

Enterprise Business Model Brokering

profile:

“StarBEAM’s EBM brokering represents a dramatic technological advance in support of enterprise applications significantly reduces our cost of operations.”

– Founder and CEO

challenge:

Provide a rapid implementation capability for Company’s data warehouse-based demand planning solution. This traditionally requires the conversion of dimensional and metadata information from a customer’s existing data warehouse to support Company’s application requirements.

solution:

Using StarBEAM™, Company can deliver a StarBEAM™ Connector to the customer, which interprets a data warehouse’s existing EBM while instructing the customer in its extraction. At Company, the EBM is brokered to the Demand Planning application using StarBEAM Server and Export Manager. The customer can then begin the demand planning process on Company’s systems driven with definitions from their own data warehouse. This greatly reduced training and education needed with the new application.

Company’s StarBEAM™ B-2-B Enterprise Business Model (EBM) Brokering Solution

- Increases value of the Company’s solution by ensuring that the application can respond quickly to customer business changes
- Enables a more rapid implementation of Company’s B-2-B Demand Planning application
- Brokers a customer’s existing Enterprise Business Model (EBM) to support Company’s application requirements, promoting efficient communications and understanding of customers’ business environment
- Enables Company’s ASP business by brokering EBMs from many different customer applications
- Enables Company’s move into an e_Market Place – the creation of an electronic market comprised of all Company’s customers’ products – a true B-2-B solution
- Gives business users the power to manage their complex business model (e.g. sales territory, product structures, and customer definitions and hierarchies)

What is Enterprise Business Model (EBM) Brokering?

EBM Brokering is an exchange of information defining how a company deploys its resources to service its customers and achieve its objectives. The EBM is comprised of definitions of a company’s organizational structures (including structure content) and their interrelating business management rules.

What is an e_Market Place?

An e_Market Place is an e_Commerce service supporting business-to-business trading partners. It coordinates the trade of goods and services between the participating partners. An e_Market Place is an extended Enterprise Business Model comprised of the public EBM’s of all participating trading partners.