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## **ANSA Phase III**

# **The Electronic Marketplace - Slides**

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### **Abstract**

This presentation sets out a vision of electronic business in a ubiquitous broadband network. It looks at how the ANSA work both past and present can provide the critical enabling technology to achieve this vision. The vision provides a framework in which to evaluate and develop the ANSA work on distributed control of information and information services networking; it is NOT a proposal for a radical change in the direction of the work program.

A number of possible deliverables are identified. These are also listed in the document APM1204, which describes much of the material in this presentation.

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APM.1241.00.08

**Draft**

5 July 1994

Request for Comments (confidential to ANSA consortium for 2 years)

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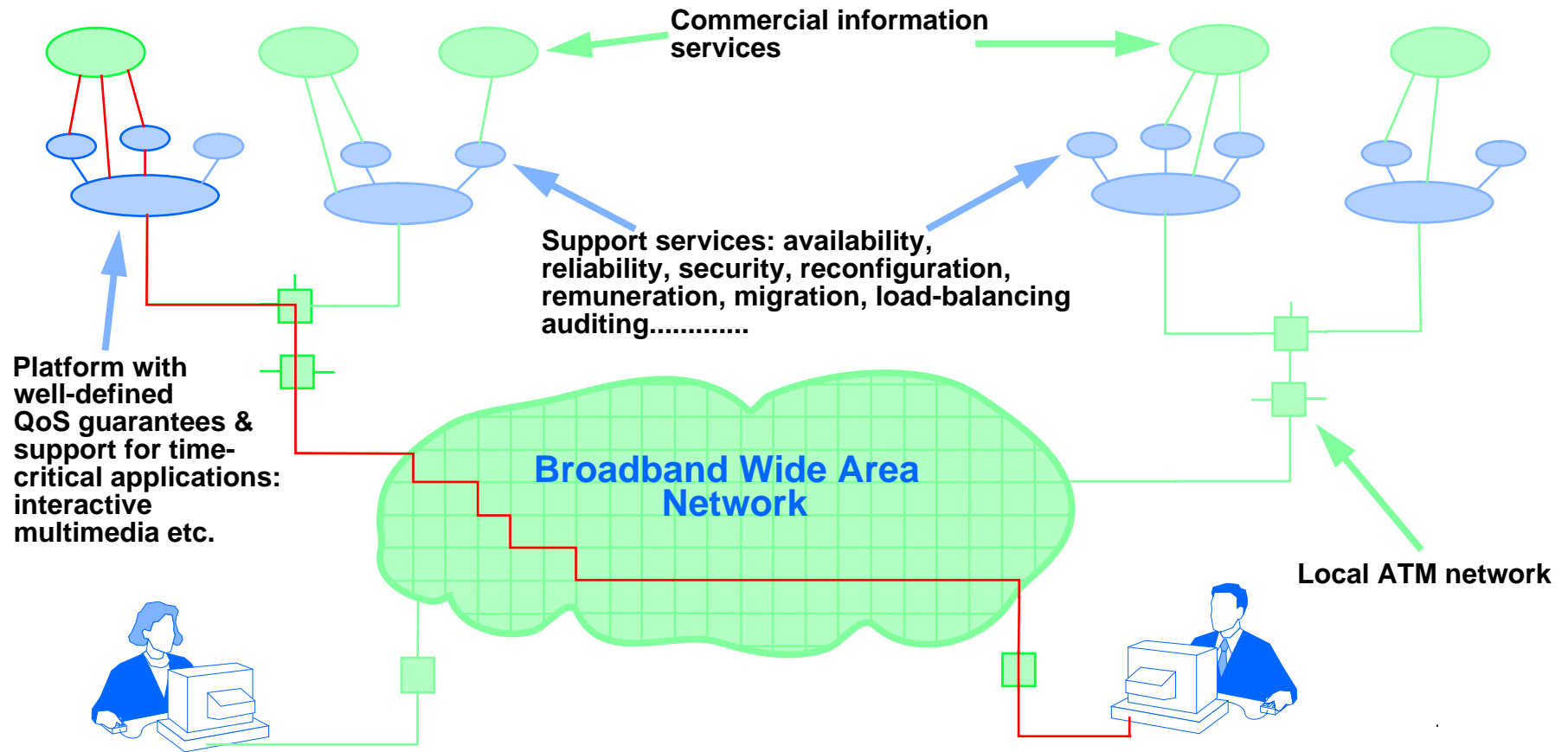




## A Electronic Market Place

- Use the vision of doing business in the ubiquitous broadband network to drive the architectural work — the “big picture”
- What are the business drivers and critical success factors?
- What’s the ANSA focus?
- How does the ANSA focus fit the “bigger picture”?

# Business using a broadband network



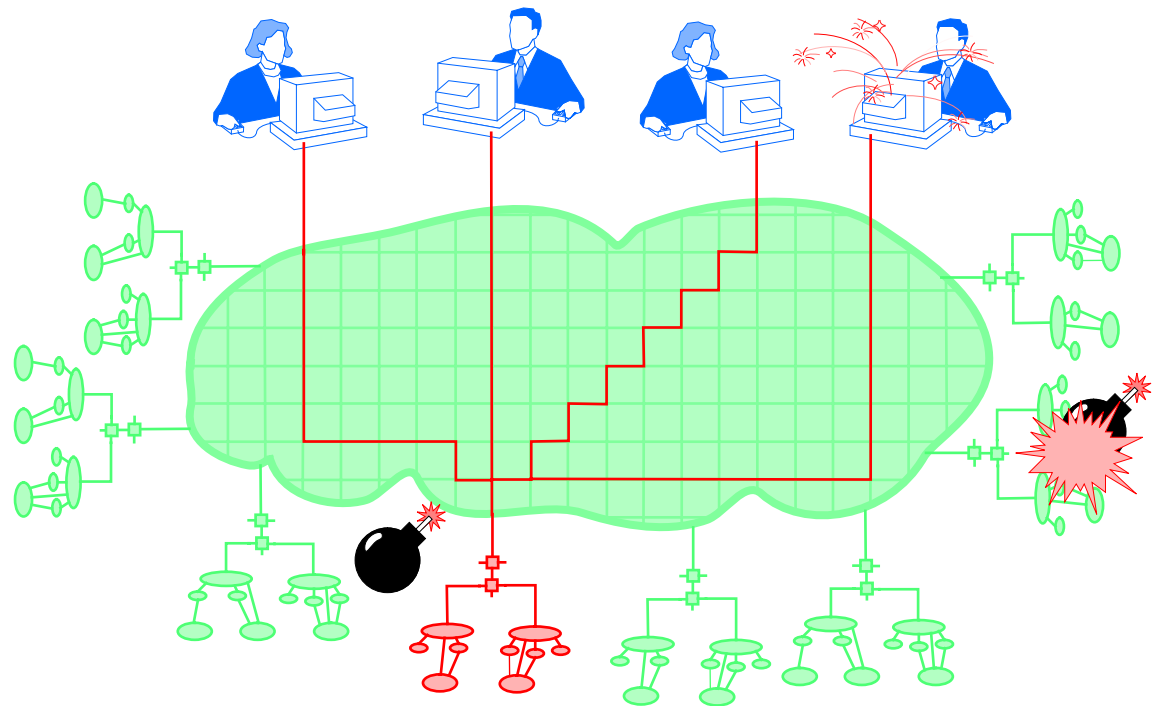


## Business Drivers

- **Telecommunications suppliers benefit because they get to ship lots of bits on their infrastructure as more and more information is traded electronically.**
- **Platform and box suppliers benefit because they get to sell lots of boxes and platforms which control the network and provide the services.**
- **System integrators will benefit as the permutations of systems which will need to cooperate will continue to grow.**
- **Service providers benefit because they have a world-wide market for their product irrespective of their location or size.**
- **Information service customers benefit as more high quality information can be made available to them and at lower rates.**
- **Information owners and originators benefit as they now have a world wide choice of publisher.**

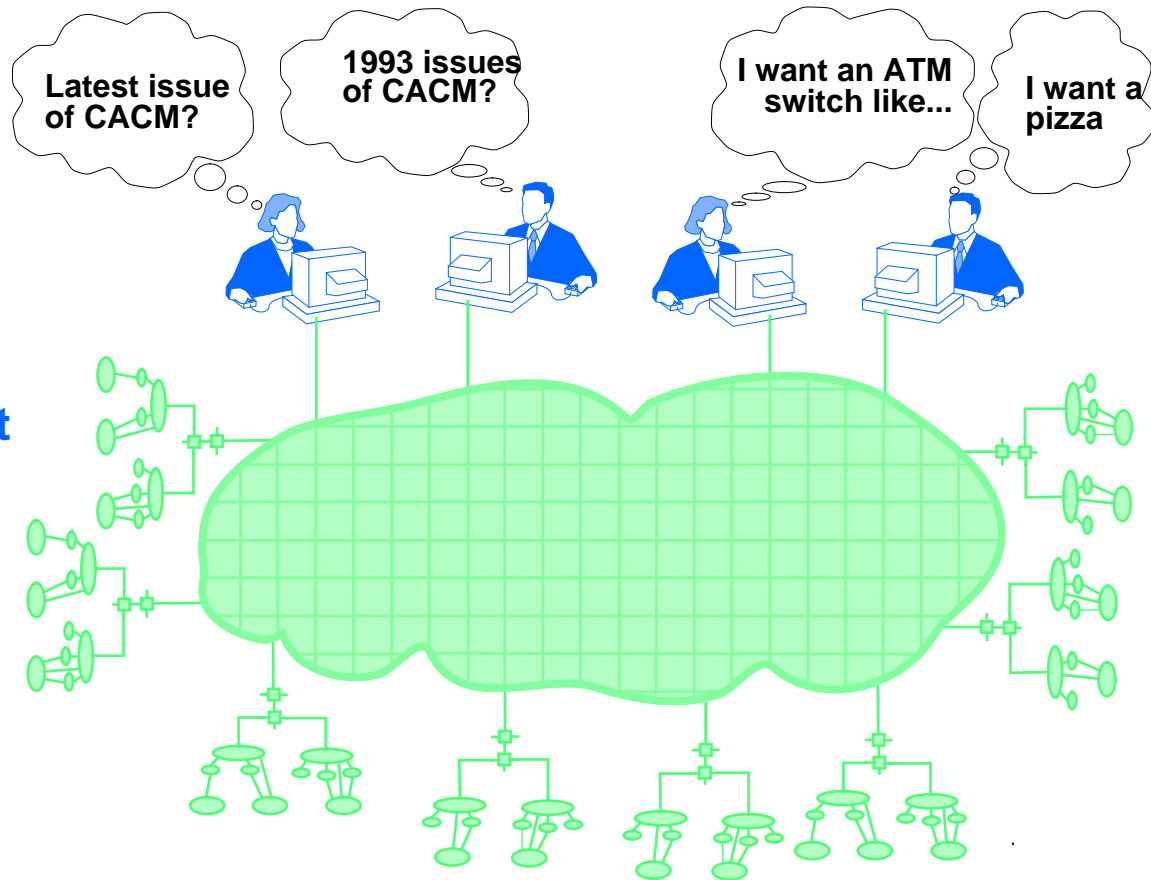
## What are the Infrastructure Success Factors?

- Resource control
- Dependability
- Interactive Multi-media
- Ubiquitous connectivity
- Security
- Remuneration



## What are the Application Success Factors

- Trading & naming
- Agents & brokers
- Fast service development & deployment
- Multi-party, federated collaboration





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## An excellent vehicle to test and develop the architecture

- **Pull through:**
  - Federation, interception,.....
  - Groups
  - Security
  - Naming
  - Trading
- **Push forward:**
  - Dependability
  - Performance
  - Streams, signals and binding
  - Advanced trader model & remote data access
- **Open up**
  - Scripts, agents,.....





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## CORBA v The Rest of the World (WWW)

### CORBA

- Rich programming environment
- Fast deployment of services
- Getting the non-functional aspects of service provision right
  - reliability, timing constraints...

### **BUT.....**

- Information impoverished???
- User interface???????

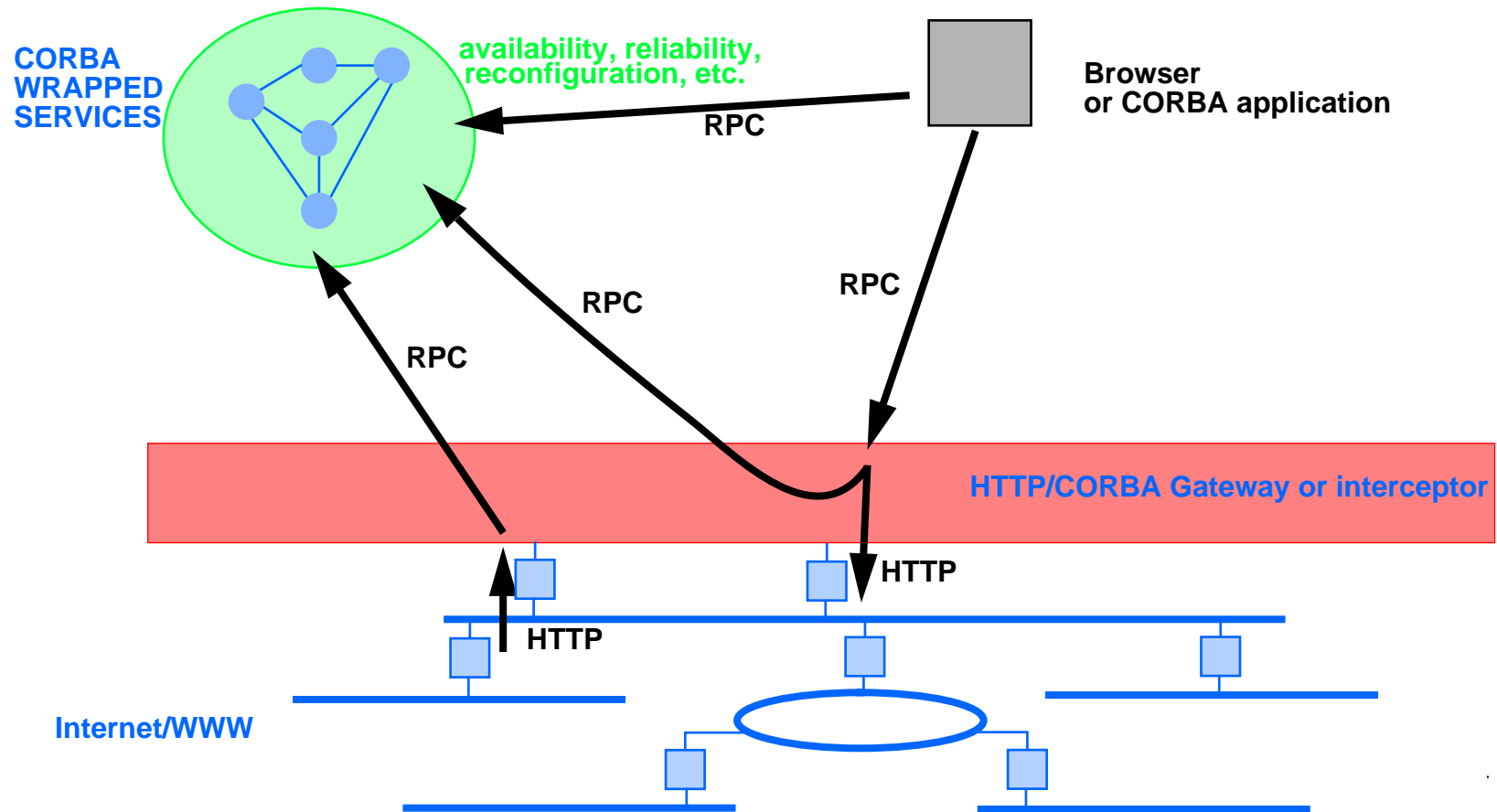
### The Rest of the World

- Rich in information
- Accessible & simple user interface

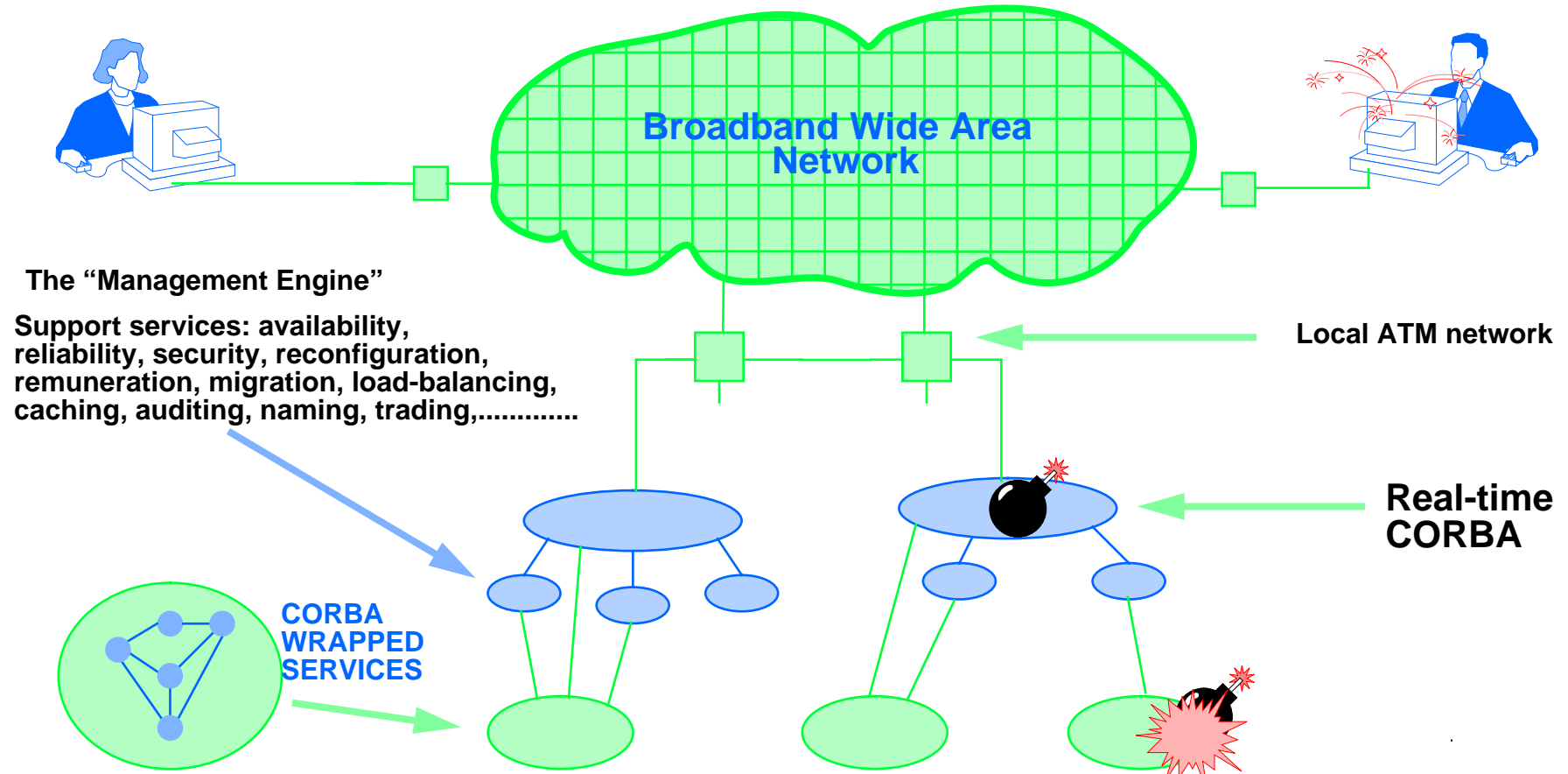
### **BUT.....**

- Poor programming environment
- Deploying value-added services???
- Non-functional aspects?????

## Bridging the Gap: WWW Objects

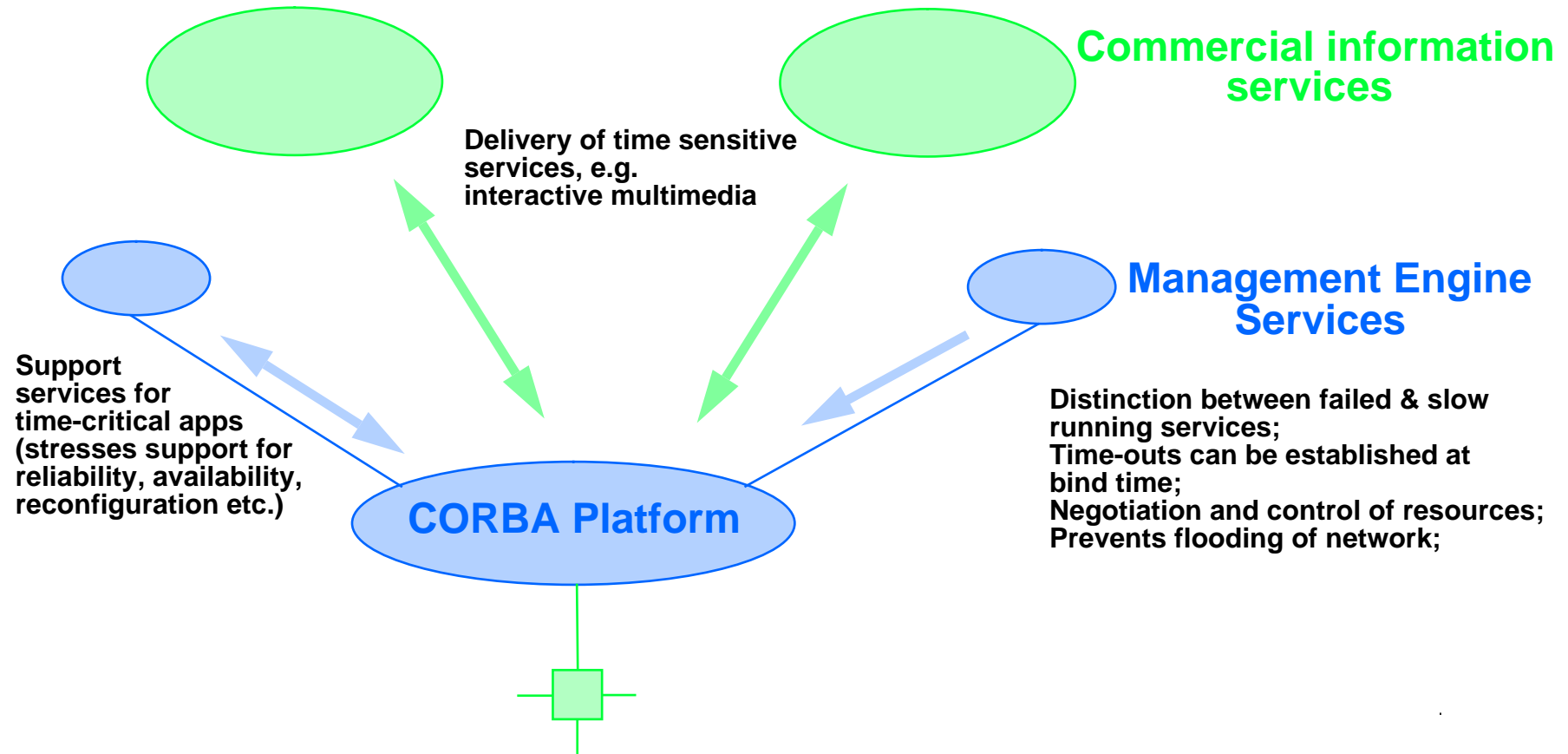


# The Management Engine

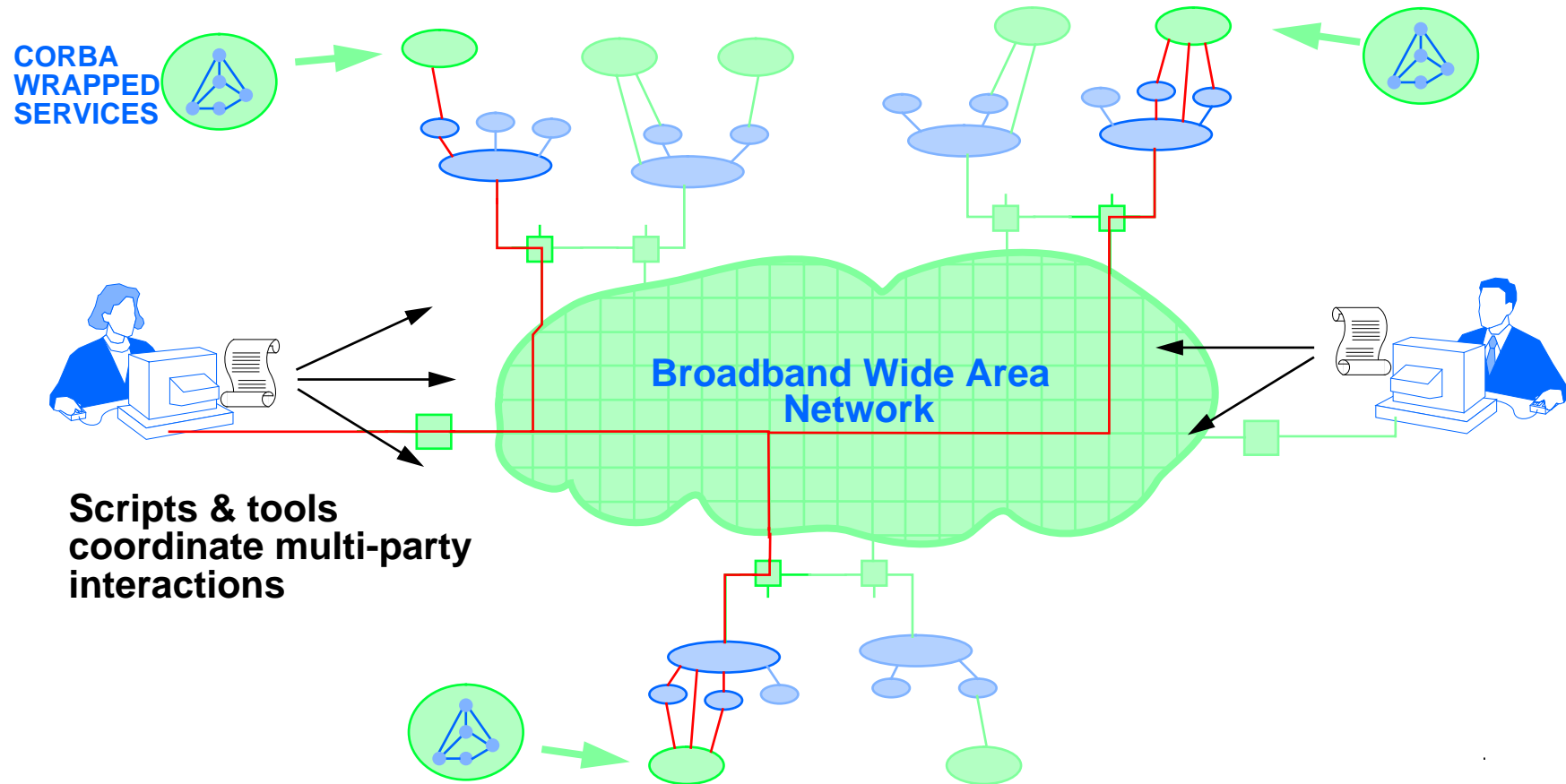




## Bringing CORBA up to Strength (and Speed!)



## Scripting and tools for service provision



# The "Bigger Picture"

