable, autonomous, loosely coupled…(SOA Principles)
- Don’t oversimplify
  - A too limited system provides no business value

Lessons Learned: Customization

- Keep the AdsML message simple
  - – Don't try to capture everything that’s in your system
  - – Focus at AdsML’s information model, not the system’s
- Control the impulse to customize
  - – The schemas are very flexible and offer many choices – don’t be too smart…

Trading Partner Agreement

- E-commerce = integration of workflows between “trading partners”

- A Trading Partner Agreement (TPA) defines rules and requirements for the exchange of e-com business information
  - Including both technical and business aspects

- Trading partner may be internal or external
  - May change over time…

Four aspects of a TPA

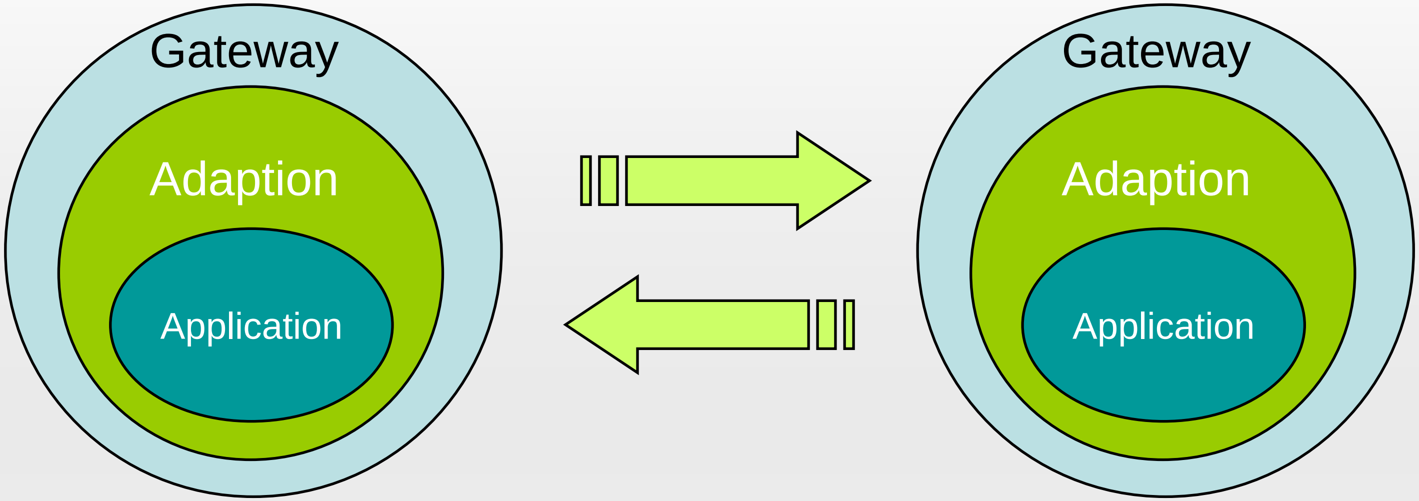
- Legal and contractual
  - Business relationships, meaning of messages (“accept”, “reject”, etc.)
- Business procedures
  - Transactions, workflows, business rules
  - Party identification
  - Controlled vocabularies
- AdsML Framework configuration
  - Messages, data elements, vocabularies
- Transmission and security

Lessons Learned: Prepare for variation

- Minor differences in trading partners' implementations can cause large problems
  - Controlled vocabularies
    - Different code lists, composite values
  - Message Choreography
    - E.g. insignificant change messages
  - Different interpretations of specifications
    - Ignorance and/or misunderstandings
  - Back end/middleware systems limitations
    - Information disappears "en route"

- Trading partners have different levels of e-com capabilities
  - E.g. Response modes

Manage Variations with Layered Software Architectures



- Protects the business application from outside “chaos”
- Adaption layer(s) allows the sender and receiver to handle trading partner specific processing rules
- Gateway allows both business application and adaption layers to be independent of data transport

Yes, you <u>can</u> try this at home!

Thank you.

Questions?

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