



ETeB 

European Network of National Test-beds for eBusiness, ETeB

eBusiness Community Model, eBCM

**The eBusiness workplace – Bucharest Conference
18. October 2007**

CCIR

Rúnar Már Sverrisson, ETeB



The ETeB Initiative

To create a fully operational e-business community, a test-bed, serving as a model to facilitate e-business in Europe

A national test-bed for eBusiness is a venue for developing ideas and concepts, facilitating cross-border e-transactions, as well as utilizing solutions and standards in eBusiness.

The key assumptions are:

- eBusiness is a key driver for national economies.
- It is possible, and is desirable from the perspective of nation states, to develop a generic model for eBusiness.
- National economies do not function in isolation but are interlinked.



The ETeB Partners

ESTONIA

Estonian Informatics Centre



FINLAND

Ministry of Trade and Industry
& Finnish Information Society
Development Centre, TIEKE

ICELAND

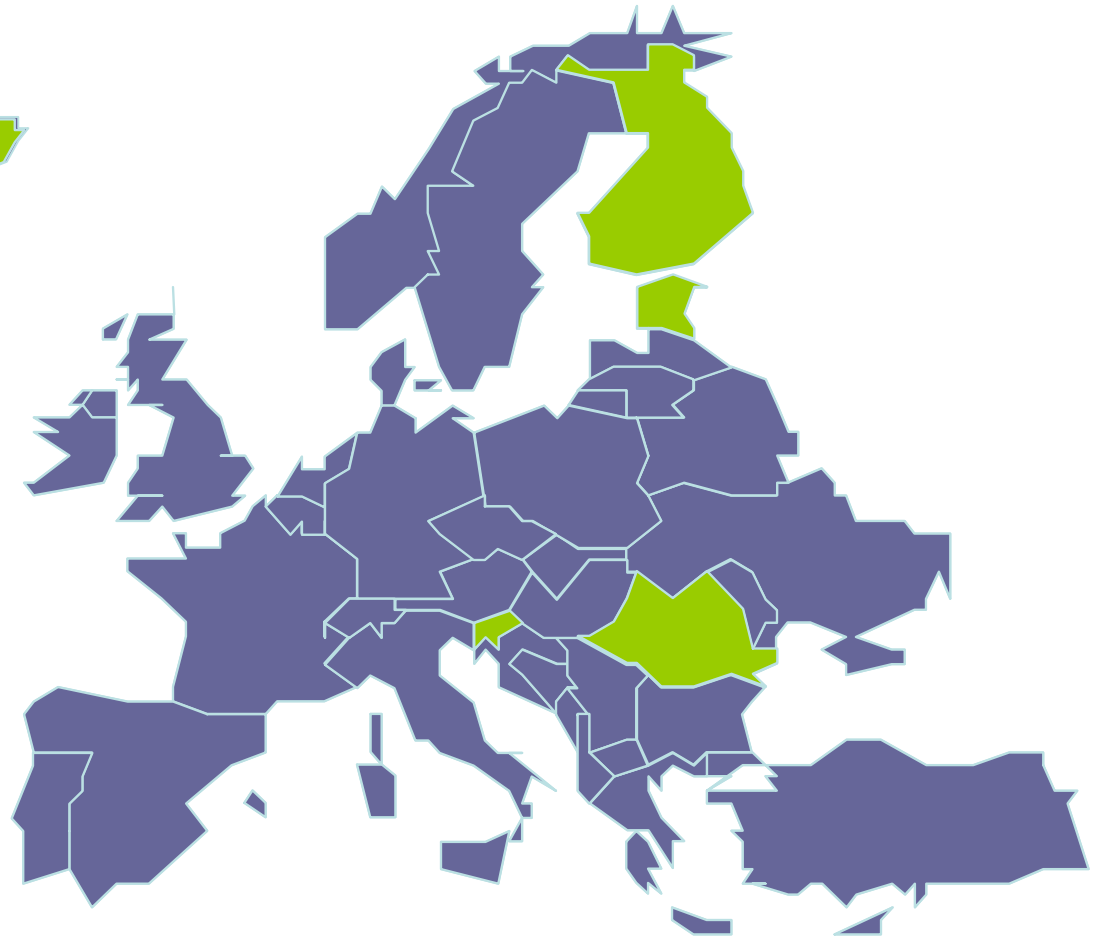
Icelandic Test-bed Consortium
& Logar

ROMANIA

Chamber of Commerce and
Industry in Romania

SLOVENIA

University of Maribor





ETeB 

The ETeB Current Projects

eBCM RAP



eBusiness Community Model – Research and Assessment Project

eBCM VET



eBusiness Community Model – Vocational Education and Training



The Beginning of eBCM – .Com Bubble 2000 - 2002

High expectations to ICT

Influx of funding

Rapid growth of applications

Emergence of ASP concept and other web based services

The “Internet Generation”

Failure to fulfill

Investors retreat

Beginning of recuperating period (2002)



The Beginning ...

Why doesn't it work?

What is missing?

How are things interrelated?

Who need to be involved?

Brainstorming in Iceland (2001) – Initial model

CEN/ISSS eBusiness Focus Group, eBiz (2002 – 2003)

Creation of ETeB (2003)

eBCM-RAP - Funding of Nordic Innovation Center (2004 – 2007)

eBCM-VET – Funding of Leonardo da Vinci (2005 – 2007)



The eBCM-RAP Mission

SMEs are looking for opportunities to participate in the new ICT enabled business practice renewal process.

With limited investment resources and technical in-house expertise, the **SMEs need to have a simple way to recognize the key elements of eBusiness, assess their current situation and have guidelines for how to obtain the additional capabilities, skills and knowledge.**

The mission of the eBCM-RAP project is to provide that support.

This will shorten the SMEs' learning curve, speed up the decision process and support funding and communication.



The eBCM-RAP Partners and Nordic Reference Group

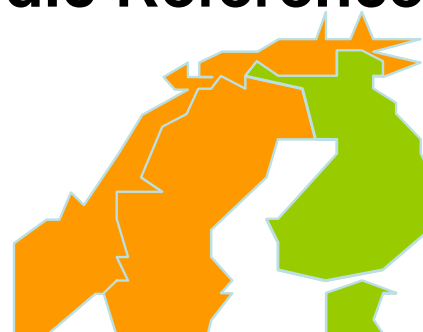
ESTONIA

Estonian Informatics Centre



FINLAND

Finnish Information Society
Development Centre, TIEKE



ICELAND

Icelandic Standards

ROMANIA

Chamber of Commerce and Industry in
Romania

SWEDEN

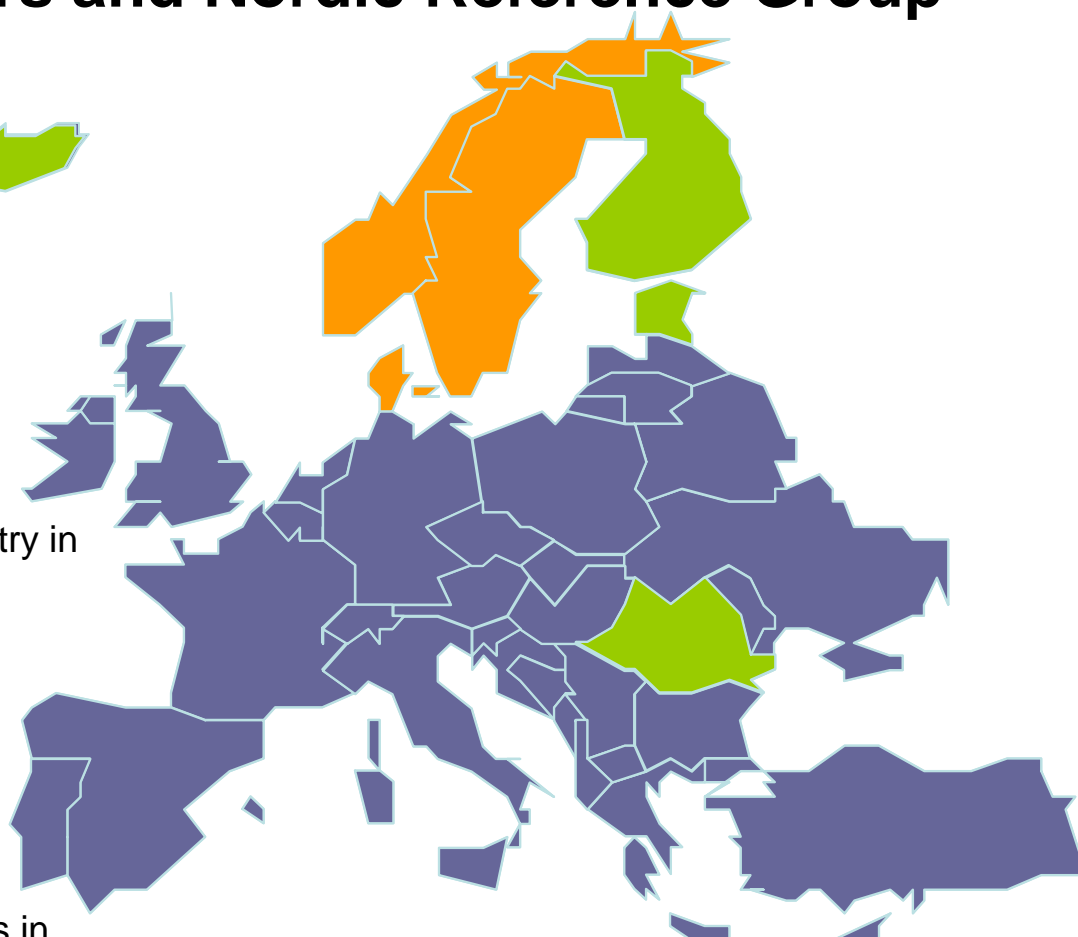
Swedish Standards Institute, SIS

DENMARK

Danish Standards

NORWAY

The Standardization Organizations in
Norway





Modeling as an Art



“There is a certain analogue between a model and a piece of art.

... Both gain the inspiration from reality,

... both are attempts to construct an interpretation of the reality, and

... both aim to serve an audience by delivering a message or an opinion concerning the reality and how to cope with it.

... In addition, both are often loaded with the desire from the model constructor, or from the artist, to have an impact.”



Model Applications

Case Study Reservoir

Benchmarking Tool

Landscape Illustrator & Reference Point

Cooperation Platform

Open Multipurpose eBusiness Development Process Engine



Model Stakeholders

eBusiness Practitioners and Communities

ICT Technology, Products and Service Suppliers

Governmental Bodies and Policy Makers

Development Programme Constructors

Research and Education Practitioners

Standards and Best Practices Developers

Modeling an Overview

Information Society



eBusiness Community

eBCM

eBusiness





The eBCM model

Version 3.0

A large, empty, rounded rectangular box with a dotted border, intended for a diagram or content related to the eBCM model.

Below the large box are two smaller, empty, rounded rectangular boxes, also with dotted borders, stacked vertically.



E**T**eB 

...and now to Guðbjörg and the eBCM-VET