



# RosettaNet Global Strategy

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# Agenda

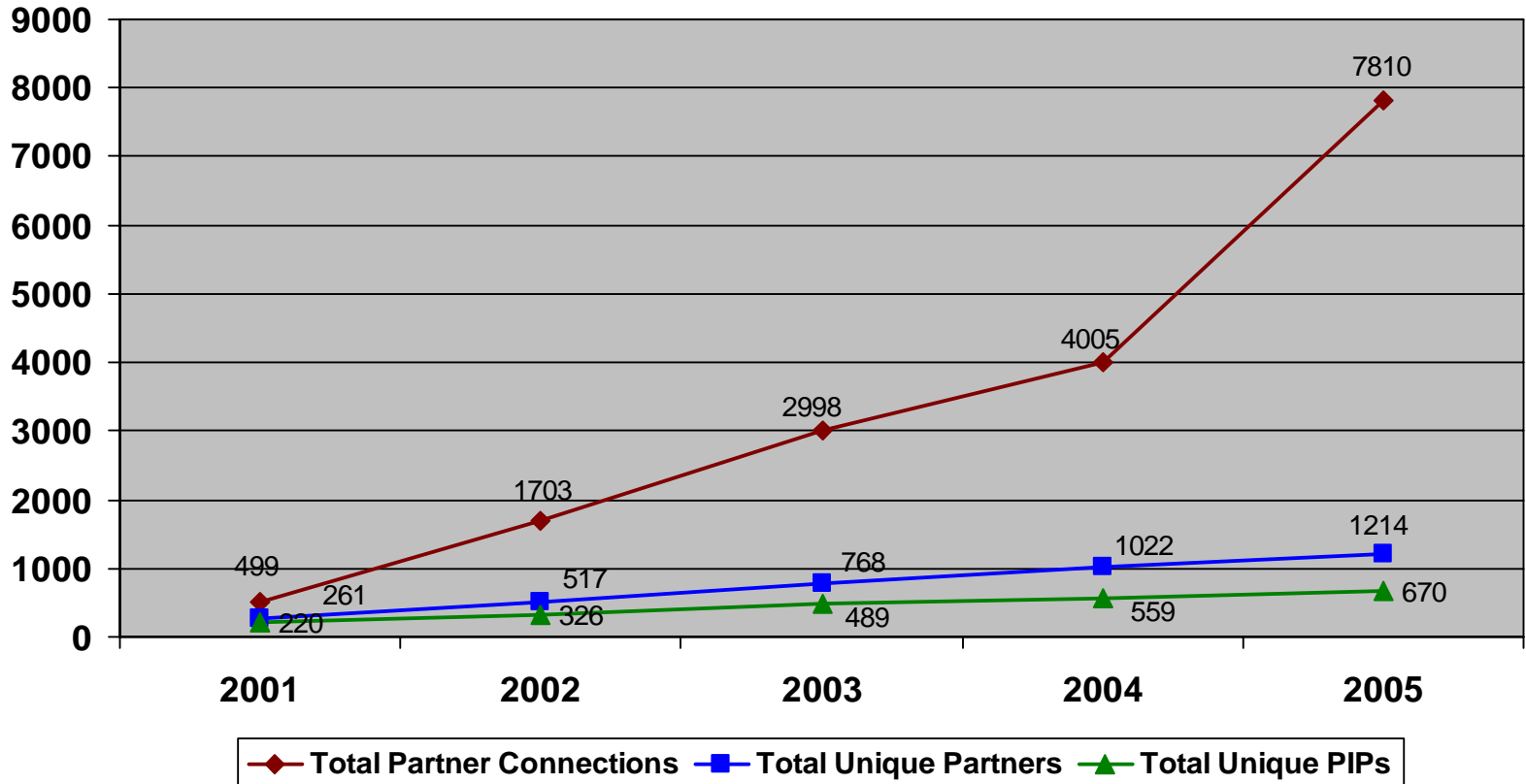
- Welcome
- Growth of the consortium
- Details of implementations
- Business drivers
- RosettaNet - long term growth strategy
- Growth Initiatives
- 2006 progress to date



# Production Implementations:

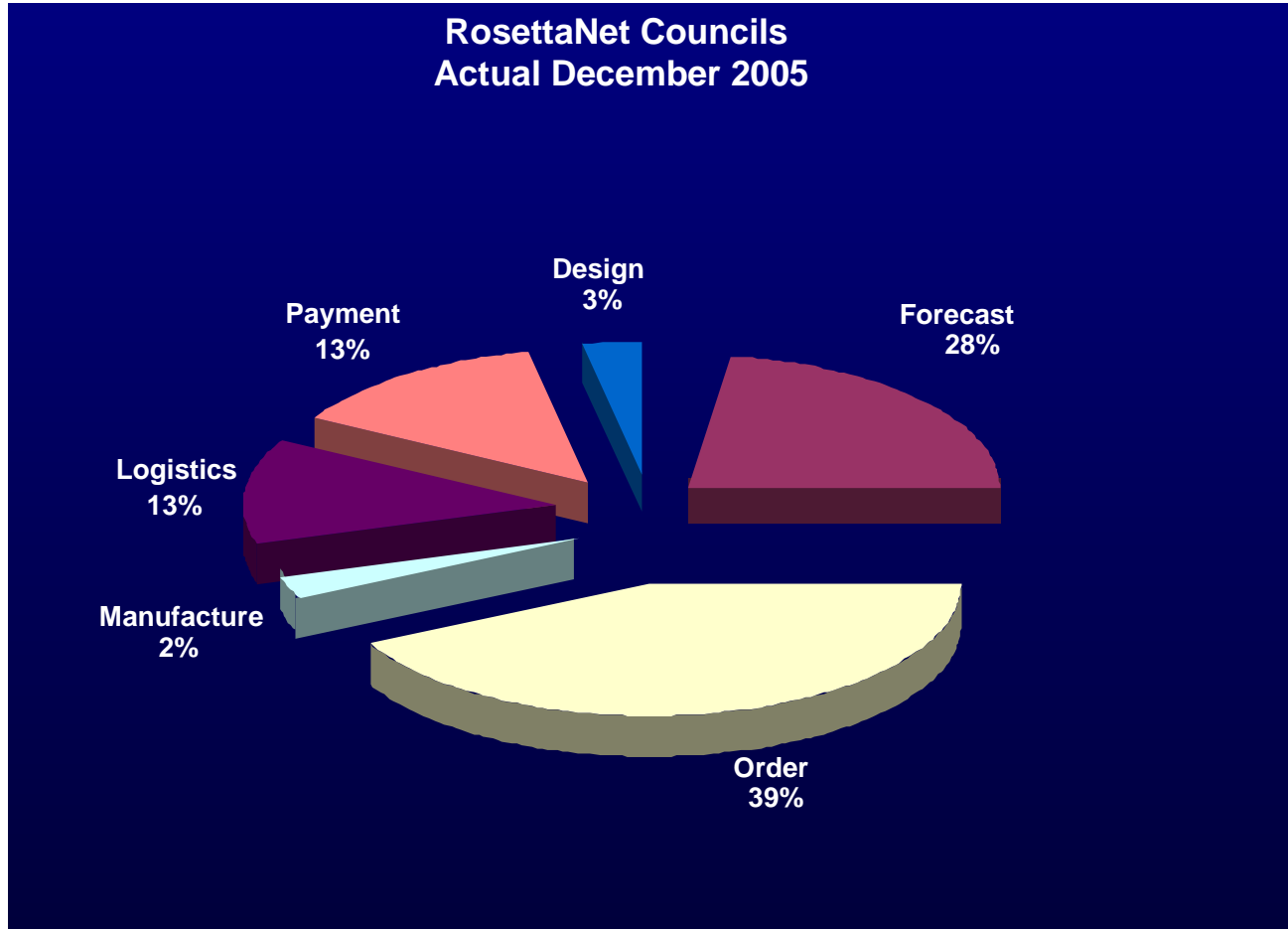
## RosettaNet Standards

2006 challenge: 10,000+ connections





# Production Implementations: *By Business Process*





# Today's Supply Chain Business Drivers

- Continued outsourcing and migration of manufacturing capabilities to lower cost countries in Asia and Latin America.
- Expansion of suppliers in all regions who do not have RosettaNet capability and the need for a low cost form-based solution to implement RosettaNet collaboratively.
  - Requires community ability to manage and uniquely identify these forms across all trading partners.
- Over 800,000 companies\* in Hi-Tech, Healthcare, Chemical, Automotive are facing increasing complexity in their supply chains
  - Streamlining complicated Logistics & Customs requirements
  - Mandates to track and trace: assets, hazardous materials, etc.
  - Use of plastics, chemicals and semi-conductors across industries

\* Based on a 2005 RosettaNet survey and a McKinsey & Co. report

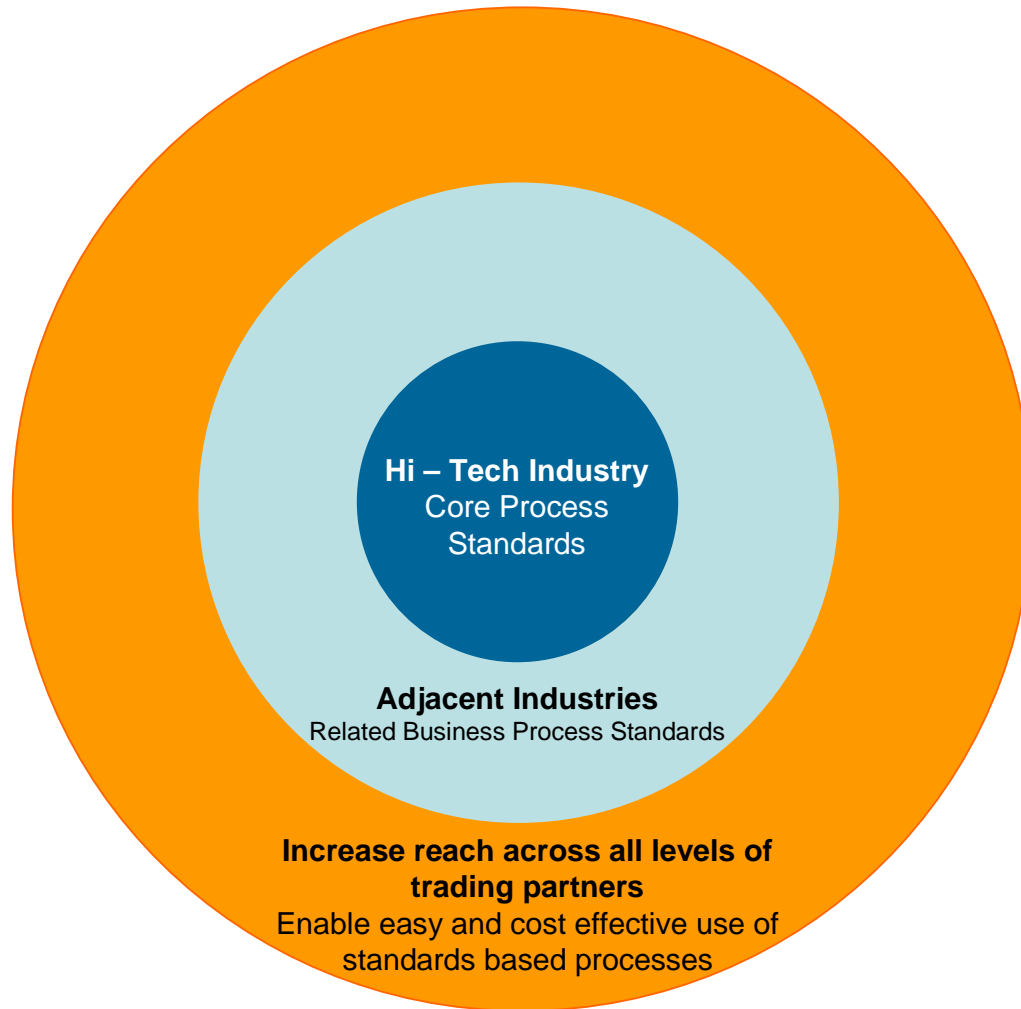


## How can RosettaNet address these drivers?

- Standards that address emerging regional variances
  - Fast customs clearance
  - Supply chain traceability
  - Government mandates – bio-terrorism, hazmat, material composition, Food Safety
  - Track and trace in Electronics industry
  - Shipping container security
  - Enhanced trading partner network and related services
- Industry expansion strategies
  - Adjacent industry engagement via channel masters and trade organizations
  - Leverage GS1 US community reach to **26** industries
- RosettaNet Trading Network Enablement Milestone program
  - Low-cost form-based implementations (leveraging RAE)
  - Community support model



# Long Term Growth Strategy





# Strategic Growth Initiatives

- 1. Continue Focus on Core Industries**
- 2. Engage in adjacent Large (new) industries**
- 3. RosettaNet Trading Network Enablement Milestone Program**

Unites standards and services to provide low-cost solutions for achieving community scale:



## **Standards**

- RAE – Program validation 99% complete (March), paper work in progress
- RAE form capabilities
- TPIR Gateway standard to define interfaces (TBD)

## **Solution Provider Community**

- Form design and engineering services (E2OPEN signed up)
- TPIR Gateway services for routing, transformation and archiving

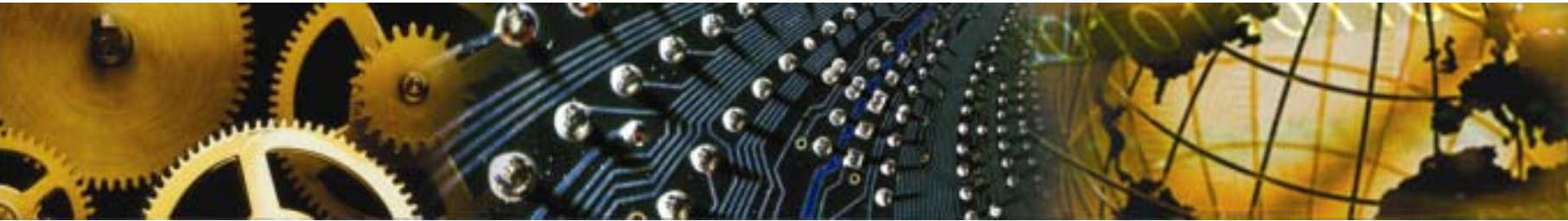
## **RosettaNet Services**

- On-boarding program management
- TPIR-PIP constraining engineering support
- Solution Provider Certification (future)



## 2006 Progress To Date

- BOOST AERO – European Aerospace Industry
  - **MOU signed** to investigate co-operation opportunities for RosettaNet standards in the industry.
- CIDX – Chemical Industry
  - Proposal being evaluated by both organizations to better align and service respective constituencies.
- CARGO 2000 – Air Freight Industry
  - **MOU signed** to investigate co-operation opportunities for RosettaNet standards in the industry.
- Joint EPCglobal US & RosettaNet offering being evaluated
- Small & Medium Enterprises Engagement Program
  - Key Channel Masters being identified for this program



Thank you