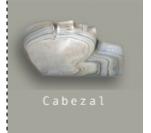
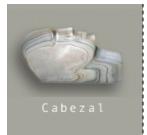
Center-to-Peer-to-Center





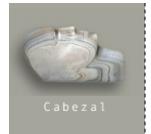
Characterisation of center services

- Can support large-scale operation
 - Very large data volumes
 - Usually single-enterprise
- Very good for "tracking"
 - State management and workflow
- Typical examples:
 - Customer Relationship Management (CRM)
 - Enterprise Resource Planning (ERP)
- Modern architectures: J2EE, .NET
 - RDBMS data storage and management
 - Web interfaces
 - XML/HTTP interfaces (Web Services): SOAP, XML-RPC et.al.



Characterisation of peer services

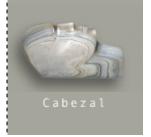
- Can scale to an unlimited degree
 - No central resource bottlenecks
- Can be very fluid and ad-hoc
 - Collaboration largely under the control of end-users
 - (Groove): secure inter-company, inter-location, even offline
- Can be highly interactive and persistent
 - Instant messaging, chat
 - (Groove): continuous synchronisation of persistent information
 - (Groove): Structured activities "tools"

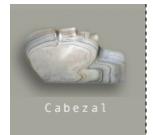


Leverage

- Limitations of typical center services:
 - Inter-organisation use has problems
 - Firewalls, access control management, security
 - Systems integration
 - Inter-organisation appears as an edge-case
 - The wider issue is "location independence"
- Limitations of standalone Groove peer services
 - "uncontrolled interaction"
 - Ad-hoc is useful but needs to be put to business use
- Integration can provide enormous business value: leverage new flexibility at the "edge" of the organisation
- Good models (architectural forms) are needed

Model: Center-to-Peer-to-Center





CPC model

- Center system creates a peer interaction space
 - Triggered by a "managed event" in the tracking system
 - Context for this "managed event" is already available
 - People are needed to act on this event
- Individuals join the space to collaborate
 - In context
- Result of the personal collaboration is fed back to the central system
 - Usually the result is a very small amount of data
 - "Yes/No" decision
 - Recommendation



CPC example: "Partner Relationship Mgmt"

This example is described by Groove Networks' "PRM scenario" and "GDK PRM sample"

http://www.groove.net/solutions/scenarios/prm-example.gtml

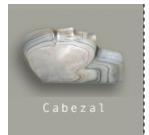
- Partner Web Site = central portal
- Link: "connect to customer support"
- Groove space brings in customer, support, engineering
- Problem resolution result is published back to the portal FAQ

• This is "nearly CPC": the peer interaction is facilitated by the central portal but not created by central "managed events"



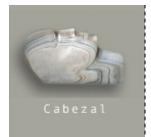
CPC example: HR performance review

- Human Resources system
 - "Managed Event" (an event being tracked by the HRMS)
 - "XYZ is due for a performance review"
- HRMS knows the context for the performance review
 - Employee history
 - Organisational structure
 - Policies and procedures
- Places this context into a "peer space template"
- Passes this template to the responsible person
- Person opens the template
 - A Groove space is immediately created
 - Space contains all the necessary context (documents, checklists...)
 - Other individuals invited (even automatically) to participate
- Result: status and a one-page document (form)
 - Submitted back to the central HRMS using SOAP



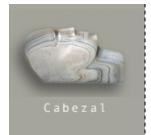
CPC example: competitive intelligence

- Competitive Intelligence system
 - Tracks external information relevant to the company
 - For example in a Lotus Notes application
 - Analyst classifies a new Görtner report as "needs response"
- Intranet Web page shows all "response needed" items
- Corp.Comm managers check this page regularly
- Click hyperlink: central system creates a 2kb XML document which is the "response decision space template"
- Groove space created immediately for this user, with
 - The source article
 - Intranet KM search and Web search page for other related info
 - Automatic invitations based on company expertise
- Quick forum for discussion, collaboration on response (using Word), decision on format (internal memo, press release, etc)
- Results sent to central CI system and publication system



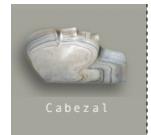
Common threads

- Central system <u>track</u>
 - status
 - large volumes of information
- Peer services provide the right context for action
 - The right people
 - Intensive space for interaction around a structured topic
 - Automatically populated with the appropriate background
- Result of the peer interaction is sent back to the center
- Context of the peer interaction (the Groove space) may be completely disposable, or can be archived once finished



Implementation

- Central systems extended in very simple ways
 - Generate XML "space template" with context
 - Typically 2kb 10kb only
 - Can be created "batch" then distributed by email
 - Can be created "on the fly" by (eg.) servlet / JSP
 - Accept structured results
 - HTTP POST
 - SOAP
 - Typically this facility will already be present with a Web interface
- Groove tools
 - "Bootstrapped" with context information
 - "Automatic invitation" capability



Result

- CPC systems provide a structured implementation model for peer services
- Highly effective
 - Extends and leverages existing investments
 - Very little infrastructure requirement for peer deployment
 - Easy to use
- Dramatic value in business terms: rapid response

• There are other models too, but this is a good place to start



More information

For more information on implementing CPC processes in your company, contact

Hugh Pyle Cabezal Ltd.

hpyle@cabezal.com

http://www.cabezal.com/

+44 (0)118 979 1517