

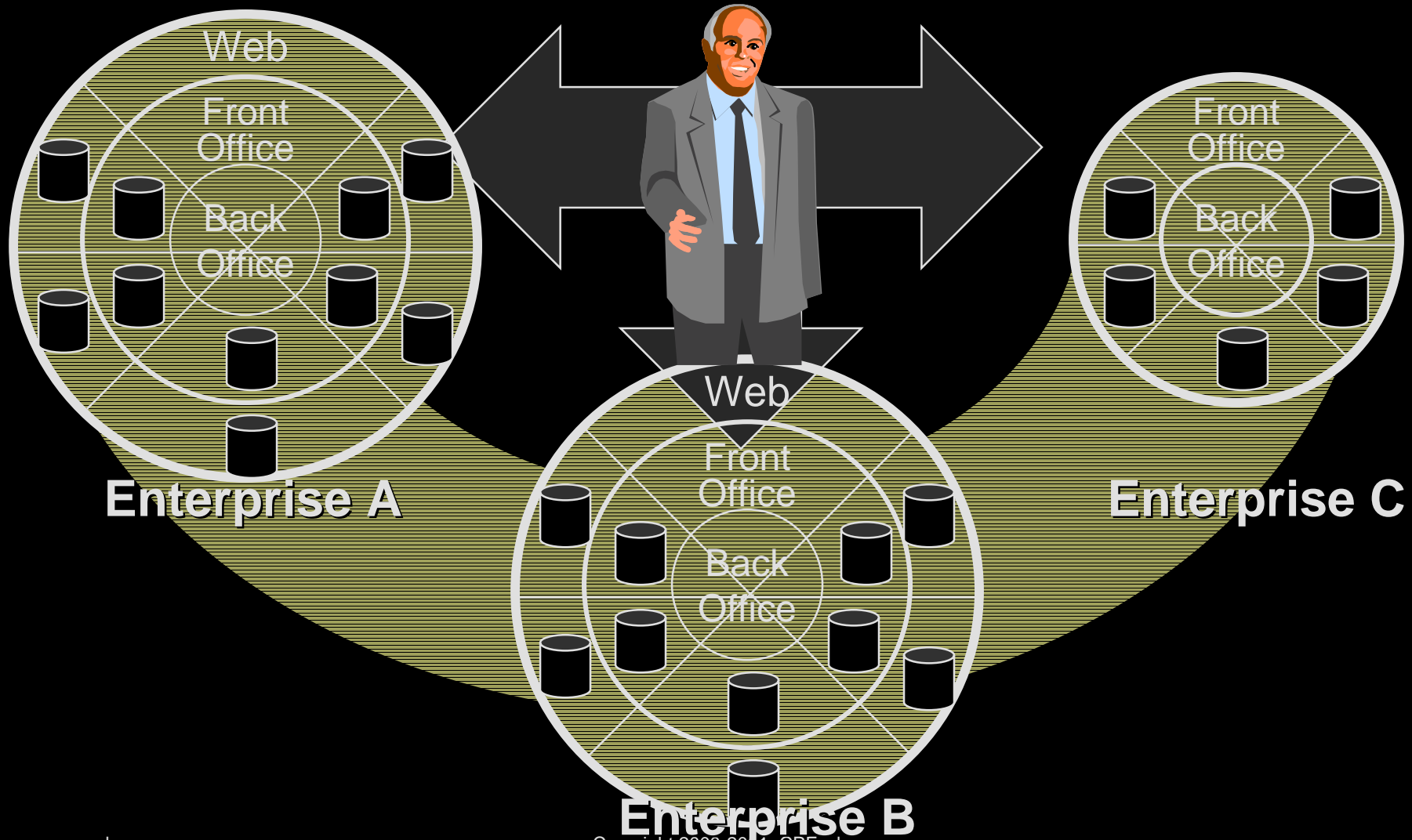


**Creating Global Standards
for Privacy-Enabled
Customer Data Interchange**

The Current Situation

- **Over 90% of companies believe that a single integrated view of the customer is critical**
- **Only 2% of these companies say they have achieved this view**
- **Effective e-relationships depend on reliable customer information**
- **Creates significant, redundant, short and long term IT costs**
- **Broad barriers to making privacy happen**

Customer Touch Points: From Silos to Unified Customer View



CPEXchange Requirements

- **Platform, vendor, and application independence**
- **Provides a comprehensive view of the customer**
 - Customer as an entity that interacts with multiple facets of enterprise
 - As opposed to a user of a particular application
- **Allows views of activities over time**
 - Provides cumulative historical record of events
- **Provides a granular privacy and authorization model**
 - Optimized for aggregated and interchanged information
 - As opposed to traditional monolithic storage models
- **Designed to promote generation and collection of profile information in a fashion that promotes *useful query and reporting***

70+ CPExchange Members

- 24K.com
- Accumedia
- Acxiom
- ATG
- Autobuddy
- Barnesandnoble.com
- Bizrate
- Cablevision Systems
- Calico Commerce
- CASI/CBSI
- Charles Schwab
- ClearCommerce
- ClickAction
- Customer Insites
- Delano Technology
- Digital Impact
- eCustomers.com
- eDocs
- enfoTrust Networks
- Engage Technologies
- Exactis.com
- Exchange Applications
- Exody E-Business Intelligence
- First Union National Bank
- Flycast Communications
- Fujitsu
- Hewlett-Packard
- Hitachi
- IBM
- iLux
- IMarket
- Inference
- INTERSHOP Communications
- Intuit
- iQO.com
- Kidata AG Konigswinter
- LLynch meta Medien GmbH
- Lucent Technologies
- Lumeria
- Macromedia
- MarketFirst
- Mathematiques Appliquees S.A.
- Mediaplex
- MicroStrategy
- MineShare
- Mphasis
- Net Perceptions
- NetGenesis
- Paldian Enterprises
- pcOrder.com
- PricewaterhouseCoopers
- PrivacyRight
- nPrivaSeek
- Q-Span Information Systems
- ResponseLogic.com
- SPSS
- Sun / Netscape Alliance
- Tacit Knowledge Systems
- Times Ten Performance Software
- Trilogy Software
- u1.net
- USADATA.com
- Vignette
- Vitessa
- WebTrends
- Wheelhouse
- YesMail.com
- Youknowbest.com
- YOUpowered
- ZDnet
- Zhaodaola China Internet Ltd.
- Zilliant

CPEXchange Specification

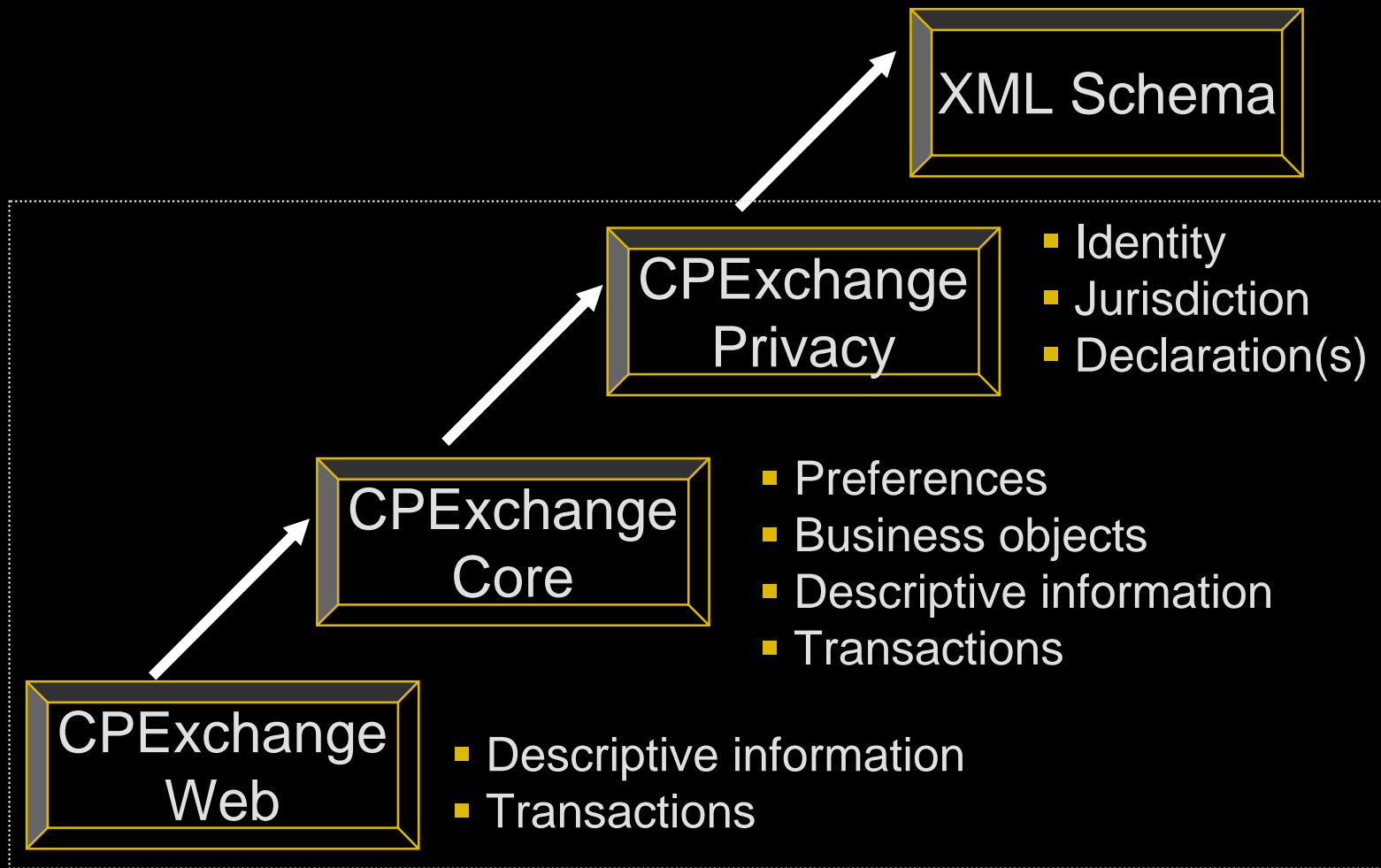
■ Specification

- Customer data model for real-time and batch information
- Privacy enablement model across the entire network
- Transport architecture for query and interchange (TBD)

■ Open source reference implementation (future)

■ Implementation guidelines (future)

CPEXchange Overall Model



CPEXchange Core Model

- **Preferences**
- **Business objects**
- **Descriptive information**
 - Party name
 - Person
 - Organization
 - Company
 - Employee
 - Customer
 - Contact info
- **Transactions**
 - Action events
 - Encounters



CPEXchange
Core

Privacy is more than the Internet

- **Data exchange will occur more frequently**
- **Multiple privacy standards will emerge**
- **A unified, transitive data privacy model will accelerate the fair handling of information**
- **Will facilitate individual's ability to access, evaluate, and control profile**

Privacy Model

■ Privacy statement

- Exchange partner
- Identity
- Jurisdiction document reference
- Jurisdiction declaration
- Jurisdiction reference
- Jurisdiction specification
- Privacy header
- Privacy declaration (s)
 - » P3P-style, includes how used, how long retained, who can access, sensitivity, security classification

CPEXchange Organization Structure

IDEAlliance

ICE Network

CPEXchange Network

PRISM Network

CPEXchange Working Group

Many companies

Chair: IBM

Technical Committee

Marketing Committee

Topic Maps Network

CPEXchange Timeline

- CPEXchange launch: November 1999
- CPEXchange 1.0 spec: Q4 2000
- Goal for first interoperability demo: 1H 2001
- Goal for open-source reference code: TBD

“Solutions in Internet time, not standards time”

Summary

- **Integrating customer data across enterprise applications is too hard, too expensive and too time consuming**
- **E-business needs a single customer view to improve customer service and efficiency**
- **A unified, transitive data privacy model will accelerate the fair handling of information**
- **CPEXchange is an open standards effort targeted at solving these problems in a short timeframe**



**Creating Global Standards for
Privacy-Enabled Customer
Data Interchange**

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