

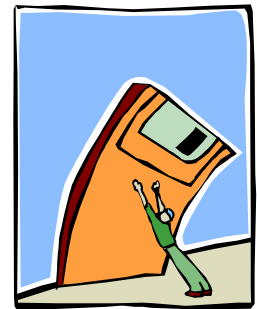
New e-business opportunities and models based on web services

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ESI – European Software Institute

Contents

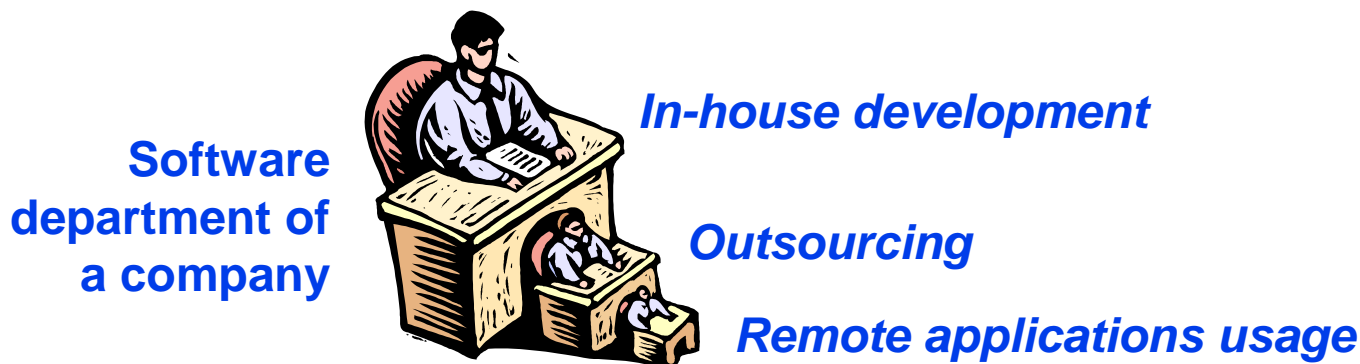
- **New e-business opportunities and models**
- **An example to create new business from an existing software package**



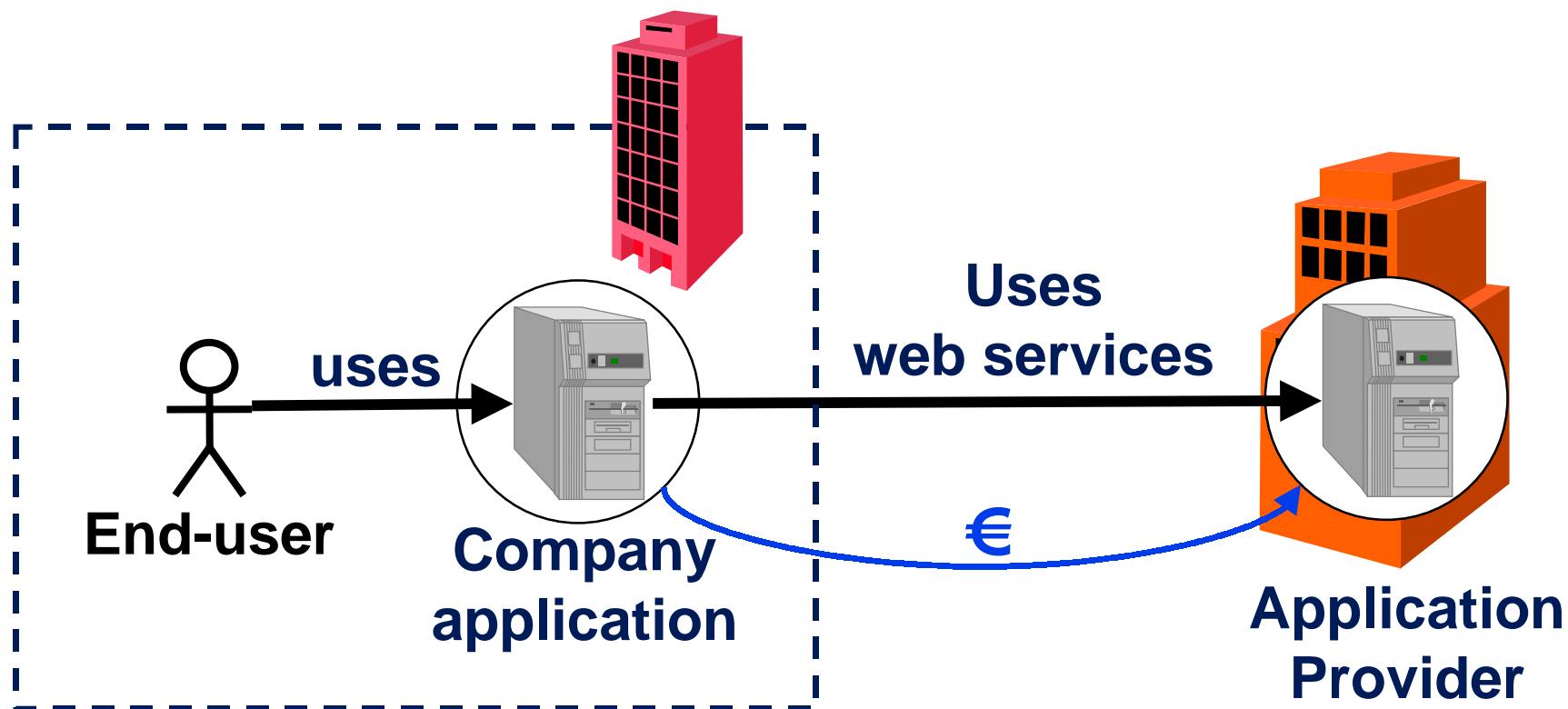
New software acquisition models (I)

*A new business model for **acquiring** software systems*

- **Customers do not buy applications and packages**
 - They want the software developer to develop and host the applications
 - They want to use the application remotely, without any administration overhead
 - They want to pay per use, not for application development



New software acquisition models (II)



New software acquisition models (III)

*A new business model for **delivering** software systems*

- **Software developers need to become:**
 - Application Service Providers
 - Web service providers
- **In both cases, WS technology provides an opportunity to reuse functionality for different customers**

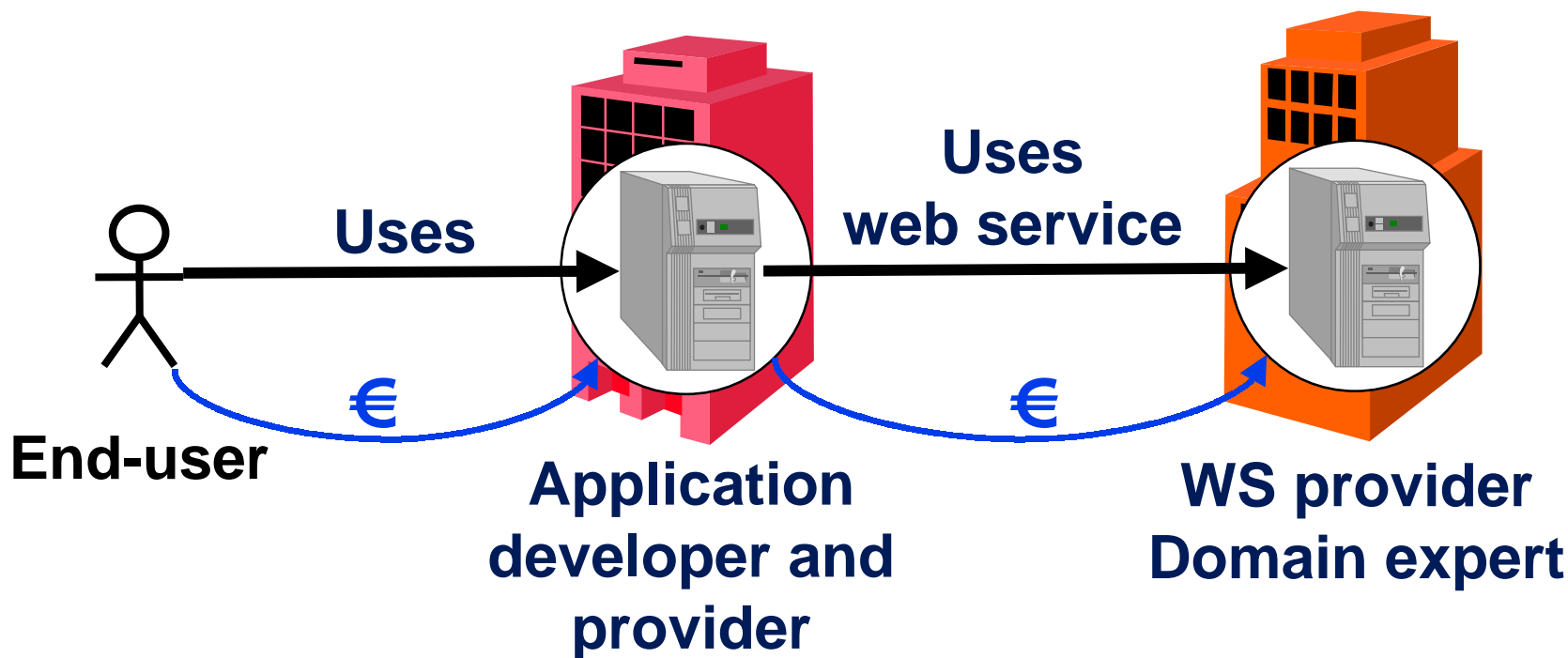
New business opportunities (I)

*New opportunities because of **using** web services*

Software developers use web services because:

- They lack expertise on a domain and they prefer to integrate a third party component (WS) developed by a domain expert
- They need to build their application faster
- ***Business opportunities to:***
 - ***Be present in new business domains***
 - ***Compete for contracts with lower development times***

New business opportunities (II)

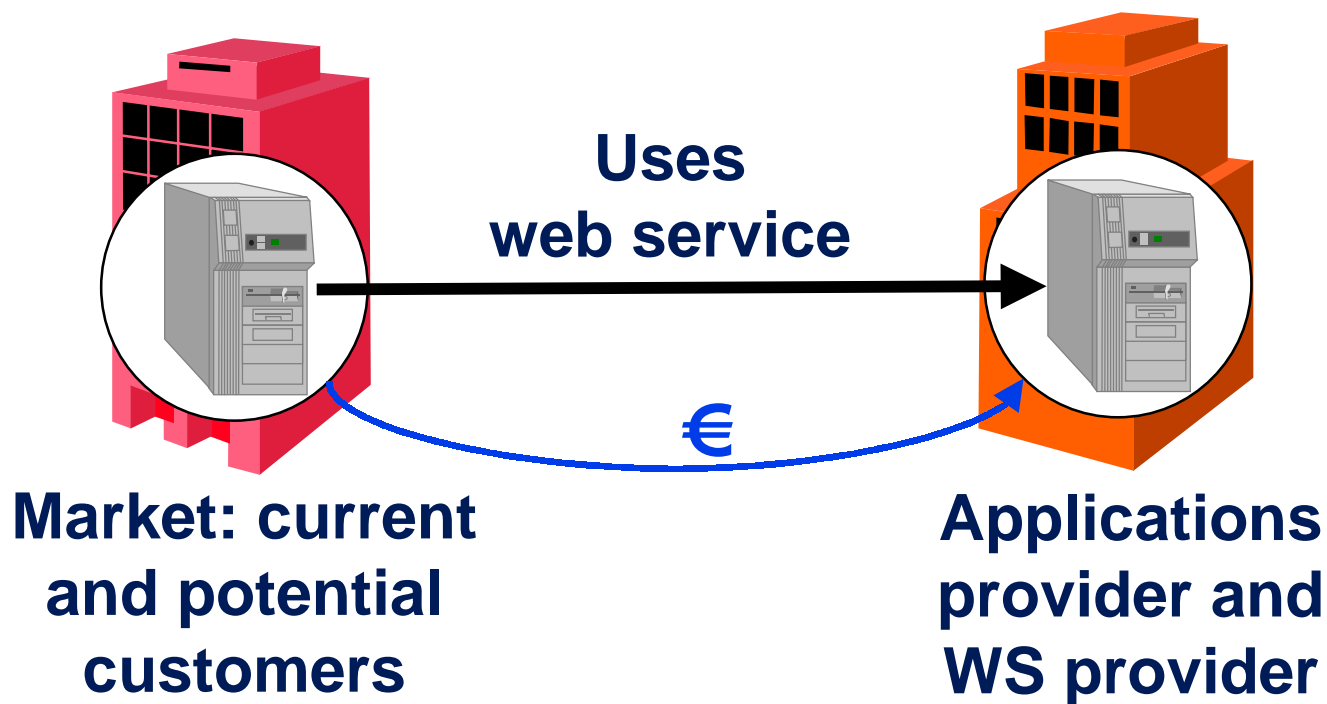


New business opportunities (III)

*New opportunities because of **selling** web services*

- **Take advantage of existing applications to offer part of them as web services**
 - Retain customers
 - Gain new customers
- **For each new software development, think also on web services**

New business opportunities (IV)

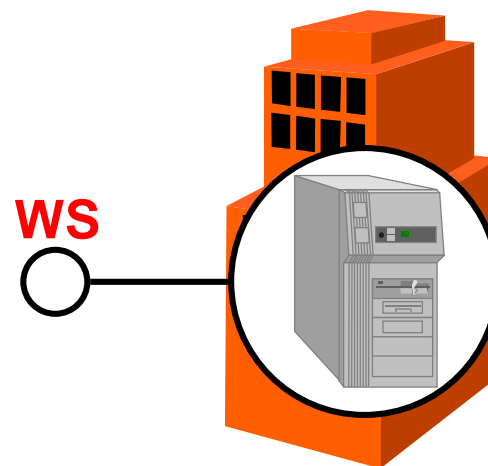


An example



Analyse an existing software package

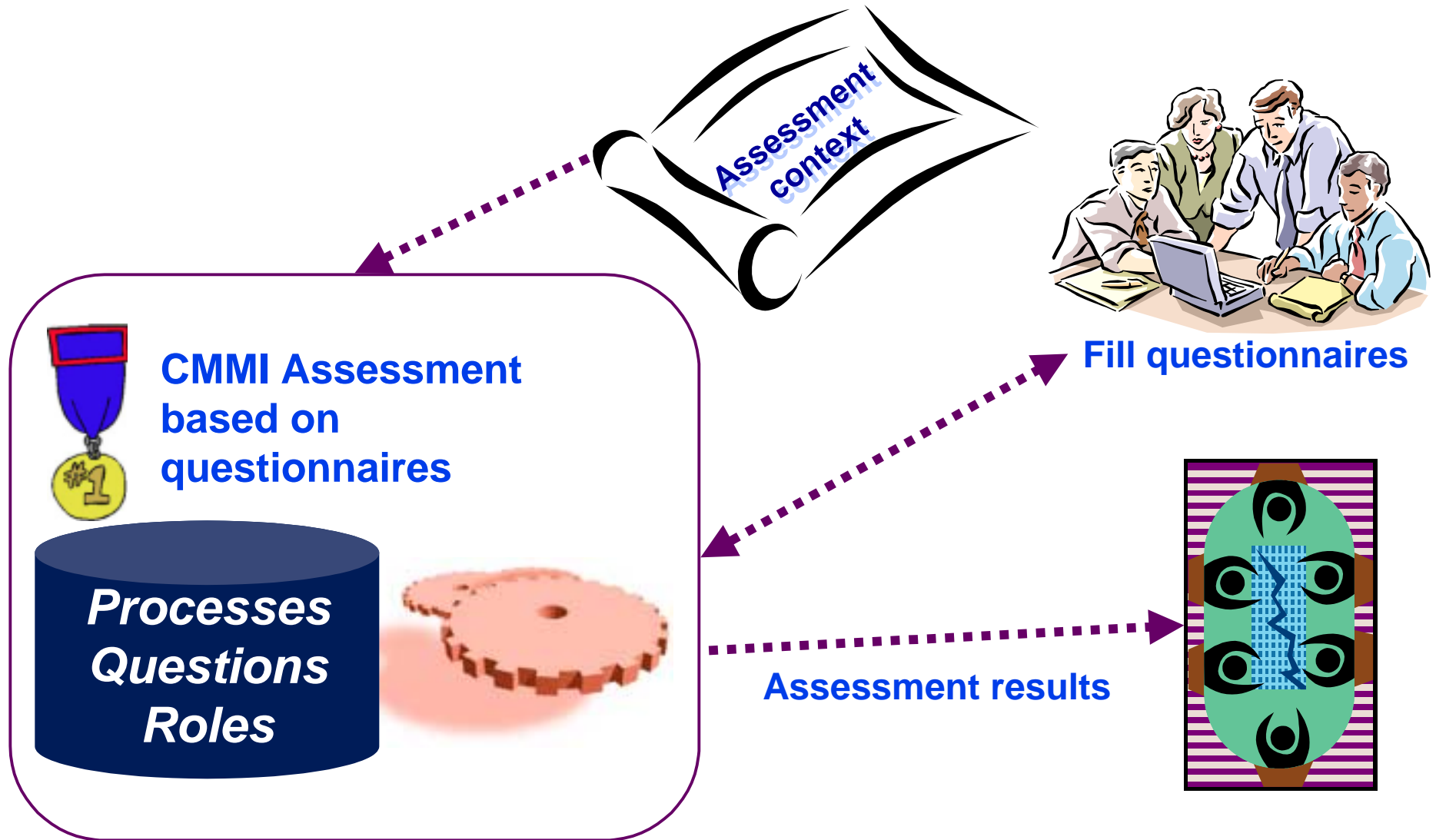
Think on services!!



Deliver part of its functionality as a web service

The business opportunity

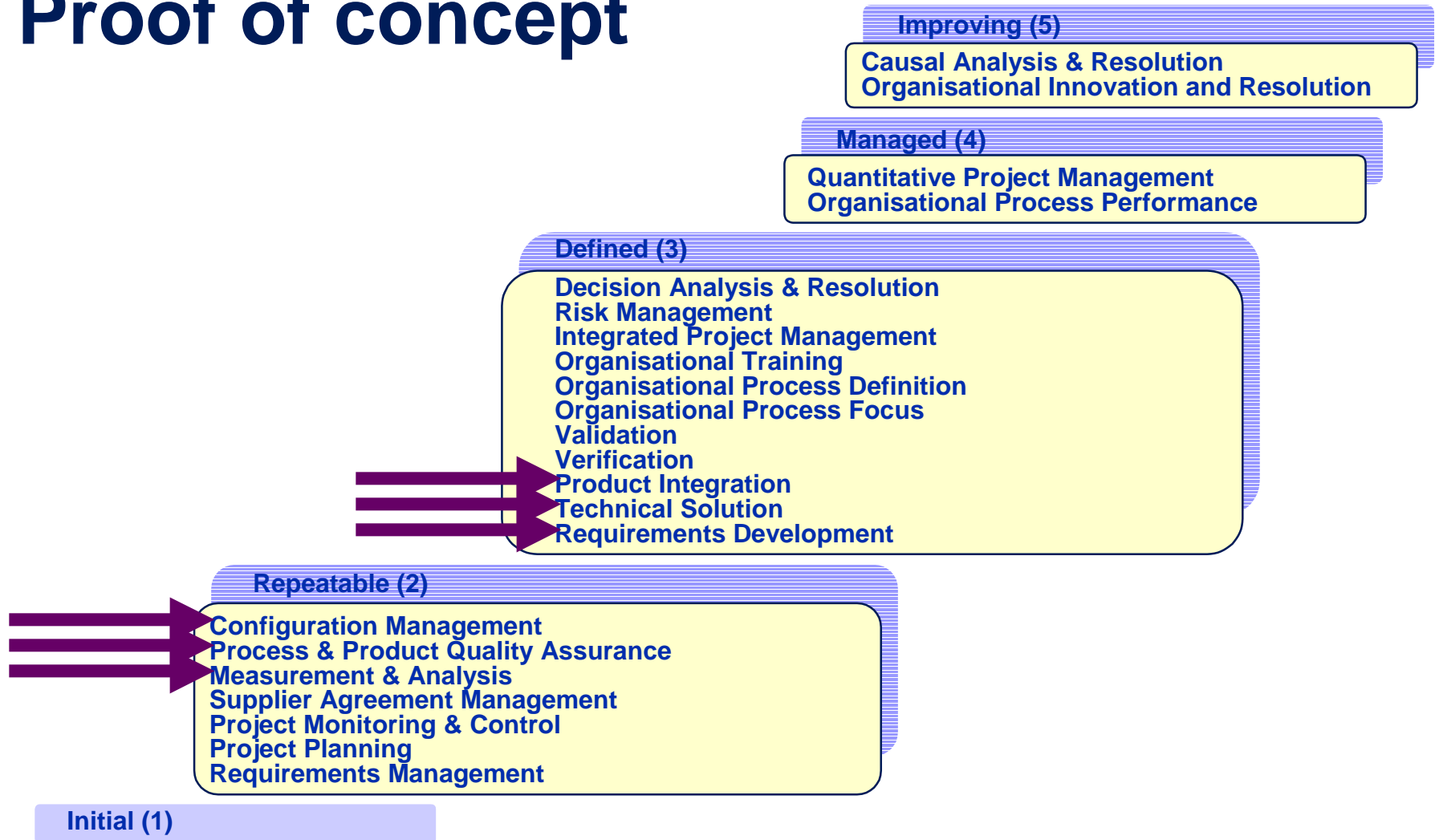
- **ESI offers consultancy services to implement CMM (Capability Maturity Model)**
- **A CMM assessment is very expensive:**
 - 1 Lead Assessor
 - From 4 to 8 assessors
 - From 10 to 20 days of work
- **Build a software package to perform CMM assessments based on questionnaires**



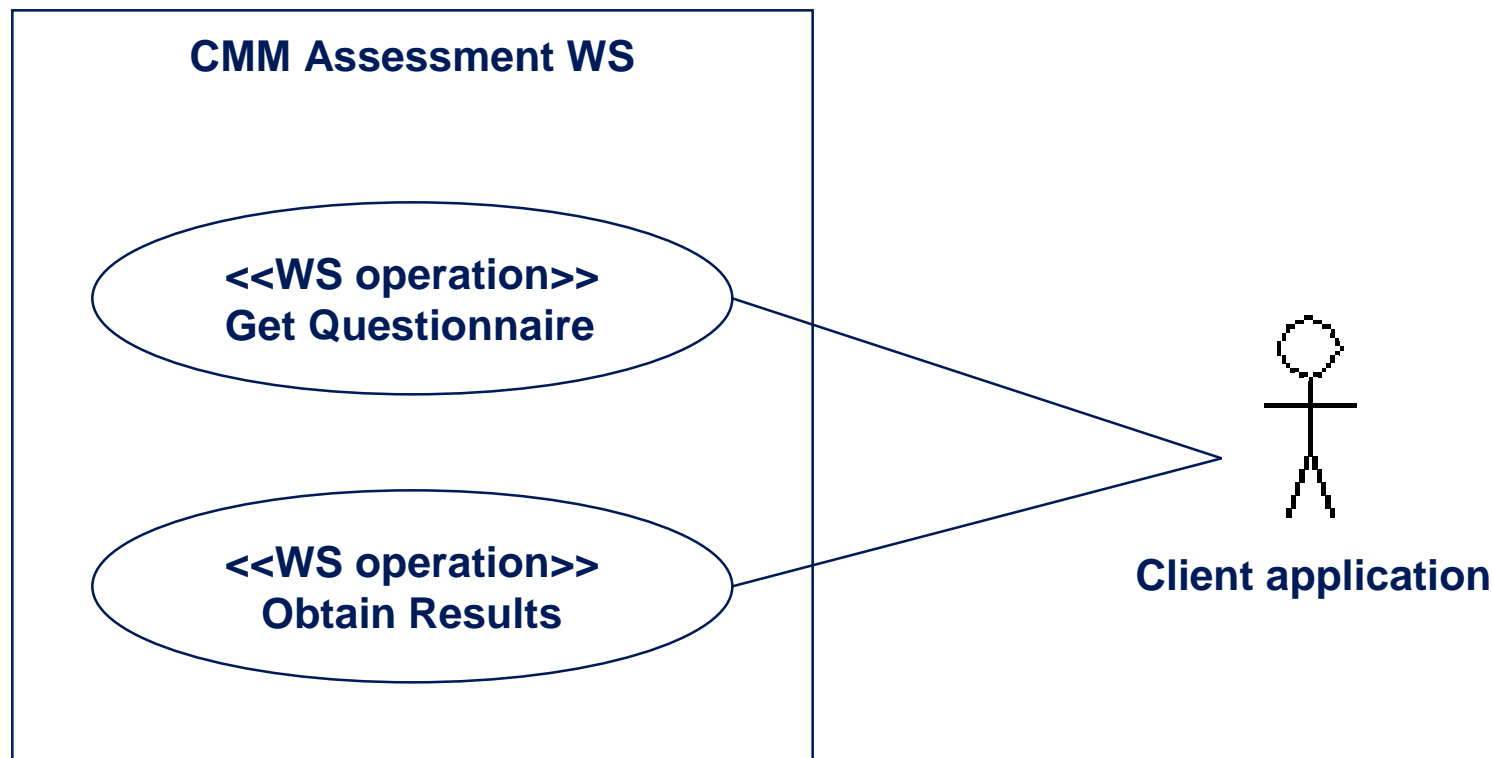
New opportunity enabled by WS

- **Offer CMM assessments as web service**
- **Companies implementing CMM can:**
 - **Implement their own client applications**
 - **Integrate the CMM assessment in their CMM Intranet**
 - **Apply it following their own CMM process**
 - **Pay per use rather than buy the package**
 - **Receive upgrades without any change to their applications**

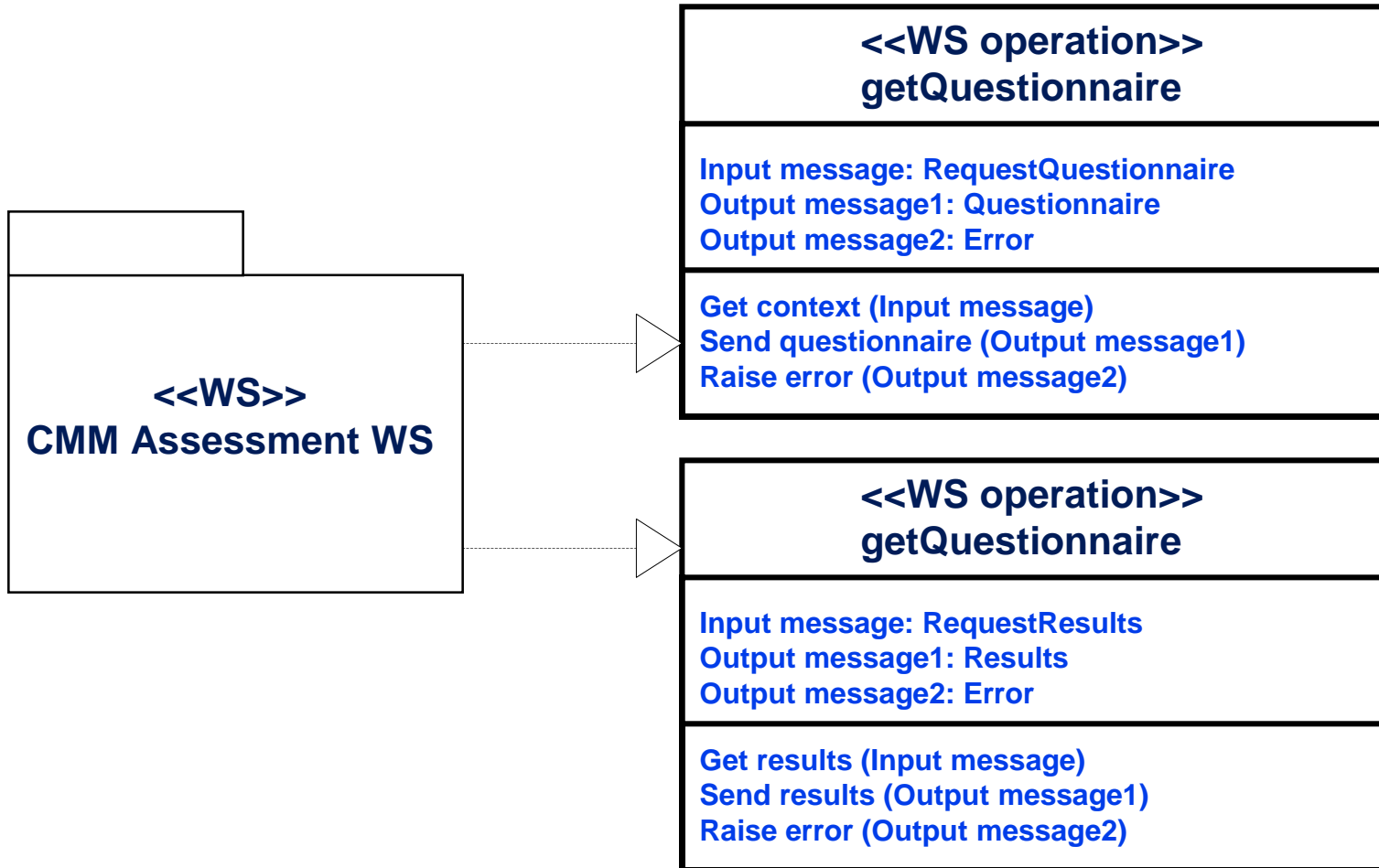
Proof of concept



Define the web service functionality



Define WS structure (I)



Define WS structure (II)

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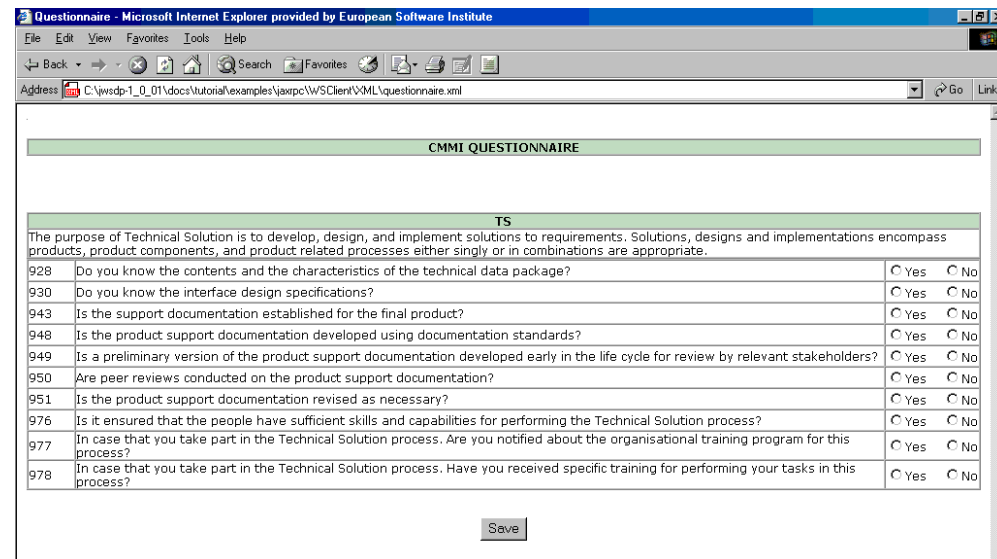
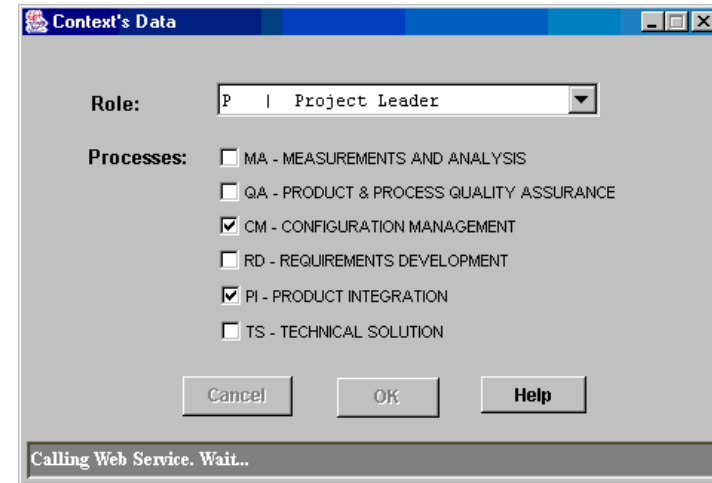
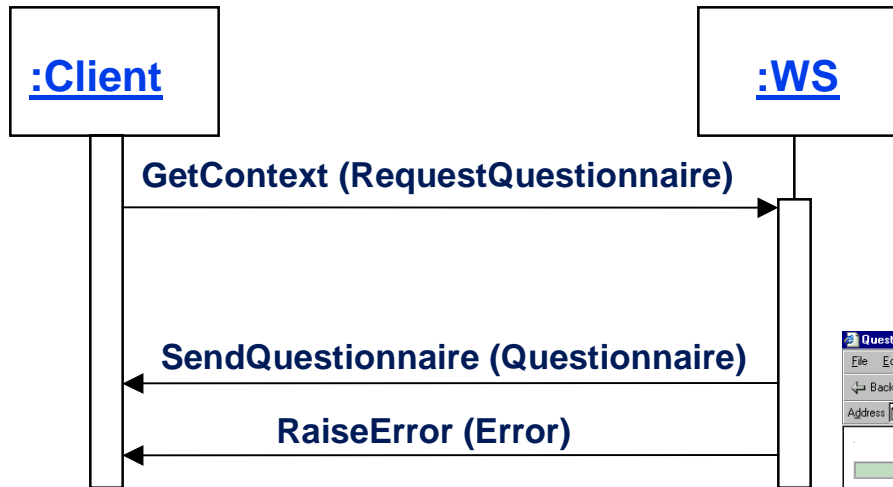
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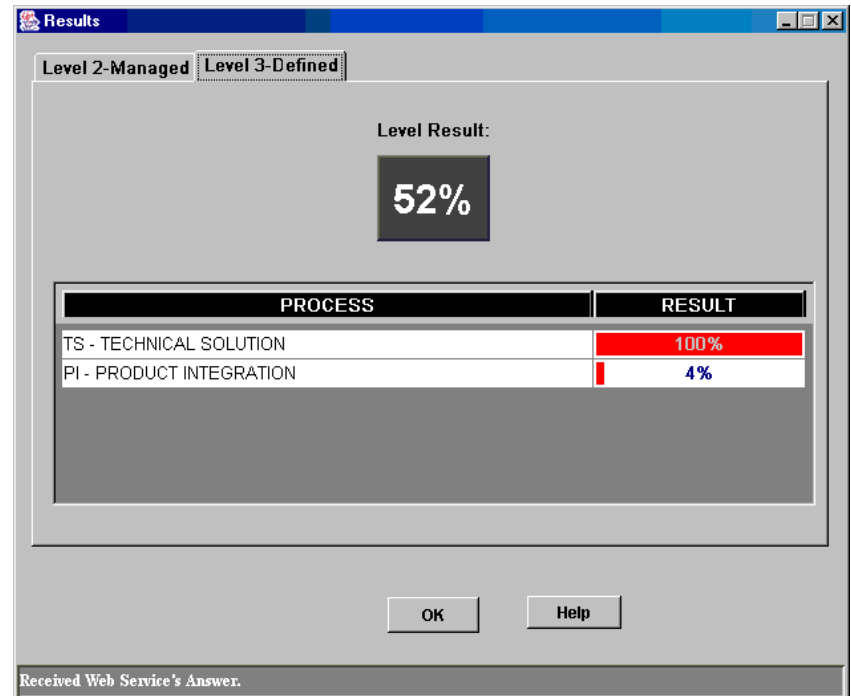
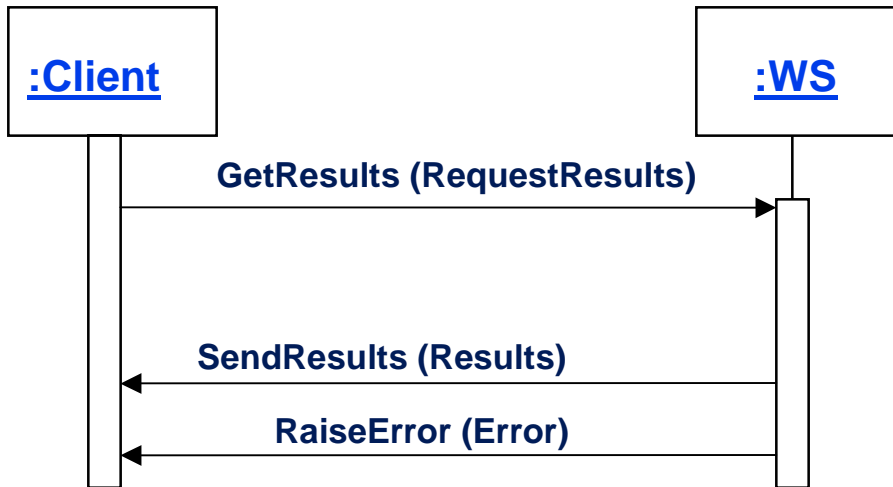
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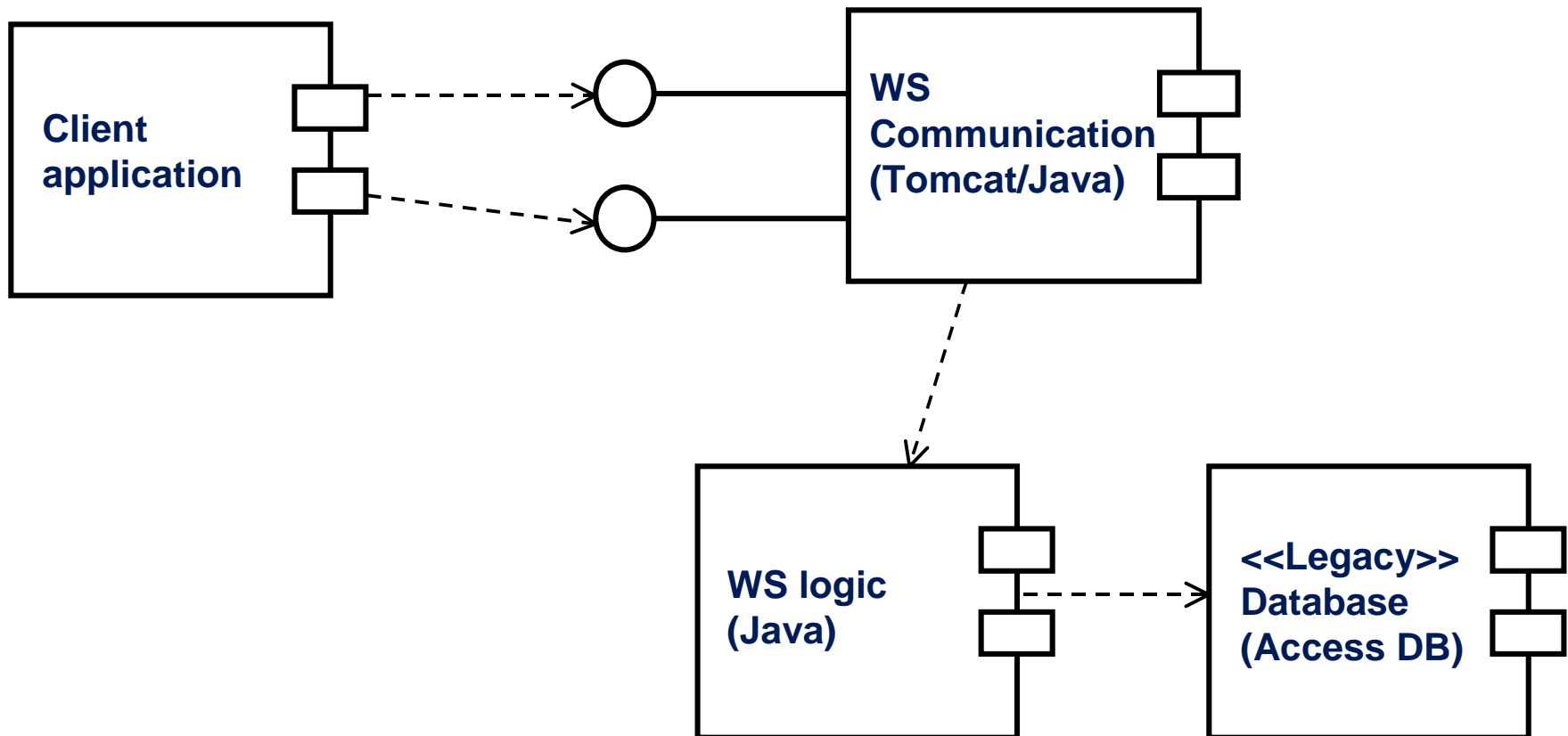
Define WS behaviour (I)



Define WS behaviour (II)



Implement the WS



Conclusions

- **There are new business opportunities using the web services technology**
- **Think on services**
- **Design for services**
 - **Standard methodology for modelling web services**
 - **Formalisation in an UML Profile**

Contact me!



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