

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

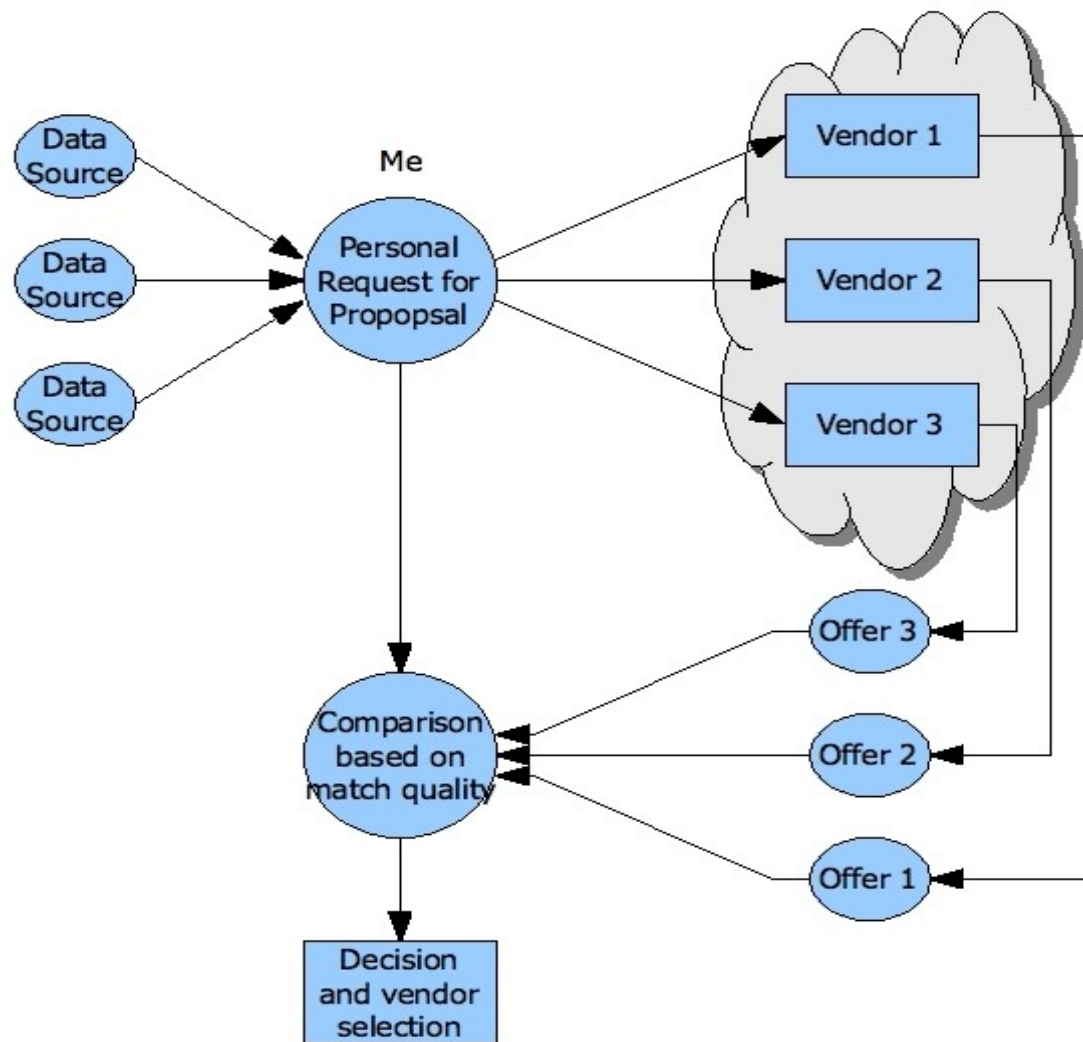
Vendor Relationship Management

- 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)


VRM Flow

Vendor Relationship Management





VASRM

- 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


WEDDING • REGISTRY 

Name Search Results

Click next to the registrant's name to view the registry list.

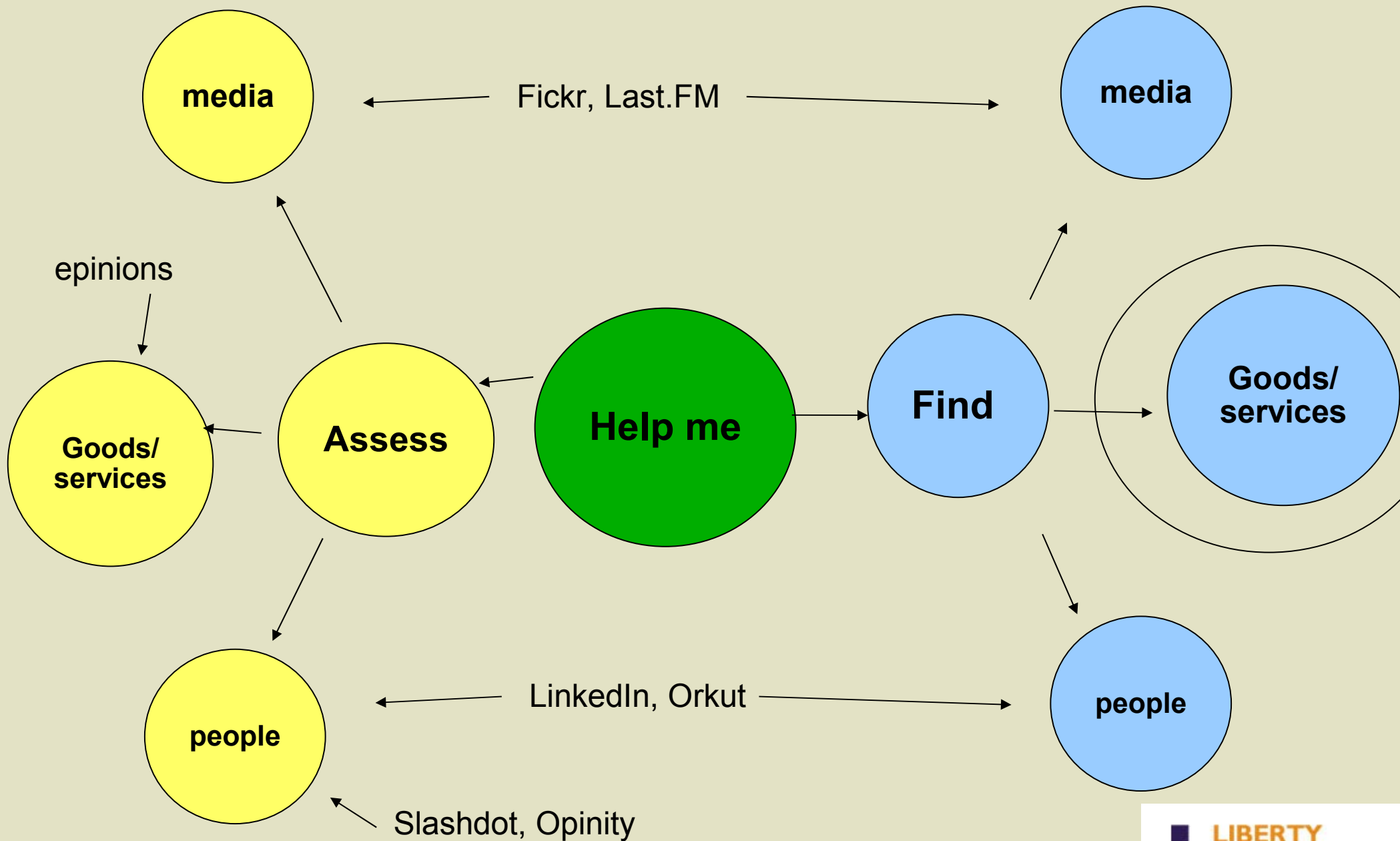
	Name	City	Province	Occasion Date
	MS JENNIFER SMITH	WINNIPEG	MB	2006-07-02
	JENNIFER SMITH	VICTORIA	BC	2006-06-03

Find someone's Wish Lists

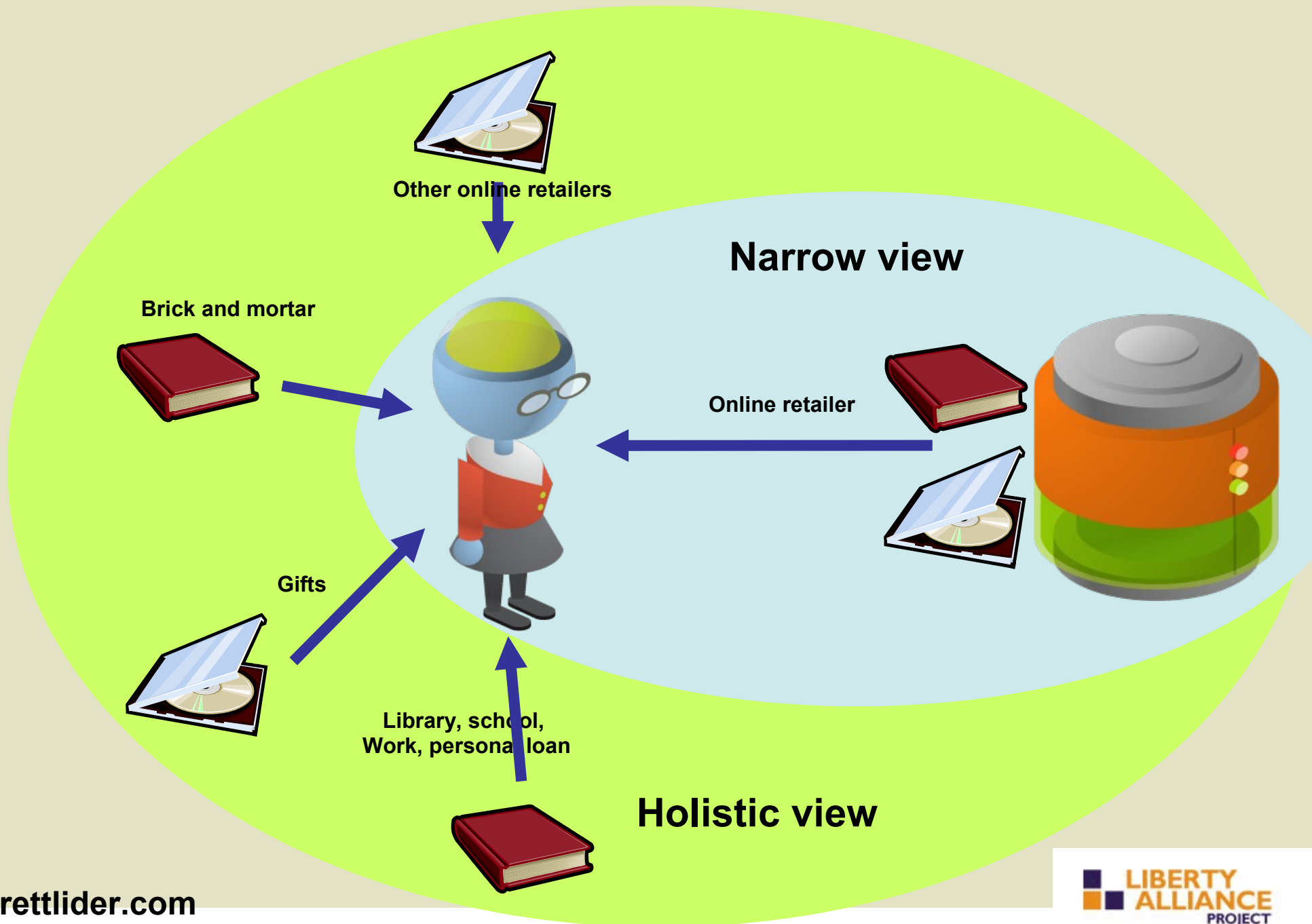




Social Use cases



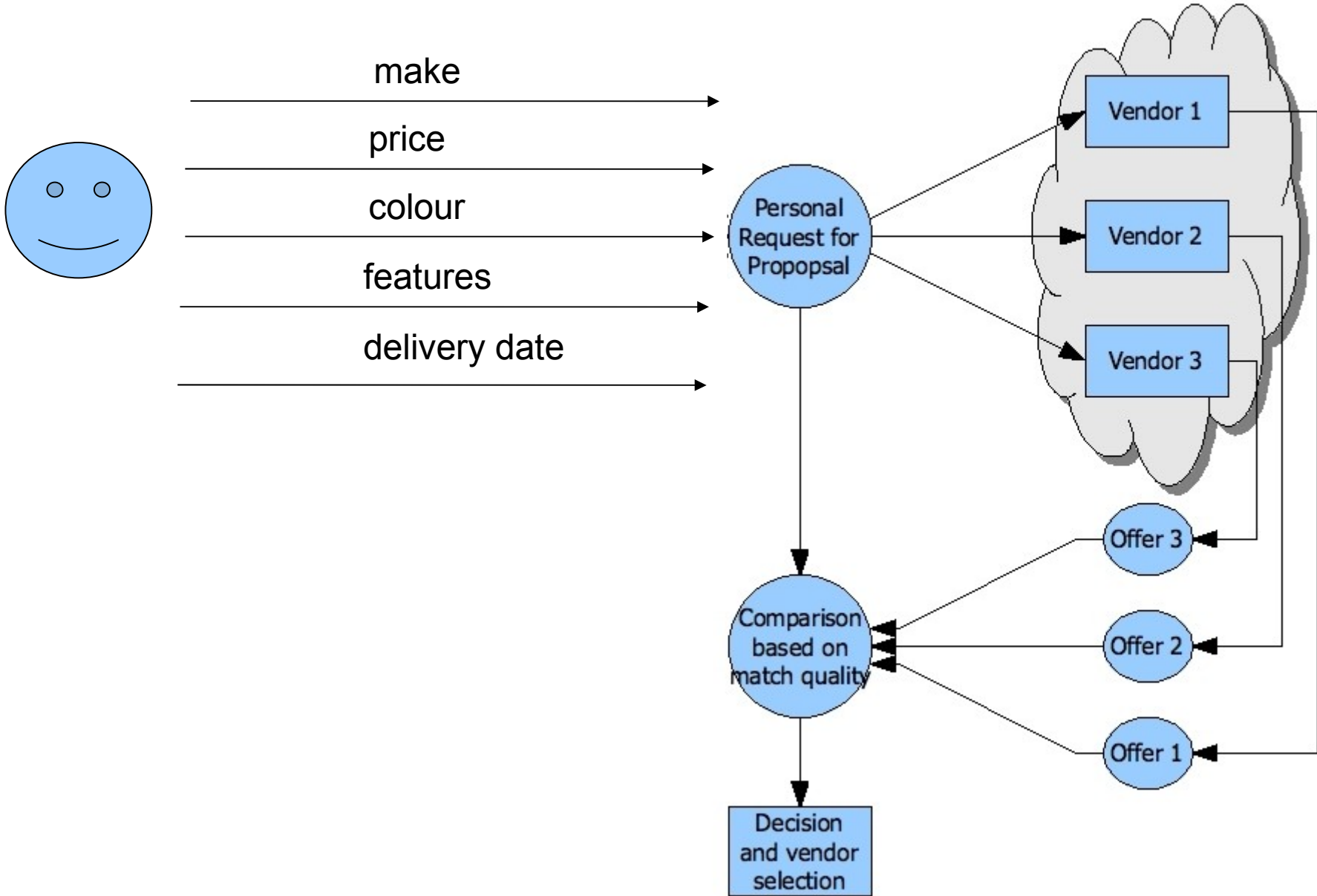
Visualizing C2B – a complete picture of a customer's purchases



VASRM twist

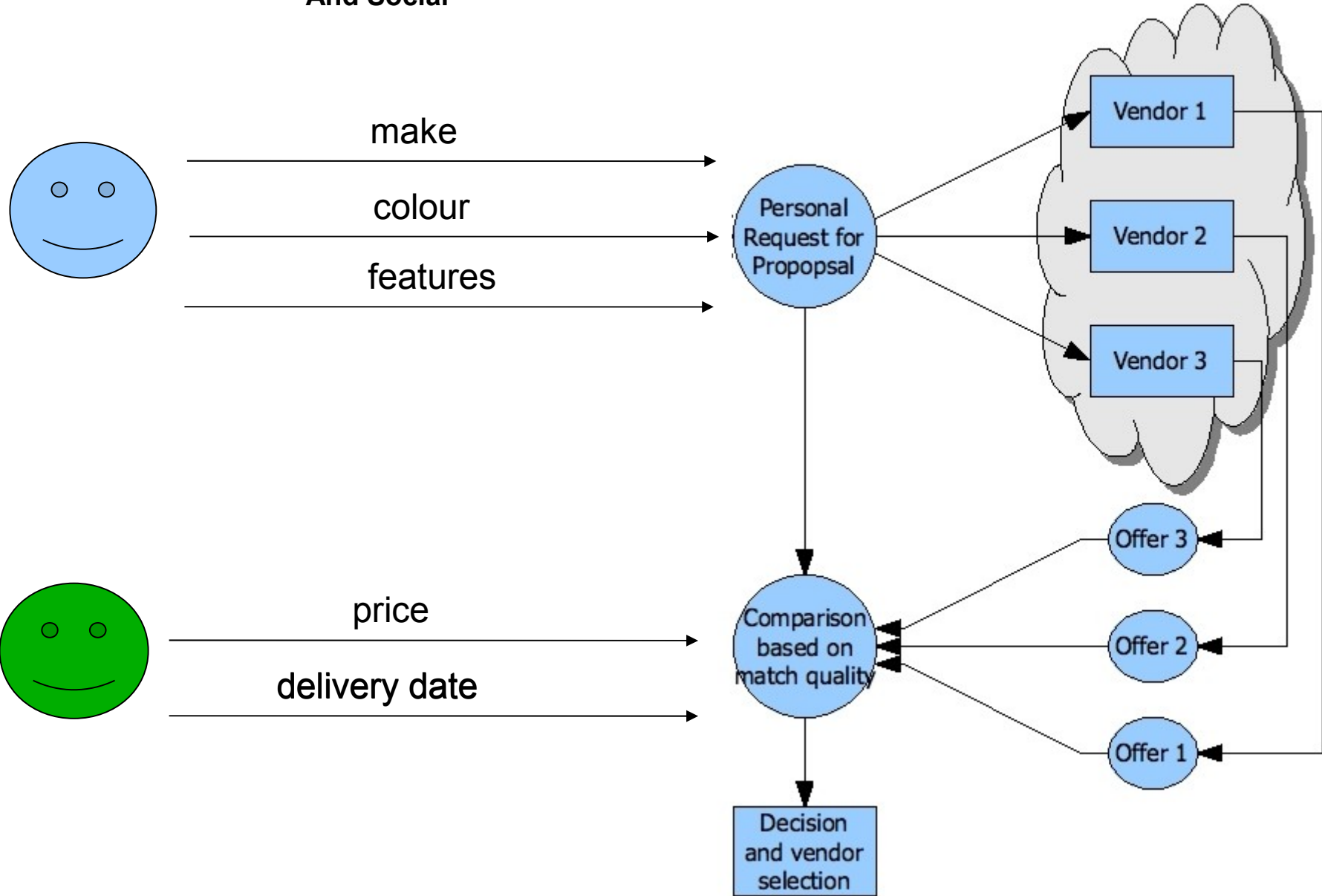
- A personal RFP consists of two logically distinct pieces
 - 1) What I want (e.g. HD plasma screen, plane tickets, etc)
 - 2) My conditions (e.g. style, specs, price, etc) on 1) above
- In VRM, the same user specifies both pieces
- In VASRM, the two pieces are divided
 - One user specifies #1 and part of #2 (blender capacity, etc), Other user specifies other pieces of #2 (e.g. price)

Vendor Relationship Management



Vendor Relationship Management

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And Social



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.

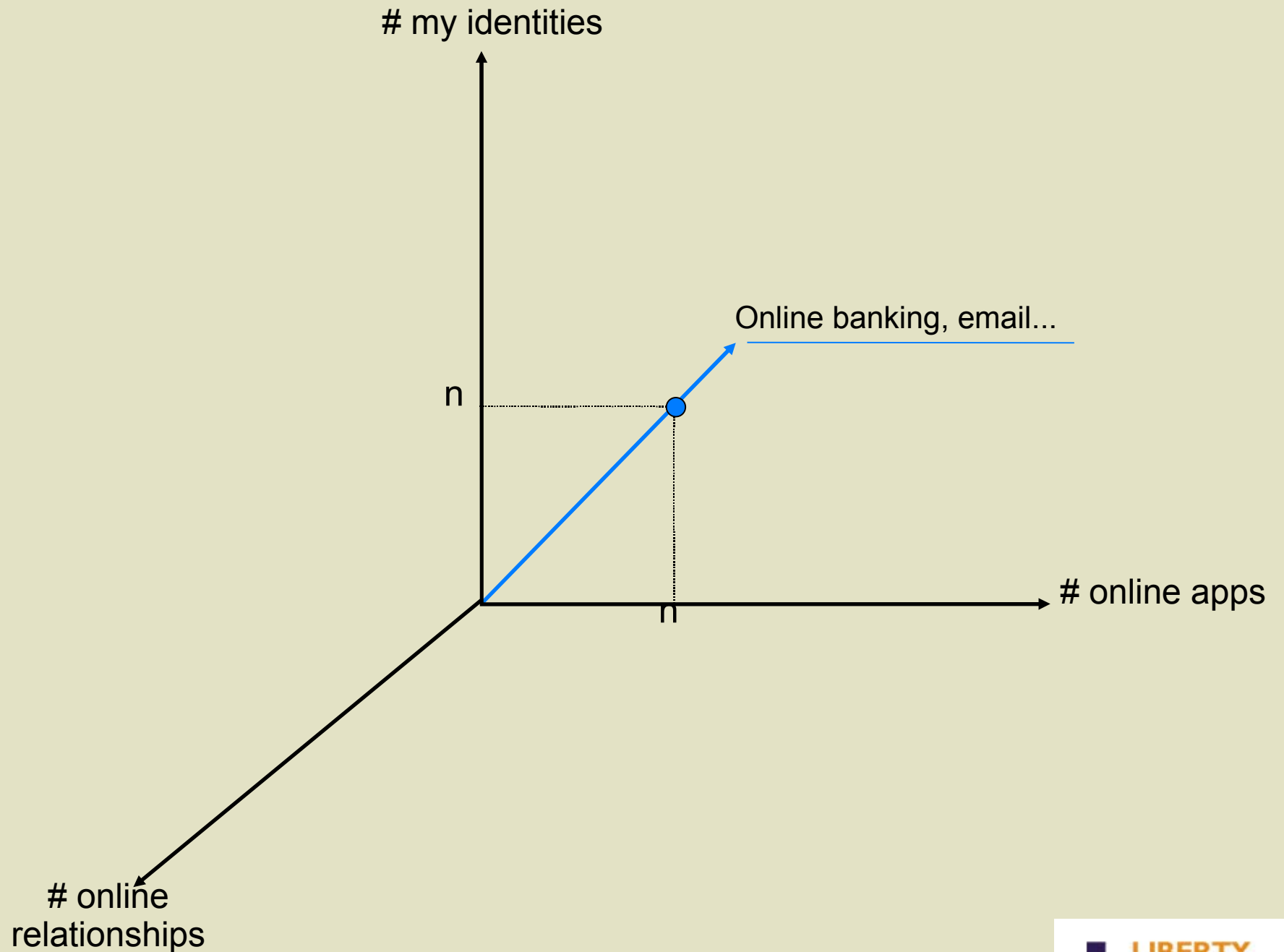
Liberty Alliance People Service

- 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)

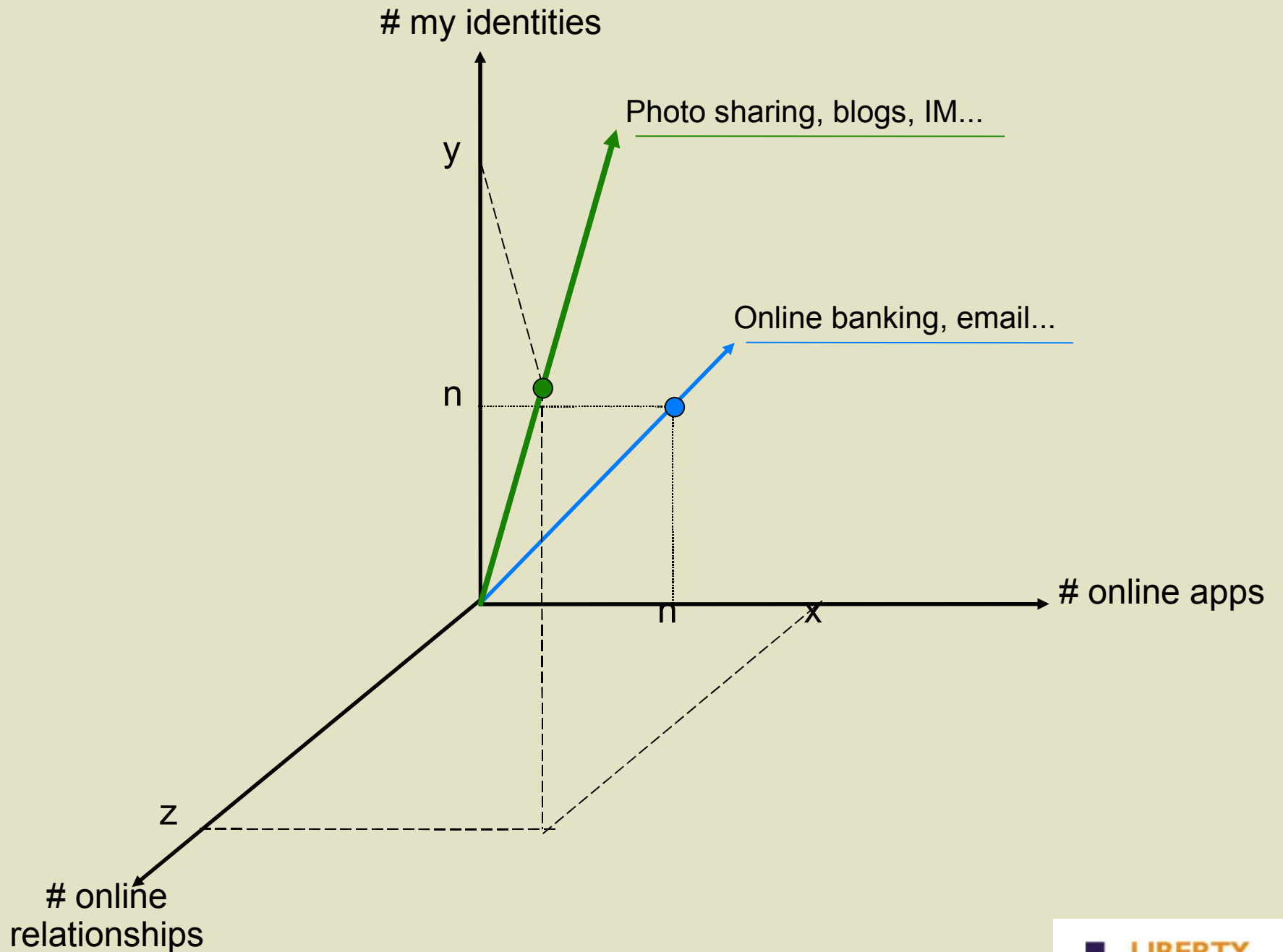
Identity Inflation

- Today's 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

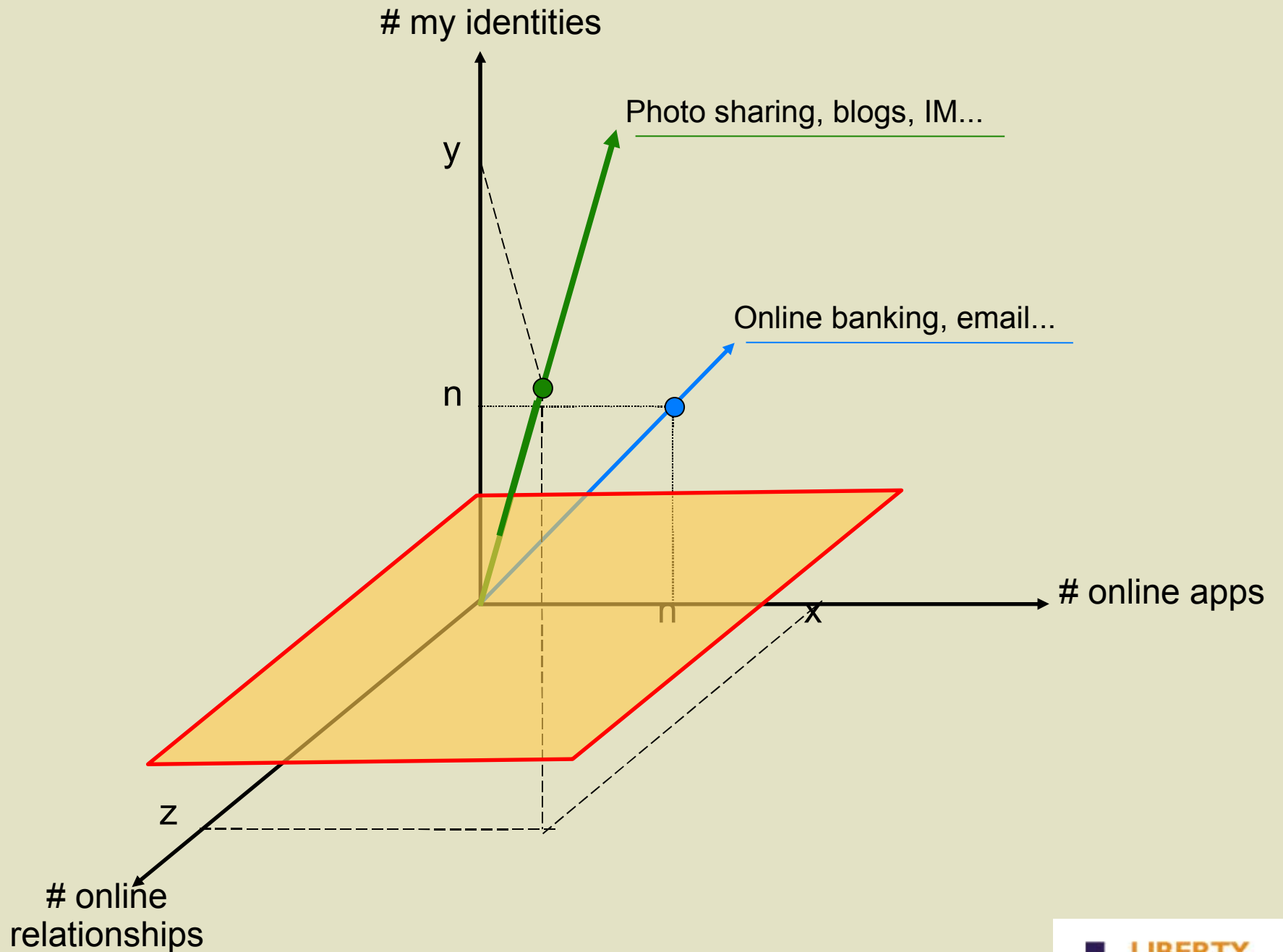
Identity Inflation



Identity Inflation

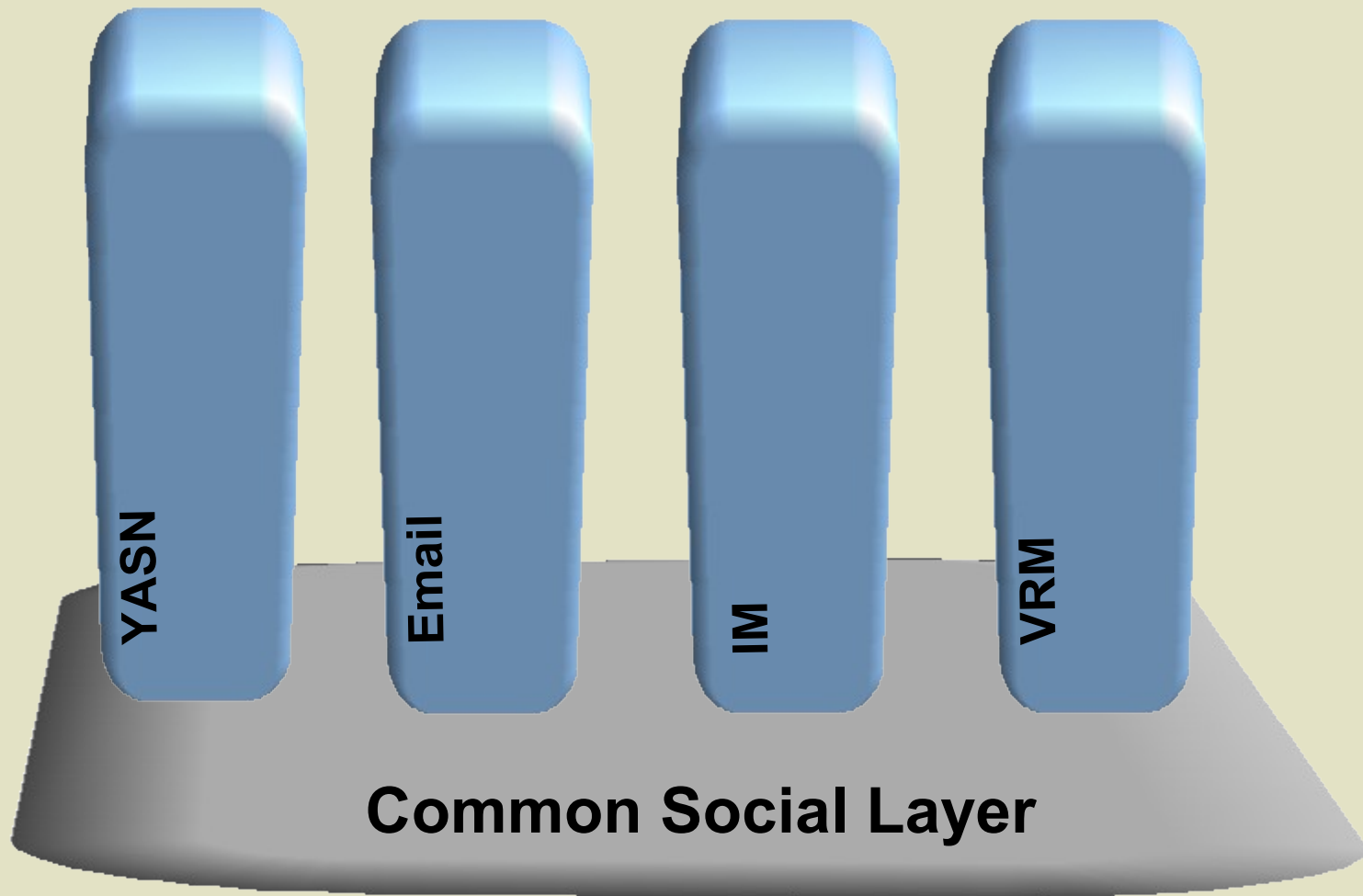


Identity Inflation



PS enabling VASRM

- 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

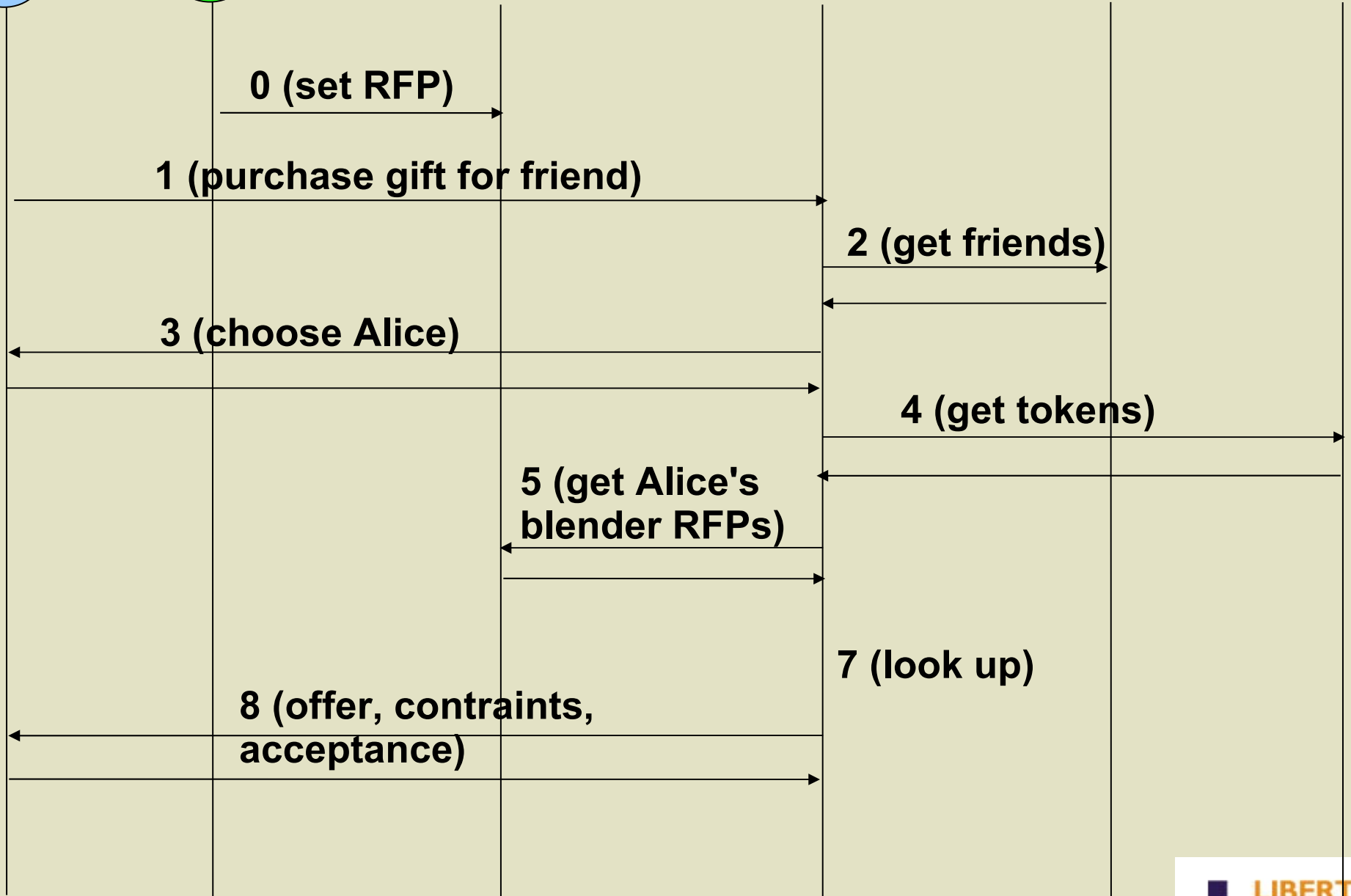
Alice

VRMP

Blender.com

People
Service

IDP



Summary

- 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
 - http://www.projectliberty.org/index.php/liberty/content/download/387/2720/file/Liberty_Federated_Social_Identity.pdf