VerticalNet OSM Platform™

Service Publisher User's Guide

Preview Release

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About This Manual

This chapter introduces the features and organization of *Service Publisher User's Guide*.

Service Publisher User's Guide includes the following information:

1. Installation and configuration instructions for the OSM Service Publisher.
2. A step-by-step guide for how to use the OSM Service Publisher wizard to register B2B services with an OSM-enabled marketplace.
3. An appendix containing a listing of the OSM Service Taxonomy for business-to-business e-commerce services.

Audience

Service Publisher User's Guide is intended for service providers who want to register their web-based services with OSM-enabled public or private marketplaces.

Conventions

The following typographic conventions are used in this manual to convey special types of information.

Code

Code fragments and code listings are shown as follows:

```
code {
  code appears in the courier monospaced
font
     }
```

Related Documents

The following related documents are included in the Open Services Marketplace (OSM) documentation set.

OSM Platform Overview

Gives a basic description of the Open Services Marketplace platform. It includes an overview of the approach, benefits, tools, and applications of the OSM for public and private marketplaces.

OSM Marketplace Implementation Guide

Using this guide, a marketplace operator can describe the business processes, trading vocabularies, and rules for creating an adaptable private or public marketplace in a specific domain. Operation instructions are given for OSM's business process management tools, the E-Service Selection Wizard, the OSM B2B Service Ontology, and the OSM Service Coordination components.

Service Publisher User's Guide (this document)

Third party service providers employ Service Publisher to register descriptions of their services in OSM-enabled marketplaces.

Programmer's Reference Manual

Describes low-level programmer's interfaces for the key functional components of the OSM platform.

Ontology Builder User Guide

Describes how to use the Ontology Builder to develop and share ontologies.

Marketplace Administration Guide

Describes administration, logging and auditing tools for an OSM marketplace.

OSM Installation Guide

Describes how to install the OSM platform and tools.

OSM Platform Release Notes

Contains the latest information that is not included in any of the other documents in the documentation suite.

Chapter 1: Overview

OSM's Service Publisher is a wizard-based tool that enables providers of business-to-business e-commerce services to dynamically register and administer descriptions of their capabilities within one or more OSM-enabled marketplaces.

Introducing OSM

The Open Services Marketplace (OSM) platform is an enterprise-class infrastructure for constructing B2B applications using a just-in-time service integration approach. More and more, businesses are focusing on what they do well and outsourcing other functions to third party providers. OSM enables rapid re-engineering and reconfiguration of what functions an enterprise wants to manage internally, which functions to expose to external companies as an extra source of revenue, and which functions are better managed by third party service providers.

Benefits

The OSM platform provides benefits to both marketplace operators and service providers.

Market operators like OSM technology because they can

- rapidly integrate new trading partners;
- create and manage sophisticated cross-enterprise business processes;
- lower overall cost of operation and improve efficiency by streamlining procurement and supply chain operations.

Third party service providers extract benefit from OSM through

- increased sales channels for their services in public and private B2B marketplaces;
- support for a wide number of connectors;
- automatic mapping from a single service provider API to many different marketplaces.

Chapter 2: Installation & Configuration

This chapter covers the installation and configuration of the OSM Service Publisher wizard.

Installation

To install the Service Publisher, run the setup.exe file in the Service Publisher distribution. You will be prompted with the location of where to install Service Publisher. Choosing `C:\OSM` is not necessary, but it simplifies configuration.

Configuration

Configuration information for the Service Publisher is stored in the file `OSM.ini` in the `config\vb` folder of the OSM distribution. This information includes:

- *Service Registry Location*: The URL at which the marketplace's OSM service registry resides. This should be preset and requires no modification.
- *Service Execution Engine Location*: The URL at which the OSM execution engine resides. Again, this should be preset.
- *Files Directory*: Where proprietary files API's are stored. This should **not** be modified.
- *Publish Directory* : Where registration files (generated by Service Publisher) will be stored. This should **not** be modified.

An example of the configuration file `osm.ini` looks as follows:

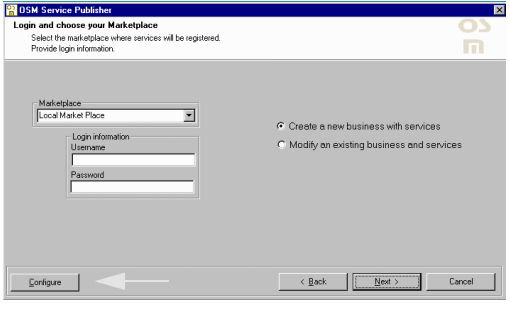
```
[osm]
sr_url=http://osm.vert.com:9888/servlet/OSMSe
rviceRegistry
executor_url=http://osm.vert.com:8080/example
s/servlet/ServiceExecuteServlet
files_dir=..\..\..\data\registration\params
publish_dir=..\..\..\data\registration
```

In addition, a second configuration file (`mp.ini`), also located in the `configs` directory, contains information about which marketplaces the user can connect to. Each line of this file represents a marketplace and is composed of three comma separated elements : the name of the marketplace, the URL of its OSM Service Registry and the URL of its Service Execution engine. This information can either be modified by manually editing the file, or better yet, you can use the Service Publisher configuration interface to modify this information.

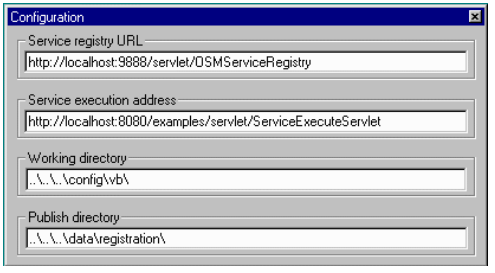
Service Publisher Configuration Interface

To execute the service publisher configuration interface, run Service Publisher by double-clicking on the Service Publisher icon in the OSM directory folder. Service Publisher will appear as displayed here:

Click the **next** button to arrive at the marketplace login panel.



Click on the **configure** button to bring up the configuration interface:



Change any values necessary and close the configuration interface. If you are not ready to execute Service Publisher, click **cancel** to close the Service Publisher wizard.

Note: The two top fields depend on the marketplace you log into. (See Marketplace login, Chapter 3)

Chapter 3: Publishing Services

In this chapter, we walk through the Services Publisher wizard frame by frame, explaining how to use the tool to register descriptions of businesses and their services within an OSM marketplace.

Executing Service Publisher

To execute Service Publisher, double click on its icon in the OSM Folder. The Service Publisher appears as illustrated below.

Navigation

Service Publisher uses a wizard metaphor for simplified use. To move forward in the publishing process, use the **next** button on the lower panel. To move backwards and re-edit information from a previous frame, use the **back** button. **Cancel** aborts the publishing process.

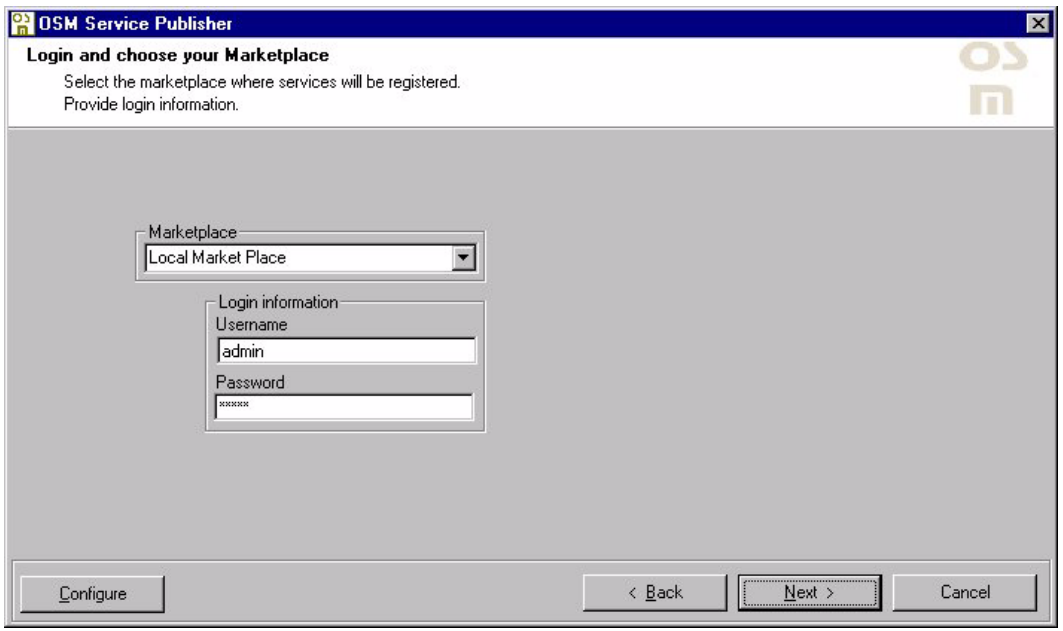
Welcome Panel

The purpose of the first panel is to welcome you to the OSM Service Publisher. To begin the publishing process, press **next**.

Marketplace Login

The first step is to login to a marketplace to which you want to publish your services.

To do so, choose a marketplace from those listed in the Marketplace pull-down menu, and fill in your user name and password for that market-place. After authentication has been performed, you will be able to proceed with the registration process.



Registering a Business

Address Information

In an OSM marketplace, services are attached to a service provider registration record. To register your business with the marketplace, fill out the proposed information:

Business Name: This field is the only required field for a registration entry.

Contact Information: Optionally, enter a contact name, address and telephone number.

Home Page URL: If your business has a web page, you may want to list it here so that others searching an OSM registry can find out more information about it.

Business Tax ID: A business tax ID is often required for inter-business commerce.

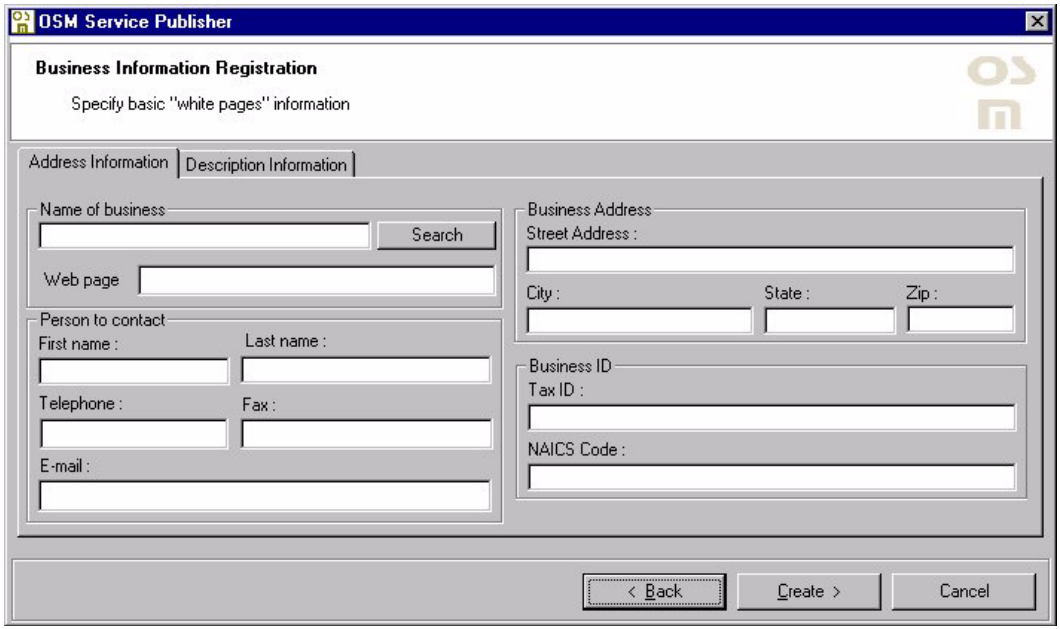
NAICS Code: The North American Industry Classification System is a standard for typifying businesses. A list of codes can be found at:

`http://www.census.gov/epcd/naics/naicscod.txt`

If your business is already registered with the marketplace, enter its name and click the **search** button to fill in the fields with currently registered information.

Description Information

The Description Information sub-panel enables an author to add a descriptive text about the business and to indicate any areas of specialization.



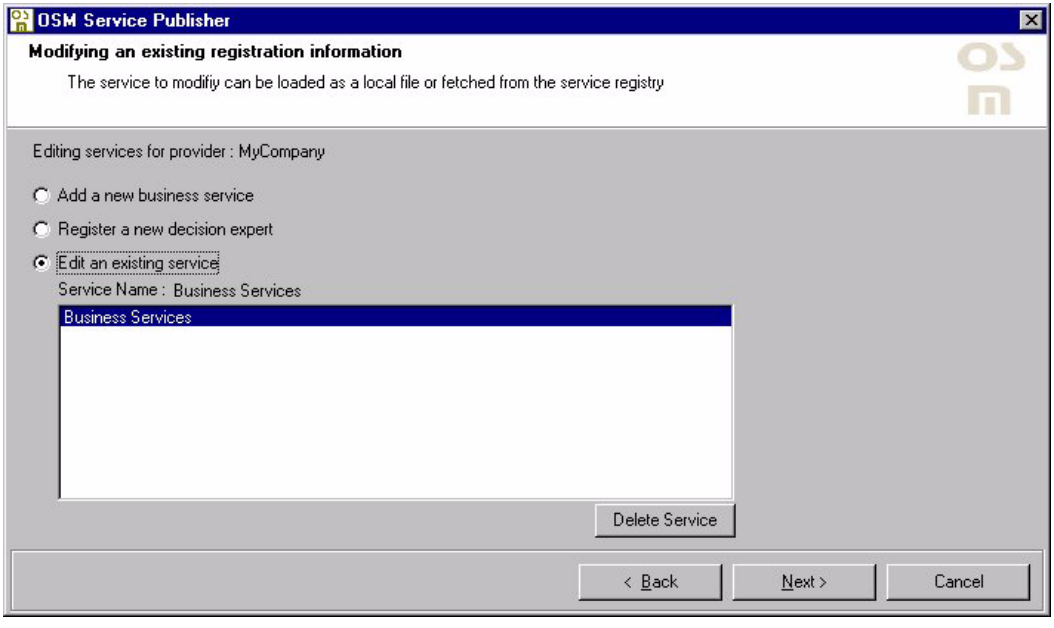
Editing services

Once you have created or discovered your business registration record, you may then add or edit descriptions of the services your business provides.

Editing options

Based on the selected option, you will be guided appropriately through the publishing process.

- Add a new service : If selected, the next panel will allow you to create and register a new service. (See “Registering a Service” on page 13 for details)
- *Edit an existing service* : To modify an existing service description, choose one from among those listed. The **next** button will guide you through the service definition process : protocol definition (see “Defining the Service Protocol” on page 14) , parameter mapping (see “Parameter Mapping” on page 17), registration (see “Publish” on page 18) and testing (see “Test” on page 19). From this interface, you may also choose to delete a service.
- *Register a new decision expert* : Here, you are registering a new decision expert, used by the broker module to facilitate decision making. Decision experts will be registered as any other services, but since they are specific, the registration process is easier and shorter than generic services. The only registration step required is where you specify the protocol needed to contact the decision expert (Browsing ontology and mapping steps are skipped).



Registering a Service

From this panel, you can register an instance of a service from among the service types listed in an OSM Service Ontology. See “Appendix: OSM B2B Service Taxonomy” for a complete list of service types.

Browsing the Service Ontology

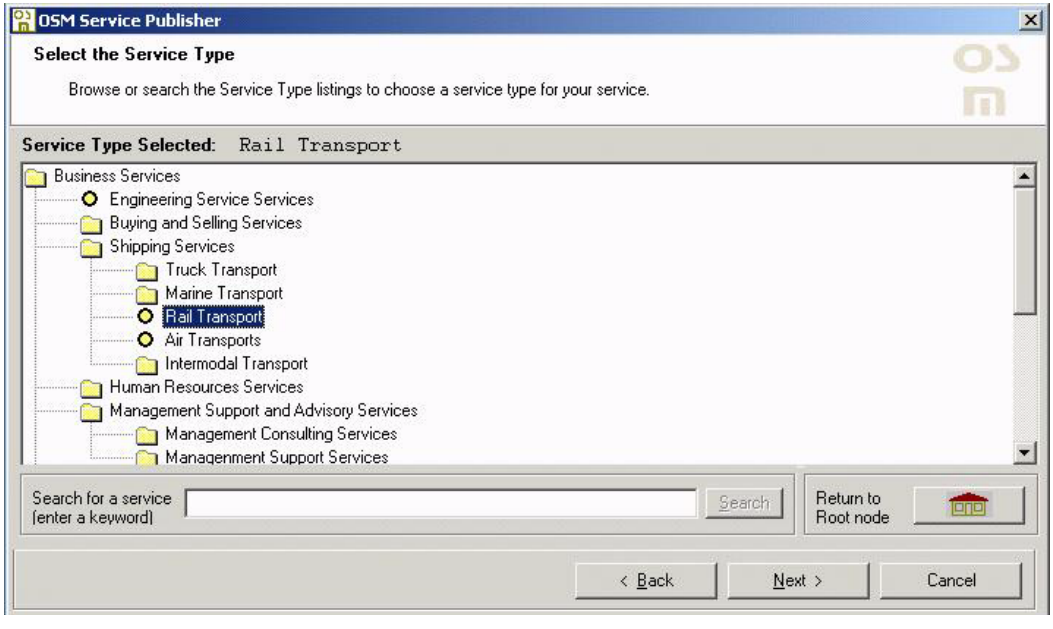
Services types in the OSM Service Ontology are listed in a hierarchical structure, starting with the root “Business Services”, and gradually becoming more specialized. One way to find the appropriate service type for your new service is to click on nodes in the tree, opening up the services folders to browse successively more detailed levels.

Searching the Service Ontology

For faster access, you may want to search directly for your service type using keywords. Type a keyword into the provided textfield and press the **search** button. A dialog box appears with all service types containing your term. Clicking on an item causes the main service browser to position the choice as the root node, where you may continue browsing. To reset the browser to the “Business Services” root, click on **home**.

Selecting a Service Type

As you click on service types displayed in the browser, the field “`Service Type Selected`” updates accordingly. Press **next** when you are finished specifying a service type.



Defining the Service Protocol

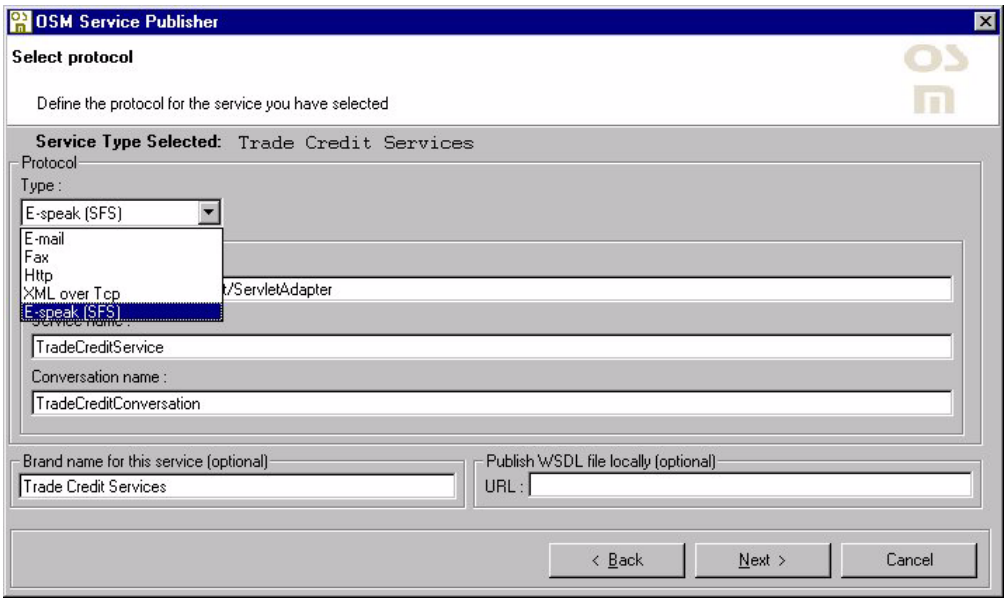
Once you've selected a service type, you must indicate how someone will send requests for execution of the service. After defining a name for your service, choose one of the available communication protocols from the "Protocol Type" drop-down list.

Completing Protocol Definitions

The argument fields will adapt for each of the protocols selected:

- *Email*: Specify the email address that will received the request. Requests will be sent as an email containing an HTML form to fill out.
- *Fax*: Specify the target fax number.
- *TCP*: Specify the host address and port number for the TCP connection. An XML request document will be sent to this location.
- *HTTP*: specify the target URL, and whether requests should be sent using the *get* or *post* method. If you choose to receive XML over HTTP, *post* will automatically be assumed, as this is the best way to send potentially large documents.
- *E-speak SFS*: Hewlett-Packard's E-speak SFS provides a form of XML over HTTP that enables enhanced possibilities for complex dialog interactions with the remote service. For this protocol, specify the URL for the service, the SFS service name, and the name of the conversation to invoke on the service.

When all information is completed, click **next**.



Service Qualifiers

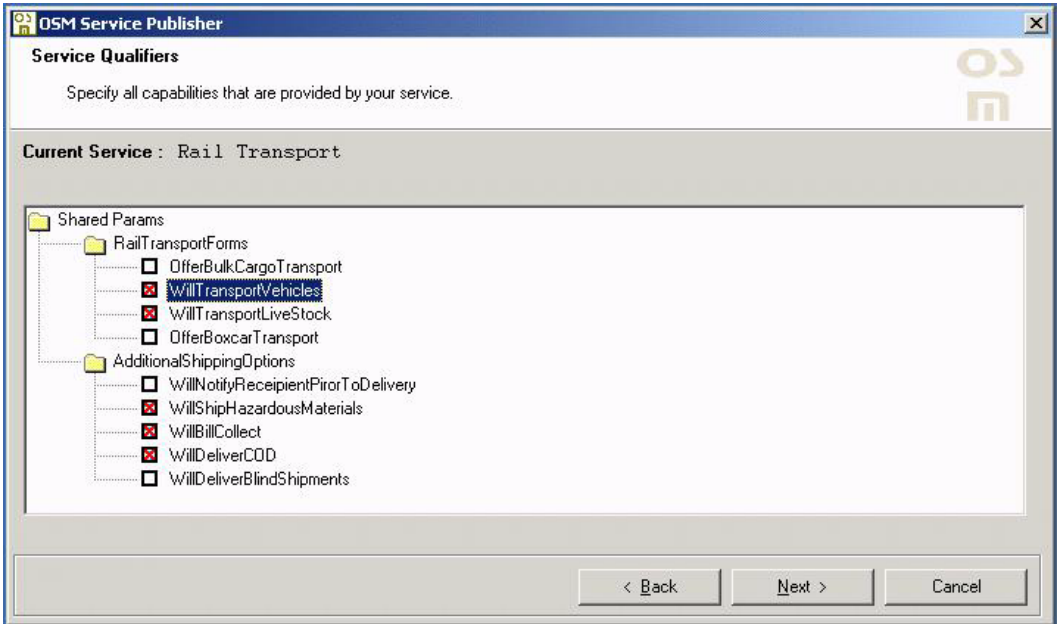
For certain service types in an OSM ontology, service qualifier attributes will have been defined. These attributes are used by the marketplace to filter prospective service providers down to those who most aptly suit a given request. Service qualifiers are specific to a service type: an example of a qualifier for a shipping service might be “Will ship hazardous materials.”

When service qualifiers are defined for the selected service type, a panel will appear that enables a provider to publish information about these parameters. If no qualifiers have been defined for the service type, this panel does not appear in the wizard flow.

Specifying Qualifier Values

For all service qualifiers indicated by the panel, specify whether your service provides the capability specified by the qualifier. Clicking on the check box next to each qualifier will toggle the value from not selected (e.g., don’t provide the capability) to selected.

If a customer specifically requests, for example, a shipper who can transport hazardous material, only those providers who have indicated they can perform this service will be considered in the selection process.



Input/Output Parameters

When your service is invoked, a request message will be sent containing a number of variables that defines the parameters of the request. Input and output parameters are defined for each service type by the OSM Service Ontology. Since many service providers expose APIs that may not exactly correspond with those provided by a specific marketplace, OSM's Service Publisher provides a mapping tool to facilitate integration between the marketplace's view of the world and that of the service provider.

Accepting Ontology Parameters

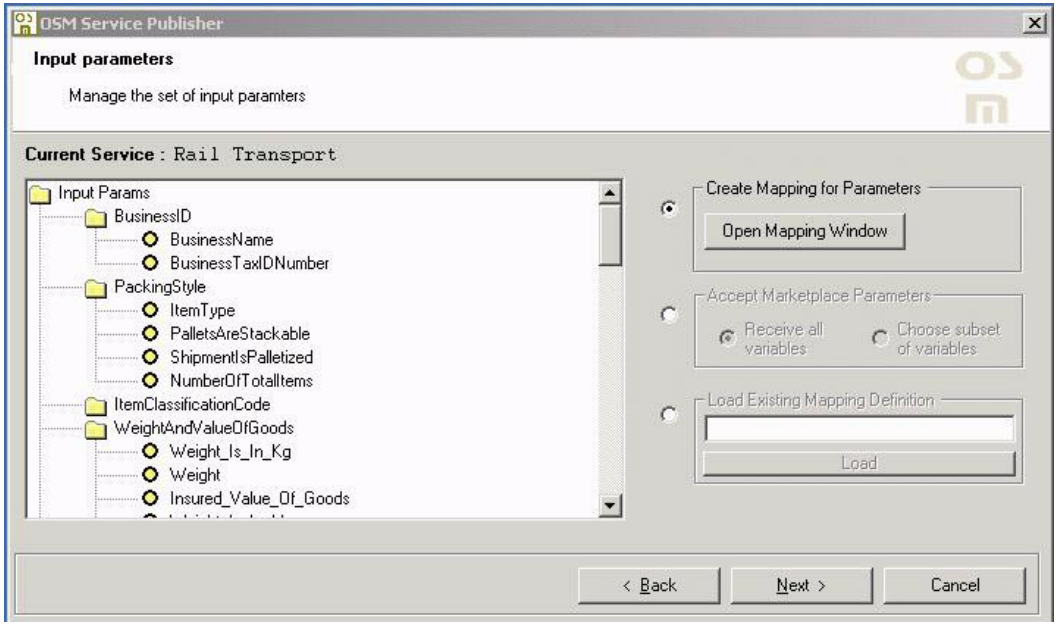
If you do not yet have an API, if you are using email or fax as the protocol for your service, or if your existing API exactly matches (or is a subset of) the ontology API, you can choose to simply receive parameters in the ontology. If you only need a subset of the parameters, select the subset option and choose which parameters your need.

Loading an Existing XSTL File

If you already have an existing translation file, you can simply specify the file in the designated field.

Mapping To Ontology Parameters

If your existing API does not directly correspond with the parameters specified by the OSM ontology, choose the **Open Mapping Window** button. A mapping window will appear, as described by the next section.



Parameter Mapping

The OSM Mapping Tool provided as part of the Service Publisher is used to graphically describe the relationship between parameters specified by an OSM Service Ontology created by a marketplace (the left-hand column entitled “Standard Parameters”) and parameters required by an individual service provider (right-hand column).

Loading a Service Provider API

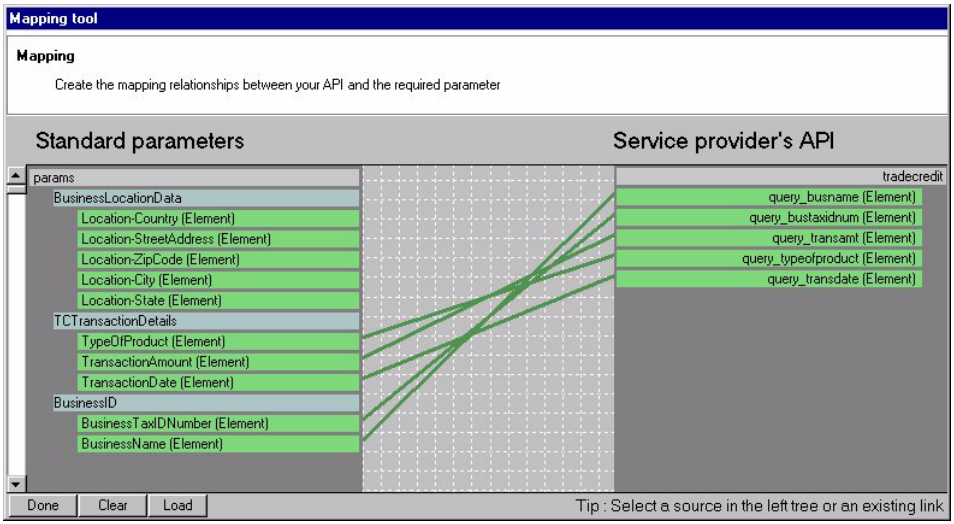
Initially, the service provider API column is empty. Click the **load** button to read an XML file that specifies the structure of the message received by the API. This could be a sample message the API handles: the values of the message will not be considered, only the structure.

Specifying Equivalence

Imagine that the service ontology specifies an attributed called “cost” whereas your API requires the attribute be called “price”. To indicate that these two fields are semantically equivalent, double click on the “cost” attribute and then click on the “price” attribute. You will notice a line is attached between the two elements. If you make a mistake, click on a line and press the **delete** key to remove it. The **clear** button erases all mapping definitions.

Future versions of the OSM mapper will allow transformation functions to be added to the mapping process.

The result of the mapping process is to generate an XSLT translation file which will be applied to all incoming requests before sending them to the registered service. Likewise, responses form the service will be transformed in the marketplace form on return.

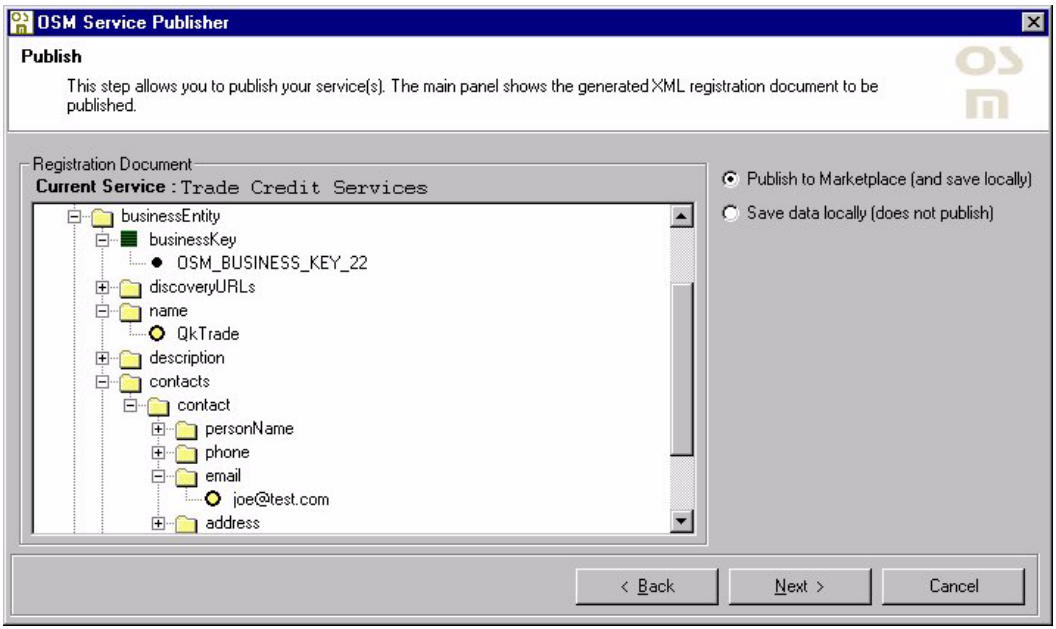


Publish

The definition process for the new service instance is now complete. From this panel, you can check the XML document describing your service definition and if satisfied, publish it to the target marketplace.

Service Publishing

After checking the registration document, choose either to save your work locally (does not publish), or publish the registration information to the marketplace. Click **next** to execute the selected action.



Test

Since the previous panel led to the registration of the service with the OSM Service Registry, you may now test your service.

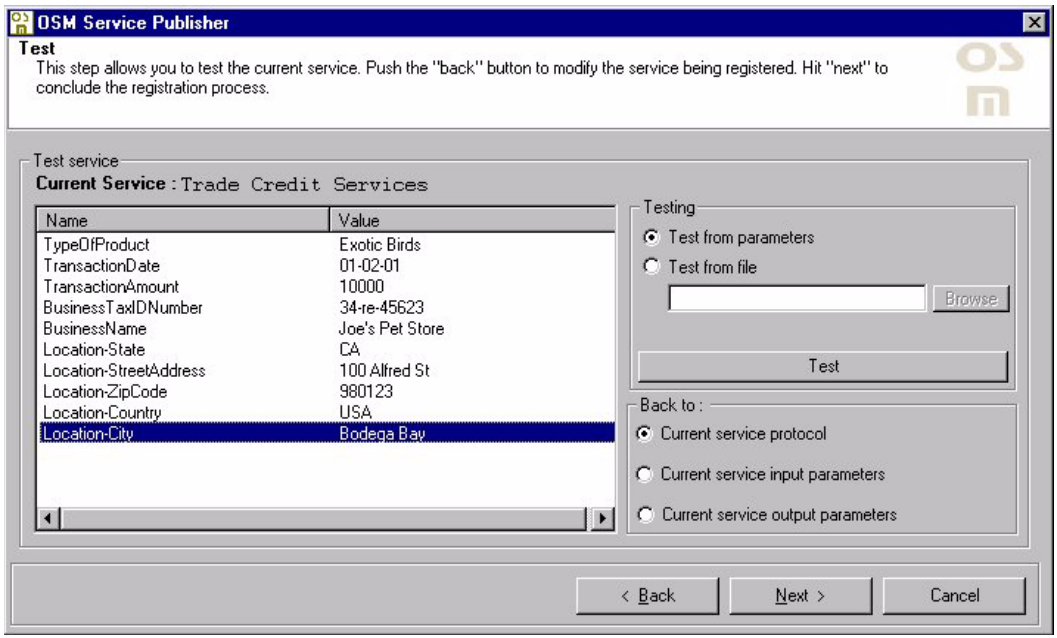
Service Testing

Using the test interface, you may test the registration and translation definitions you have entered. Through the list of parameters , you can formulate a query based on the marketplace parameters. To provide a value for a parameter, double-click on it and fill out the popup window with a value of your choice. By pressing the **test** button, the following actions occur:

- The query will be translated using definitions created by the mapping tool.
- Your service will be called using the protocol and address specified using the Protocol panel.
- Resulting information will be translated using the mapping information from the output parameters panel.
- The resulting message is displayed in a popup window.

If any errors occur, press the **back** button to make modification to the registration definitions.

Note : for increased navigational efficiency, the **back** button works in conjunction with the options defined in the **Back To** frame.



Registration Complete

Congratulations, you have made it all the way through the service registration process! If you chose to publish your registration information, it is now stored in the marketplace's registry -- your service should now be ready to accept live service requests from the marketplace.

At this point, you can either choose to exit the OSM Service Publisher, or keep working on services registration. If you choose the latter choice, the Service Publisher wizard will loop back to the "Editing Services" (See page 21) frame.

Thanks you for using the OSM Service Publisher.

Appendix: OSM B2B Service Taxonomy

OSM's Service Ontology provides the basis for standardizing classification and interoperability of business-to-business e-commerce services. This appendix lists the taxonomy of B2B Services included as part of the OSM Service Ontology. This taxonomy is used by a service provider to classify and register the services they furnish.

The OSM Platform ships with a recommended service ontology, but also provides the tools to enable a public or private marketplace to extend, restrict, or otherwise adapt the ontology to better fit their view of the world.

Overview

The OSM Service Ontology defines, among other things, a taxonomy (hierarchy) of B2B services and four kinds of attributes for many of the services. The attribute types include:

- *input attributes* -- standardized attributes that define required inputs for a service request;
- *output attributes* -- attributes that define standard return values resulting from executing the service;
- *service qualifiers* -- attributes that will help constrain the list of possible service providers to those who provide precise capabilities;
- *informational attributes* -- attributes that describe the service. This could include pointers to documentation or reviews of the service.

OSM B2B Service Taxonomy Listing

```
Business Services

   Contract Manufacturing Services

   Engineering Service Services

   Financial and Banking Services
      Corporate Finance Services
         Budget Preparation Services
         Investor Relations Services
         Treasury Services
      Credit Rating Services
         Business Credit Reports
         Consumer Credit Reports
      Lending Services
         Commercial Mortgage Services
         Debt Negotiation Services
         Letters of Credit Services
         Trade Credit Services
         Funds Clearance Services
      Securities Trading Services
         Bond Issuing and Trading Services
         Commodities and Futures Market Trading Services
         Commodity Price Forecasting Services
         Currency Exchange Services
         Precious Metals Trading Services
         Stock Market Trading Services
      Credit Card Approval Services
         Purchase Card Approval Services
         Consumer Credit Card Approval

   Human Resources Services
      Employee Development Services
         Compensation Planning Services
         Employee Development and Training Services
         Labor Relations Services
      Personnel Recruitment Services
         Reference and Background Checking Services
         Resume Screening Services
         Staff Recruiting Services
      Temporary Personnel Agencies
         Temporary Clerical or Administrative Assistants
         Temporary Financial or Accounting Staff
```

```
      Temporary Networking Specialists
      Temporary IT Systems or Database Staff
      Temporary Legal Staff
      Temporary Marketing Staff
      Temporary Medical Staff
      Temporary Production Staff
      Temporary Technicians
      Temporary Executives or Administrators
      Temporary Computer Programmers

Information Technology Services
   Data Services
      Data Processing Services
      Database Services
      OnLine Data Processing Services
      Internet Services
         E-Mail Services
         Internet Service Provider Services
         Web Search Engine Services
         Web Site Design services
         Web Site Hosting Services
         Domain Name Registration Services
         Search Engine Registration Services
   Management Information Systems
      MIS Design Services
      EDI System Design
      ERP Services
   System Design and Support
      Network Security Services
      Mainframe Services
      System and Software Installation
      LAN Services
      WAN Services

Insurance Services
   Property Insurance
      Building Contents Insurance
      Car or Truck insurance
      Cargo Insurance
      Marine Insurance
      Reinsurance Services
   Life Health and Accident Insurance
      Accidental Injury Insurance
      Disability Insurance
      Health or Hospitalization Insurance
      Life Insurance
```

```
      Unemployment Insurance
      Workmens Insurance
   Pension Funds
      Employer Administered Pension Fund Services
      Employer Sponsored Retirement Funds
      Self-Directed Retirement Plans
      Pension Fund Consulting

Legal Services
   Business Law
      Bankruptcy Law
      Government Antitrust or Regulations Law
      Liquidation Law
      Mergers or acquisitions law
      Partnership Law
      Patent Trademark or Copyrights
      Real Estate Law
      Tax Law
      Contract Law
   Civil Liability Law
      Malpractice Law
      Personal Injury Law
      Property Law
   Criminal Law
      Appellate Procedures
      Criminal Defense
      Juvenile Justice Law

Vendor and Product Rating Services
   Product Review Services
      Product Reviews From Consumers
      Product Reviews From Experts
   Supplier Quality Ratings Services
      Customer Satisfaction Ratings
      Reputation Rankings

Management Support and Advisory Services
   Management Support Services
      Property Management Services
      Meeting Planning Services
      Project Administration Services
      Facilities Management Services
   Management Consulting Services
      Corporate Divestiture Consulting Services
      Corporate Mergers Consulting Services
      Organizational Structure Consulting Services
```

```
      Strategic Consulting Services
      Project Evaluation Consulting Services
      Regional Studies for Projects
      Economic Forecasting Services

Marketing and Distribution Services
   Distribution Services
      Direct Sales Services
      Franchise Operations
      Retail Distribution Services
      Wholesale Distribution Services
   Mailing Services
      Addressing Service
      Mailing List Compilation Services
      Mailing List Management Services
   Market Research and Promotion Services
      Brand Management Consulting Services
      Marketing and Advertising Services
      Public Relations Services
      Market Research and Analysis Services
      Sales Support Services
         Extend Warranty Plans
         Installation Assistance
         Pre-Purchase Consulting Services
         Product Support Services
         Repair or Maintenance Services
   International Marketing Services
      Multi-national Marketing Services
      Trade information Services
      Trade promotion Services

Buying and Selling Services
   Auctions or Exchange Services
      Auction Services
      Barter Services
      Exchanges
      RFP-RFQ Services
      Reverse Auction Services
   Catalog Data Services
      Classified Advertising Services
      Equivalent-Part Number Identification Services
      Catalog Aggregation Services
      Rich-Content Aggregation Services
   Procurement Workflow Services
      Approved Vendor Enforcement
      Purchase Approval Routing
```

```
      Spending Limits Enforcement
   Transaction Enablement Services
      Appraisal Services
      Dispute Resolution Services
      Escrow Services
   Sales Tax Calculation Services
      US Sales Tax Calculation Services
      International Sales Tax Calculation Services
      Tariff Calculation Services

Supply Chain Mgt and Logistics Services
   Supply Chain Demand Forecasting
   Fulfillment Management Services
   Supply Chain Re-engineering Services
   Logistics services
      Containerization of goods
      Crating services
      Freight loading or unloading
      Reverse logistics
      Weighing services
   Inspection and customization
      Final assembly and product customization
      Packing inspection services
      Pest control inspections

Accounting Services
   Billing Services
   Bookkeeping Services
   Payroll Accounting Services
   Financial Accounting Services
   Tax Accounting Services
   Audit Services

Shipping Services
   Rail Transport
   Air Transports
   Truck Transport
      Local Area Trucking Services
      Regional or National Trucking Services
      Vehicle Carrier Services
   Marine Transport
      Domestic Barge Transport Services
      Domestic Vessel Transport Services
      International Barge Transport Services
      International Vessel Transport Services
   Intermodal Transport
```

```
      Air-Ocean Transportation
      Air-Truck Transport
      Ocean-Rail Transportation
      Ocean-Truck Transportation

Inspection and Quality Control
   Facilities Inspection and Analysis Services
      Acoustics or Noise Control
      Building Inspection Services
      Equipment Inspection Services
      Industrial Hygiene or Ventilation Inspection
      Plumbing or Sewer Inspection Services
      Power Line Inspection Services
      Safety or Risk Analysis Services
   Quality Control Services
      Equipment Test or Calibration
      Materials Synthesis
      Materials Testing and Inspection
      Product Testing
      Production Control and Monitoring Services
      Production Standards Development

Transportation Planning and Storage Services
   Storage Services
      Customs Bonded Storage Services
      Grain Elevator Services
      Hazardous Materials Storage
      In-ground Storage Services
      Palletized Cargo Storage
      Refrigerated Storage
      Silo Services
   Terminal Services
      Stevedoring Services
      Tugboat Services
      Vessel Docking Services
      Vessel Stores Services
   Transportation Planning Services
      Transit Analysis and Planning Services
      Transport Infrastructure Planning Services
```

Glossary

API Application Programmers Interface. A programmatic interface exposed by a service that provides invoking of the service from external applications.

Class A class is a representation for a conceptual grouping of similar terms. For example, a computer could be represented as a class that has many subclasses such as personal computers, mainframes, workstations, etc. Each class is described by a definition that specifies the slots and values that describe the class itself (not the members of the class), slots and values that describe the instances of that class, and logical statements (called axioms) that describe the class but can't be represented using slots and values. Also referred to as "Service Type."

E-Speak A middleware platform developed by Hewlett-Packard based on registration and access of a dynamic collection of services.

E-Speak SFS E-Speak Service Framework Specification. An XML-based communication layer developed by Hewlett-Packard for use with E-Speak infrastructure. The Service Framework Specification defines standard business and technical conventions for concepts such as discovery, negotiation, and composition of e-services.

Ontology An ontology is an explicit, formal and declarative specification that provides a vocabulary (terms) and a set of relationships for representing and communicating knowledge about some topic.

OSM Platform Open Services Marketplace Platform. An integration infrastructure for B2B public and private markets based on advanced technologies for dynamic services coordination.

Properties Attributes of a class that are defined by a slot.

Service Qualifier An attribute associated with the registration of an e-service that will enable end users to more precisely filter providers to their needs. An example for a shipping service would be "Will ship hazardous materials."

Service Registry An ontology-based, UDDI-compliant directory of web-based services.

Service Type See class.

Subcategory See subclass.

Subclass The child of an existing class.

Taxonomy Similar to "ontology", but limited to a strictly hierarchical structuring of information.

UDDI Universal Description Discovery and Integration. The UDDI consortium, consisting of more than 100 companies including Microsoft, IBM, Ariba, HP, and VerticalNet, are working to standardize the registration of business and web

services. VerticalNet Solution's OSM uses UDDI-compliant registries to store its registry information. `http://www.uddi.org`

XSL eXtensible Stylesheet Language. A stylesheet format for XML documents.

XSLT XSL Transformations. The language used for converting XML documents into other XML documents. May be used independently of XSL.

XSLT Parser/Processor An application used for converting XML documents into other formats, typically HTML documents. The XSLT parser uses an XSLT stylesheet to convert an XML-formatted request to another format.

XSLT Stylesheet A stylesheet written in XSLT for use by an XSLT parser in converting an XML document into a document with another format (typically into an HTML document or an XML document with a different but related structure).

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