

M Applications in the Standards Community

Standard Deliverables

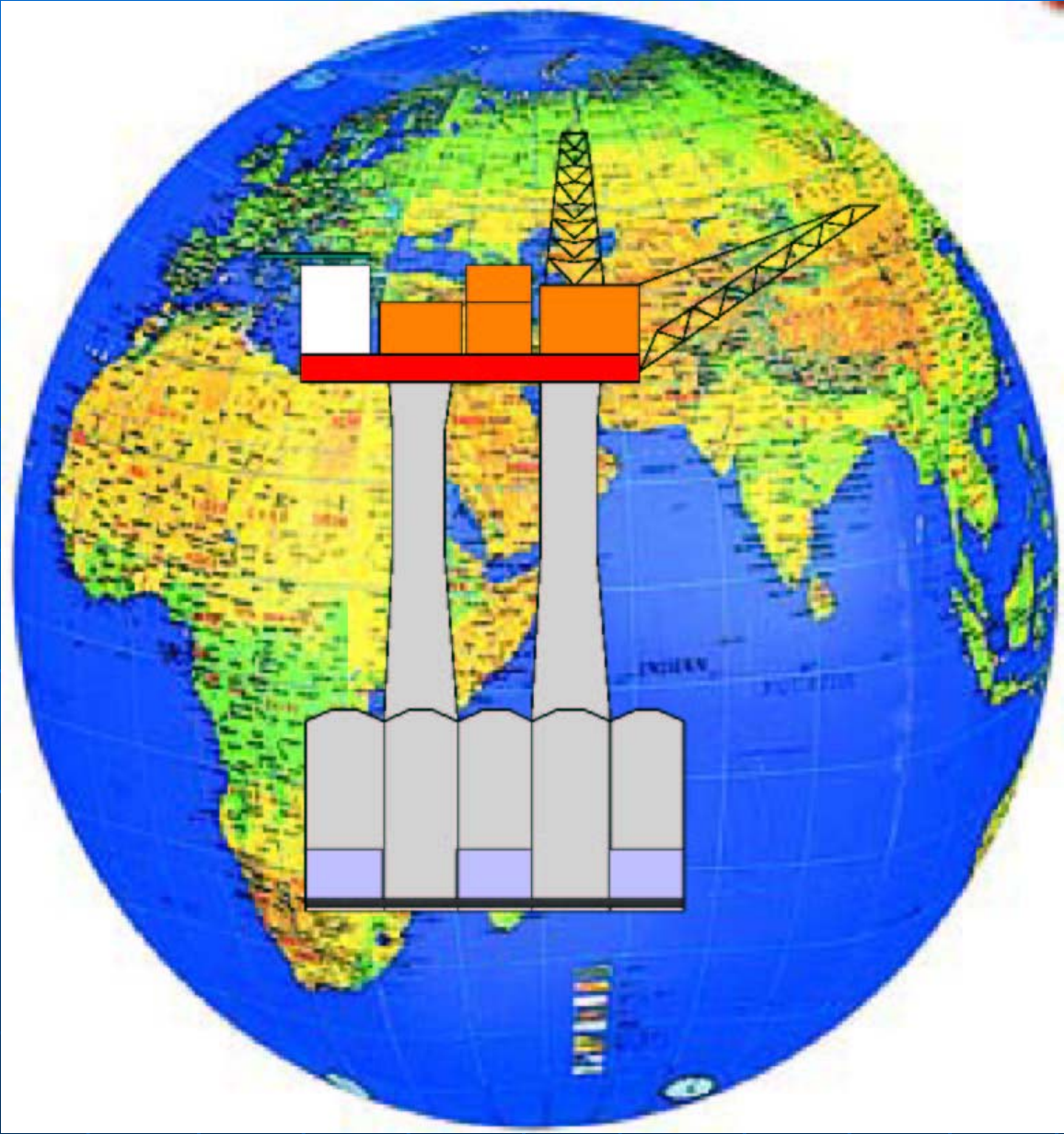
- XML Schemas
- Use Cases
- Test Cases
- Conformance Testing
- Performance Testing
- Interoperability Testing
- Certification
- Vocabularies
- Data Models

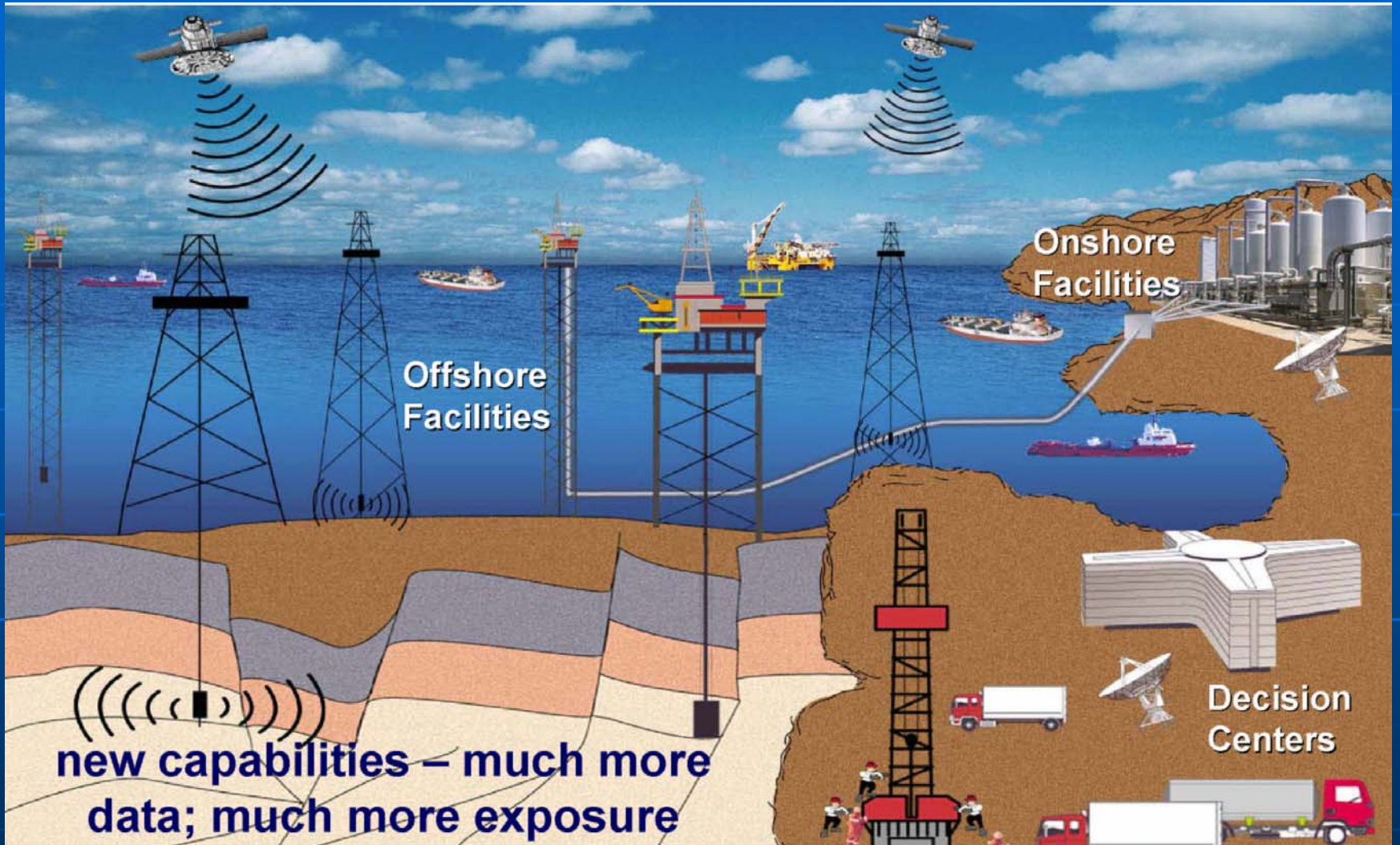
Open Site Architecture Key Issues

- Exposes Data to All Authorized
- Supports Legacy Systems
- Neutral Set of API's
- No Single Point of Failure
- Minimizes Duplicate Processors
- Supports Scalability of Site Network
- Supports Multiple Devices & Network
- Provides Performance & Cost Benefit

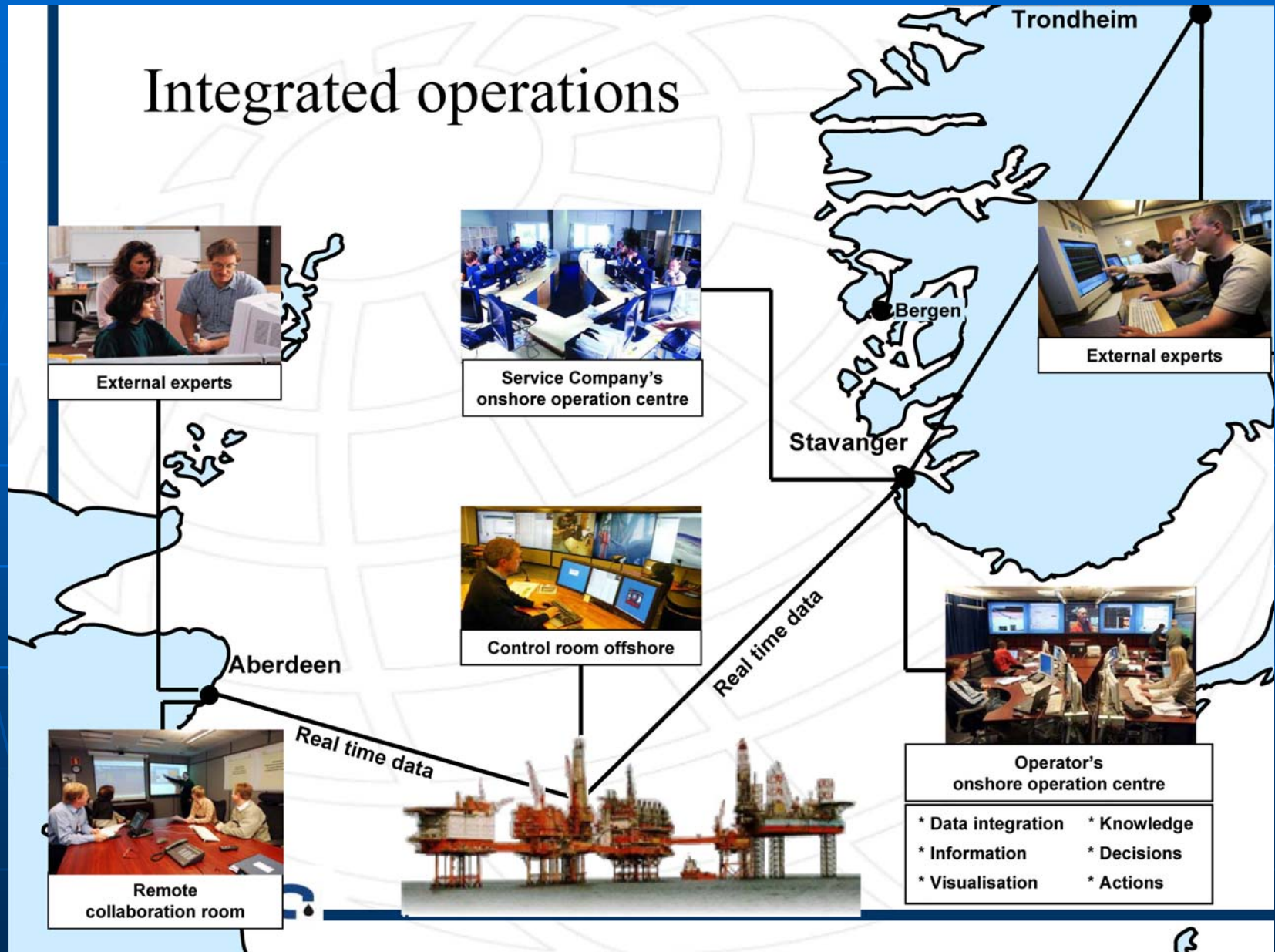
Open Site Architecture Additional Requirements

- Multi-platform Support
- Multi-version Support
- Application Independence
- Composite Application Support
- User Control & Collaboration
- Security





Integrated operations

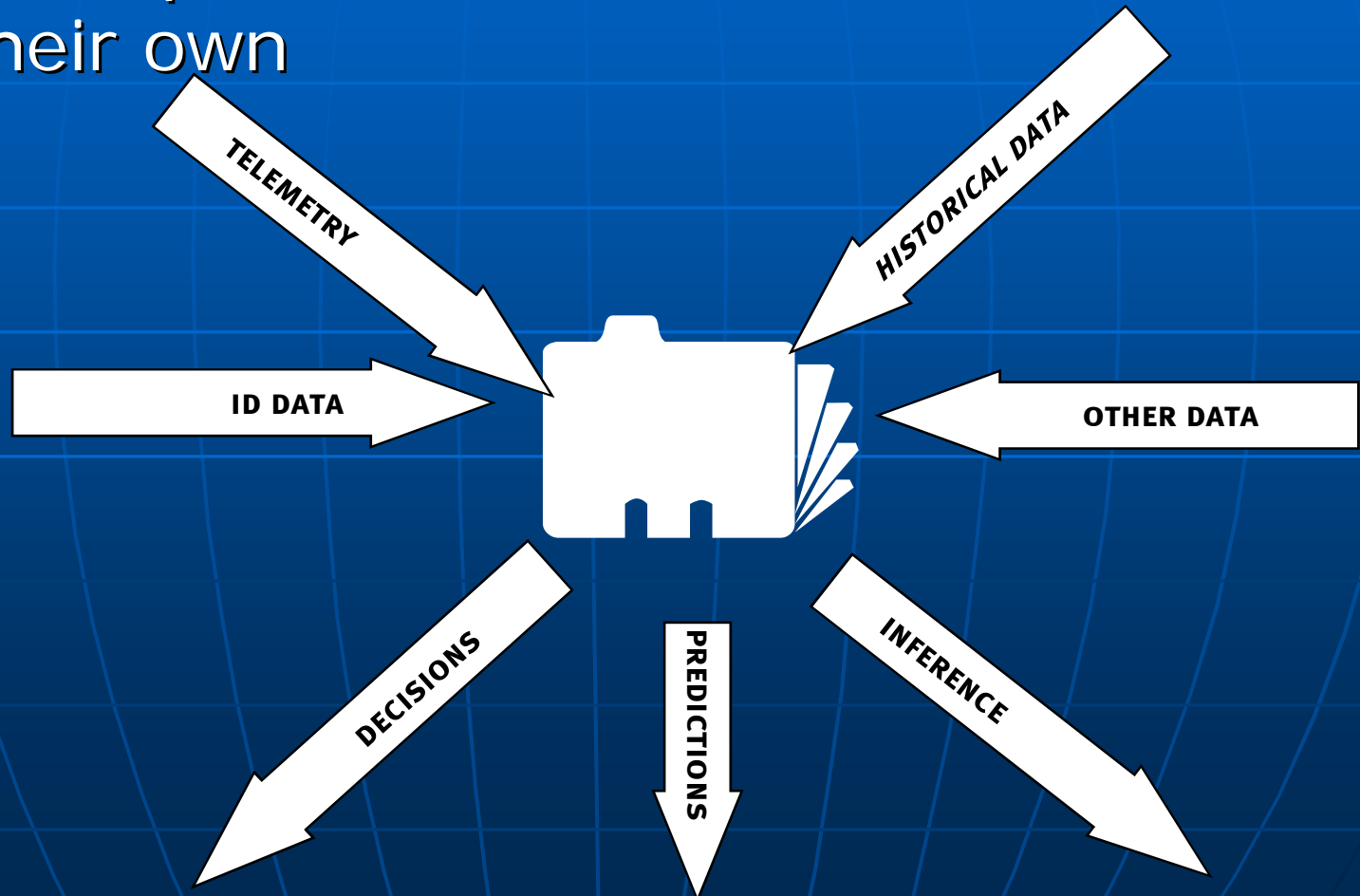


Vision

- A world where...
 - ...bits and atoms are merged
 - ...physical objects communicate in real time all the time
 - ...the Internet extends into everyday products
 - ...everything is connected

Technology

- ...computers that can make decisions on their own



Petroleum Applications

What can Petroleum do with M ?

- Oil Field & Pipeline benefits
 - Maximize Well Production, Avoid Pressure Problems, Stay Within the Hydrocarbon Zone, Optimize Pipeline Scheduling, Produce to Demand, Identify Sources of Diversion and or Product Placement
- Refinery & Terminal benefits
 - Optimization of Cracking Process, Real time Product Forecasting and Placement, Automated Routing and Invoicing
- Consumer benefits
 - Personalized Pricing

The Scenario of the Future

Being Connected

- Synchronization & Immediacy
- Network: A Single Source
 - *Intranet*
- Supplier & Third Party Links



Data Pointers

A form of Auto Identification Technologies

Barcoding

Electronic Signatures

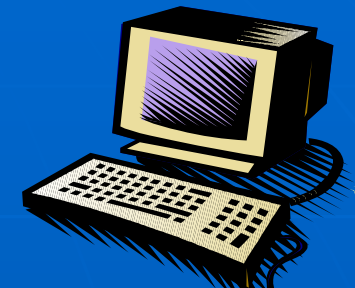
RFID

Biometrics

Voice Recognition

A system that allows an object or person to declare its unique identity

Cross Docking Information



Retail Site Operations

Management Information

Operational Information

Business Application

Business Application

Information Atoms

Confirmation

Digital Marketplace

Ordering

Business Application

TRANSACTION

TRANSACTION

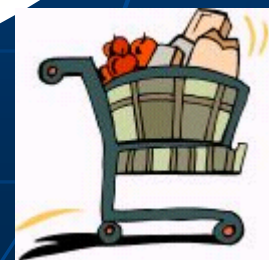
Home Office



Supply Partners



Consumer



Consumer Alliances



Tomorrow's Multi Token



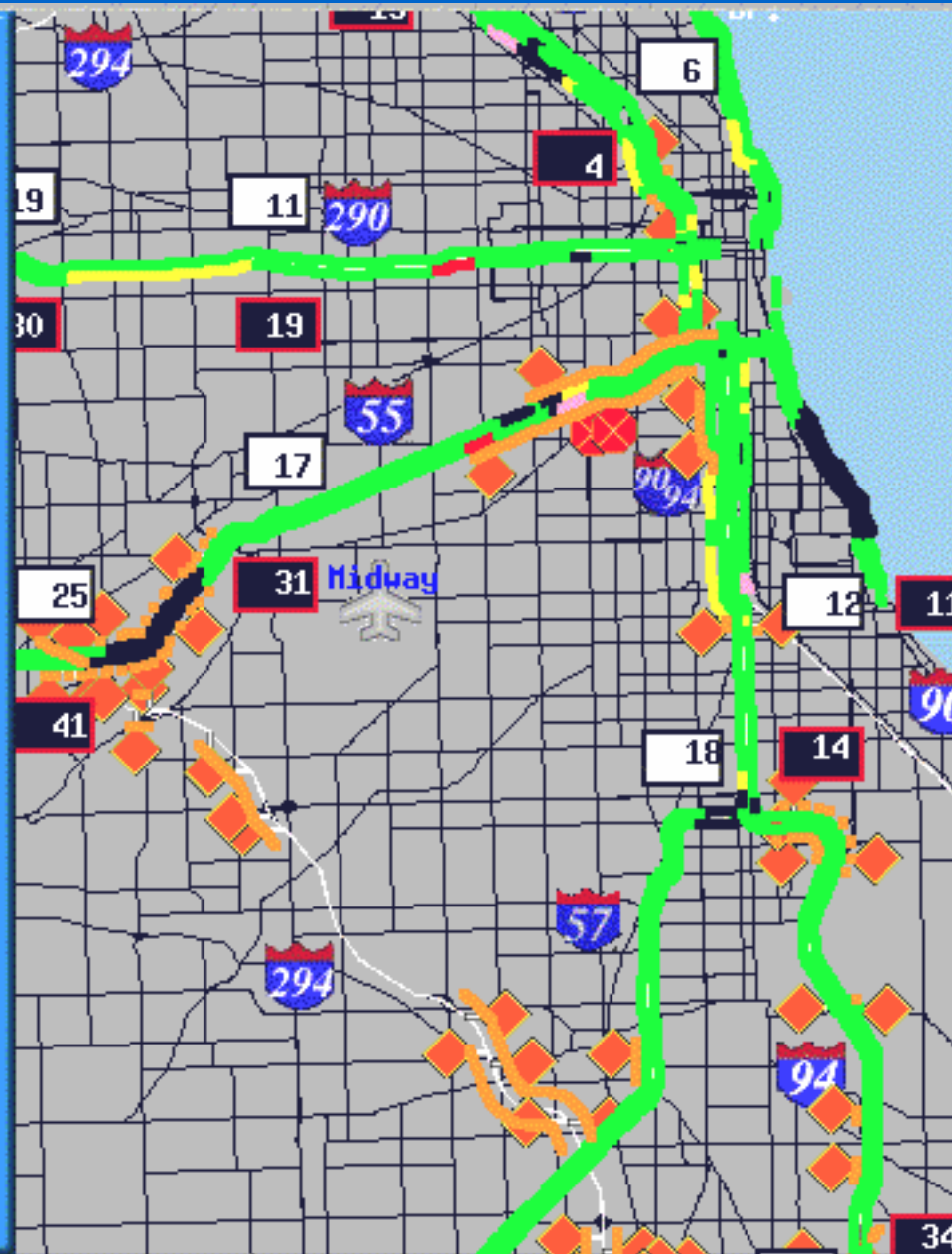
Driving Authorization



Sensuous. Elegant.
And just this side of decadent.

Local Traffic

- none
- light
- heavy
- extreme
- no data
- construction
- ◆ start/end
- ◆ closure



Weather



News



Traffic



Sports



Specials



Sound
On/Off



INTER-ENTERPRISE DW
 CPFR - Shared
 repository between
 trading partners



Forecasting,
 Planning,
 Replenishment



Product Sales DW
MERCHANDISING
 Functional DSS

C To C

B to B
EXTRANET

B to C
INTERNET

CONSUMER-CENTRIC DW
 Real-time offer
 personalization
 & delivery



Cross Functional

ACTIVE
WAREHOUSE

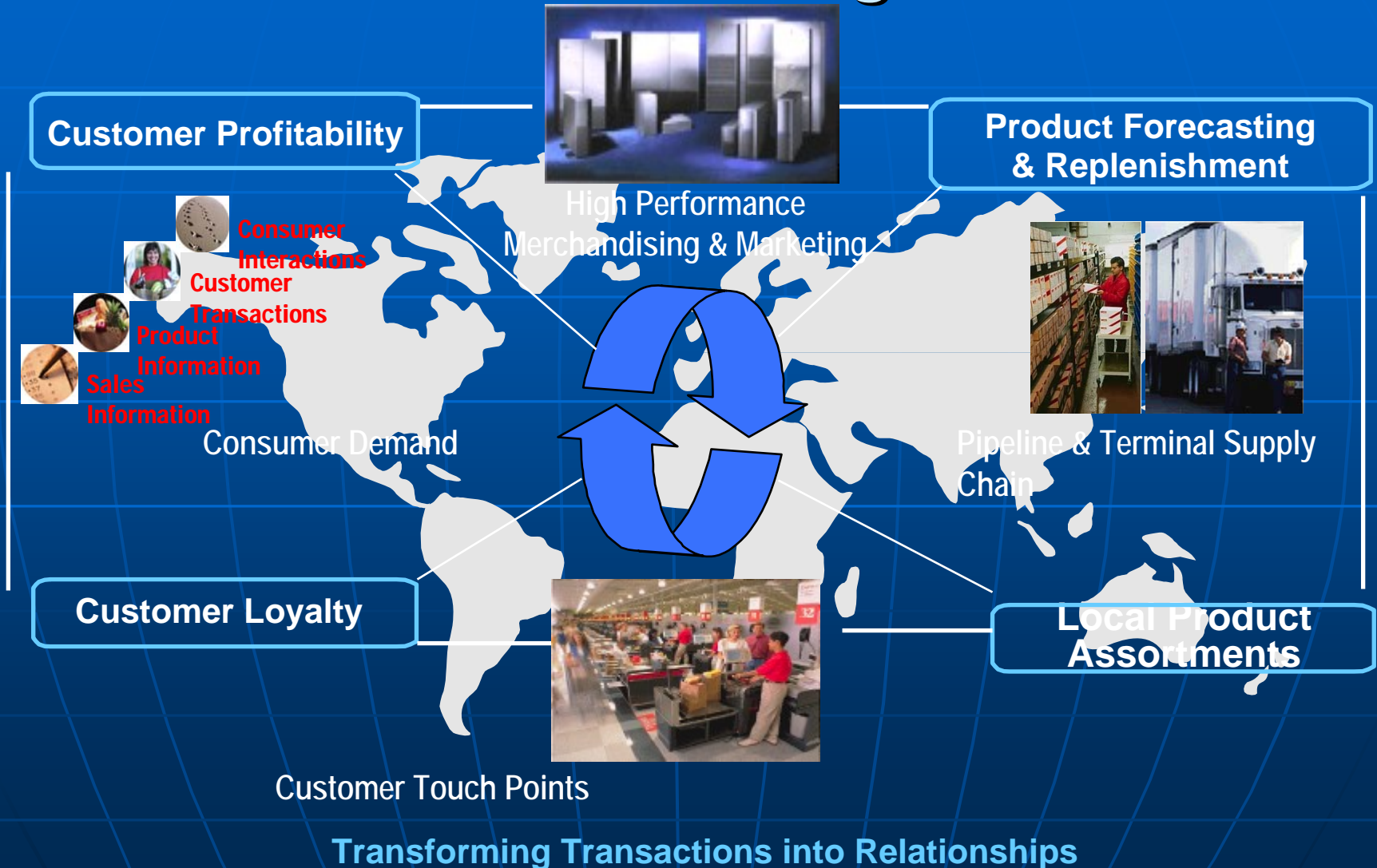


Target Marketing
 & Campaign
 Management



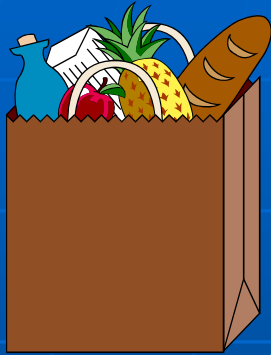
Customer DW
MARKETING
 Functional DSS

Global Technology for Our Home & Neighborhood



Convergence Retailing

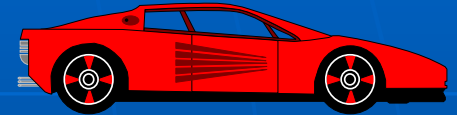
Grocery



Retail Products



Car Wash



Convenience Center



Internet
I2

Fast Food



Kiosk Services



Fuel
Management



Banking



Marketing in the New Millennium

- Localized marketing becomes personalized in the new millennium
- A knowledge base is the catalyst that facilitates personalized marketing
- “And/or” philosophy

A Semantic World

- New products
- New methods of delivery
- New rewards
- New Application of technology
- Don't compete... change the rules

**Thank
you!!!!**