
Hewlett Packard Addendum of Experience:

Joseph Ellsworth 1994 -> 1998

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Summary:

While at HP Joseph has been responsible for the Watson Server Infrastructure and Electronic Commerce technology management for EAO. His outstanding achievement during this time has been to conceive, architect and manage the implementation for the Secure Server Transfer (SST). He and his Management have worked cooperatively to gain wide support for SST. SST represents an idea that allows all of the independently chartered WEB projects through out HP to operate under a single sign on. This technology gives customers the illusion of a single cooperative face from HP even though HP has implemented their web strategy in an incompatible approach by a number of independent teams. The technology and processes, which Joseph has spearheaded, are becoming a fundamental building block in the way ECOM applications are tied together across HP.

Joseph's latest project ESN is built upon the foundation provided by SST. SST is now being transitioned to EBS (a corporate team) who will provide the technology for use across HP.

During his time at HP JOSEPH has also been the architect of and managed the creation of a number of WEB / ECOM technologies including QOA (Quote Order Assistant), Web Configuration, product Search with product structure, EVN, Order Status, Contract Status, Net Pricing. He has even provide consulting to the PSO in the area of supporting configuration-using Prolog for a Major HP Client. He has been repeatedly asked to participate in technical presentations to major HP Clients during sales and partnership opportunities.

Joseph started with HP as an independent consultant chartered to execute an architectural review for the Watson project. This charter was soon expanded to include managing the team, which designed and implemented extensions for Watson that enabled it to operate cooperatively in the Hewlett Packard infrastructure. These extensions included interfaces to OMS, Patsy and SAP. This infrastructure is in production worldwide in HP today.

During the summer of 1996 the Watson server project was fundamentally complete. Joe began looking for additional work for his team to focus on. During this time he built the business case for QOA (Quote Order Assistant) and secured funding through CSO management to build a prototype. Components of this product became the core of the current EAO Electronic Commerce (ECOM) initiative, which he manages today. QOA was unique because it was the first implementation of reusable technology to pierce the HP firewall and it was also the first to demonstrate extending Watson technology to operate on the Internet.

Due to business charter changes during the winter of 1996 and early 1997 The QOA team was transitioned in to an Electronic Business team focusing on tying individual ECOM projects together and providing vertical applications which where focusing on different portions of the buying chain. The existing team and set of projects represents the original team which has grown as the number of customers and independent projects have grown.

Joseph's crowning achievement during this time was to grow a team from two people to 18 people. This team has been recognized corporate wide as one of the crowing resources in HP's electronic business strategy. They represent one of the most productive and talented teams with in the corporation.

History:

Prior to working at Hewlett Packard Joseph worked as **an independent consultant for a period of 6 years**. While an independent consultant Joseph filled two primary roles for Fortune 500 and larger customers:

- **Object Oriented / Client Server Mentor** - Joseph was hired near the start of a new generation of Object Oriented systems. He used is experience to mentor management staffs from vice presidents down in the practical application, risks and benefits of Object Oriented technology. After assisting the management in their education and planning Joseph would participate in forming the execution teams and mentoring them through their first projects.
- **Object Oriented Architect / Problem solver** – During these projects Joseph would perform architectural reviews of existing projects that had manifested signs of being in trouble, (Delivery delays, High Bug Rates, Performance problems, etc). Joseph would determine the cause of the problems as rank ordered by the customers and make recommendations for possible solutions. In many cases optimal solutions could not be attempted for business reasons, when this occurred he would design best practice solutions that would fit with in business goals. In several instances Joseph was asked to stay on and manage the implementation of the solutions determined feasible by the management.

Prior to working as an independent consultant Joseph worked for **8 years where he owned and operated his own small business**. During this time he and his staff sold, integrated and designed a large number of applications penetrating a number of vertical markets such as Insurance Claim Tracking, Rubber Manufacture, Credit Approval, Stock Tracking, Customer Management. Of course on time delivery was important to his customers and under budget delivery was important to his profit.

Primary Responsibilities:

- Provide vision and planning on how to apply new technologies to HP's business strategy.
- Sell new ideas and concepts to internal and external customers.
- Provide architectural vision for technical architects and senior design engineers.
- Managing multiple technical leads

- Project Management
- Coordinate & consolidate multiple funding streams
- Secure additional revenue sources based on services provided.
- Provide architectural design assistance to development team.
- Hired and managed team members who delivered on the technical vision.

Product & Technologies:

- Message Brokering – Message Brokering and queued messaging using Microsoft Exchange in a transaction Infrastructure. This was also developed in house using Java as an enabling technology and then switched to Exchange for business reasons.
- Fire Wall Piercing
- Cooperative Profile Management
- Secure Transfer Infrastructure
- Internet / WEB Configuration and Quoting
- Web Ordering
- Cross Firewall EDI generation and submittal
- Heterogeneous transaction protocol support including CORBA.

Technical Skills Obtained or Improved while @ HP

Java based programming & Design, Perl 4 and Perl 5, Python, IIOP / Corba & Extensive native, TCP/IP, HP/UX, Forte Distributed Object Sub System, Trilogy related components, OLE, MAPI, MS-Exchange, Windows NT-4, Widely heterogeneous collaborative object based systems, Netscape enterprise server & related suitespot components, Firewall piercing techniques, Collaborative security admin and authentication processes in widely heterogeneous environments.

Legal Status

- Currently (September-1998) working for HP, CO, CSDG, EAO under Alan Hubbard.
- Hired as a Unit Development Manager Jul-1996.
- Began with HP as an independent consultant during October 1994.

Glossary:

- **Watson** – A client server tool operating under Microsoft Windows 95 and NT. This tool performs configuration and quoting of CSO technology. Watson is based on a technology purchased from Trilogy however extensive enhancement was required to meet HP business requirements. Watson was chartered to configure predominantly Unix servers and has recently been extended to configure Net servers and high end PC work stations. Joe's team was responsible for the core design and implementation of the extensions that turned Watson from a single user application in to an enterprise enabled application. See: Watson Architectural Documentation.
- **ECOM** – Electronic Commerce and Electronic Business. This is generally considered the optimization of the processes HP's partners use to do business with HP. This can consider WEB enabled ordering but in many instances it also involved making critical information readily accessible in a timely fashion.
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