People Service &
VASRM - Vendor (and Social) Relationship Management

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Agenda

- Vendor Relationship Management (VRM)
- VASRM (Vendor and Social Relationship Management)
- VASRM Use Case
- Liberty Alliance People Service
- PS enabling VASRM
Vendor Relationship Management

- Caveat – no VRM expertise professed
- VRM concept coined and evangelized by Doc Searls
- AKA
  - Customer to Business (C2B)
  - Customer-Managed Interactions (CMI)
  - Customer Managed Relationships (CMR)
- Inverts the normal dominance vector in the customer-vendor relationship
- Customers initiate (no 'Special Offers!'')
- Customers set the (initial) terms
- Vendors can look for customers
- Vendors make the (initial) offer
- Customers hold data (personal and transactional)
V (and Social) RM – a transient identifier

Most discussions of VRM focus on a single user, i.e. How do I get vendors to find my own personal RFPs and make me an offer?

Many ecommerce transactions involve more than a single user, e.g. watch lists, gift registries, etc

VASRM acknowledges the special challenges of such use cases – both types of relationships are managed/leveraged

- Vendor
- Social
Social Use cases

- **Help me**
  - Goods/services
  - people
  - media

- **Find**
  - Goods/services
  - media
  - people

- **Assess**
  - Goods/services
  - people

- **epinions**
  - Fickr, Last.FM
  - Slashdot, Opinity
  - LinkedIn, Orkut

- **Goods/services**
  - media
  - people
Visualizing C2B – a complete picture of a customer’s purchases

Narrow view

Holistic view

Other online retailers

Brick and mortar

Gifts

Library, school, Work, personal loan

Online retailer

www.brettlider.com
A personal RFP consists of two logically distinct pieces

1) What I want (e.g. HD plasma screen, plane tickets, etc)
2) My conditions (e.g. style, specs, price, etc) on 1) above

In VRM, the same user specifies both pieces
In VASRM, the two pieces are divided
- One user specifies #1 and part of #2 (blender capacity, etc), Other user specifies other pieces of #2 (e.g. price)
Vendor Relationship Management

- Make
- Price
- Colour
- Features
- Delivery date

Personal Request for Proposals

Comparison based on match quality

Decision and vendor selection

Offers:
- Vendor 1
- Vendor 2
- Vendor 3

Offers:
- Offer 1
- Offer 2
- Offer 3
Vendor Relationship Management

^ And Social

make

colour

features

price
delivery date

Personal Request for Proposal

Comparison based on match quality

Decision and vendor selection

Vendor 1
Vendor 2
Vendor 3

Offer 3
Offer 2
Offer 1
A VASRM Use Case

1) Alice has invited her friend Bob to her wedding (to Charlie of all people)
2) Bob knows Alice's hobby is mixology and wants to get her a gift in this vein.
3) Alice has a very definite 'blender orientation' and will almost certainly return anything that doesn't meet her preferences.
4) Bob has an existing relationship with Blender.com that he wants to use rather than shopping at the 'blender vendor' that Alice happens to use.
5) Bob goes to Blender.com, from where he is able to determine Alice's blender preferences.
6) Bob buys a blender that Alice (and his wallet) can live with.
Derived Requirements

- Must be able to distinguish between
  - The user on whose behalf the RFP search/retrieval is performed (e.g. Bob)
  - The user whose RFPs are searched/retrieved (e.g. Alice)
- Must be able to marry Alice's requirements (e.g. style, capacity, etc) with those of Bob (e.g. price, delivery date, etc)
- Must also be able to support blender vendor competition, e.g. Bob doesn't dictate Blender.com but allows for other blender vendors to bid on Alice's RFP.
Liberty Alliance People Service

- Defines a SOAP-based API by which users can establish and manage their social graphs
- Relationships established in the context of one application (e.g. photo sharing, blog rolling, etc) can be leveraged in others
- Relationships manifested as 'person-to-person' federations - allows one user to refer to others in privacy respecting manner (i.e. no global id)
- Leverages Liberty Alliance's ID-WSF for security and privacy plumbing
- SPs discover and query a user's People Service as for other aspects of their identity (e.g. profile data, calendar, geolocation, etc)
• Todays social software generally requires that both ends of a social connection have an account at the same provider (or rely on a global identifier)
• Consequently, users have to establish/maintain identities for each provider at which they wish to maintain a connection
• Result is undesirable growth in identities and identifiers
Identity Inflation

# my identities

# online apps

Online banking, email...

# online relationships
Identity Inflation

# my identities

- Online banking, email...
- Online apps
- Photo sharing, blogs, IM...

# online relationships

# online apps
Identity Inflation

- Online banking, email...
- Photo sharing, blogs, IM...
- Online banking, email...

# my identities

# online apps

# online relationships

# online apps
A People Service can provide the social layer on which VASRM builds.

Once a friend has been added to another's People Service 'people I know' list, a connection is established between the two that represents the relationship.

This relationship can be leveraged across variety of applications - including VRM commerce, e.g. Media sharing, calendaring, etc.

Not tied to any one application context.

PS inherits the privacy enabling mechanisms (e.g. controlled release, correlation prevention, consent, etc) from underlying ID-WSF.
People Service - Interface

People Service defines a SOAP Interface by which a Web Service Consumer can

- **Add** people or groups
- **Update** information about people or groups
- **Query** the list of entities (friends, coworkers...)
- **Test** group membership of a user
- **Obtain** identity tokens for desired members in order to interact with other providers about that user
Possible Flow

Bob  Alice  VRMP  Blender.com  People Service  IDP

0 (set RFP)

1 (purchase gift for friend)

3 (choose Alice)

5 (get Alice's blender RFPs)

8 (offer, constraints, acceptance)

2 (get friends)

4 (get tokens)

7 (look up)
• VRM is new paradigm for the relationship between customers and the vendors who would sell them goods and services.
• More and more, our online experiences are impacted by our social relationships with friends, family etc.
• For VRM to leverage these social relationships, social data must be
  ▪ Discoverable
  ▪ Queriable
  ▪ Shareable
  ▪ Liberty Alliance People Service, built on ID-WSF, can enable Vendor (and Social) Relationship Management.
Resources

- VRM
  - http://cyber.law.harvard.edu/projectvrm/Main_Page
- Liberty Alliance
  - http://www.projectliberty.org
- People Service whitepaper