

# **CEN/ISSS eCAT Workshop**

Multilingual eCataloguing and eClassification in  
eBusiness

## **Business Plan (v.11.1)**

Source: ISSS Secretariat and TermNet  
Status: For approval  
Date: 27 October 2003

## 1) Title of the Workshop

Multilingual eCataloguing and eClassification in eBusiness (**CEN/ISSS/WS/eCAT**).

The title replace the old: Multilingual Catalogue strategies for eCommerce and eBusiness

The new title is adopted since 10 October 2003, following the inclusion of a separate project dealing with product classification systems (ePDC project<sup>1</sup>) in the WS/eCAT work program.

## 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)

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

EMF – European Multimedia Forum (Brussels & London)

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

CIDX - Chemical Industry Data eXchange - (European contact: Ludwigshafen, Germany)

## 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.

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<sup>1</sup> Reference is made to the draft ePDC Project Plan (v8) doc number ISSS/WS-eCAT/03/012.

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 draft documents to be endorsed by the Workshop (WS) and to become a CEN Workshop Agreements (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.
- c) proposal for the harmonisation of existing standards for product description and classification into a common, horizontal, i.e. cross industry system and for maintaining it under a royalty free license on a on-going basis.

### **3.3 Workshop Strategic objectives**

The Workshop aims at formulating a strategy for

- 1) establishing a harmonised methodology for multilingual e-catalogues, and for implementing this methodology in a future full scale project on e-catalogues.
- 2) harmonising existing standards for product description and classification into a common, horizontal (cross industry) system

The Workshop will not only lay the basis for a future implementation of a harmonised methodology for multilingual e-catalogues and classification systems to be harmonised, 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: 17 Months

Kick-Off date: 29 November 2002 End: April 2004

The Workshop combines two separate projects, one dealing with e-cataloguing and the other dealing with classification (ePDC). The classification project started only in November 2003.

#### **4.1 Project 1: e-catalogues**

It deals with WI 1 -3 described below.

Timescale: November 2002- December 2003 (months 1-13)

#### **Work programme (months 1-13)**

Call for Project Team – call for nominations and selection: Months 1-2

## **I. Work Item 1 (W1): Months 2-13**

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<sup>nd</sup> Milestone: Plenary Meeting

## **II. Work Item 2 (W2): (Months 7-13)**

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<sup>rd</sup> Milestone: Plenary Meeting

### III. Work Item 3 (W3): (Months 4-13)

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)
- 4<sup>th</sup> Milestone: Conference on Workshop results & Final Plenary Meeting)

#### 4.2 Project 2 : Classification (ePDC)

The project is described in the draft ePDC Project Plan (v8) doc number ISSS/WS-eCAT/03/012.

Note: Only the first phase of the ePDC project – related to Work Items 1-5 – is considered at present. The decision to carry out the second phase of the ePDC project is left to the WS/eCAT members, depending on funding available, at a later stage.

Timescale: November 2003 – April 2004 (months 11-17)

Work programme (in summary)<sup>2</sup>:

Call for Project Team – call for nominations and selection

- WI 1 ePDC: To create and maintain a table of existing classification schemes
- WI 2 ePDC: To harmonise the terminology
- WI 3 ePDC: To decide on common architecture for technical dictionaries according to pertaining standards like ISO 13584
- WI 4 ePDC: To decide on business rules to operate a joint working committee in charge of the implementation and management of the classification
- WI 5 ePDC: To find the appropriate toolset for maintaining the system (repository and web site)

Deliverables:

- D1: Table containing list of existing classification schemes
- D2: CWA on dictionary of terminology for product classification components
- D3: CWA on the reference data models for the classification (architecture)
- D4: Document explaining the business rules for operating the Joint committee
- D5: Document describing the toolset and funding proposal

A table described the combined timescale of project 4.1 and 4.2 will be put in annex.

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<sup>2</sup> For the detailed work programme, please refer to the ePDC Project Plan (v8) doc number ISSS/WS-eCAT/03/006

## 5) Workshop organisation

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

Two Project Teams 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. The first project team will deal with the ecataloguing project (paragraph 4.1) and the second will deal with the classification project (paragraph 4.2).

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 two Project Teams (PT) for 17 months. Requested resources for the Project Teams - the ecalataloging and the ePDC PTs - are 335 man/days.

Funding for the Project Teams and the Workshop Secretariat is available from European Commission/EFTA under the eEurope Initiative. For the ePDC project the availability of this funding depends on a sufficient level of voluntary participation in the work.

## 7) Liaisons

CEN/ISSS/WS/EC, WS/eBES and other relevant CEN/ISSS Workshops  
ISO/TC 37  
eCI@ss e.V.  
ISO TC 184 SC4 WG2  
IEC SC3D  
OASIS  
EU/CPV (tbc)

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

## 8) Contact points

<p><b>Workshop Chair</b> Dr. Klaus-Dirk Schmitz Fachhochschule Köln - Fachbereich Sprachen Mainzer Strasse 5, D - 50678 Köln Tel +49 221 / 8275-3303 Fax +49 221 / 8275-3991 Email: Klaus.Schmitz@fh-koeln.de</p>	<p><b>Vice-Chair</b> Mr. Raymond Betz Solvay/CIDX Rue du Prince Albert 33 B-1050 Brussels Tel +32 2 5096709 Fax +32 2 5096429 Email: Raymond.Betz@solvay.com</p>
<p><b>Workshop Secretariat</b> Ms. Eva Lindquist TermNet® - International Network for Terminology Aichholzgasse 6/12, A-1120 Vienna, Austria Tel +43 1 817 44 99 Fax +43 1 817 44 99-44 Email: elindquist@termnet.at</p>	<p><b>CEN/ISSS Workshop Manager</b> Ms. Barbara Gatti Rue de Stassart 36, B-1050 Brussels Tel +32 2 550 08 34 Fax +32 2 550 09 66 Email: Barbara.Gatti@cenorm.be</p>