



# GE's Extranet solution - GE InterBusiness Partner service

**The GE InterBusiness Partner service**



# Extranets & GE Mission

GE Information Services,  
the experts in **Electronic Commerce**,  
deliver **solutions** that create **competitive  
advantage** for our clients  
by combining **computer and  
telecommunications** technologies  
to link, integrate and support the **business  
processes of multiple enterprises.**



# What is the GE InterBusiness Partner service ?

It's an... **Outsourced Extranet service**

## ➤ **Process Consulting**

- ◆ *industry focus*
- ◆ *web applications to support trading partner processes*

## ➤ **Systems Integration & Development**

- ◆ *development of inter-company trading applications*
- ◆ *integration of legacy systems*
- ◆ *access to and from the public Internet*

## ➤ **Platform Hosting**

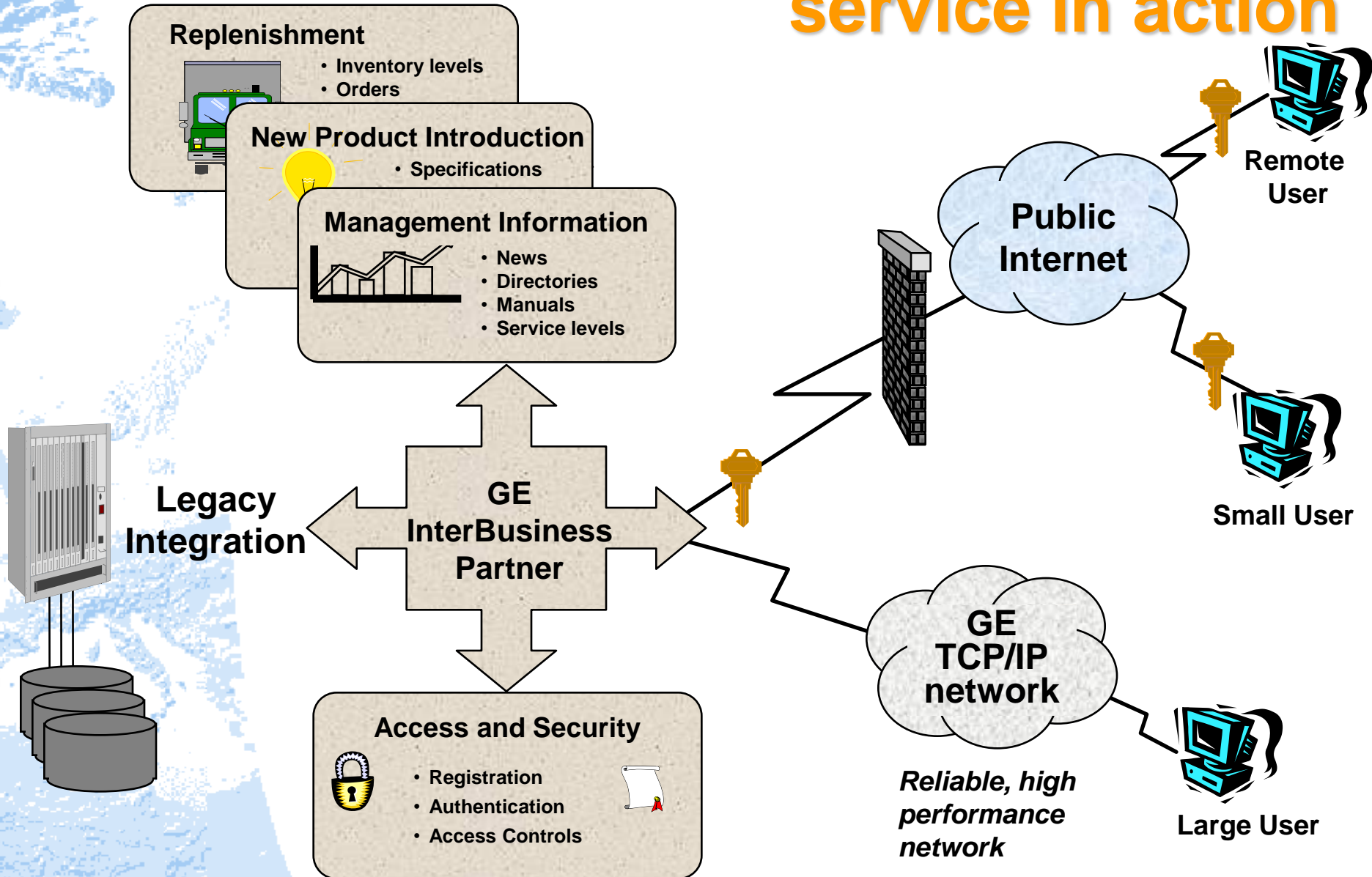
- ◆ *GE InterBusiness Partner platform*
- ◆ *Platform and Network operation*

## ➤ **Community Management**

- ◆ *Partner roll-out*
- ◆ *Security*
- ◆ *New application deployment*



# GE InterBusiness Partner service in action



# Creating an Extranet

1 Map your trading processes and identify improvement opportunities

2 Streamline the process and map EC solutions

3 Develop success metrics  
• Establish ROI

*Process Consulting*

4 Develop system architecture  
• Design prototype

5 Build Extranet solution  
• Develop trading applications  
• Integrate with legacy systems

*Systems Integration and Development*

6 Deploy Extranet hardware and network  
• Platform and network operation  
• Platform and network monitoring  
• 24 x 7 support

*Platform Hosting*

7 Roll-out to Partners  
• Connectivity  
• User Training  
• Change management

*Community Management*

8 Manage Extranet community  
• Security and network access  
• New application deployment  
• Share costs with partners







# Vital elements to deploying a successful Extranet

## Think about...

- **Industry “best practice”**
- **Inter-company processes**
  - Partner collaboration and expanding your EDI community
- **Community Management**
- **Security and access controls**



# Think about... Industry best practice

## ➤ **Industry initiatives**

- Is the European Efficient Consumer Response initiative relevant ?
- Is Supply Chain Integration relevant ?
- Is collaborative workflow relevant ?
- How can industry organisations help?

## ➤ **Competitive Activity**

- What is our competitor's Internet Commerce strategy ?
- How are they gaining competitive edge ?
- How do we compare to them - benchmark ?

## ➤ **Other industries**

- Is there anything we can learn from other industries ?
- How are other industries exploiting Internet Commerce ?



# Think about... Inter-Company processes

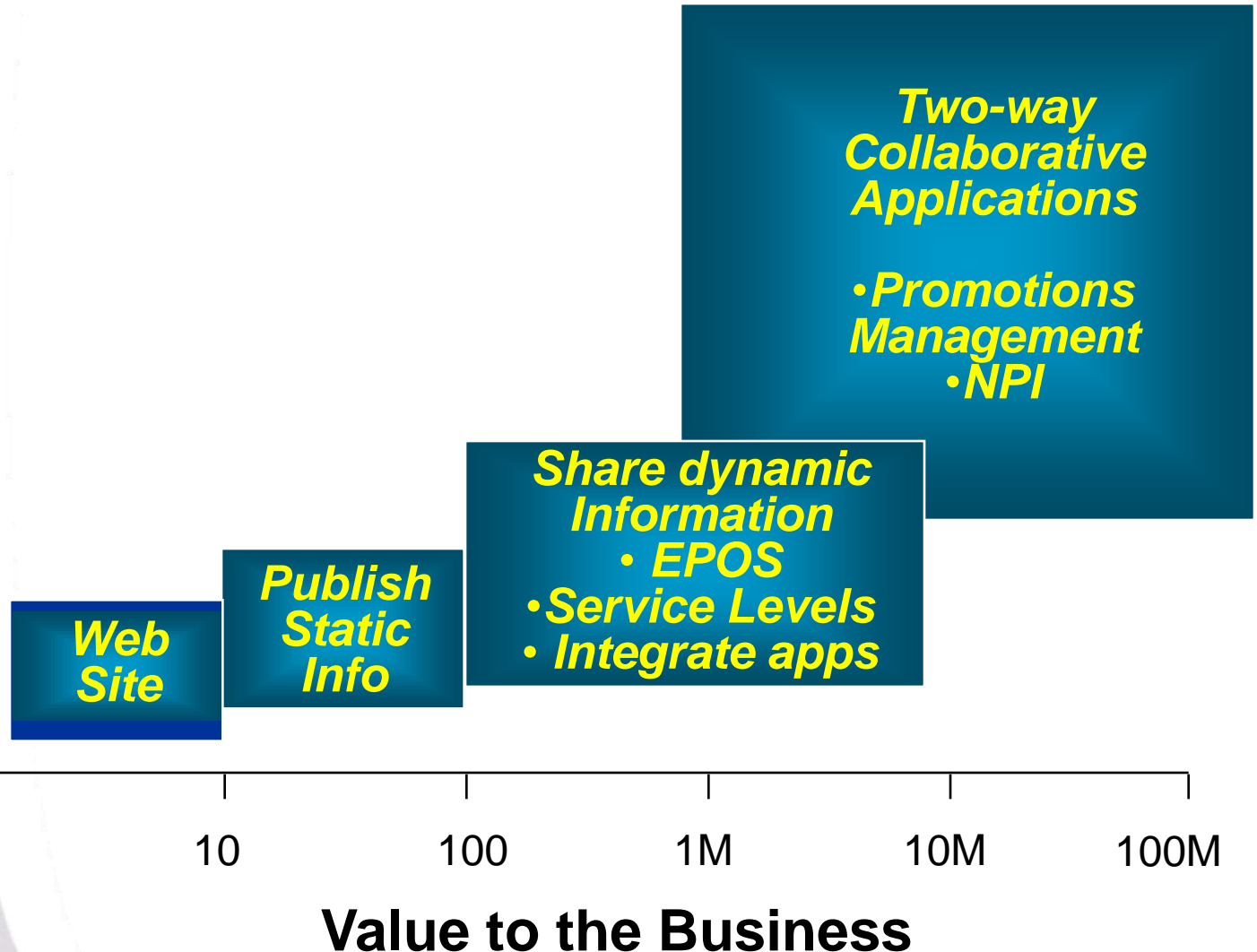
- **Building collaborative applications with partners**
  - What are your partner's goals ?
  - What are the key business processes between you and your partners ?
  - How can these processes be improved?
  - What is the most appropriate EC approach ?
  - With which processes should you start ?
  - What is our strategy for prototyping and field testing ?
  
- **Expansion of EDI communities**
  - Extranet technology enables you to expand the reach of EDI to remote or small suppliers
    - ◆ *Web based EDI*
    - ◆ *Exploiting the global Internet*
    - ◆ *Lower entry cost*





# Extranets - collaborative approaches add real value

Complexity



# Think about... Community management !

- **Application Training and Support**
  - Web applications - on-line help/training
  - End user support
- **Selling and Contracting**
  - Option to charge individual users for use of service
  - Contracts and legal issues
- **Community Ramp**
  - Contacting your partners
  - Encouraging your partners to work with you
- **Browser Roll-outs**



# Think about... Security and access controls?

**Information is commercially sensitive...**

**... security and access controls are critical**

- ‘Members only’ community -- only authorised trading partners allowed → User authentication
- Hub needs to be certain about who is ‘on the other end’ to exchange information accordingly → User discrimination.
- Hub needs to control at all levels what information trading partners have access to.
  - ◆ *Unauthorised access by a trading partner to another’s data can be a serious issue (e.g. competitor’s EPOS data).*
  - ◆ *Access to internal legacy systems data must be carefully managed*
    - *Access controls*
- Information exchanged needs to be kept confidential.
  - *Data encryption*



***Open standards and digital certificates  
used to implement security***



# Think about... Security and access controls?

## ➤ Security capability requires...

- Application's ability to support digital certificates and to implement open security standards (SSL2, SSL3, S/MIME)
  - ➔ These standards are used to manage user authentication, user discrimination, access controls and encryption.
- Infrastructure to manage digital certificates (PKI).
  - ◆ *Generation*
  - ◆ *Distribution*
  - ◆ *Renewal*
  - ◆ *Revocation*
- ➔ Complex community management

***Security -- a key community  
management aspect***



# Why outsource to GE ?

- **Industry Expertise and Focus**
- **Experts in building and managing trading communities**
- **Leaders and visionaries**
- **Global delivery and support capabilities**
- **GE best practice**

**... and, you can focus on your core business**

- Internal IT resources can focus on Year 2000, “Euro”-compliance and ERP implementations



***GE can lower the risk and increase the gain***



# Why GE?

## ➤ **Industry Expertise and Focus**

- From ERC, supply chain knowledge in retail, to Risk Management in Banking to Logistics Tracking and X-border transactions in T&T
- ... nice to have on EDI, intranets -- **essential in Extranets**

## ➤ **Experts in building and managing trading communities**

- Traditional EC communities (EDI) -- 44K trading partners
- Private Internet EC communities -- Tesco, ISS
- Open Internet EC communities -- TPN Post (2K+ partners)
- Industry Internet EC communities -- Healthcare in USA



***Experts in Electronic Commerce***



## ➤ **Leaders and visionaries**

- ‘GE Information Services has jumped ahead of such companies as IBM, Microsoft and Netscape to lead the race in business-to-business Internet commerce’ (Forbes Magazine, March ’97)
- GE continues to lead the way working with industry on industry communities and electronic marketplaces

## ➤ **Global delivery and support capabilities**

- Necessary to truly leverage Internet presence and reach
- Reliable technical infrastructure, 24x7 global support, operation of mission critical applications.

## ➤ **GE best practice**

- GE Management “best practises”
- Financial strength

