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Ask the Experts

Dr. George Schussel - **On Vacation**
Founder, Chairman and CEO, DCI
Expertise: Real-Time Enterprise
George Schussel is an expert on database, computing architectures, the Internet and information management issues. His lectures have been held all over the world. He has authored or co-authored several books and over 50 articles or columns in leading industry journals. He has consulted for leading computer industry companies including IBM, Computer Associates, DEC, Sybase, HP and others.

In 1998, George was awarded the IEEE Computer Society's Computer Entrepreneur Award "…in recognition of his entrepreneurial leadership in professional development, education, and technology assessment."

Schussel holds M.S. and Ph.D. degrees from Harvard University and a B.S. Degree from the University of California. In 1999, Schussel and his wife, Sandi, co-founder of DCI, established the George and Sandra Schussel Chair of Management Science at MIT.

Q. **Business to Busines Proposal**
10/09/02. I searched the web for examples on writing 2 to 3 page proposal for a business entity that is seeking to engage with another business entity (to introduce a unique and new concept on the market). In

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the proposal The business is seeking to explain the benefits, advantage and a breakdown of the cost. I wonder if you have any suggestions. I thank you in advance.

A. *Response from Dr. George Schussel:* **I would focus on the benefits that accrue from moving to real time processing in the B2B space. Ideas like the following may work for you.**

· Monopolizing your market. Better service and lower costs yields higher revenue and greater productivity per employee. The result is unassailable strategic advantage in the market - maybe monopoly positioning! Companies like Dell, Cisco, Fedex, Amazon and eBay have shown the advantage of building real time systems for B2B.

Other benefits that can accrue from this type of investment are:
· Expense reduction. As an example, keeping inventory low, and ordering just as it is needed, keeps expenses down.
· Increases in top line revenues. Providing the right offer to the right customer at the right time increases response, which directly increases revenue.
· The B2B real time experience enhances customer and employee experiences. e.g. providing real time weather to customers on a travel site enhances the site experience. Allowing employees to go on line to check on the status of a travel reimbursement or the value of their retirement portfolio gives employees one less thing to worry about.

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Q. **RTE Software Framework**
10/01/02. Do you have your own Software Framework to conceptualize the different components of the RTE stack? Which one would you use if you had to do it?

Response from Dr. George Schussel: **The software framework, or what I call architecture, is exactly the right place to start thinking**

A. **about real time. If you haven't done any work in this area, I would suggest starting with a real time BPM vendor who offers an all in one approach, kind of like buying a hi-fi console with all of the elements chosen for you and already connected. You'll get the idea by talking to companies like Asera, Informatica, Synthean, or DataMirror. Alternatively, talking to one of the major apps vendors to see how they're handling real time is informative. I've reviewed Siebel's Universal Application Network and it's interesting. Still another idea is to talk to EAI vendors like Tibco, Vitria or WebMethods. Their product lines, when diagrammed out, look very much like useable real time frameworks. In the end you'll have to build and diagram your own. But, taking advantage of the work and approaches that have already been built is smart.**

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Q. **Future of B2B**
09/23/02. What is the common consensus between all you experts vis a vis the future of b2b - will there be many changes to come? I've heard it said that integrating b2b and b2c marketplaces has proven too costly - could this be a possibility in years to come?

A. *Response from Dr. George Schussel:* **Integrating b2b and b2c implies an integration of internal systems to support real time processing first. Then with some combination of messaging, web services, distributed DBMS and EAI technologies completing the integration with external systems. For most companies with legacy systems, this is a large, multiyear challenge.**

I have no doubt that it will happen, but you are bound to see this playing out over a period of years, not months.

For more information on the idea of creating the real time corporation check out:
1. The upcoming conference on real time:
RTE Conference
2. My seminar on real time:

RTE Seminar
3. Or my online tutorial on real time:
RTE Tutorial

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