

Slideset 4 of “E-Commerce Applications of Semantic Web Services”

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EC '04 Conference Tutorial

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Sequence Outline of Tutorial

- Introduction & get acquainted
- Overview of Core Technologies of the New Generation Web
 - XML; Web Services; Semantic Web; Semantic Web Services
- Business Process Automation; B2B; EAI; Agents; Standards Role
- Overview of Research Agenda; incl. SWS application scenarios
- End-to-end E-Contracting as business application of SWS
 - SweetDeal rule-based approach, manufacturing SCM example
- (BREAK midway: about here.)
- More depth on Rules and KR for SWS, incl. RuleML
 - Requirements; uses; maturity; rule-based SWS
 - New Fundamental KR Theory, incl. Description LP
- Financial Info & Reporting: ECOIN ontologies/contexts integration
- Trust Management Policies: rules & delegation in authorization
- SWS Research Directions
- SWS E-C Adoption Roadmap; Market Evolution

Following slides are Selected from:

**Financial Information Integration
in the Presence of Equational Ontological Conflicts**

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Is there a better way...

Motivation

- No single international accounting standard exists
 - “90 per cent of institutional investors favored a single international accounting standard, but they differed over what it should be”
McKinsey
- Standards and preferences change over time
 - e.g. Worldbank is gradually moving from 1968 System of National Accounts (SNA) to 1993 SNA
 - WorldCom Causes Analysts To Evaluate Ebitda's Role (**WSJ**)
- Local practices are hard to change
 - US adopted(!) the metric standards for length and mass in 1893

... to access disparate financial information?

Equational Ontological Conflicts

Key Concepts

of customers = # of
end_customers + # of distributors

Gross Profit = Net Sales – Cost of
Goods

P/E Ratio = Price / Earnings(last 4
Qtr)

Price = Nominal Price + Shipping

of customers = # of end_customers
+ # of prospective customers

Gross Profit = Net Sales – Cost of
Goods – Depreciation

P/E Ratio = Price/ [Earnings(last 3
Qtr) +Earnings(next quarter)]

Price = Nominal Price + Shipping +
Tax

“ heterogeneity in the way data items are *calculated* from other
data items *in terms of definitional equations*”

EOC between standards

Key Concepts

“Change in Terminology [<http://www.worldbank.org/data/changinterm.html>]

Following current statistical practice, the World Bank has recently adopted the new terminology in line with the 1993 System of National Accounts (SNA).

In general, the definitions under the 1993 SNA guidelines remain as before, and only the terminology has changed. **Exceptions are:** GNI in constant prices, which differs from GNP in that it also includes a terms of trade adjustment; and gross capital formation which now includes a third category of capital formation: net acquisition of valuables. Included in gross capital formation under the 1993 SNA are capital outlays on defense establishments that may be used by the general public, such as schools, airfields, and hospitals. These expenses were treated as consumption in the earlier version of the SNA. ”

(I) $\text{GNI in constant prices} = \text{GNP} - \text{Trade Adjustment Term}$

(II) $\text{Gross Capital Formation(New)} = \text{Gross Capital Formation(Old)} + \text{Net Acquisition of valuables} + \text{Capital outlays on defense establishments}$

EOC in Primark Databases

Key Concepts

Top 25 US Co. by Net Sales (**Disclosure**)

Rank	Company	Net Sales (000's)	Date
1	General Motors Corp	168,828,600	12/31/95
2	Ford Motor Co	137,137,000	12/31/95
3	Exxon Corp	121,804,000	12/31/95
4	Wal Mart Stores Inc	93,627,000	01/31/96
5	AT&T	79,609,000	12/31/95
6	Mobil Corp	73,413,000	12/31/95
7	International Business M	71,904,000	12/31/95
8	General Electric Co	70,028	
...	

Top 25 International Co. by Net Sales (**Worldscope**)

Rank	Company	Net Sales (000's)	Date
1	Mitsubishi Corporation	165,848,468	03/31/96
2	General Motors Corp	163,861,100	12/31/95
...
8	Exxon Corp	107,893,000	12/31/95
...
16	International Business M	71,940,000	12/31/95
17	General Electric Co	69,948,000	12/31/95
20	Mobil Corp	64,767,000	12/31/95
...

Primark was a company that owned:

- **Disclosure**
- **Worldscope**
- **DataStream**

Information services

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Approach: ECOIN

Solution Methodology

- Context-based loosely-coupled integration

Extends the Context Interchange (COIN) framework developed at MIT

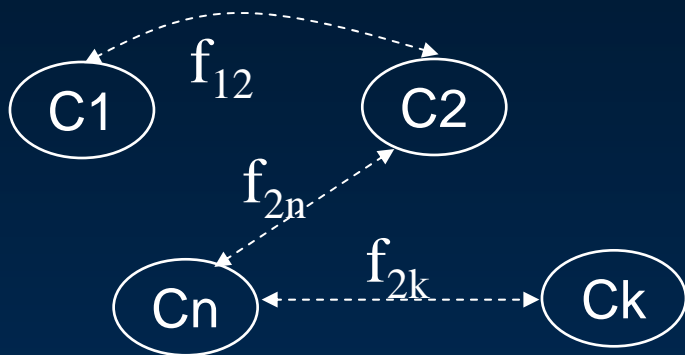
- Symbolic Equation Solving using Constraint Logic Programming

Integrates symbolic equation solving techniques with abductive logic programming

ECOIN Framework

Solution Methodology

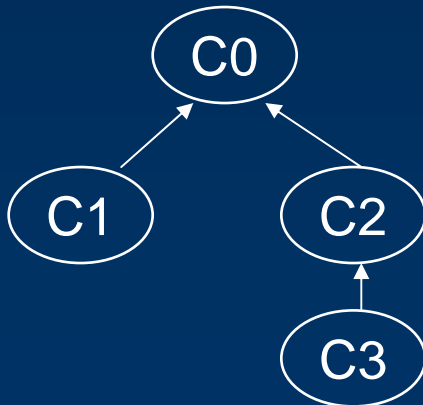
Conversion Functions



Constraint Handling Rules

$\text{sum}(X,Y,Z), \text{bound}(Z) \Leftrightarrow \text{sub}(Z,Y,X), \text{bound}(Z).$
 $\text{mul}(X,Y,Z), \text{bound}(Z) \Leftrightarrow \text{div}(Z,Y,X), \text{bound}(Z).$
 $\text{div}(X,A,Y), \text{sub}(B,Y,X) \Leftrightarrow \text{ground}(A), A \sim -1 |$
 $\text{mul}(A,B,N1), \text{sum}(1,A,N2), \text{div}(N1,N2,X).$
...

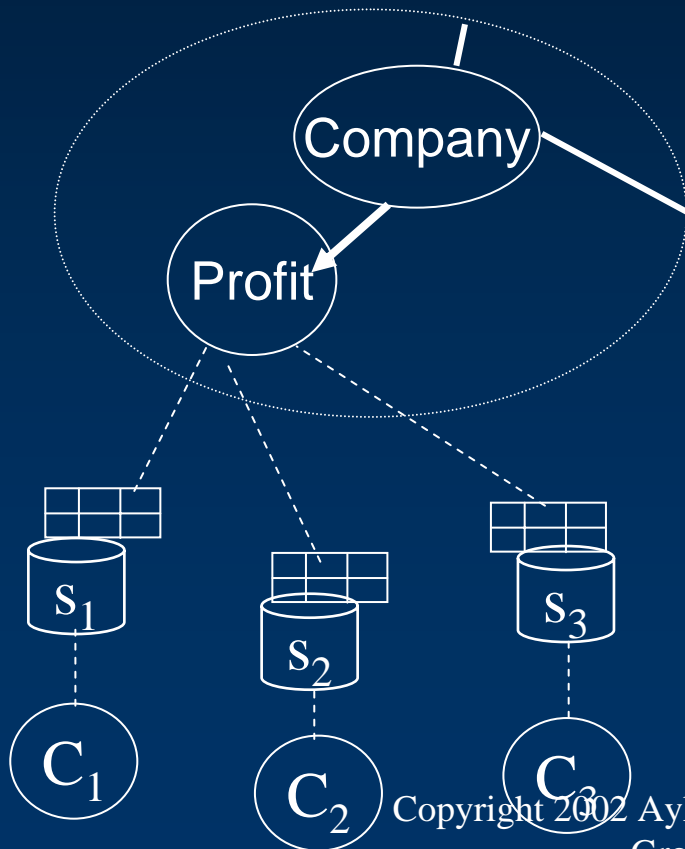
Context Axioms



Ontology



- Treats equational ontological conflicts as contextual differences...



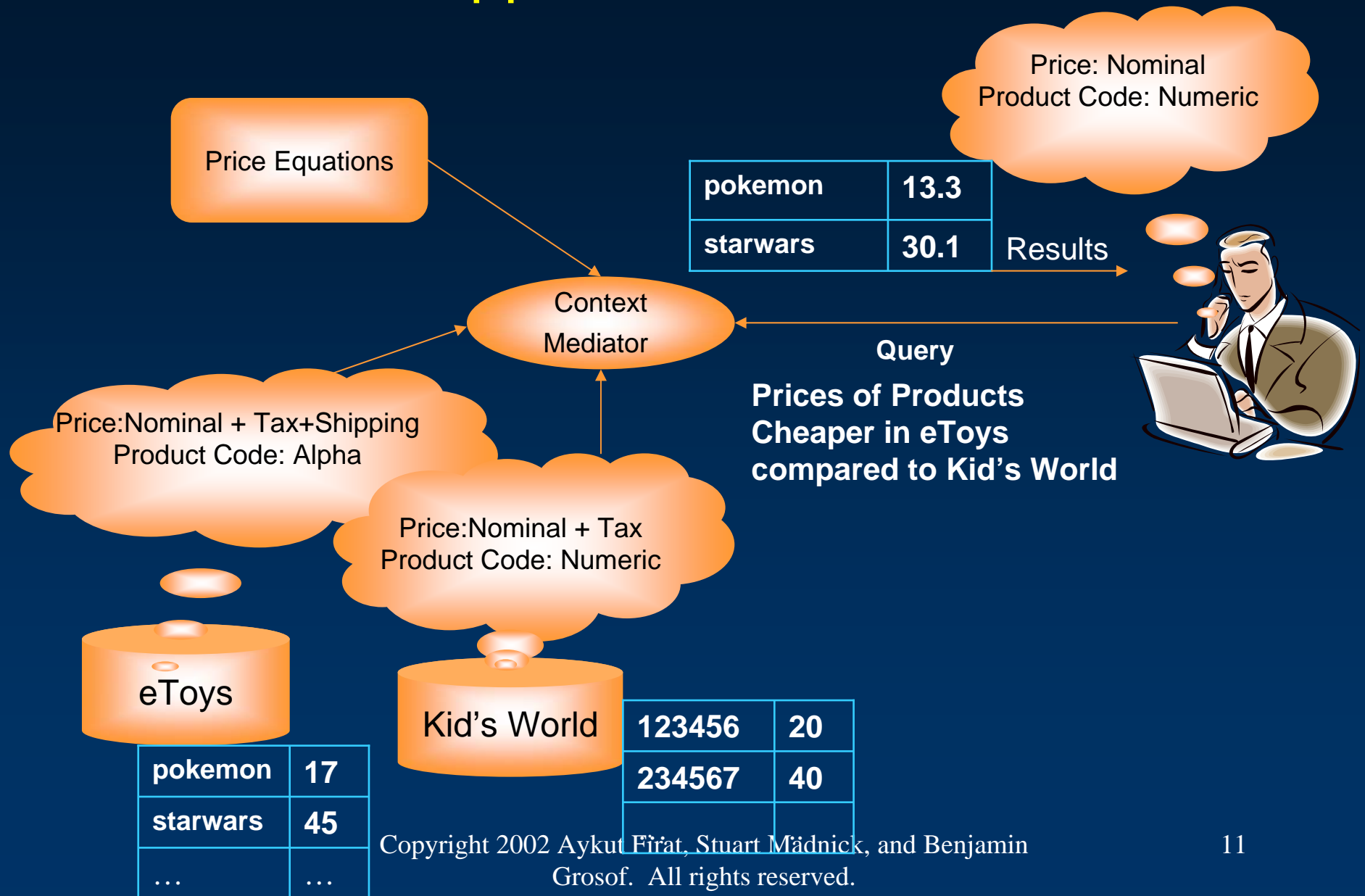
C_1 : Gross profit

C_2 : Gross profit depreciation subtracted

C_3 : Profit tax subtracted

E-Business Application

Prototype



Concluding Remarks

- Equational Ontological Conflicts are widespread in financial information systems
- ECOIN provides a loosely-coupled approach to handling EOC with a logical context-based framework
- ECOIN does not require ontologies to be changed immediately, which is a costly process
- It can be also be used to understand the requirements of a standard