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"The Rebirth of EDI"
Semantic Integration

Brian Bolam Founder & President - OmPrompt Inc.

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- Established 2004
- Objective –Next Generation Electronic Message Exchange
- Supply Chain Logistics Industry is the initital focus
- Radically Different pricing model – Transaction Pricing
- Live Operations with Lead Customer – June 2005
- Venture Capital Backed – 3i & Benchmark
- 2,000+ users as at May 2006

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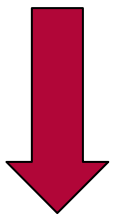
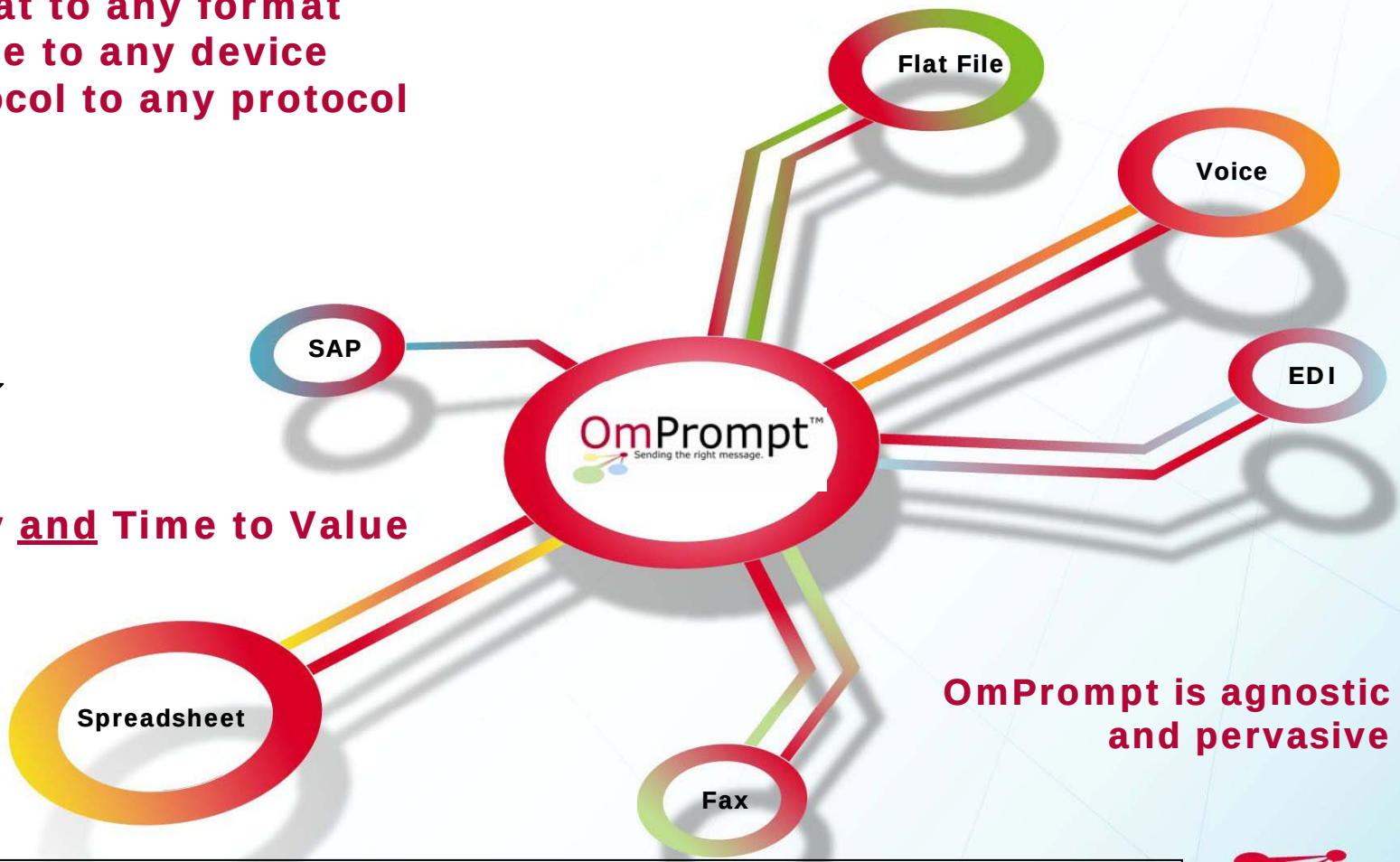
What Do We Do?

Any format to any format
Any device to any device
Any protocol to any protocol



Flexibility and Time to Value



OmPrompt is agnostic and pervasive

- OmPrompt facilitates rapid creation of total electronic trading communities regardless of technological capability.

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An Enduring Problem ...

Complexity

- Disparate:- formats, protocols, send/receive devices & ERP systems

Waste

- 80 Bn empty Kms driven each year on Europe's roads
  - 450,000 trucking companies with fewer than 5 trucks
  - Trucks earn revenue for <25% of total available hours

The Missing Link ?

- An Omni-Protocol (Any to Any) Messaging Platform feeding real time SC data to ERP systems to facilitate proactive SC management

- OmPrompt solves the SC Industry's most ubiquitous problem – lack of systems interoperability.

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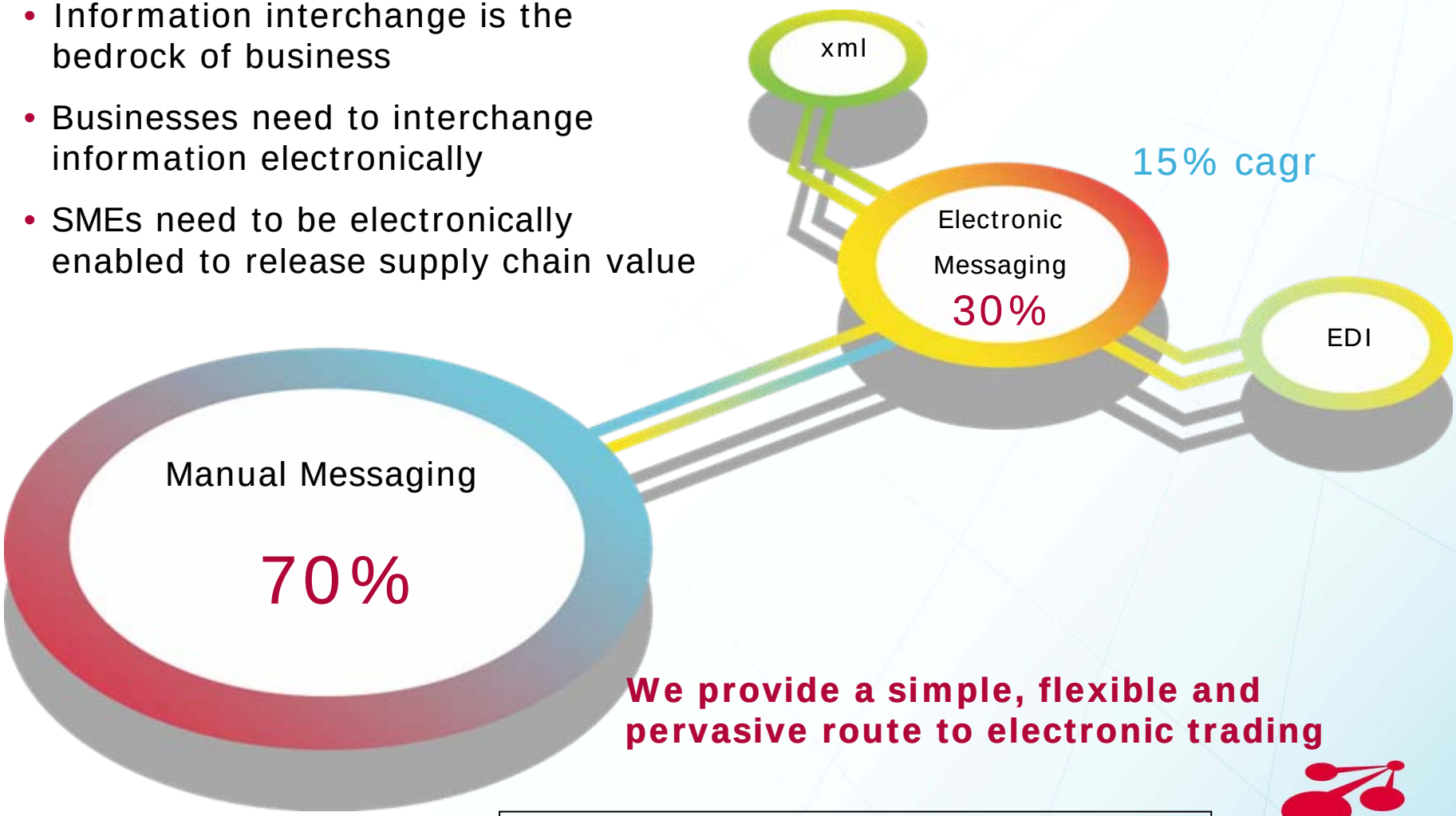
Electronic Trading is critical, but stalled

- Information interchange is the bedrock of business
- Businesses need to interchange information electronically
- SMEs need to be electronically enabled to release supply chain value



We provide a simple, flexible and pervasive route to electronic trading

- SME's are re-enfranchised.

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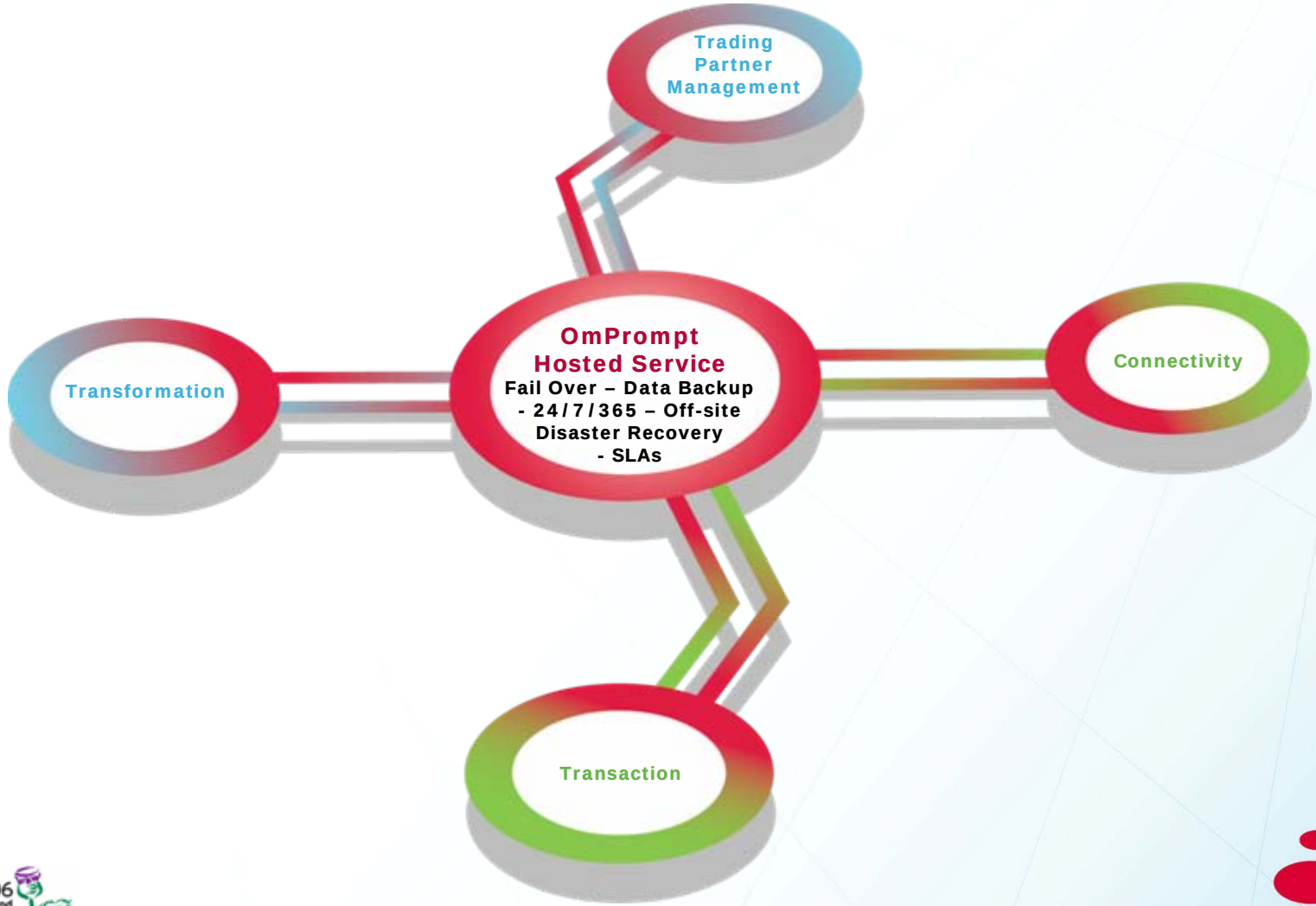
Complete Service, Delivered on Neutral Platform



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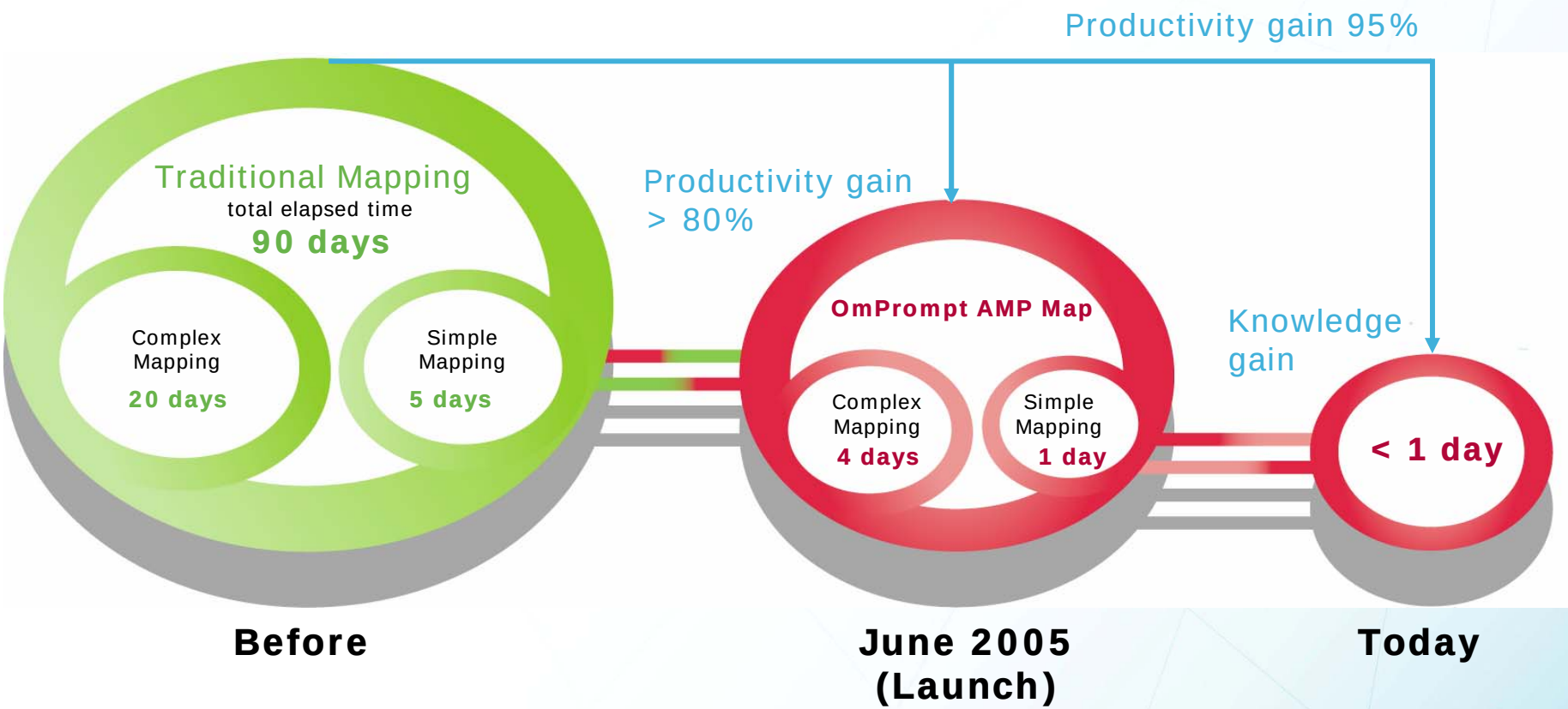
OmPrompt changes the rules of the game!

- **Technology** — **Automated Message Mapping**
- **Process** — **Accelerated Trading Partnerships**
- **Service** — **A complete, robust, hosted platform**



- We change the rules of the game.

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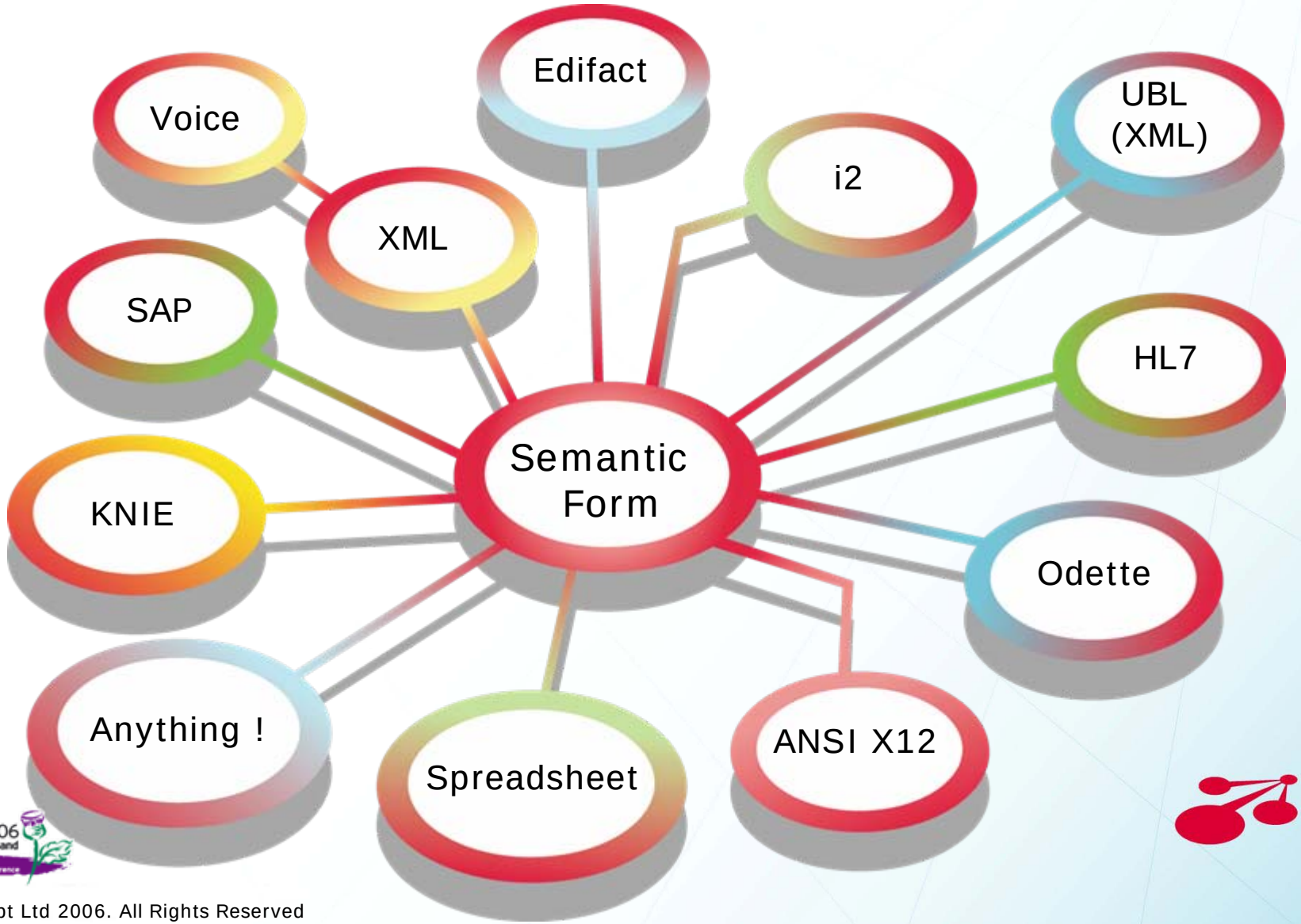
Integration via a Neutral Semantic Form



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Over 200 Companies Use OmPrompt

Users

Kimberly-Clark

Banner
world-class office products

DFDS TRANSPORT

EGL

Investors

Silicon Valley Bank

3i

BENCHMARK CAPITAL

JEFFMAYNARD.COM

Partners

IBM

ABBYY SOFTWARE HOUSE

INTERSYSTEMS

VoiceObjects
all business is vocal

MAGENTA TECHNOLOGY

ORACLE PARTNERNETWORK

SWAC

Bolero

- Our customers like our service, recommend us to others whom we are closing & are growing with us.

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How do we accelerate the creation of Message Maps?

- Utilise Artificial Intelligence techniques supported by ONTOLOGIES to analyse and understand the content of unknown forms of message.
- Automatically deduce potential mappings
- Automatically Generate and Deploy Executables

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Ontologies

Primary Components :

- Concepts
- Relationships

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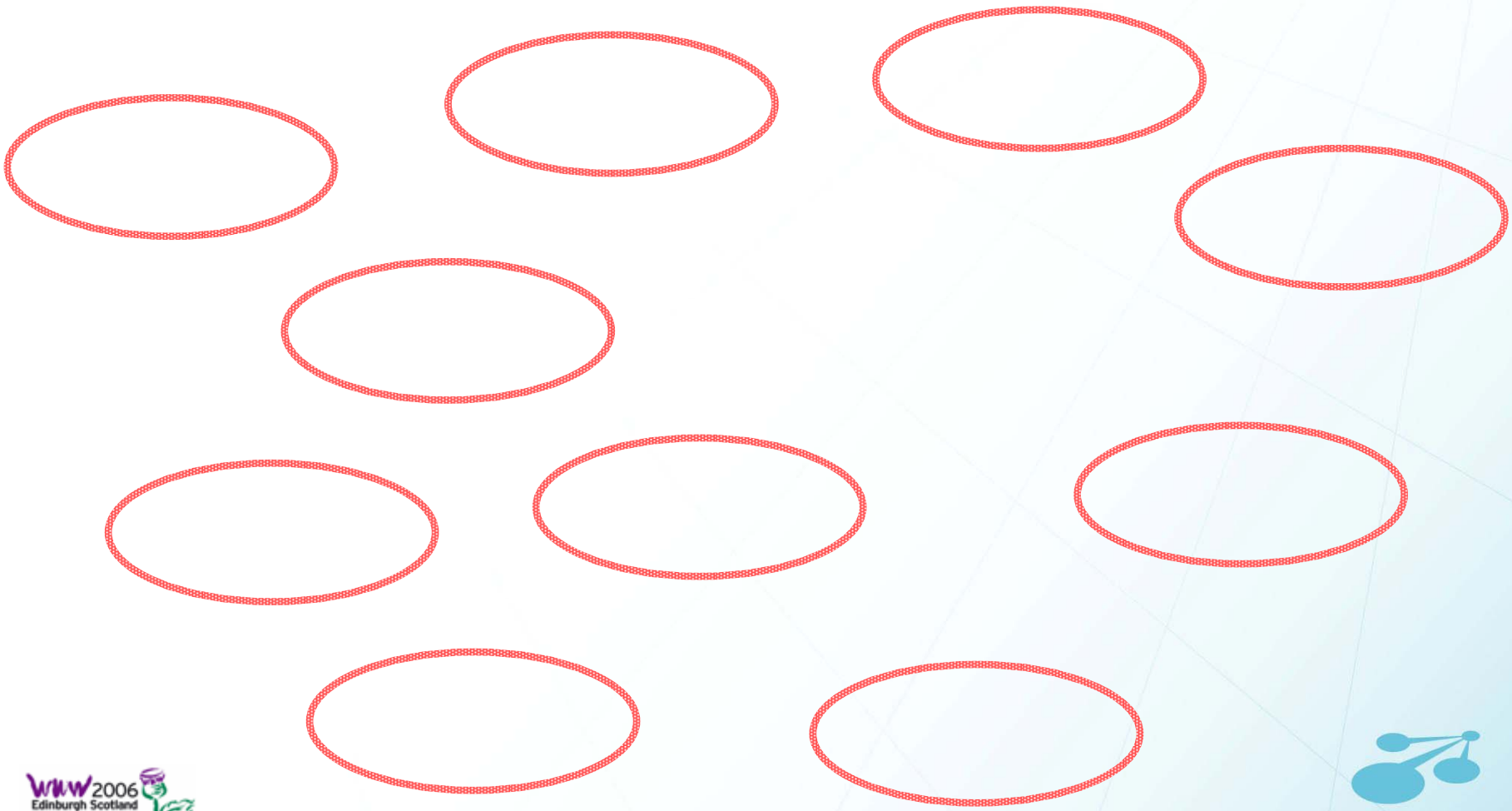
Concepts



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Concept Examples

Consignee

Gross Weight

Marks & Numbers

Postcode

Shipper Address

Port of Loading

City

Country of Origin

Marks & Numbers

Port of Discharge

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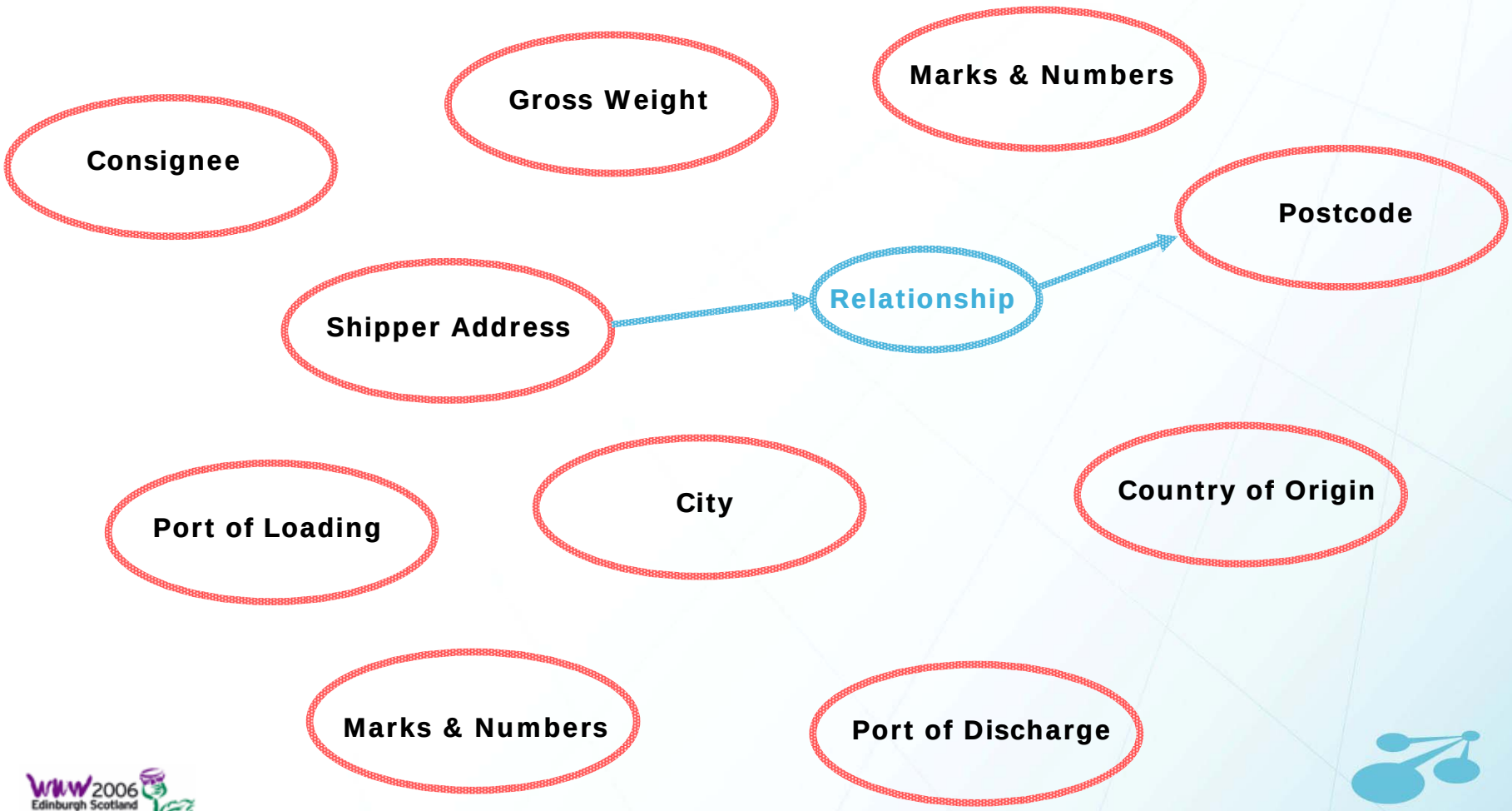
Relationships



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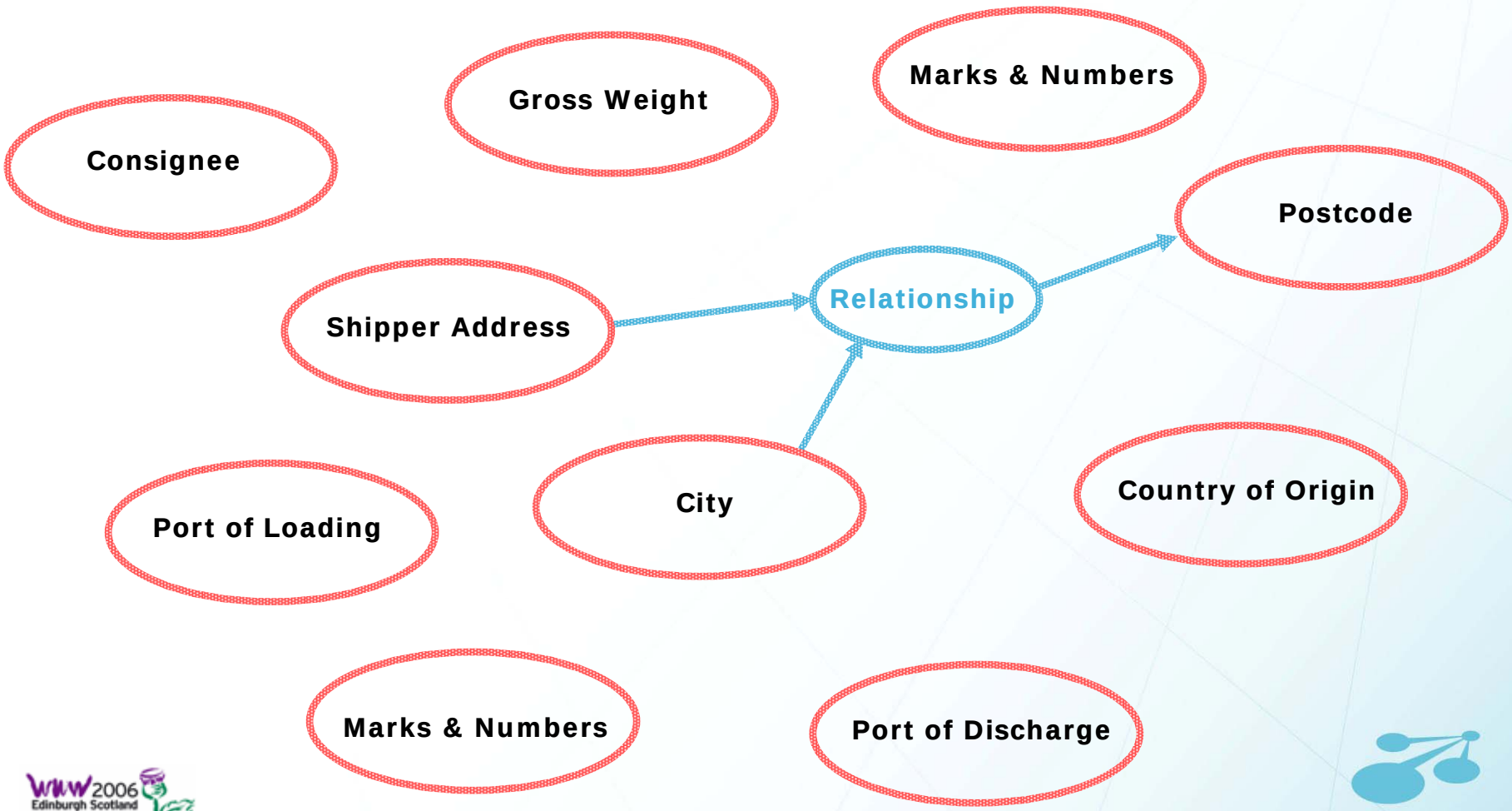
Relationships



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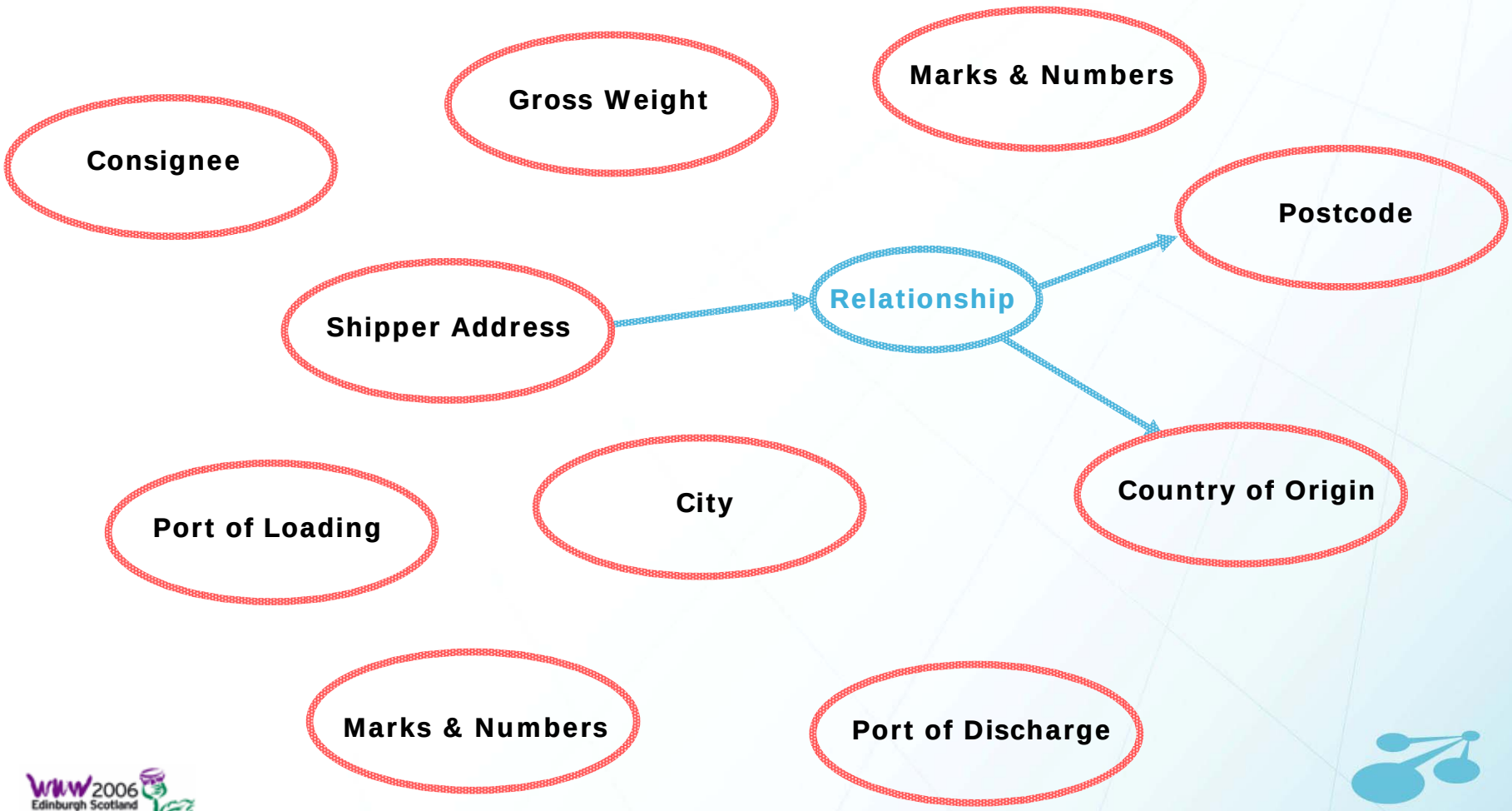
Relationships



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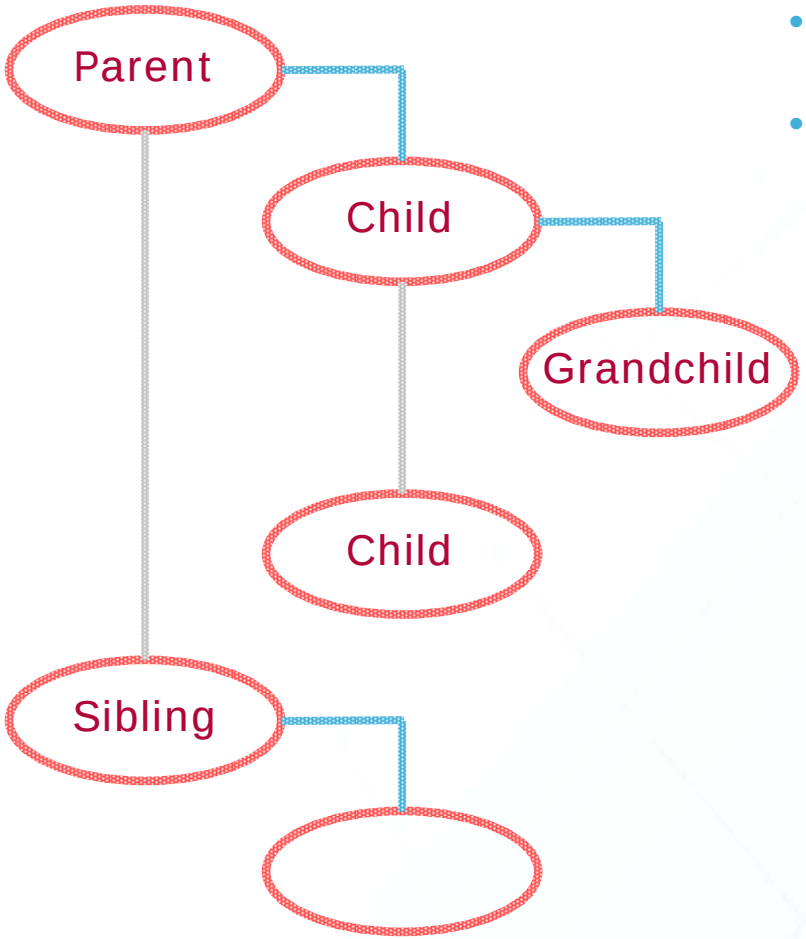
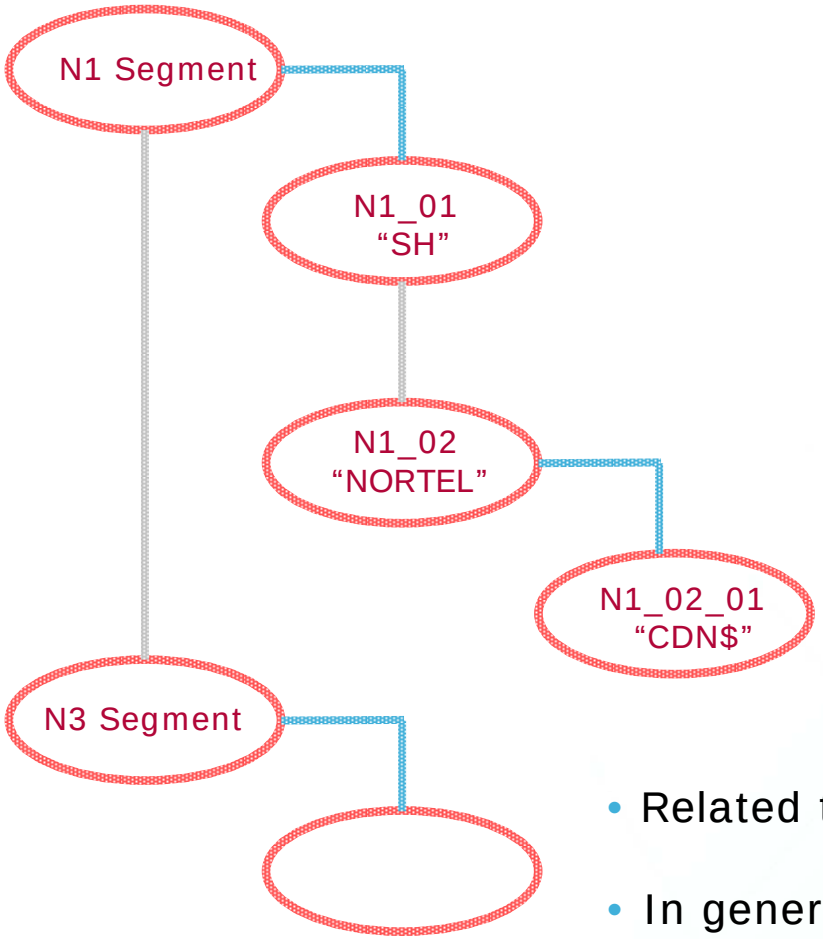
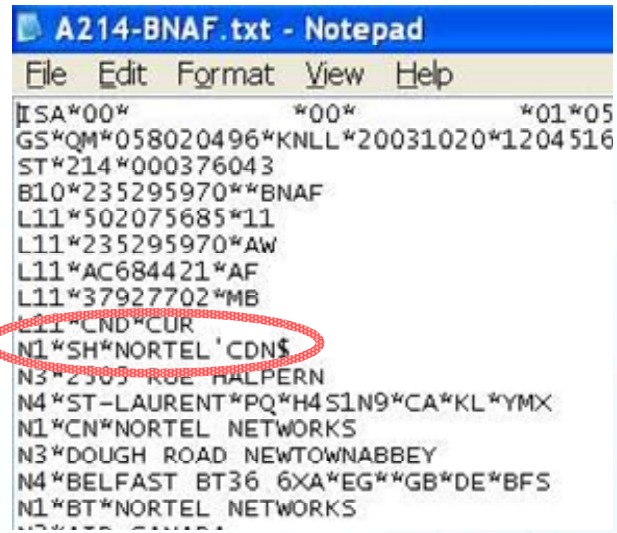
Cardinality Relationships



- Provide Structure to Concepts
- Can be visualised as a Tree View





- Related to Syntax & Structure of external Messages
- In general automatically generated by Profiler

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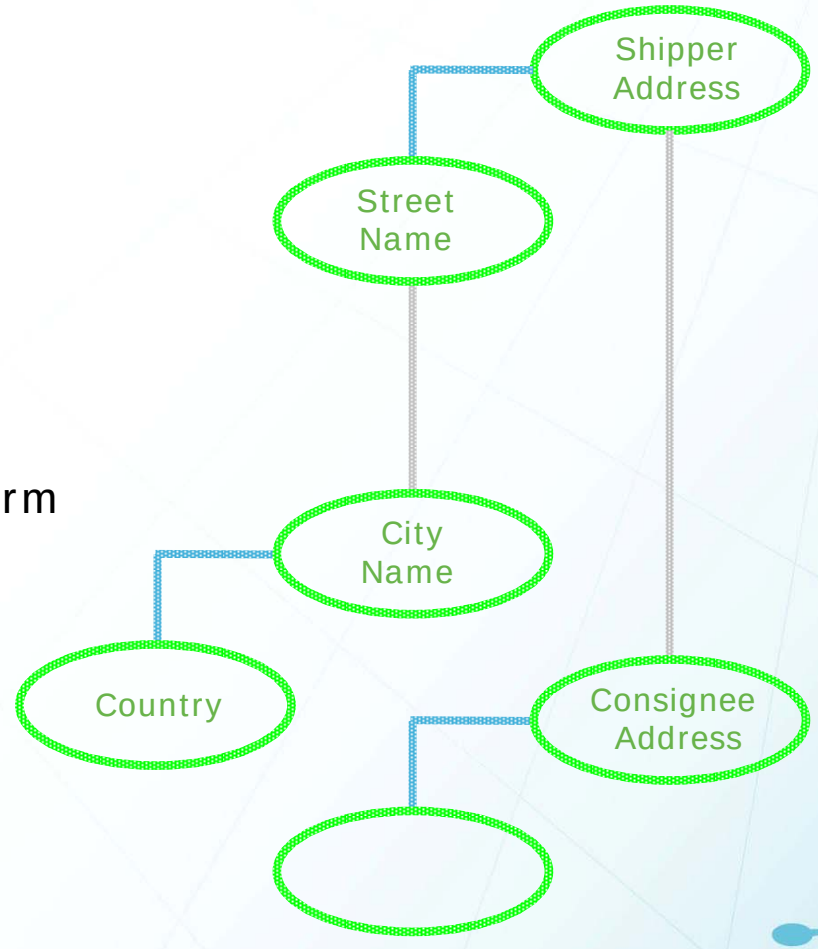
Semantic Ontology

- Contains Semantic Entities
- Contains “Natural” structure
- Represents an internal Neutral Form



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Semantic Ontologies

The Semantic Ontology is a representation of knowledge.

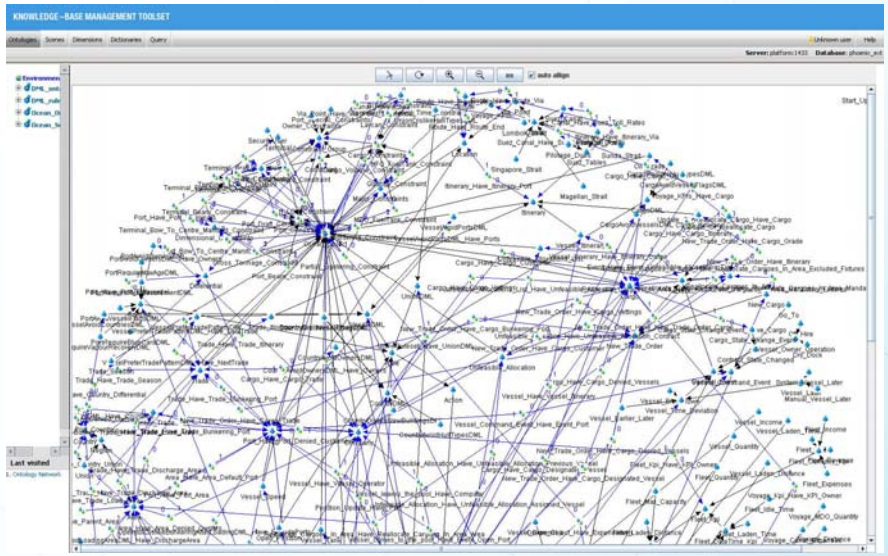
It contains all concepts within supply chain messaging, and their relationships and attributes.

The Semantic Ontology is constructed using domain knowledge of supply chain messaging.

For example, there is a concept of location but not just one location; there could be an origin location, or destination location; or port location etc.

This knowledge resides in the Semantic ontology.

It is a living network, and is continuously updated and maintained.



We can view the semantic ontology as a network

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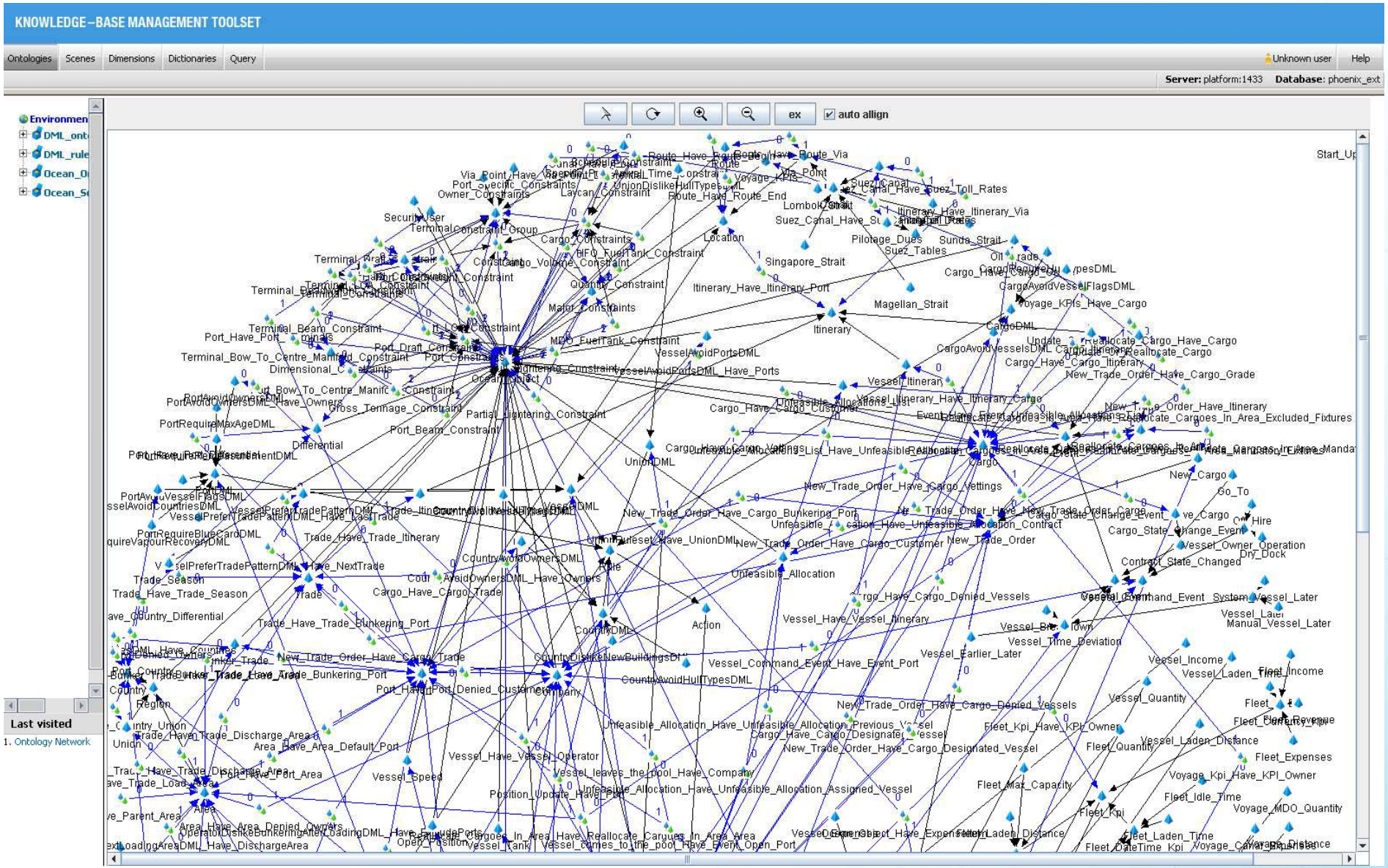
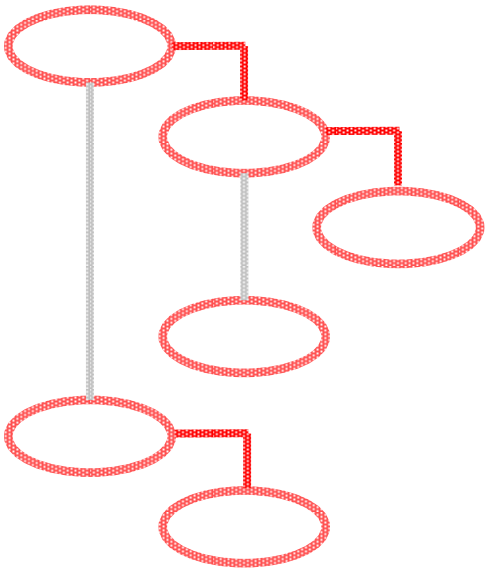
Semantic Ontologies

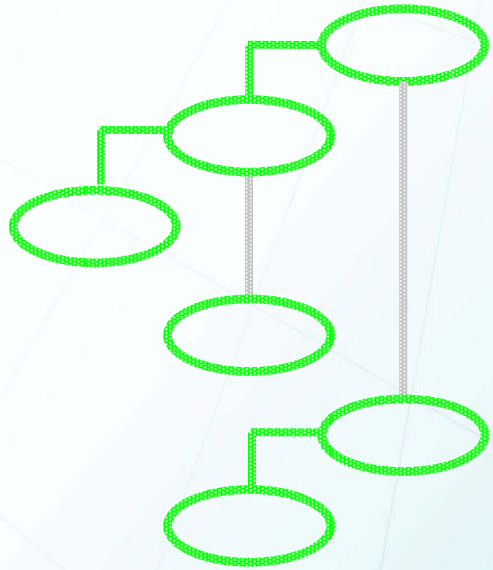


Ontology Flavours

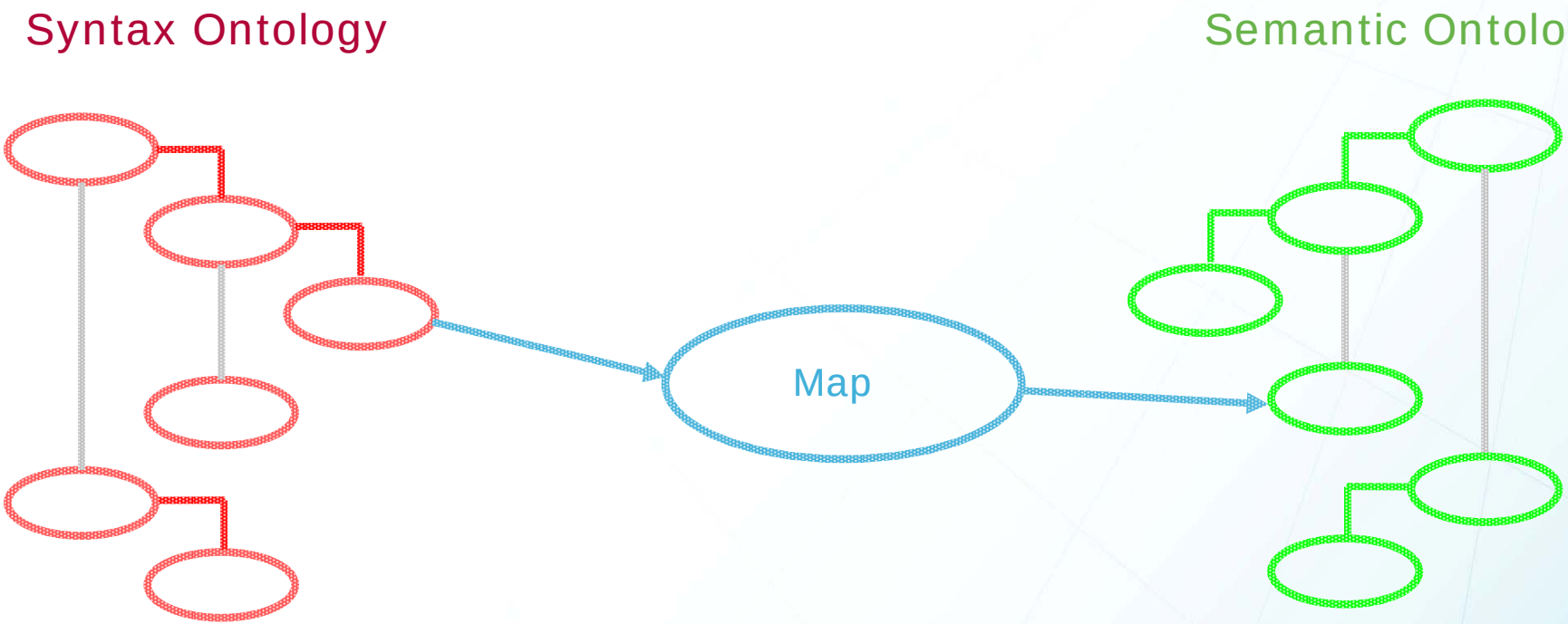
Syntax Ontology



Semantic Ontology



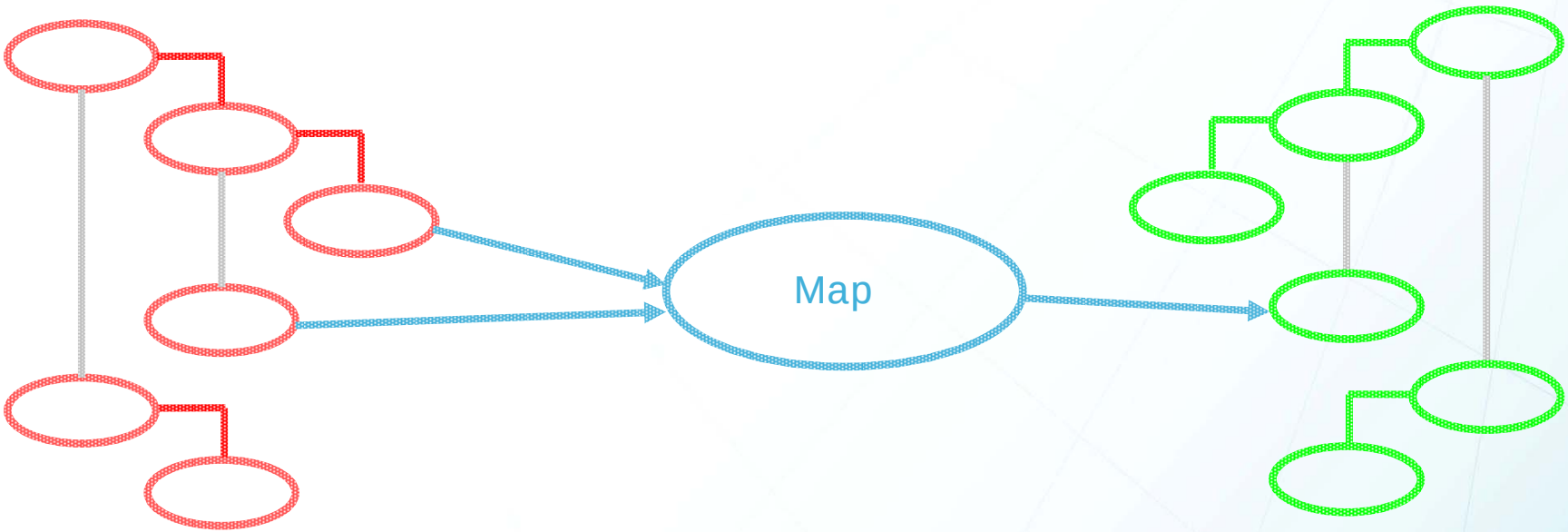
Map Relationship



Map Relationship

Syntax Ontology

Semantic Ontology



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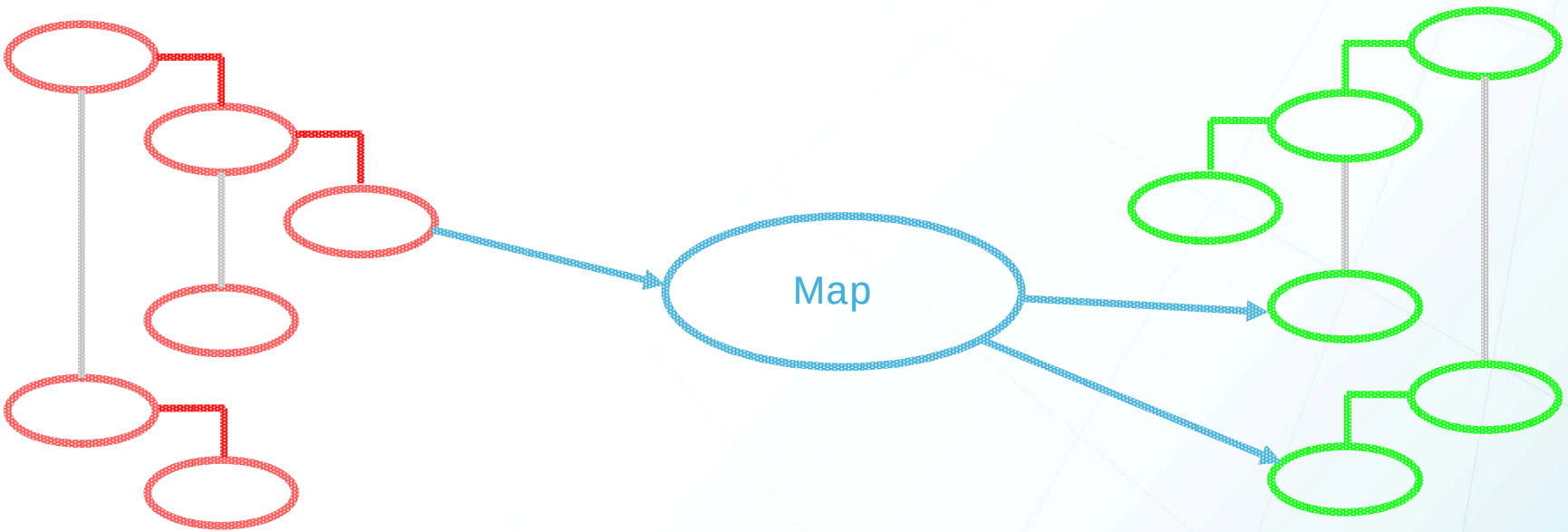

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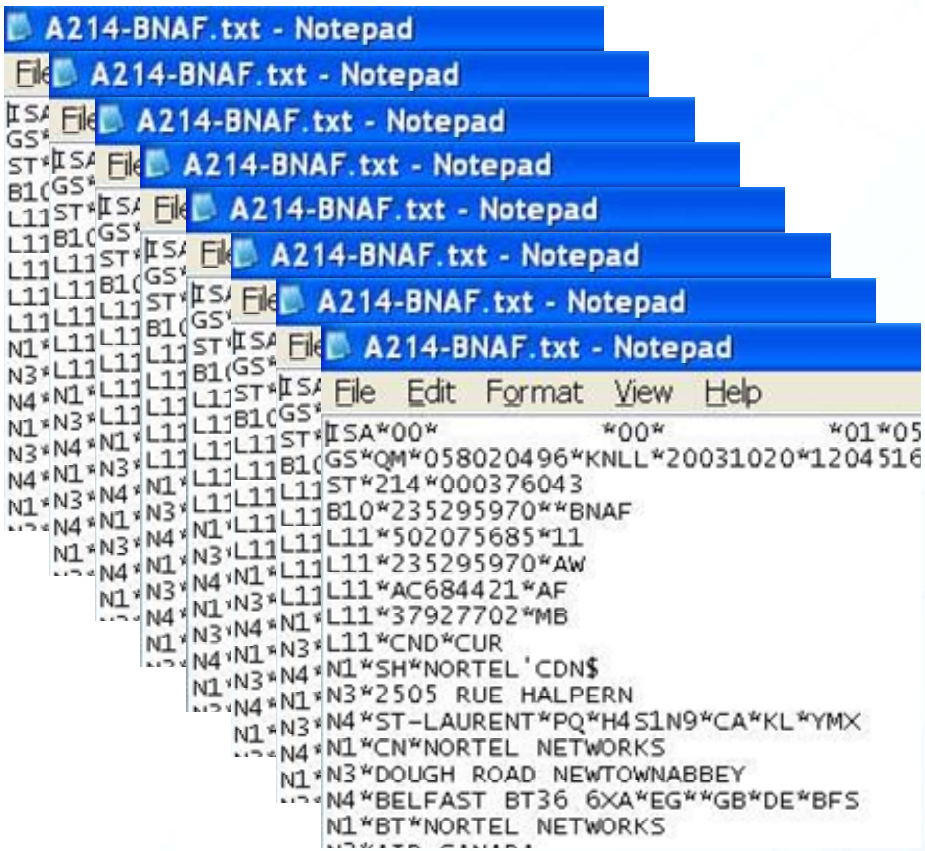
Profiler Analyses a set of Sample Messages :



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- Known format/existing syntax ontology? (yes/no)

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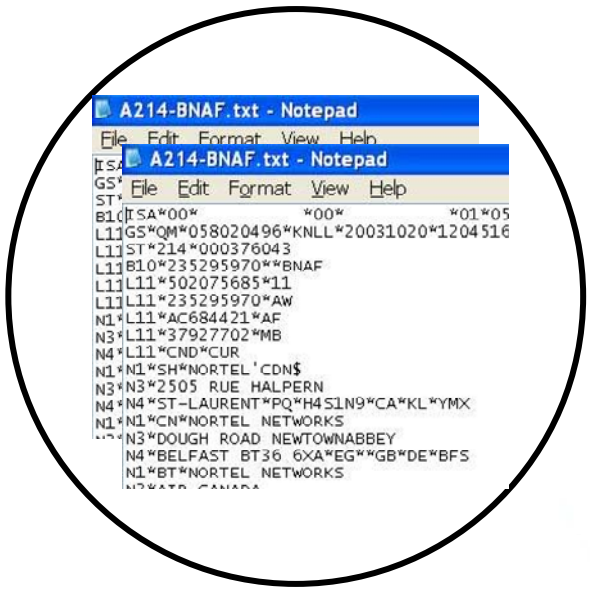
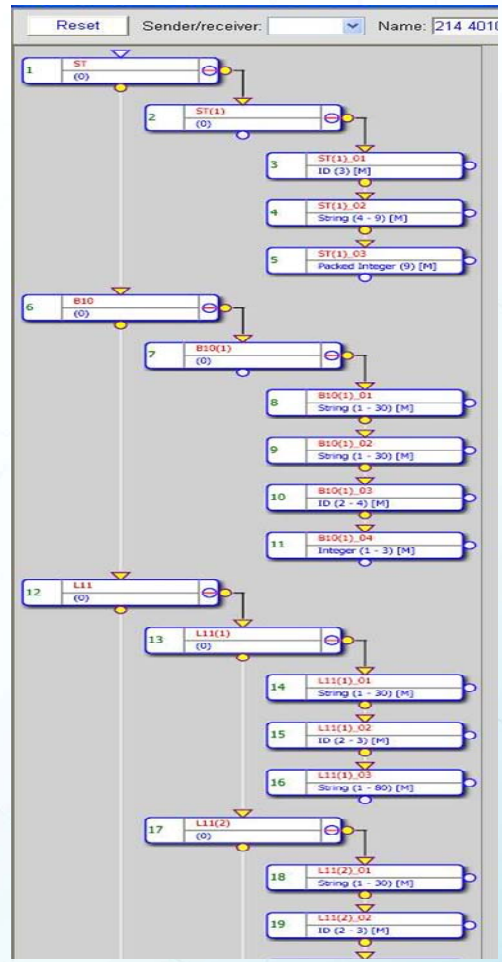
Profiler Analyses a set of Sample Messages :

- Known format/existing syntax ontology? (yes/no)
- Known EDI standard? (yes/no)
- Fixed or Variable length?
- Recognisable Delimiters?
- Recognisable Segments?
- Recognisable Start and End of Message?

Profiler then :

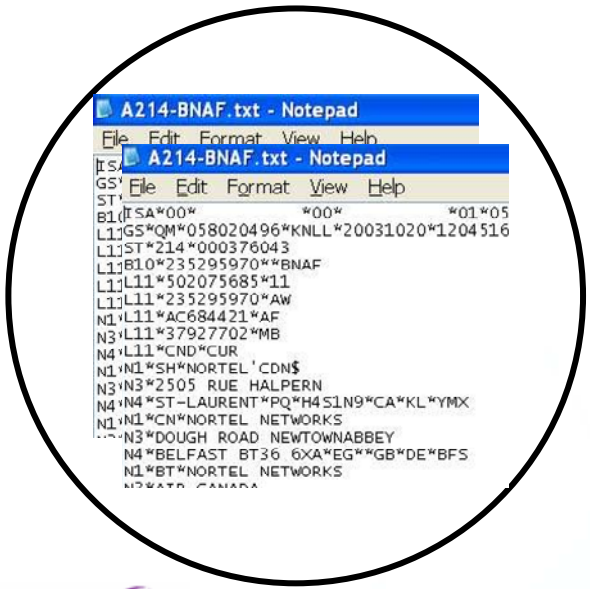
- Creates a “Schema” – the Syntax Ontology

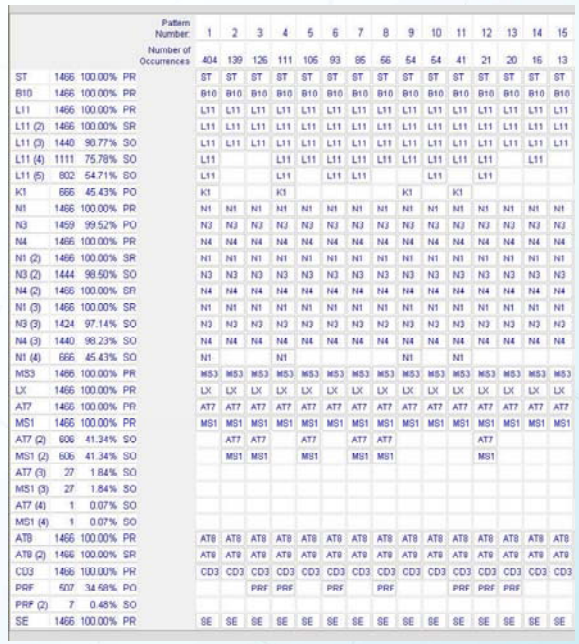




And Profiler then :

- Displays Analysis results
- Allows intervention by OmPrompt Analyst





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- Data Value Recognition
- Data Value Recognition IN CONTEXT

Mappings provide the Semantic Connection

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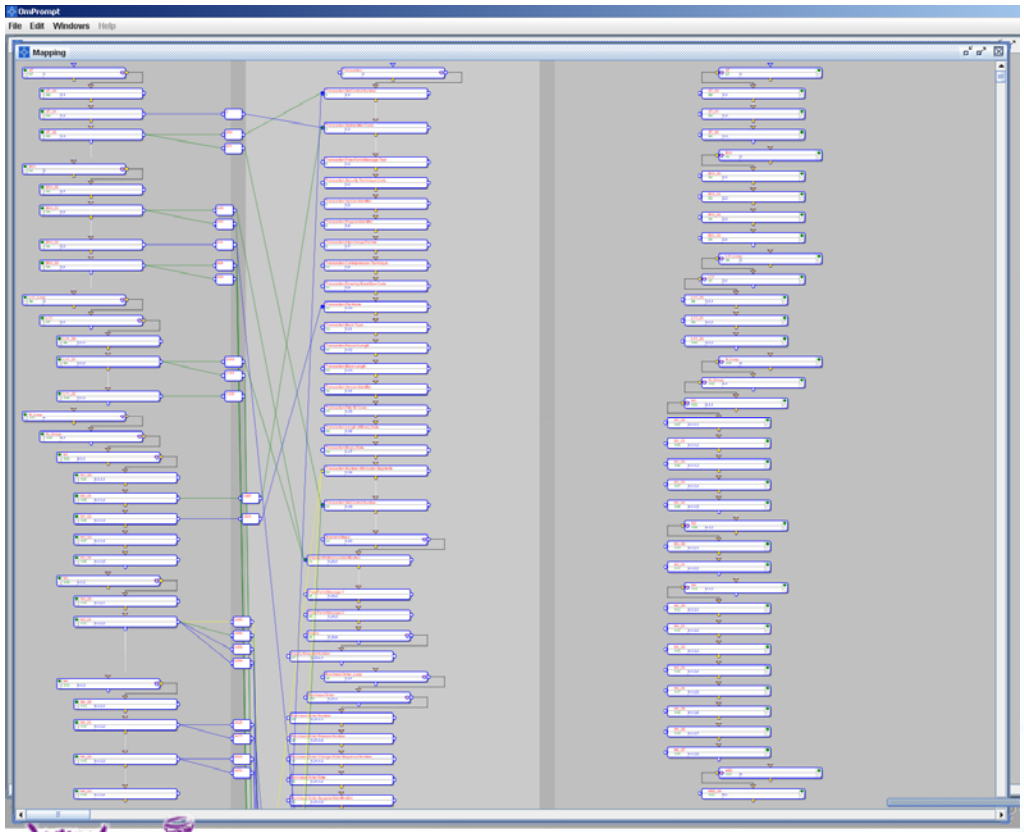
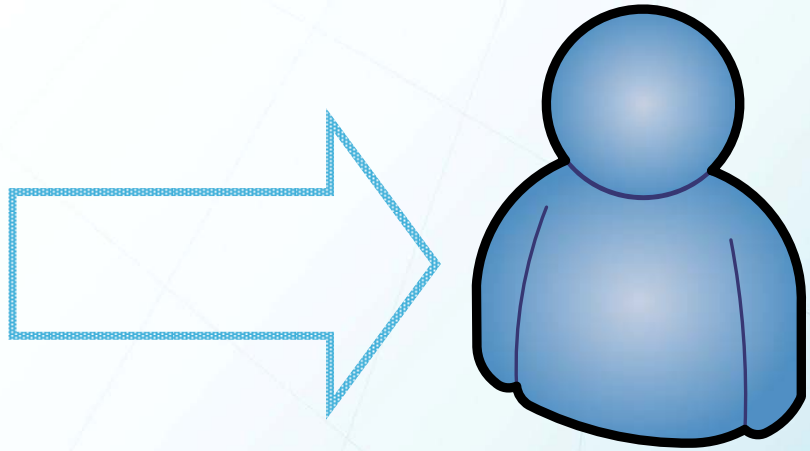
How ?

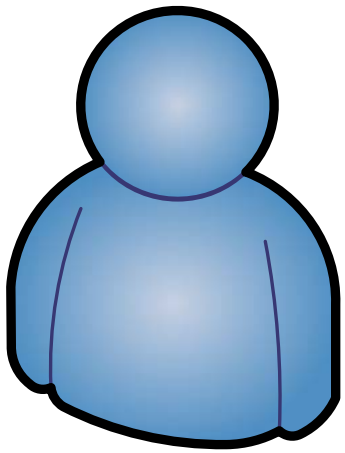
- Displays Mappings ranked by Probability
- Allows Omprompt Analyst to Accept or Reject

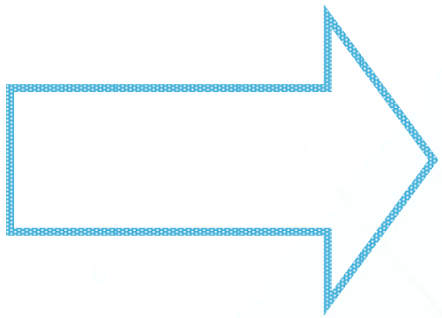


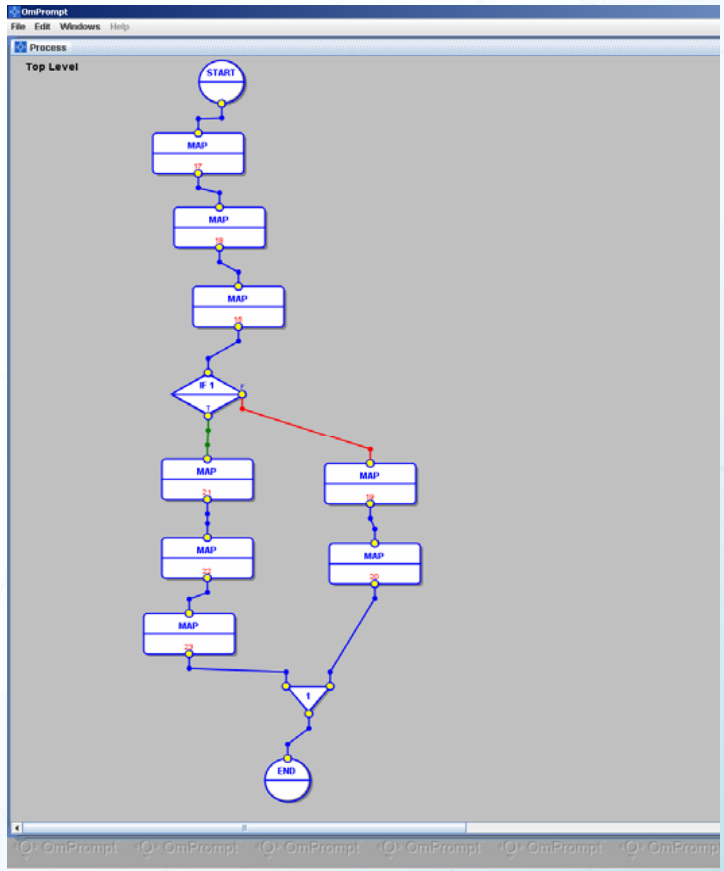


How ?

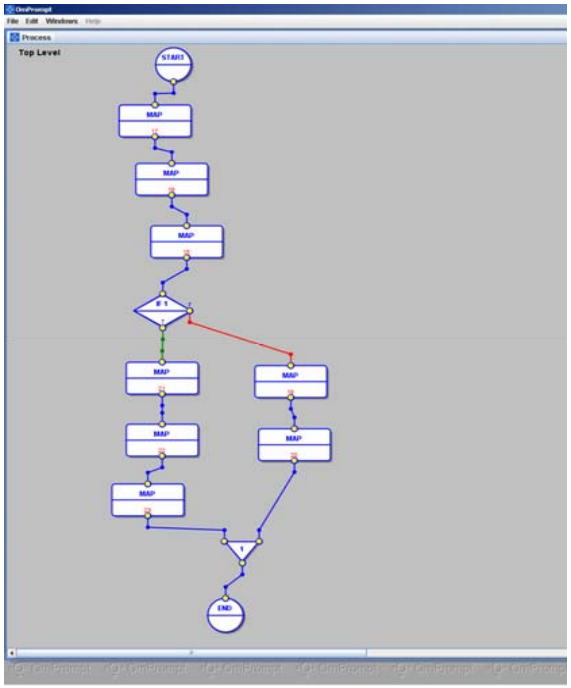
- OmPrompt Analyst creats a Graphical Process Flow
- Partial Automated Generation

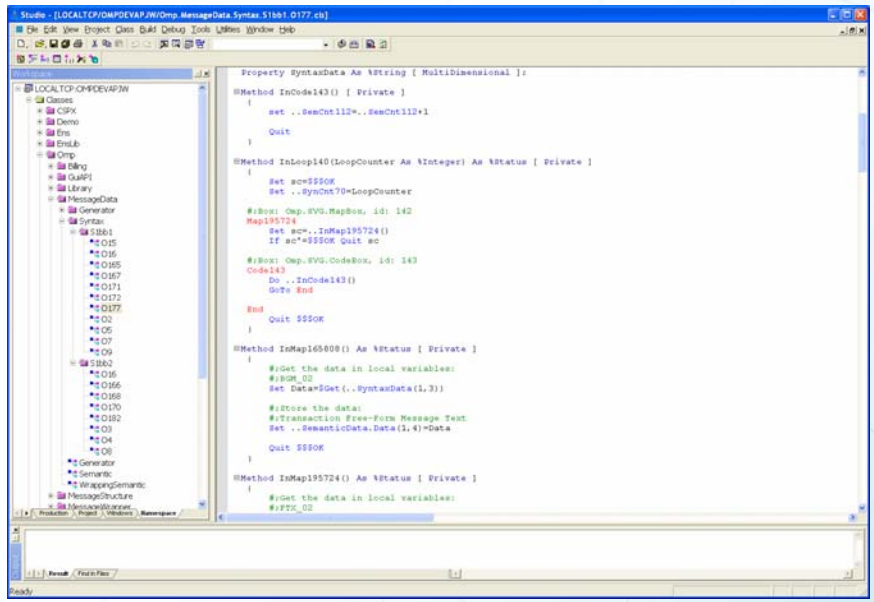






From this we Generate, Compile and Deploy executable code





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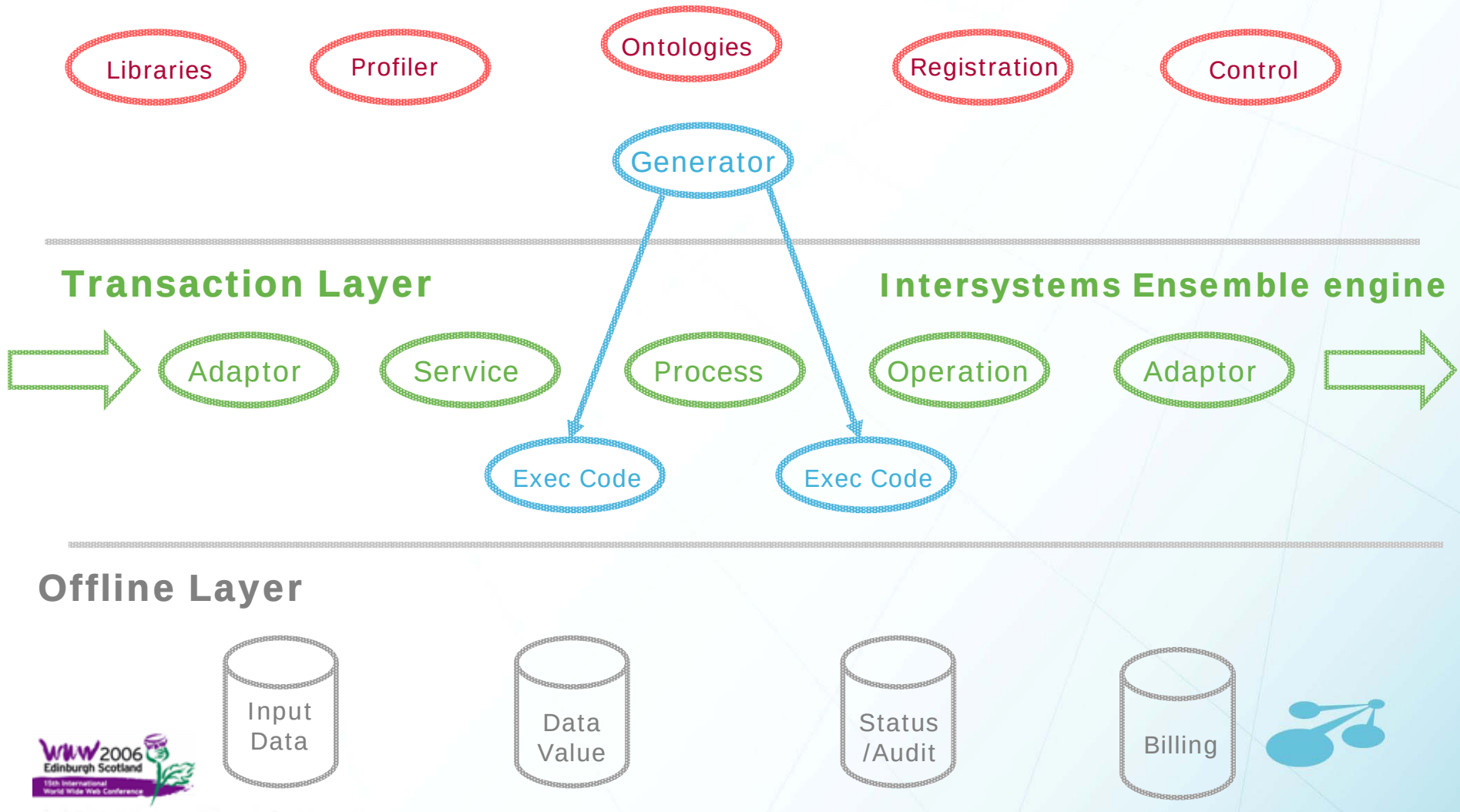
Architecture



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