

RosettaNet Community Update



April 2011 Edition

MCC Team Shows How to Send PIPs with AS2

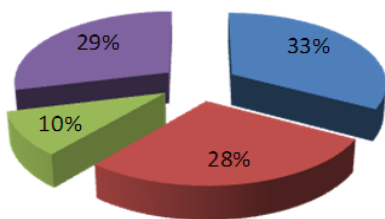
A new implementation guide for using the AS2 messaging service to exchange RosettaNet PIPs has been created from the validation of the RosettaNet Message Control and Choreography (MCC) Applicability Statement 2 (AS2) Profile. The testing and analysis was the final action required to complete the AS2 section of the MCC program.

RosettaNet extends a special thank you to all the members involved in developing this standard and to Axway Inc. and Seeburger AG who were instrumental in executing the validation activities. The MCC AS2 Profile V01.00.00 document is free and immediately available on the RosettaNet website. Click [here](#) to download.

The Message Control and Choreography (MCC) Program was organized to extend RosettaNet PIP architecture to support integrated multi-PIP and multi-party business interactions to enable long-running processes in dynamic trading networks.

Survey Results: High Tech and Electronics Industry

What is most important to you now?



■ Visibility
■ SME
■ Cost
■ Other

Supply Chain visibility is the biggest challenge - and greatest opportunity - facing members of the industry according to a 2011 survey sponsored by RosettaNet and GS1 US. This type of insight is the first step in creating opportunities within the community that will ultimately lead to meaningful interaction, strong alliances and viable solutions.

The information we received from this poll added depth to our understanding of the challenges the industry faces every day, and will help guide RosettaNet in supporting the community going forward. We know that every industry faces unique business challenges – and the High Tech & Electronics sector is no exception.

For more survey results, look under “RosettaNet Updates” on the home page.

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Company cut costs
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GS1 US 2011 UConnect

Be sure to attend U Connect LIVE, being held from May 31 to June 3, 2011 at the Orlando World Center Marriott. U Connect LIVE focuses on how value chain visibility – through GS1 Standards – provides opportunities for your company to reach consumers over new channels, win their confidence and loyalty, and enhance their experience while improving your company's efficiency and trading partner relationships.

Hear Steve Levitt, the bestselling author of FREAKONOMICS and SUPER-FREAKONOMICS, speak on "The Freakonomics of Business" in the June 1 keynote address. Meet Steve at his book signing in the Exhibit Hall.

Hear Chef Jeff Henderson, chef and author, speak on Thursday, June 2, about his triumphant personal experiences: "From the Streets to the Stove: the Power of Change." Meet Chef Jeff at his book signing beforehand from 1:30 to 2:30 PM

For over 10 years, the U Connect Conference has been the place to go for those companies who want to be at the forefront of progress in using GS1 Standards to achieve value chain visibility and optimization – from efficiency, to safety, to sustainability. GS1 Standards allow companies to identify, capture, and share information across their value chains, unlocking opportunities and enabling solutions to many of their most pressing challenges.

For more information: [U Connect Live](#)

B2B Implementer and Developer Updates

Asia B2B 2010 Plenary

AsiaB2B's 4th Plenary will be held in Singapore on 19-20 May 2011 and is sponsored by CrimsonLogic eTrade Services.

The 3rd Plenary in Hong Kong last November was a great success with a workshop-style agenda. Participants were actively engaged and shared their experiences throughout the event.

AsiaB2B will continue the same approach for the 4th Plenary with the theme of "Overcoming B2B Challenges in Asia".

Please visit the website www.asiab2b.org or email to info@asiab2b.org for more information.

EDIFICE Anniversary

EDIFICE, the European Network for B2B Integration in High Tech Industries holds its 25th Anniversary on 15-16 June 2011.

This event is hosted by Siltronic in Munich, Germany and is co-sponsored by SAP and Crossgate.

The theme is "Integrated Supply Chains: Achievements and a Look to the Future" with contributions from Siltronic, Infineon, Nokia, Bosch, SupplyOn, SAP, Crossgate, Wacker, the University of Steyr.

To register for this event please go to <http://www.edifice.org/114-register.htm>



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**Deadline for
submissions to the July
2011
RosettaNet Community
Update**

18 July 2011.

contact
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Customize ... RosettaNet PIP based implementation guidelines
Specify ... restrictions and add notes on your usage
Test ... XML instances against your guidelines
Publish ... your RosettaNet based guidelines and schemas in HTML, RTF, or PDF format
www.gefeg.com/en/standard/rosettanet/rosettanet.htm

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