ISSS/WS-eCAT/02/001Rev.

CEN/ISSS eCAT Workshop

Business Plan (v.10)

Source: ISSS Secretariat and TermNet

Status: Approved

Date: 4 December 2002

1) Title of the proposed Workshop

Multilingual Catalogue strategies for eCommerce and eBusiness (CEN/ISSS/WS/eCAT)

2) Proposers

TermNet – International Network for Terminology (Headquarters in Vienna, Austria)

Infoterm – International Information Centre for Terminology (Vienna, Austria) on behalf of ISO/TC 37

iim – Institute for Information Management (University of Applied Sciences Cologne, Germany)

eCl@ss e.V. (Cologne, Germany)

EMF – European Multimedia Forum (Brussels & London)

ETIS – e- and telecommunications information services (Brussels, Belgium)

3) Workshop objectives

3.1 Background

Multilingualism in the Union is often seen as an obstacle for the European economy in terms of competition and the opening up of new markets, but it also has political dimensions relating to consumer protection, freedom to move, etc. However, new economies have emerged in the wake of trying to overcome the language barriers, such as the language industries (incl. activities and the language technologies for making language resources and terminologies available at a large scale), where Europe has a leading edge thanks to the R&D programmes of the EU Commission.

It has been recognised that products and services must be sold in the language of the target market. There are strong indications that e-commerce and e-business can only function well, if the virtual marketplaces and all their major elements (such as product classification schemes, user interfaces, product catalogues etc.) are multilingual from the outset. This, however, would create insurmountable financial barriers for SMEs, if they cannot benefit from synergies through a systematic approach to multilingual data, the methods for their management and the respective tools, as well as the integration of these data, methods and tools into the company's whole ICT environment.

The Management Group (MoU/MG) of the Memorandum of Understanding of the ITU, UN/ECE, ISO and IEC (joined by several other organisations for the sake of coordinating all standardisation and harmonisation efforts with respect to e-commerce and e-business) is convinced that e-commerce/e-business can only perform satisfactorily if it is multilingual and properly harmonised. That is the reason why the International Information Centre for Terminology (Infoterm), taking care of the Secretariat of ISO/TC 37 "Terminology and other language resources", has been invited to join the MoU/MG. ISO/TC 37 has recently decided on a NWI (New Working Item) "Basic principles for multilingual product classification schemes for electronic commerce".

The real challenges are establishing interoperable international multilingual product classification schemes for e-commerce and multilingual e-catalogues (fully integrated in terms of process chains into the whole information/knowledge management and data processing environment of enterprises). E-catalogues must be compatible or – what is more important – Interoperable with engineering systems (such as CAD/CAM, FIM, etc.) as well as with business software (such as ERP, etc.) and all kinds of information/knowledge management systems (incl. the language technology software supporting them).

3.2   Workshop Main Objective

To propose a draft document to be endorsed by the Workshop (WS) and to become a CEN Workshop Agreement (CWA) containing:

a) information on and analysis of the state-of-the-art situation concerning the application of e-catalogues (identifying the existing problems and coming up with recommendations for a systematic approach to overcoming these problems) in order to give a comprehensive picture of what happens in e-cataloguing globally, taking into account a representative selection of institutions/organisations involved in the field, with a focus on the European situation.

b) concepts and plans for:
- formulation of requirements for a meta-model framework (in order to ensure interoperability even of heterogeneous and otherwise incompatible systems)
- investigation of existing and required kinds of meta-data registries
- the identification of existing and further needed guidelines, standards, methodologies etc., which should be integrated or to which interfaces need to be established
- preparation of e-learning material and training opportunities for SMEs and consultants
- launch of a pan-European promotion and dissemination campaign
- support of standardisation/harmonisation efforts in this connection in order to facilitate the preparation and application of multilingual e-catalogues.

3.3 Workshop Strategic objectives

The Workshop aims at formulating a strategy for establishing a harmonised methodology for multilingual e-catalogues, and for implementing this methodology in a future full scale project on e-catalogues.

The Workshop will not only lay the basis for a future implementation of a harmonised methodology for multilingual e-catalogues, but will also take into account the need for training experts and raise awareness on the subject. These are key issues for the future to help enable a high percentage of SMEs to become successful in e-commerce world-wide.

The Workshop is focussed on EU SMEs needs; it will also pay special attention to Central and Eastern European Countries and EFTA countries.

The Workshop will closely cooperate with other initiatives in the field, including EU-funded RTD-projects – thus bundling experiences and competence from the private and public sectors.

4) Detailed Workshop contents, deliverables and timescales

Workshop Duration: 13 Months

Kick-Off date: 29 November 2002 – 1<u>st Milestone</u>

Month 0-1: Call for Project Team – call for nominations and selection

Work programme (months 1-12)

I. Work Item 1 (W1): Months 1-12
Investigation and analysis of e-catalogues for e-business: state-of-the-art concerning the application of e-catalogues for e-business and recommendations for future development

The analysis shall give a comprehensive picture of what happens in e-cataloguing globally and shall take into account a representative selection of institutions/organisations including e-marketplaces involved in the field, with a focus on the European situation.

The analysis shall identify the existing problems in e-cataloguing and come up with recommendations for a systematic approach to overcoming these problems.

The Work Item is divided into the following five tasks:

 W 1.1 "Survey on existing e-catalogues in e-business – schemes, systems/tools, way of application" (Months 1-2)

W 1.2 "Survey on existing major institutions/organizations supporting e-catalogue development in e-business and state-of-the-art in pertinent research" (Months 1-2)

W 1.3 "Analysis of existing e-catalogues" (Months 2-5)

W 1.4 "Analysis of the relation between (as well as application of) existing product classification schemes/product identification schemes and e-catalogues" (Months 2-5)

W 1.5 "Formulation of problems and recommendations for a systematic approach to implement highly interoperable e-catalogues at SME level" (Months 5-10)

> ➔ Deliverable W1: Study (CWA)
> ➔ 2<u>nd Milestone</u>: Plenary Meeting

II. Work Item 2 (W2): (Months 6-12)
Plans and concepts for a standardization strategy

To draw plans and concepts for:
-        formulation of requirements for a meta-model framework in order to ensure interoperability even of heterogeneous and otherwise incompatible systems;
-        investigation of existing and required meta-data registries;
-        identification of existing and further needed guidelines, standards, methodologies etc., which should be integrated or to which interfaces need to be established.

> ➔ Deliverable W2: Report (Annex to D1)
> ➔ 3<u>rd Milestone</u>: Plenary Meeting

III. Work Item 3 (W3): (Months 3-12)
Plans and concepts for pan-European implementation

To draw plans and concepts for:
- preparation of e-learning material and training opportunities for SMEs and consultants
- launch of a pan-European promotion and dissemination campaign;
- support of standardisation/harmonisation efforts in this connection in order to facilitate the preparation and application of multilingual e-catalogues.

➞ Deliverable W3: Report (Annex to D1)
➞ 4th Milestone: Conference on Workshop results & Final Plenary Meeting)

Work Item (W); Deliverable (D); Milestone (M)

		2002-12 / 2003-12												
		Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
W	Task	02-12	03-01	03-02	03-03	03-04	03-05	03-06	03-07	03-08	03-09	03-10	03-11	03-12
W1 **M1**	W 1.1						M2							
	W 1.2													
	W 1.3													
	W 1.4													
	W 1.5	☆												D1
W2	W 2.1									M3				D2
	W 2.2									☆				
	W 2.3													
W3	W 3.1													D3
	W 3.2													
	W 3.3													☆

W1 (Analysis)	D1 (Study)	M2 (Plenary Meeting)
W2 (Plans for Standardization)	D2 (Report)	M3 (Plenary Meeting)
W3 (Plans for Implementation)	D3 (Report)	M4 (Conference on WS Results & Final Plenary Meeting)

5) Workshop organisation

The Workshop will appoint a Chair and a vice-Chair. The appointment will be carried out during the kick-off meeting.

A Project Team will be selected according to the general rules for Project Teams in CEN/ISSS to carry out the technical work described in the work programme of the Workshop.

Documents produced by the Project Team will be subject to approval by the Workshop before being included in the CWA. The Workshop Chair will closely monitor progress made by the Project Team and provide guidance if needed.

The Workshop Secretariat will be provided by a CEN Member body.

The Secretariat will carry out the operational and administrative tasks required by the Workshop, and will report to the Workshop Chair and to the CEN/ISSS Workshop Manager, in consultation with the CEN/ISSS Director as required.

The functions delivered by the Secretariat will be the following:

- ✓ Management of the web site, according to the templates provided by ISSS. A link will be inserted in the CEN/ISSS pages to the Workshop site. A link will be implemented from the Secretariat web-site to the CEN/ISSS web site
- ✓ Management of the exploder (all new addresses and cancellations shall be communicated to the ISSS secretariat for the updating of the database)
- ✓ Management of the document list
- ✓ Attribution of document numbers according to the following system: ISSS/WS-eCAT/…./XXX
- ✓ Organisation of Plenary and Working Group meetings
- ✓ Registration of participants to Plenary and Working Group meetings
- ✓ Drawing up of agendas, minutes, action and decision lists for Plenary meetings, in English.
- ✓ Ensuring that the Business Plan is updated as required
- ✓ Acting as a help-desk function for general Workshop issues (the secretary shall be the first contact person for the activity of establishing liaison with other projects/programmes, following the input of officials)
- ✓ Organising the development of CWAs, from their receipt within the WGs until their dispatch to ISSS

The Workshop Chair shall:

- preside the Plenary and other appropriate meetings;
- in conjunction with the Workshop Manager, ensure that the Workshop carries out the functions prescribed in the present Business Plan, and in the appropriate manner;
- represent the Workshop in appropriate external meetings;
- direct the focus of the Workshop;
- liaise with the Workshop Manager and as appropriate with the CEN/ISSS Director concerning the administration and strategic issues of the Workshop;

The Vice-Chair shall assist the Chair in carry out the above listed tasks.

6) Resource requirements

Workshop with Secretariat and Project Team (PT) for 13 months. Requested resources for the Project Team are 195 man/days.

The costs associated with the Workshop (Project Team plus Secretariat) are funded by the European Commission and EFTA Secretariat under the eEurope Contract.

7) Liaisons

CEN/ISSS/WS/EC, WS/eBES and other relevant CEN/ISSS Workshops
ISO/TC 37
eCl@ss e.V.
ISO TC 184 SC4 WG2
IEC SC3D
OASIS

Other appropriate liaisons will be identified among industry e-commerce focused associations in Europe and globally*.*

8)   Contact points

- **Dr. Klaus-Dirk Schmitz**

Workshop Chair

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