

# Ontology Integration

- ◆ **To What Extent Can the Use of Ontology or Related Technologies be Integrated into the Client's IT Systems?**
- ◆ **What are the Risks Associated with the Use of Ontology?**
- ◆ **How much does the Cost of Ontology Integration Affect the Value Proposition?**

**Note: this is a more textual than diagrammatic slide set**

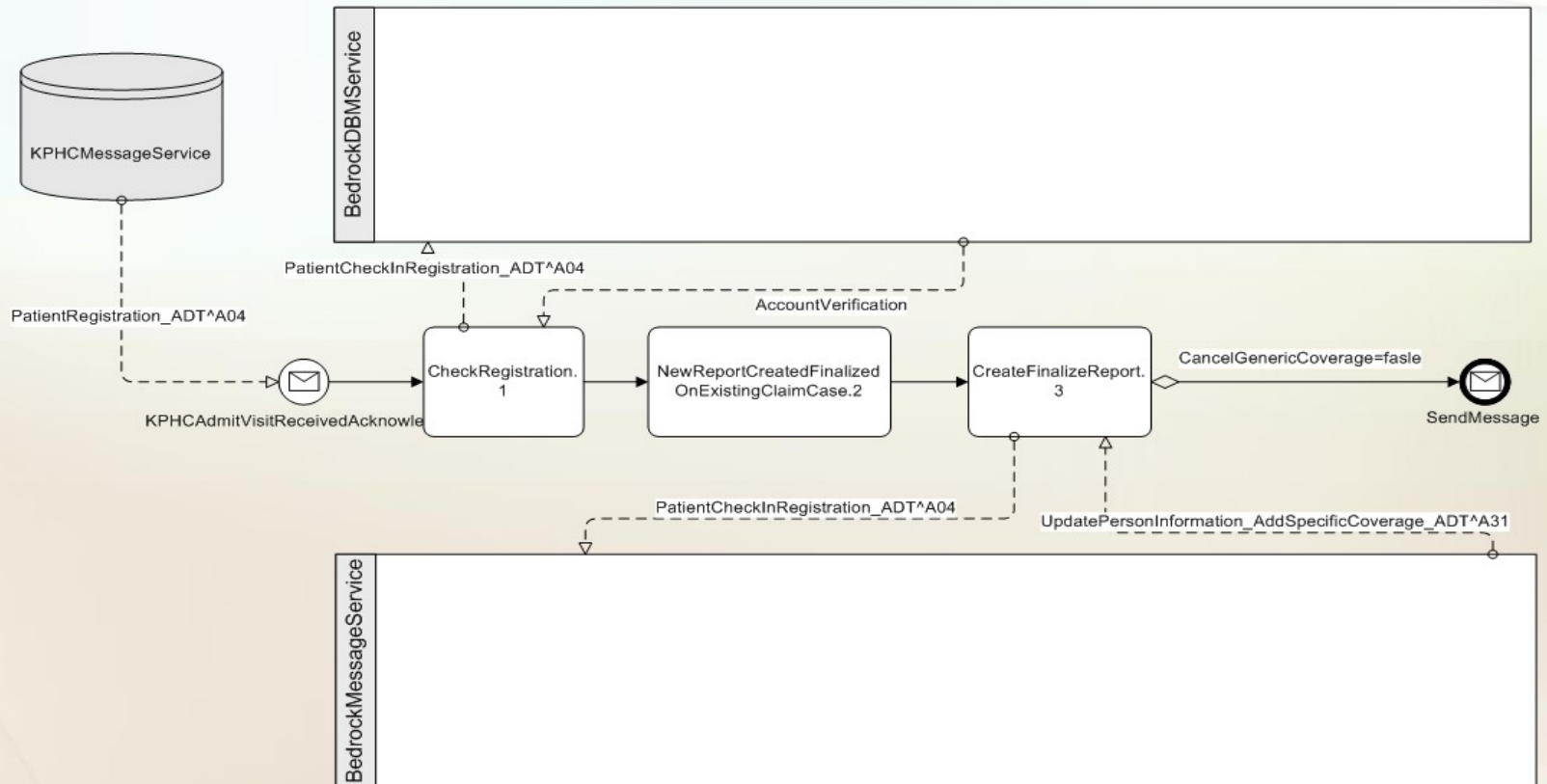
# Ontology Integration in the Business World

- ◆ **Most of this Segment is based on Experience**
  - Christian Fillies is Managing Director and Head of Development of Semtation GmbH in Europe. Semtation's modeling software SemTalk provides modeling solutions based on **common diagramming and content management tools** used by customers such as Bayer, Siemens, Vattenfall & consulting firms
  - SemTalk is the combination of business process modeling with ontological capabilities
  - Experience: Customers still not committed to invest in developing ontologies, beyond common glossaries needed in process modeling scenarios
- ◆ **Is it a Viable Strategy to Integrate Ontology Capabilities thru Common Business Terms & Glossaries?**

# Ontology Integration Methods

## ◆ Business Process Modeling for Semantic Engineering in Workflow Mgt

KPHC Registration Assigned to New Account with Generic Workers Comp Coverage –Update Add Specific Coverage



# Ontology Integration Value & Risk

## ◆ Christian:

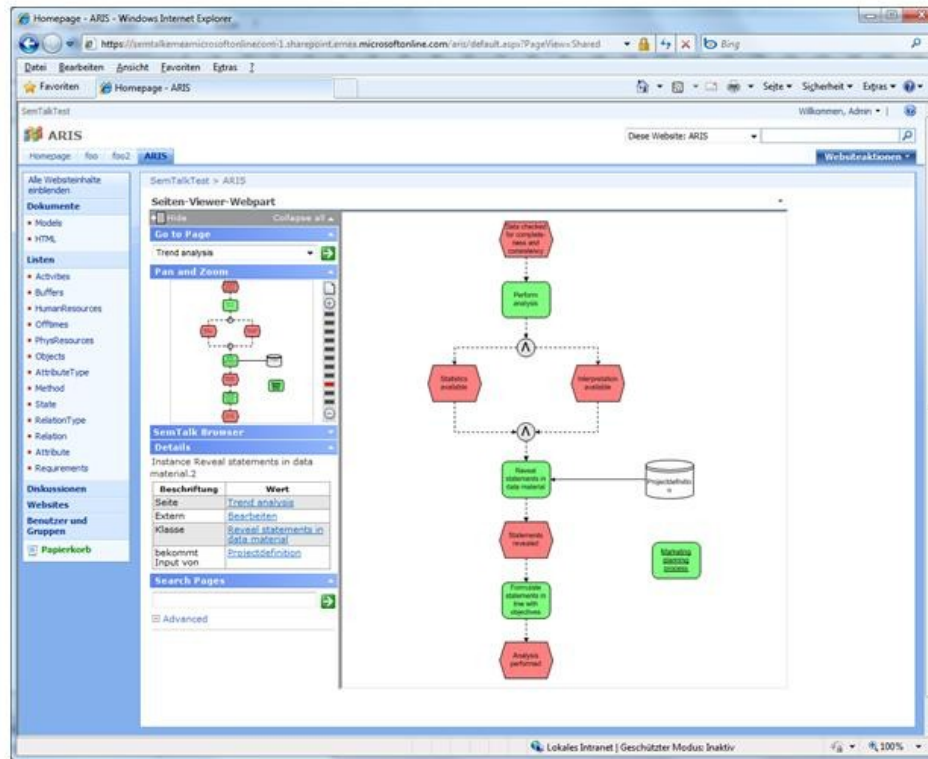
- **The value for the customer is mainly reduced implementation time.** From an ontological point for view the main issue is to align the customers speaking/wording/language to those terms used in the ERP software. **[One Value: Many Costs]**
- **The problem is actually how to match the ERP vendors best practices with the customer's real world situation.** Globally distributed companies often have the problem to align their business process and terminology with their international subsidiaries. A reference process model for how to build, setup and run a solar plant in Europe, China, Africa and the US must be established [sic] reflecting the cultural specialities.

## ◆ Rex:

- **Every Department will want its interests addressed, but only the top management has decision-making authority.** Trying to satisfy everyone is not only impossible, it can actually convince top management an ontology project is not feasible [if top mgt concerns don't dominate].

# Ontology Integration in Process Portal

## Process Portal in Sharepoint



# More Risks in Ontology Integration

## ◆ Christian:

- Among the risks associated with the Use of Ontology are **exaggerated expectations and end users which are not prepared to learn about the values of the concepts behind the technologies of ontologies especially to OWL.** Since the effort for education must always be considered we are using a very familiar approach based on a comfortable Portal UI to maintain glossaries and taxonomies. The Value Proposition must be clearly constrained.
- Clients need to be informed clearly what to expect. **Metrics should be specific, but there is still a lack of real world data which compares the benefit on an ontology based approach to more familiar approaches.**

# Two Integration Areas

## ◆ Business Process Modeling

- Typically Associated with ERP

- International Corporations can experience Multiple Costs for a Single Value

- Also apply to Workflow Management, External Dependencies, CRM, etc.

## ◆ Enterprise Portal

- Allows for more clearly connected Internal Process Flows

- Somewhat reverses the Single Value Multiple Cost syndrome for larger enterprises

- Allows for multi-modal Collaborations

# One Conclusion to Integration Questions

Note, We only looked superficially at Two Integration Areas

## ◆ Christian:

- **We still have the problem of how to convince new customers to make an investment in ontologies.** They prefer to start with plain process models. After some timeframe (usually a year) they have learned that they could save a reasonable amount of effort with spending more attention on terminological work. But this is really hard to measure or quantify.

## ◆ Rex:

- **Agreed: It is a Viable Strategy to Integrate Ontology Capabilities thru Common Business Terms & Glossaries**