Situation

The ebXML initiative delivered on time, as promised. Our message was successfully communicated worldwide to the media, analysts and technical communities and received positive coverage in the news. Since that time, standards bodies, industry groups, exchanges, and the business and government communities are continuing to support and integrate ebXML into their specifications, announce their support, or deploy into the marketplace (AIAG, RosettaNet, OTA, Covisint, GCI, OAGI). Vendors are announcing (current or forthcoming) supporting products, such as Oracle, Fujitsu and Sybase; there are already production ebXML-based systems in the energy and health care industries; and twelve companies are currently participating in the UCCNet ebXML Message Services product certification.

Yet, challenges exist. For the next generation of success, ebXML proponents should tailor their message to encourage adoption and absorption:

Challenges:

1. The marketplace hype of “Web services” often polarizes ebXML and Web services. We need a strong education campaign that shows how ebXML is required to implement mission critical eBusiness Web services.

2. Target end-user/customer audience for ebXML adoption: need focus to amass the developer and business development decision maker buy-in.
   a. Developers need guidance to initiate ebXML initiatives and the breadth of the ebXML architectural components and their functions need more explanation.
   b. Business development decision makers need to be aware of ebXML and customer success stories.

   This is different to the vertical industry target audience, in which both business development and developers mingle together.

3. Educating the analyst community, the press, and the developer community as to the continued relevance of ebXML today and into the future.

4. As typical for open standards processes, ebXML has limited cash marketing resources, so must leverage human and other resources from members.
There’s also a growing emphasis on interoperability with the next wave of technologies for doing business over the Internet. This is a strong point for ebXML, which has had a focus on implementation and interoperability from its inception.

The challenge for ebXML is now no longer technical but facilitation. Bringing the next generation of eBusiness to the marketplace and demonstrating the ability to deliver on the mission and the vision of global pervasive interoperable commerce for a broad spectrum of businesses not just the technological elite.

**Approach**

OASIS and UN/CEFACT have formed a Joint Marketing Team (JMT) for ebXML. The JMT Steering Committee will advance a three-phase marketing plan -- an initial phase to raise short-term awareness, a mid-term component to bring implementation knowledge and experience to the marketplace, and then a sustaining phase to build up and maintain an extended ebXML family of users.

For the first phase, a targeted six-month public relations, marketing and educational “blitz” around ebXML will promote and complement vendor product and marketing support for ebXML, educate analysts, create press momentum, and get the message to our target audiences.

This effort will be a combination of resources from OASIS and UN/CEFACT members to provide the capability to deliver the message across a broad scan of channels. The work will be a large, cooperative member-driven effort through targeted plans in key market niches.

Key areas of communications focus are:

- Continue to champion efforts of industry groups and vendors backing ebXML
  - Make a strong case on the long term implications of ebXML in the marketplace for industry groups, and thus continue to drive ebXML framework adoption
  - Better define current relationships between ebXML and verticals including strategic first movers that will be in the vanguard of large implementation roll-outs
  - Better promote vendor product and service support for ebXML infrastructure deployments

- ebXML – Web services positioning
  - Clarify and promote ebXML – Web services relationship. Provide the roadmap on how ebXML is essential for long-term stable and mature web service component integration. Web services are a mechanism, while the ebXML architecture is the enabler.
• ebXML adoption – how to integrate ebXML with current environments to augment and enhance them

• Provide the business community with the impetus to adopt ebXML as the primary interoperability solution and focusing on industry group co-ordination to facilitate that.
  o Focus on building awareness on cost of ownership and ROI and how ebXML ameliorates those factors.
  o Showcase of best-of-breed work from aligned and related standards implementations around ebXML.

Key areas of implementation focus are:

• Simplify the process for business development, product managers and developers interested in implementing ebXML and product and service development.
  o Provide focus on audience with use cases and success stories and promoting of ebXML-supporting products, and defining how those products support the ebXML architecture and provide a scalable solution.
  o Emphasize the component nature of ebXML. This allows implementers to select just the discreet components that match their environment, thus simplifying their adoption path.

• Promote the ebXML philosophy of convergence and cooperation.
• Catalogue the major verticals that are endorsing ebXML and their maturity with that process.
• Work with major verticals to assist in education and facilitation for their members.
• Payloads are coming… key to show what payloads people are using today and how the new ebXML assembly and core component technologies with registry provides the means to use enhanced legacy payloads as well as creating optimal XML payloads.

Call-to-Action

The goal of the ebXML JMT is to effectively execute on this plan. The ebXML JMT is chaired by:

- Jim Perry of Sterling Commerce (Jim_Perry@stercomm.com) on behalf of OASIS
- Nibedita Sharma (nibesharma@yahoo.com) on behalf of UN/CEFACT
- David RR Webber of XML Global, (drrwebber@acm.org) on behalf of OASIS
The ebXML JMT Steering Committee is made up of the JMT chairs as well as the chairs of its five subcommittees. The Steering Committee will coordinate the team’s overall efforts and communicate and collaborate worldwide to maximize the resources of all organizations focused on promoting ebXML.

The ebXML JMT sub-committees include:

**ebXML Industry Outreach Subcommittee**
*Co-Chairs: Monica Martin, Drake Certivo (mmartin@certivo.net)*
*Ajay Sondhi, ebXMLsoft (asondhi@ebxmlsoft.com)*
- To increase the level of awareness of ebXML within selected industries
- To increase the two-way transfer of information between OASIS and selected industry groups

**ebXML Website and Communications Subcommittee**
*Chair: Todd Margo, Sterling Commerce, (Todd_Margo@stercomm.com)*
- The overall goal is to support and accelerate ebXML adoption around the world
- Present through white papers and multimedia materials via the web site, online and print media channels, content that promote and accurately represents a variety of ebXML topics and issues.

**ebXML Conferences and Seminars Subcommittee**
*Chair: Alexei Chirokikh, IBM (chiroka@us.ibm.com)*
- Provide maximum exposure for ebXML through conferences, workshops and seminars
- Promote the development of training and education materials for ebXML.
- Develop an annual user conference program for ebXML

**ebXML Media Relations Subcommittee**
*Chair: To be identified. (Contact a JMT chair if you are interested in leading this group.)*
- Outreach for ebXML to the analyst community, the trade press and technical developer
- Manage and orchestrate regular consistent information flow to media contacts
- Coordinate worldwide activities and arrange road shows and other outreach activities in support of major ebXML milestones.

This document here serves as a call-to-action for OASIS and UN/CEFACT members to contribute to these efforts and to get involved in one or more subcommittees to promote, communicate and champion ebXML-based solutions to real-life business needs. Each subcommittee is responsible for building out its own plan, deliverables, and schedule. **Participants in ebXML JMT subcommittees must be members of either OASIS or UN/CEFACT.**
In addition to the above subcommittees, the JMT is creating an ebXML User Council. All ebXML users--regardless of whether or not they are members of OASIS or UN/CEFACT--are encouraged to join the User Council in order to:

- Foster the exchange of information between users, vendors, and industry groups and organizations on using ebXML
- Develop a user-led support community for ebXML implementers

We are currently seeking a representative from an ebXML user organization to chair the ebXML User Council. The interim chair will be Mark Yader of GXS (Mark.Yader@gxs.ge.com).

Non-members of OASIS or UN/CEFACT may monitor and provide input to the ebXML marketing activities through the mail list, ebxml-mktg@lists.ebxml.org. This list is open to the public.

Members may join one or more ebXML JMT subcommittees by subscribing to the appropriate mail list using the form on http://lists.ebxml.org/ob/adm.pl. Specific questions on subcommittees should be directed to the individual chairs listed above.