XML
People
Friendly?

Who Am I?

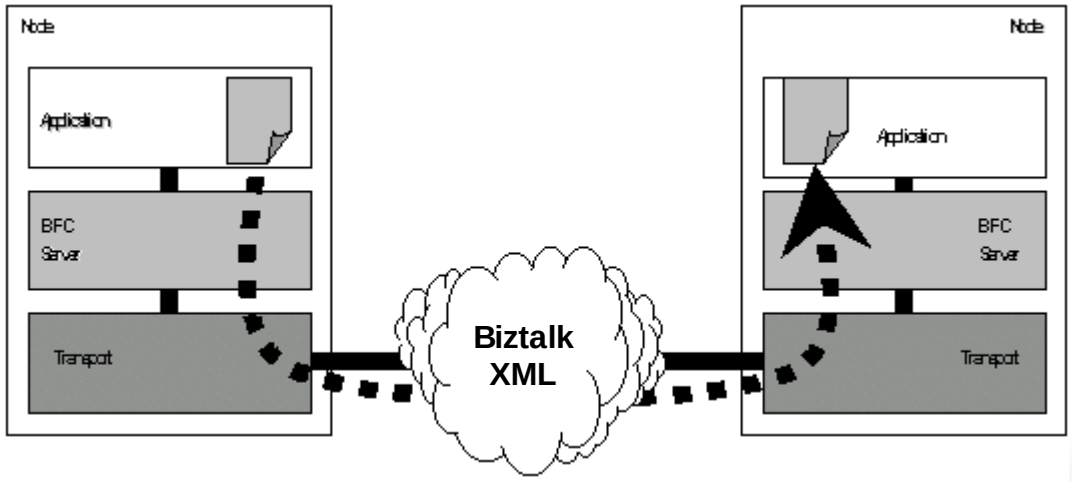
- **Michel Vulpe**
  - Chief Technology Officer & Founder of **i4i**
- i4i manufactures and sells XML based collaborative content solutions that lever the existing infrastructure
- Customers include **USPTO, Academic Press, CNC**

This presentation is about

- ⇩ The role of XML in B2B
- ⇩ What happens when people get involved
- ⇩ Recommendations for the people side

B2B is M2M

XML is the data interface for M2M over the Internet



Microsoft

B2B is driven by P2P

B2B is M2M & P2P

The Cyberspace Dilemma

It's really a P2M world

This works for M2M

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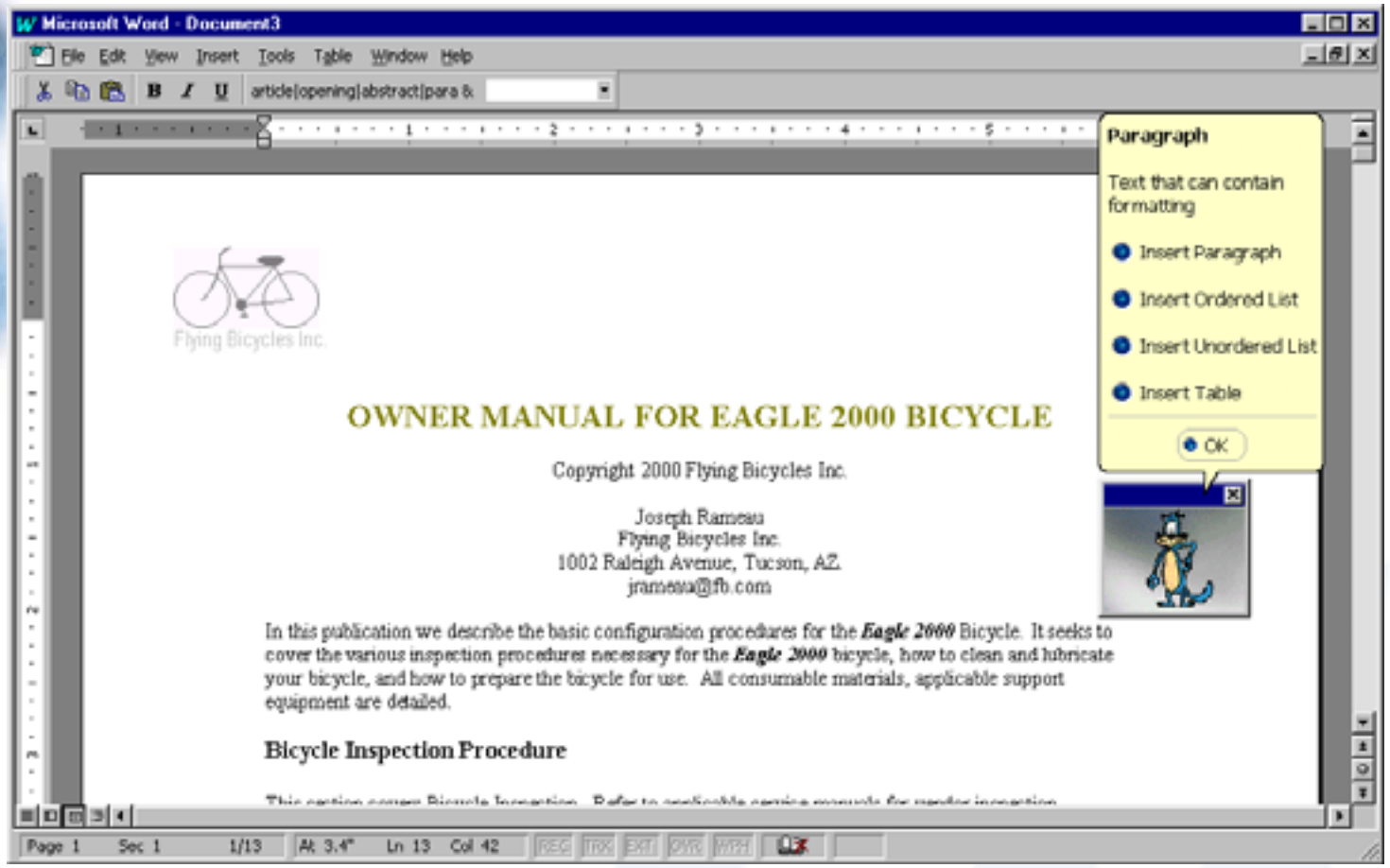
This works for P2P



This works for P2M

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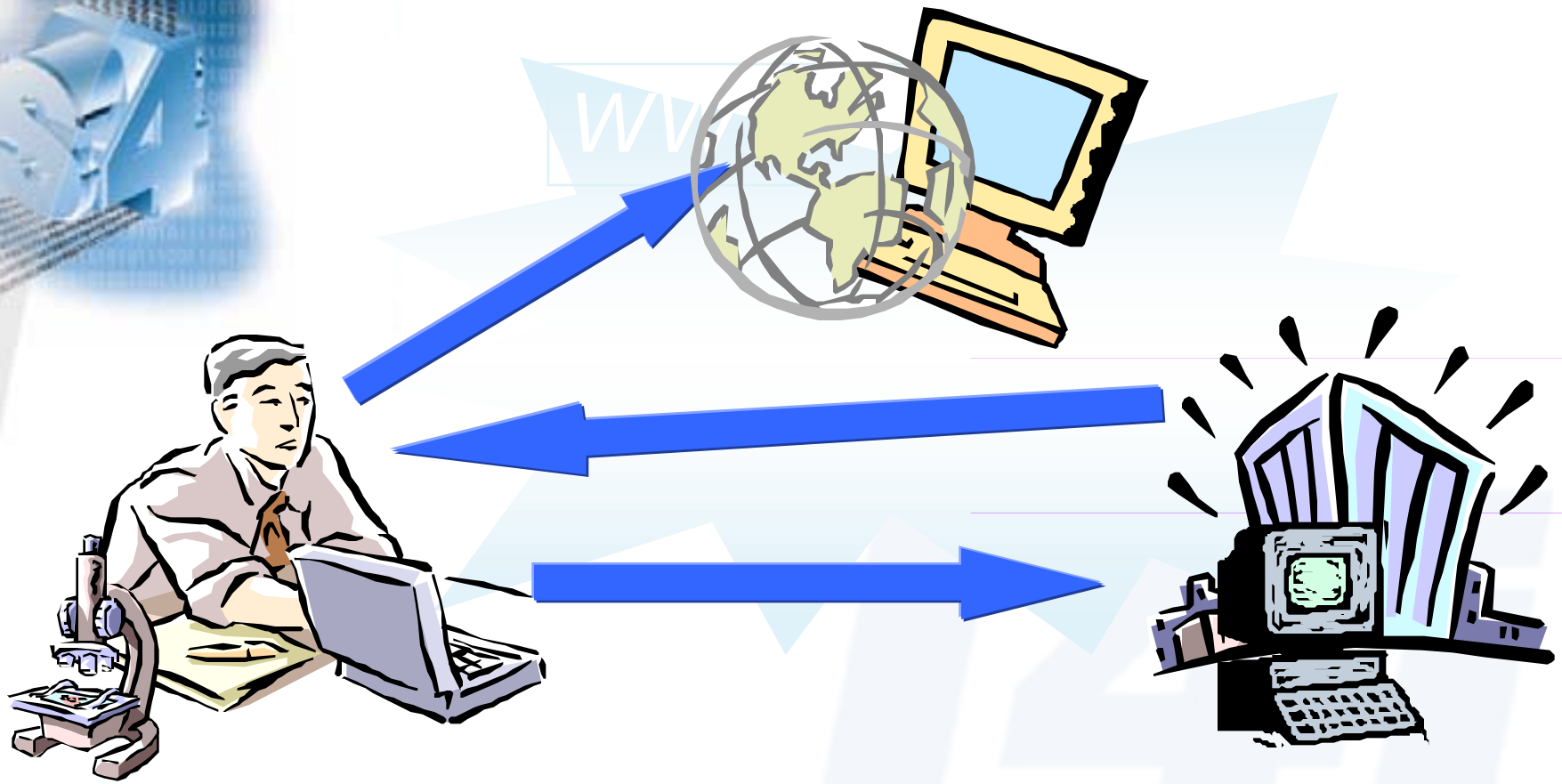
A Case Study of P2M

United States Patent and Trademark Office (USPTO)

- Processes 40% of world's patent and trademarked IP
- To remain competitive needs to reduce processing time by 50%
- Needs to reduce number of process steps it takes to get a patent application through

The USPTO Plan



XML?

- XML is one choice
- XML is a proven way reduce process steps
- XML is NOT a proven way to develop complex content on a mass scale

Working Assumptions

- Users care about their jobs
- Change is resisted
- TCO is a determining factor
  - must benefit users and the enterprise equally

Making XML people friendly

- Focus on the user's job
- Accept legitimate resistance to change
- Eliminate the unnecessary
- Simplify

GUI

- Use standard content creation tools

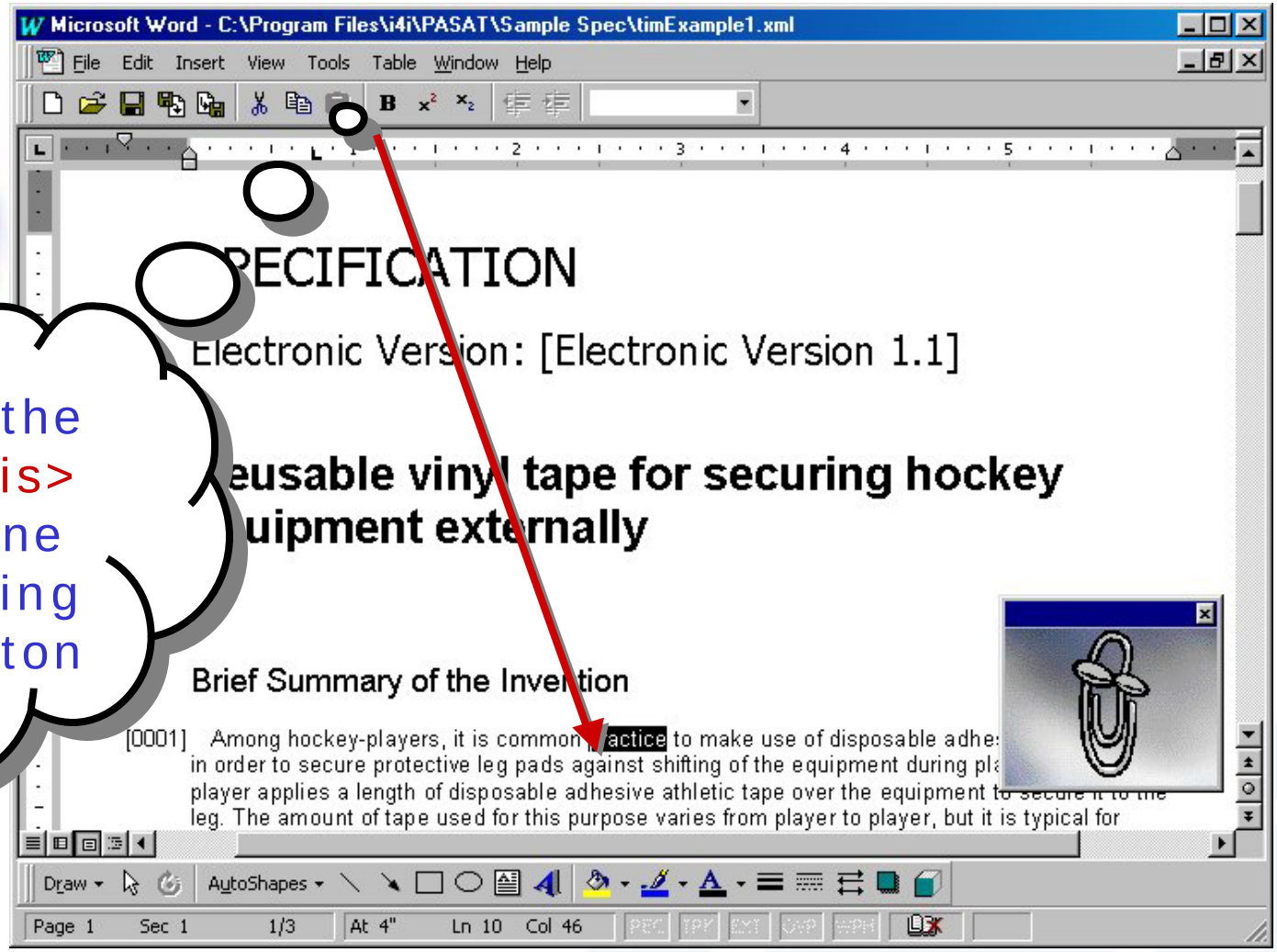
  - the TCO of proprietary XML apps is too high

- Hide the XML

  - users don’t care

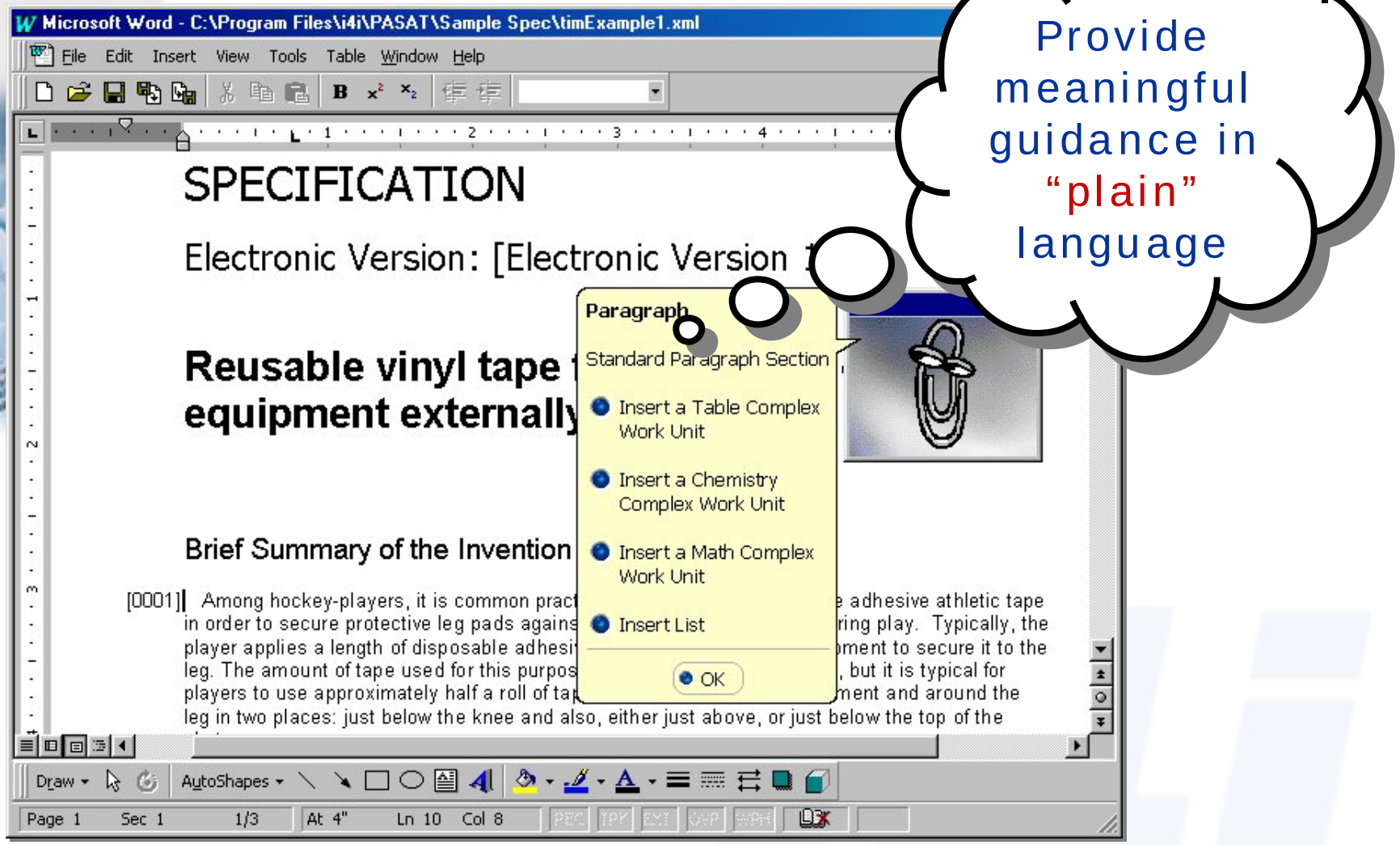
- Support the user in doing a good job

Applying the <emphasis> tag is done by selecting the B button



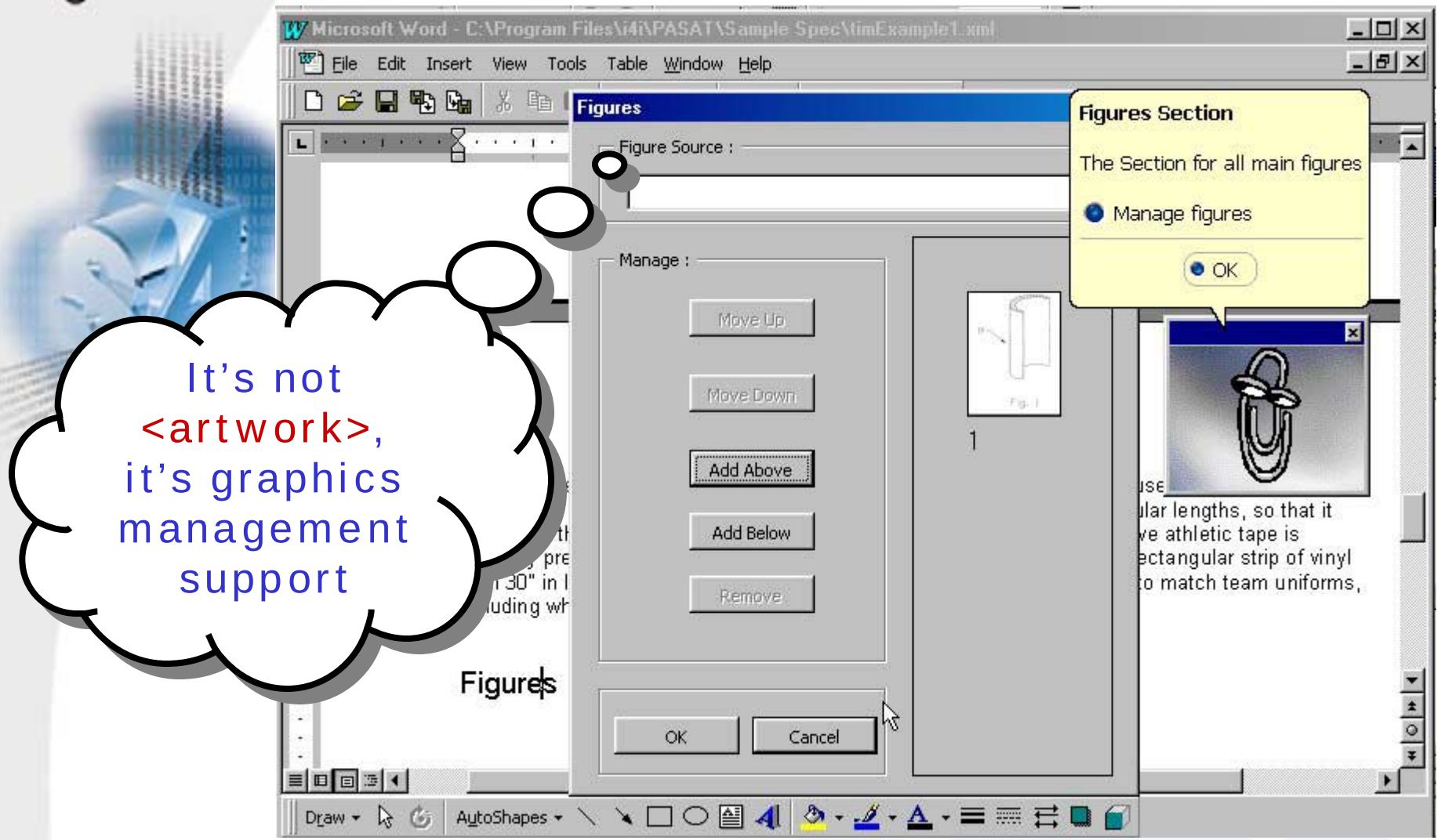
Simplify

- Map all formatting tags to formatting properties of the GUI tool
- Map keystrokes and function keys to tags wherever possible
- Its business process support – not markup


Microsoft Word - C:\Program Files\i4i\PASAT\Sample Spec\timExample1.xml
File Edit Insert View Tools Table Window Help
SPECIFICATION
Electronic Version: [Electronic Version
Reusable vinyl tape
equipment externally
Brief Summary of the Invention
[0001] Among hockey-players, it is common pract
adhesive athletic tape
in order to secure protective leg pads agains
ring play. Typically, the
player applies a length of disposable adhesi
oment to secure it to the
leg. The amount of tape used for this purpos
, but it is typical for
players to use approximately half a roll of ta
ment and around the
leg in two places: just below the knee and also, either just above, or just below the top of the
Paragraph
Standard Paragraph Section
Insert a Table Complex Work Unit
Insert a Chemistry Complex Work Unit
Insert a Math Complex Work Unit
Insert List
OK
Draw AutoShapes
Page 1 Sec 1 1/3 At 4" Ln 10 Col 8
Provide meaningful guidance in "plain" language

Business Process Support

- Only expose the user to tags that cannot be handled by formatting or other means
- Present “tags” as business process issues
- Connect “tags” to business process support


It's not <artwork>, it's graphics management support
Microsoft Word - C:\Program Files\i4i\PASAT\Sample Spec\timExample1.xml
File Edit Insert View Tools Table Window Help
Figures
Figure Source :
Manage :
Move Up
Move Down
Add Above
Add Below
Remove
OK
Cancel
Figures Section
The Section for all main figures
Manage figures
OK
Draw
AutoShapes

Result - projected Year 1

- Patent Application Specification Authoring Tool is distributed to 30,000 lawyers, agents and inventors who can't spell XML but use Microsoft Word

- First patent application filed within 24 hours of PASAT being released

B2B made possible by P2M solution!

Q: Can it be user friendly?

- ***A: Yes*** - *when applied with people in mind*

  - *Simplify*
  - *Give it a human interface*
  - *Make the machine do the work*

Thank you

i4i wishes to thank those customers and supporters who helped to develop this presentation.