



Integration Scenarios for Business Collaboration

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Topic Area

- **Business Collaboration**
 - The electronic support of processes *between different locations* of a company (e.g. manufacturing plants) as well as *cross-company processes* (e.g. order processing)
- **Focus: ERP systems, business processes, and the transfer of business documents between the software systems**
- **Business Collaboration in the literature:**
 - Inter-organizational systems [Klein 1996; Alt 1997]
 - Electronic data exchange (EDI)
 - B2B integration [Linthicum 2001]
 - Business networking [Österle, Fleisch, and Alt 2001]
 - Electronically-supported business activity between two or more partners
 - Predominantly associated with the technical connection of computer systems

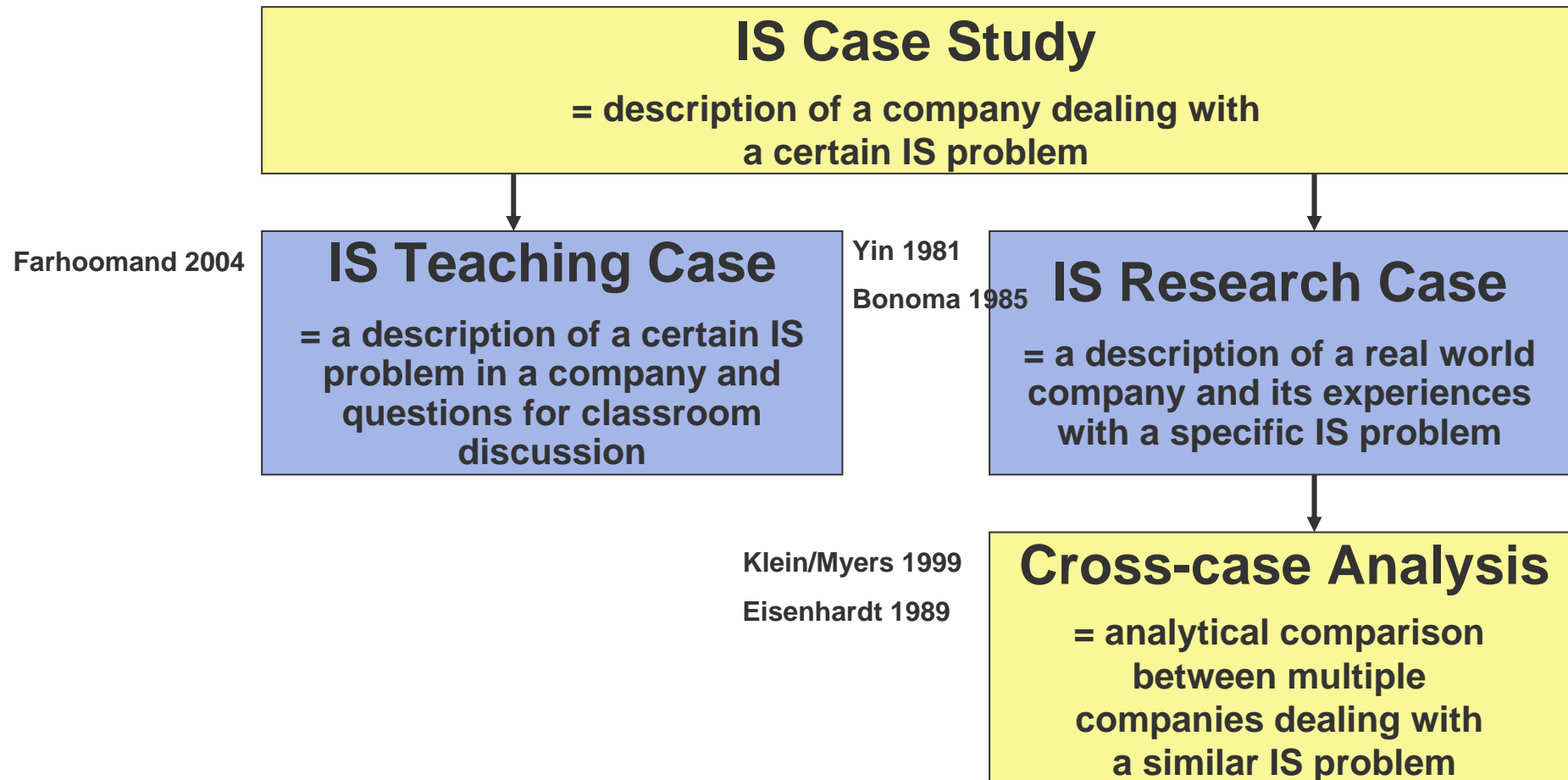


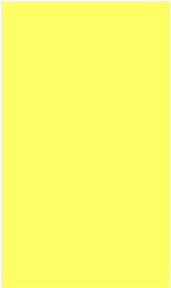
Research Question / Motivation

- How do companies approach Business Collaboration?
- What is the role / importance of standards?
- What are the current problems and challenges?



Types of Case Studies

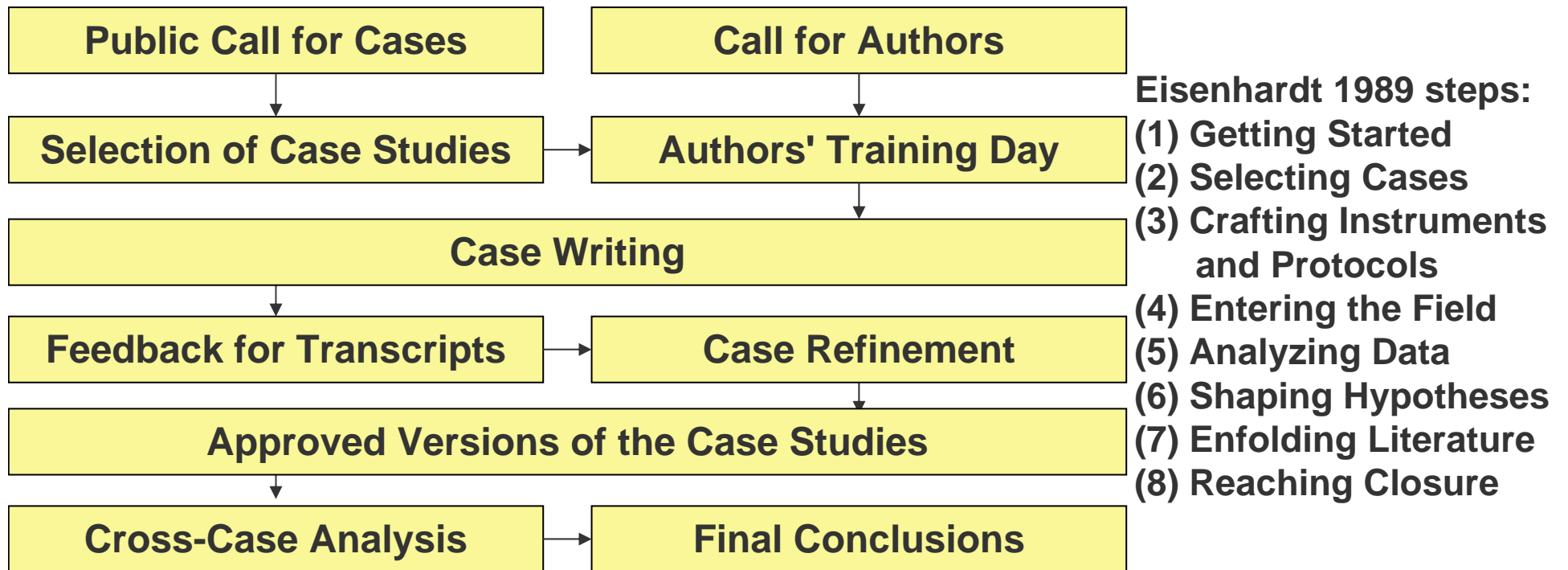




The eXperience Method of Writing Research Cases

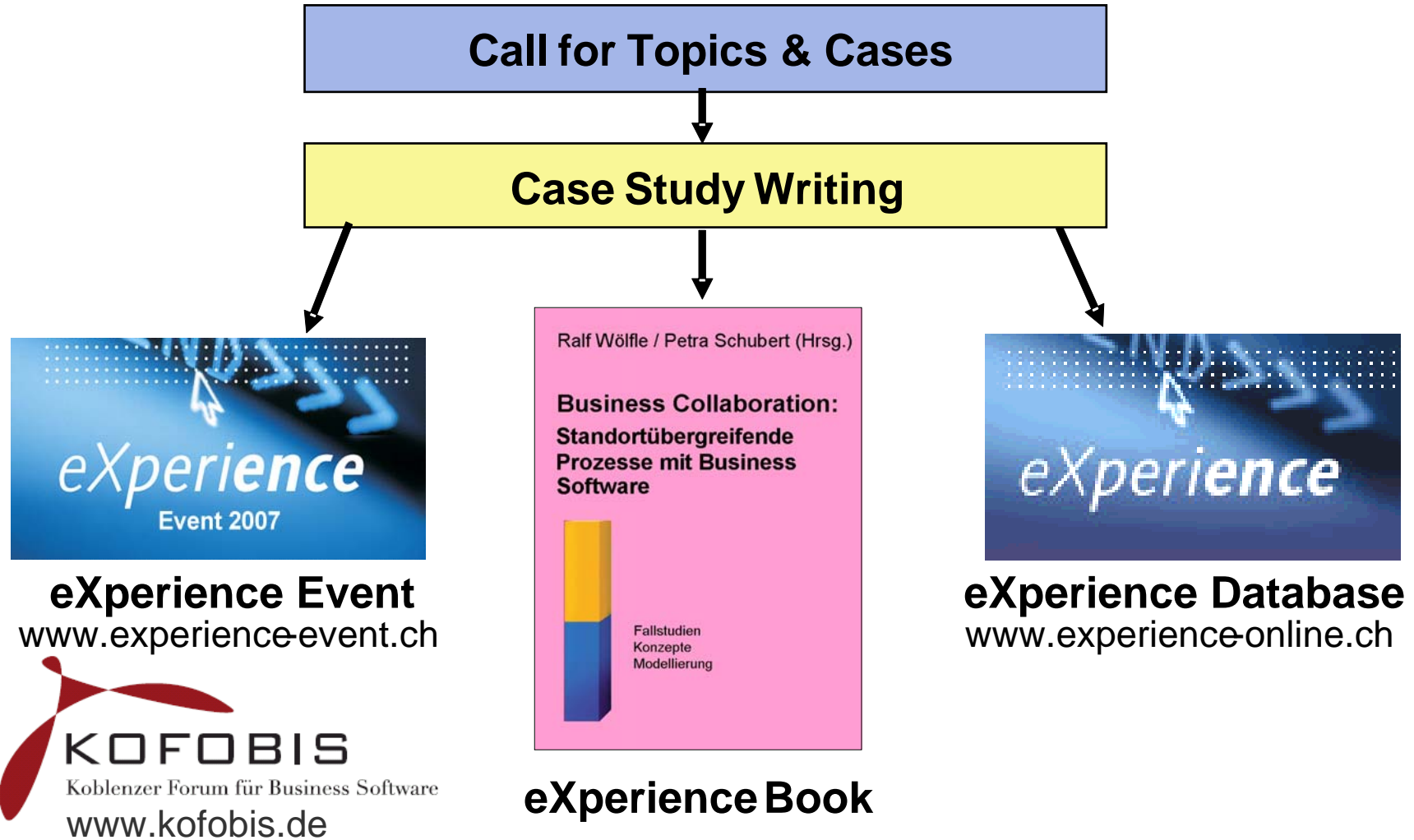


eXperience: yearly steps



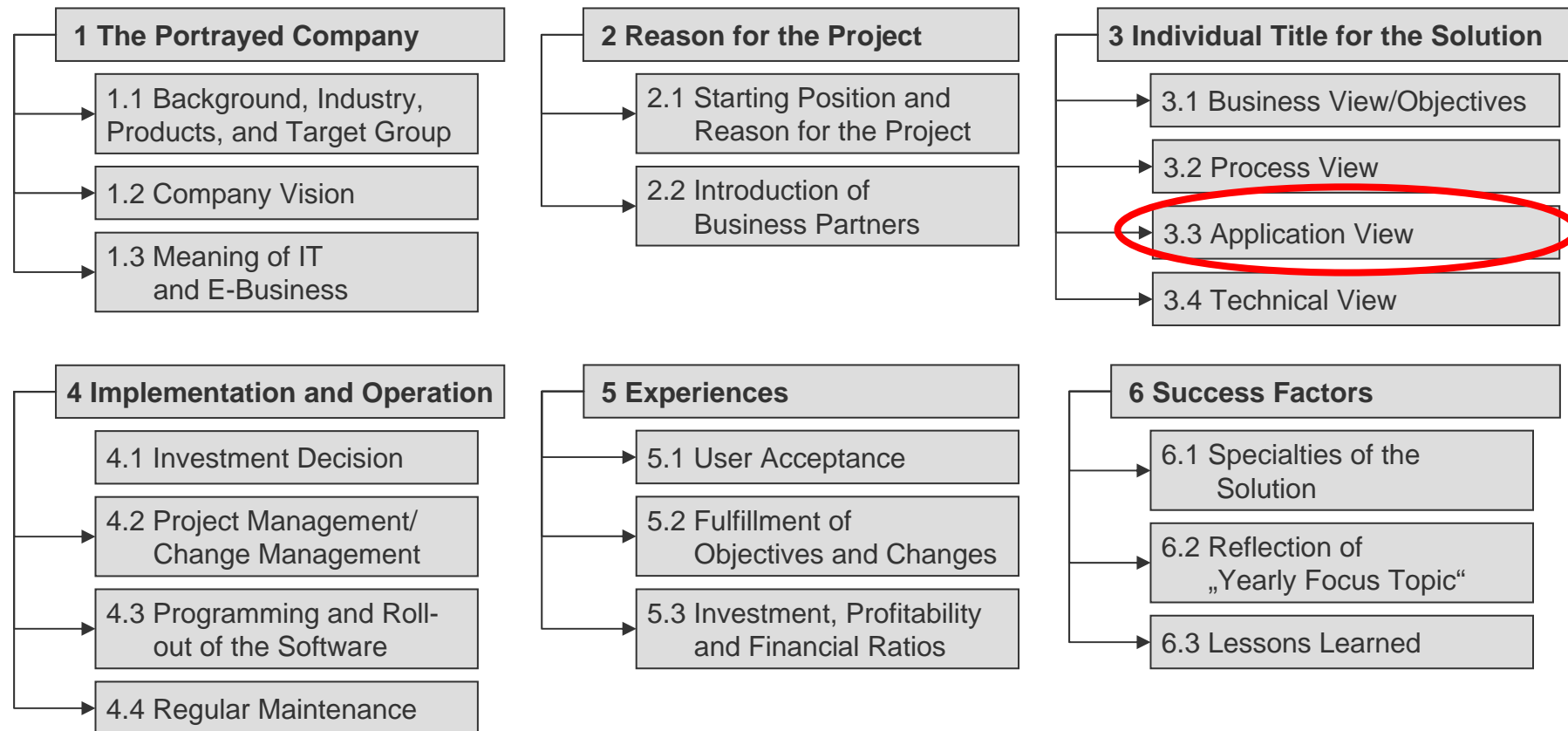


eXperience: Channels



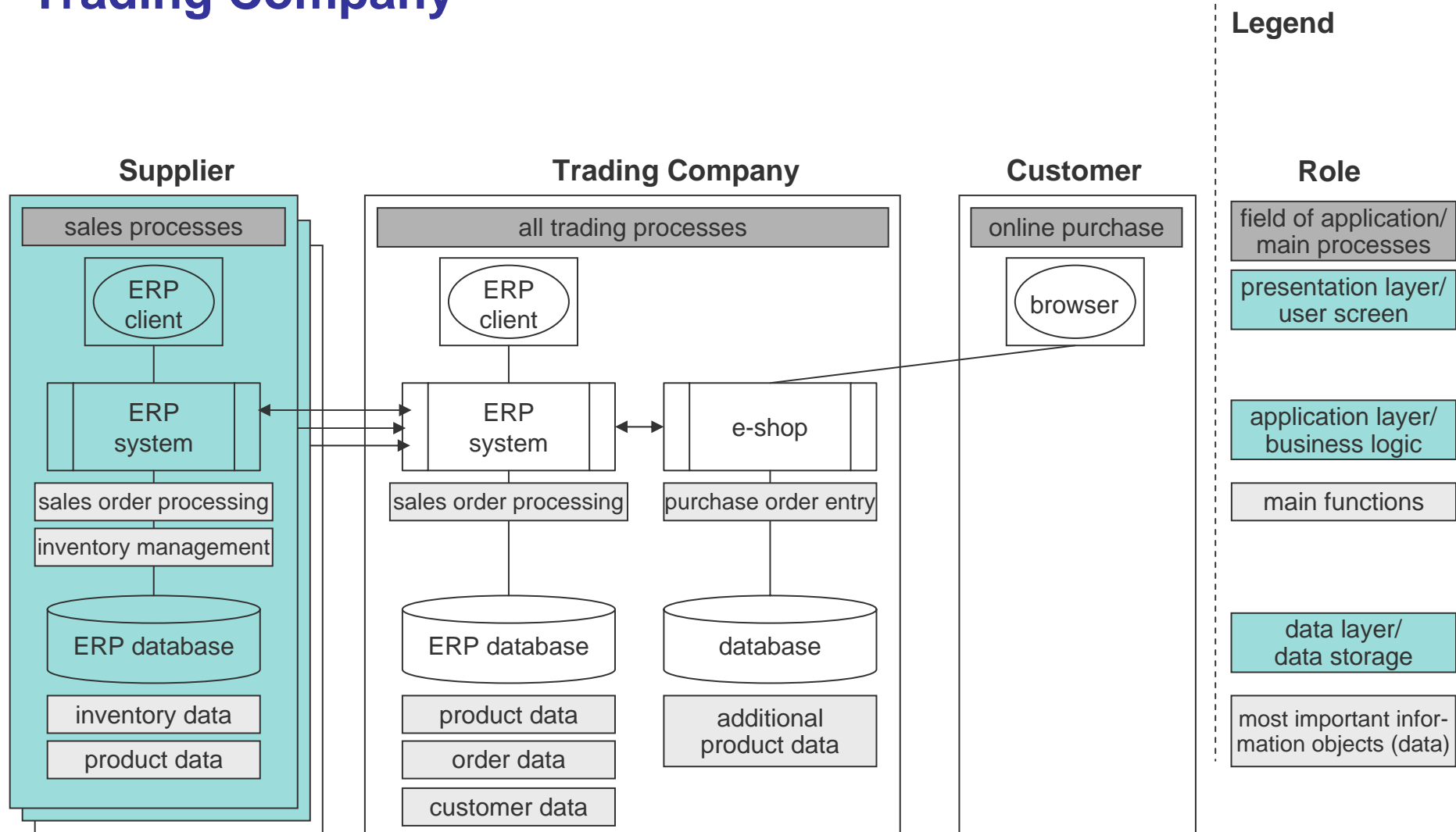


Uniform Case Study Structure



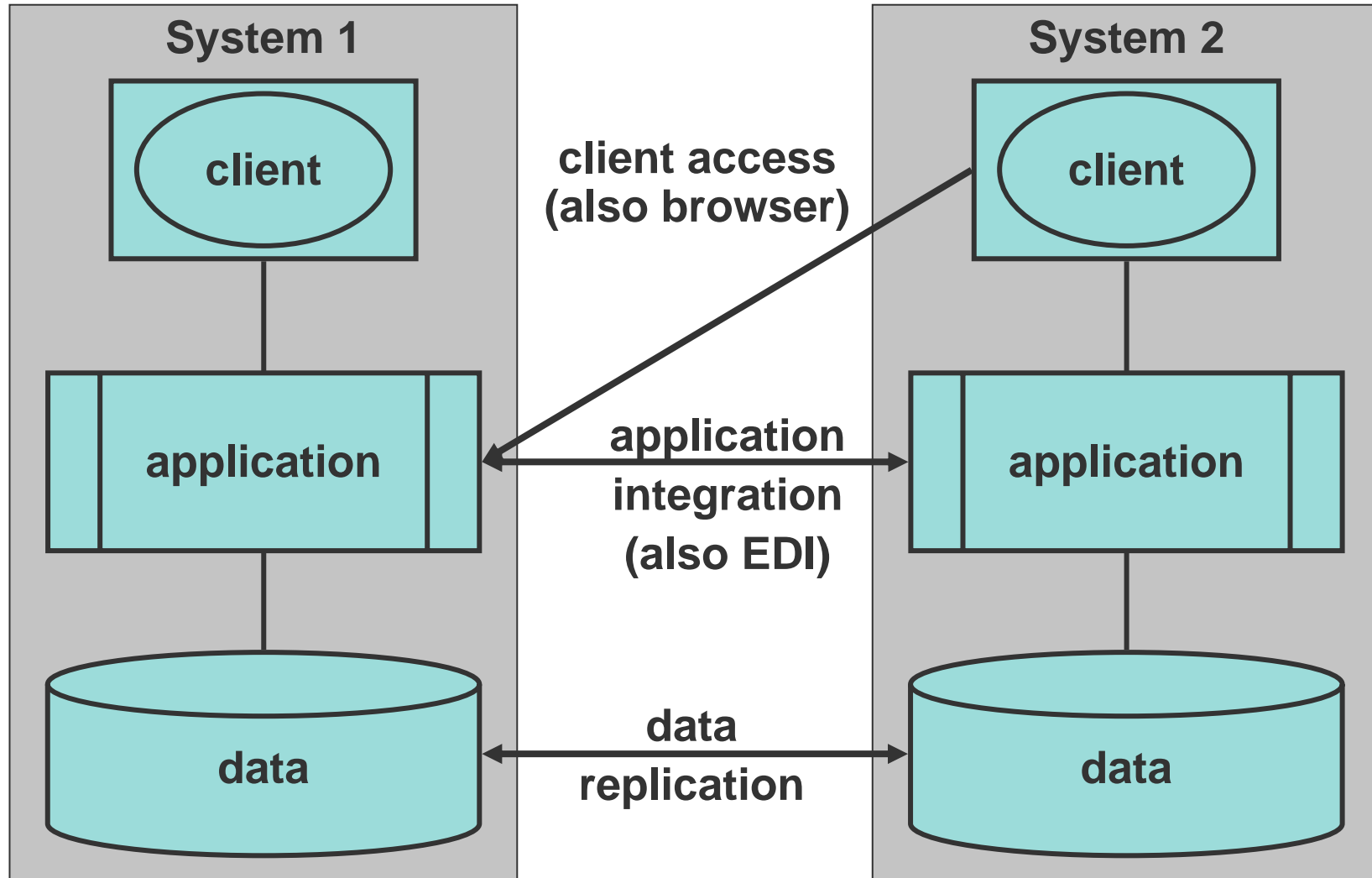


Application View: Example System Integration in a Trading Company





Application View: Forms of Integration





Cross-Case Analysis: Collaboration Scenarios

Learning from Business Practice
in the Use of Business Software



Case Studies 1-6

Case Study	Industry/Products	Supply Chain	Customers	Processes
POLYCOM	Public administration	Service provider	A2A/ A2B	Information provider, notification of claim
Chocolat Frey	Food	Producer	B2B	Order disposition (VMI)
Candulor	Medical technology	Manufacturer	B2B	Processing of orders, materials management
INTERSPORT Switzerland	Consumer goods	Retailer	B2B	Processing of orders (POS integration)
Laumann	Food	Manufacturer	B2B	Processing of orders, invoicing
tts	Food	Logistics provider	B2B	Warehouse management and transport



Case Studies 7-14

EDEKA	Food	Retailer	B2B	Processing of orders
Sonax	Car wash products	Manufacturer	B2B	Logistics
RUTRONIK	Electronic devices	Distributor	B2B	Logistics and ware- house management
Pavatex	Construction and timber material	Manufacturer	B2B	Disposition, processing of orders
Musik Hug	Music	Retailer	B2C/ B2B	Materials management, product data search
Vinothek Brancaia	Wine wholesale	Wholesaler	B2B/ B2C	Processing of orders
Verein IFIS	Timber industry	Intermediary	B2B	Processing of orders
IMMO	Real estate management	Service provider	B2B	Processing of orders, invoicing



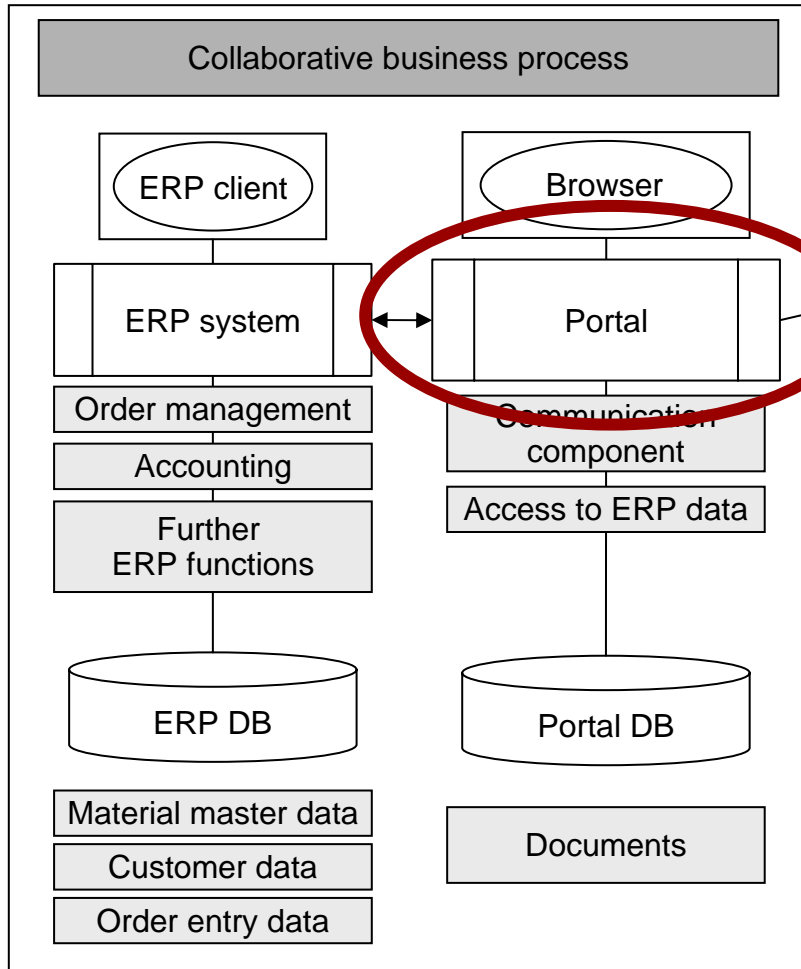
Integration Scenarios

1. Parallel use of *different* information systems, manual external system access
2. Parallel use of *different* information systems, EDI with direct partner integration
3. Parallel use of *different* information systems, EDI provided by an intermediary
4. Joint use of a self-operated, *central* ERP system
5. Joint use of a *central* system operated by an intermediary

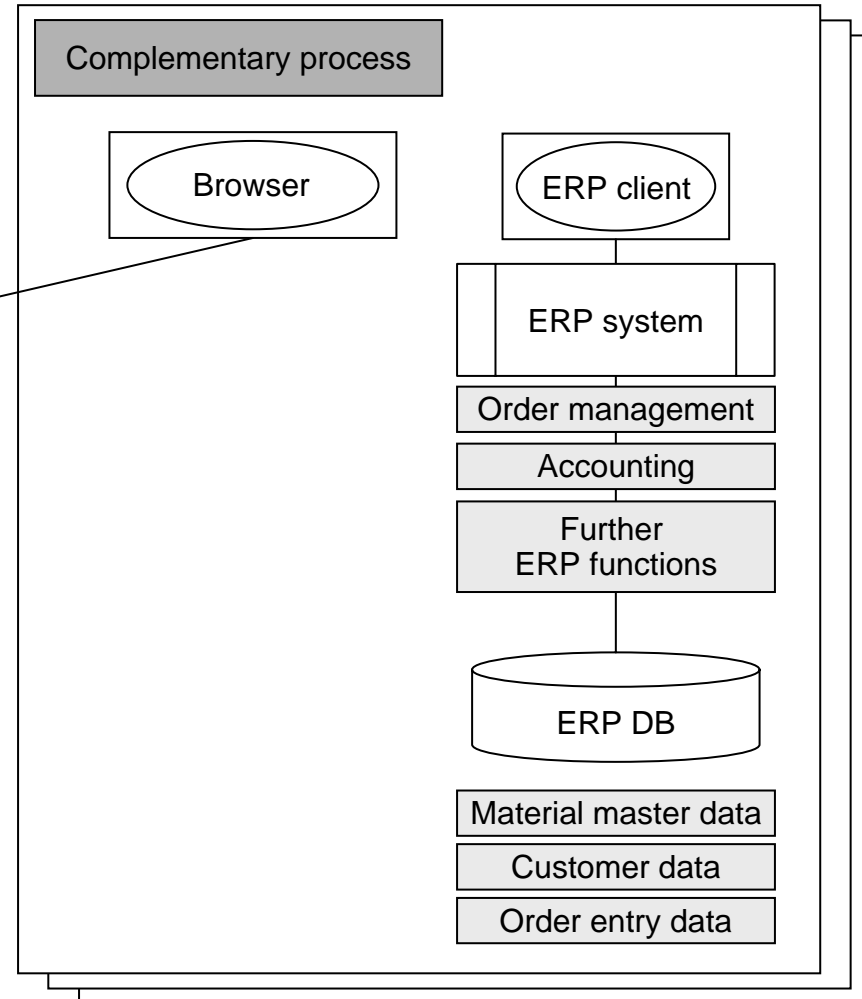


Scenario 1: Parallel use of different information systems, manual external system access

Initiating partner



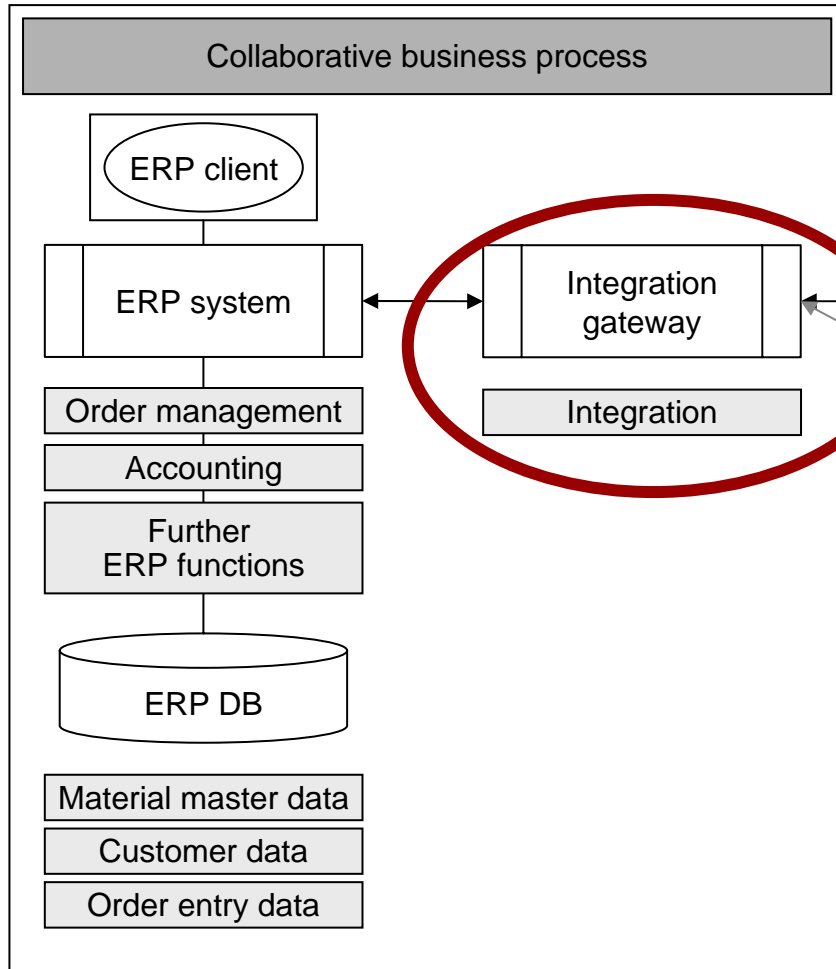
Connected partner



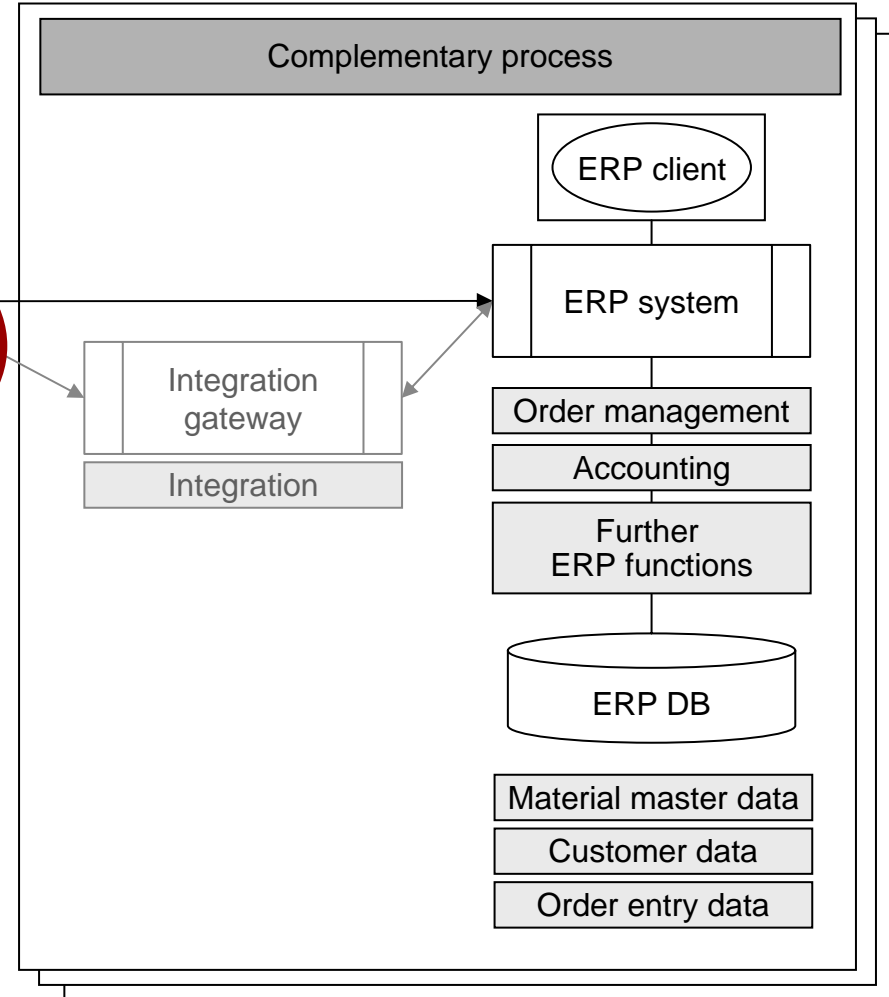


Scenario 2: Parallel use of different information systems, EDI with direct partner integration

Initiating partner

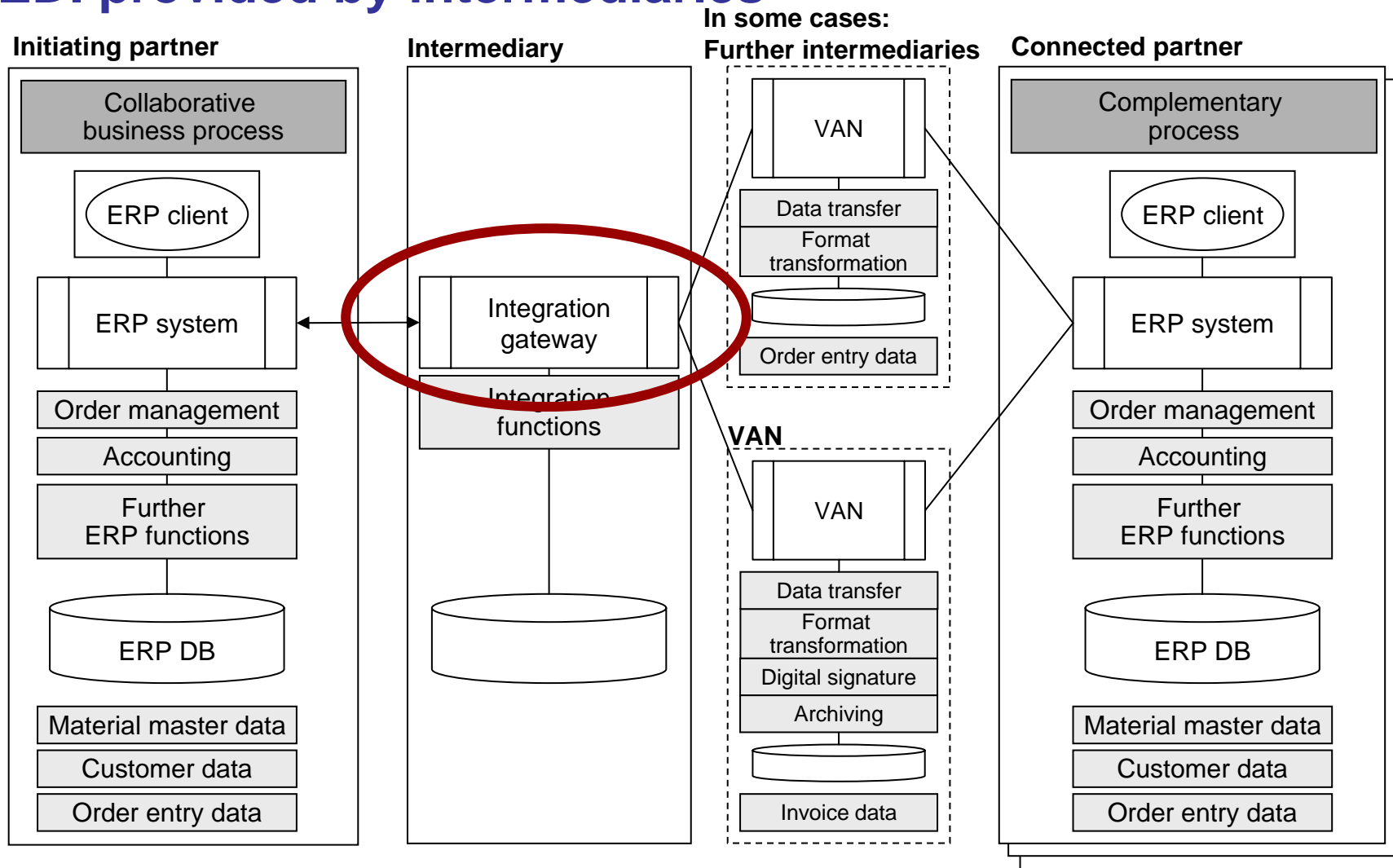


Connected partner



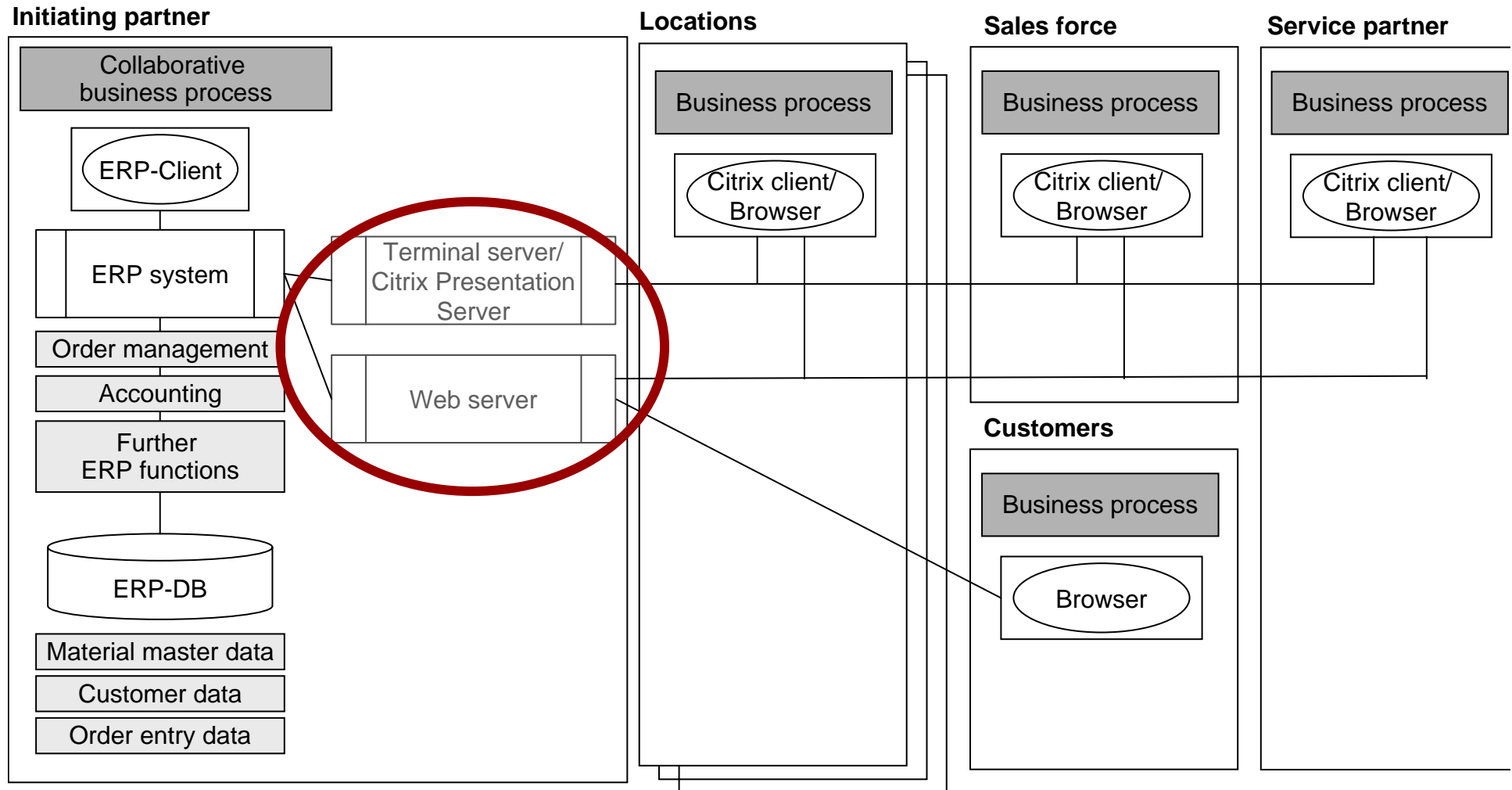


Scenario 3: Parallel use of different information systems, EDI provided by intermediaries



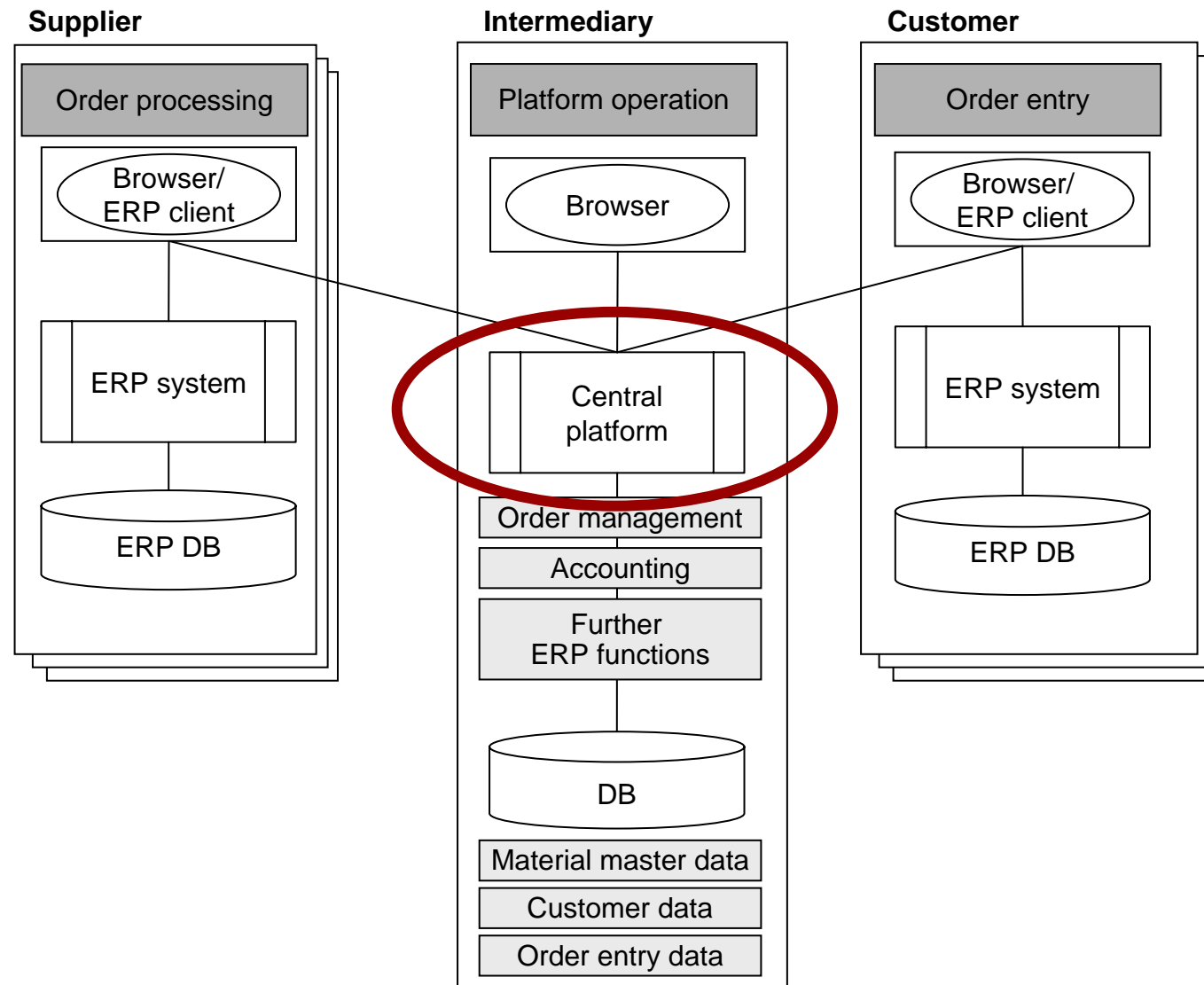


Scenario 4: Joint use of a self-operated, central ERP system





Scenario 5: Joint use of a central system operated by an intermediary





Reflections on Business Collaboration

- **Five dominant effects through Business Collaboration:**
 1. an improvement of the *information flow* between different parties
 2. an optimization of *processes* (time, costs, transparency),
 3. the close *integration* with partners (especially logistics service providers),
 4. the generating of *network effects* and
 5. “*soft*“ factors



Summary Business Collaboration

- No „standard“ for Business Collaboration on the market
 - Existing standards (such as provided by GS1) and infrastructures run by intermediaries are rarely used
 - Solutions are technologically not „cutting edge“ but rather pragmatic and adapted to the needs of companies
 - Future problem: heterogeneity of integration approaches will make global integration difficult to manage
 - Potential: network effects through the use of intermediaries
 - Vision: Business Software with integrated standard interfaces for the import/export of business documents based on international content and transfer standards using global address directories
- Sending an electronic business document should be as easy as sending a letter using the postal service.



Thank you for your attention.

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