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Worldfinance

Financial services news from HP Volume 9, Issue 2

Ground-breaking technology for the Internet



To accelerate the creation of an open, e-services world, HP has engineered e-speak technology. By defining a common services interface that lets e-services talk to each other and work together regardless of what technology platform they were built on, e-speak will serve as the universal language of e-services.

There has never been a better time to do business online. As the era of proprietary, monolithic and costly e-business Web sites is ending, the next chapter of the Internet is about to begin - evolving around an open environment where intelligent e-services interact dynamically and transparently to provide unlimited functions to an ever-growing audience of business-to-business and business-to-consumer users.

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But until recently, e-commerce has been restrained by the lack of an enabling technology for removing the barriers between proprietary Web resources. HP has changed all that with the launch of HP e-speak. The technology that underlies HP's e-services vision, e-speak provides an open architecture for enabling dynamic, secure and spontaneous Internet e-services, even across security firewalls (see 'Entering the Era of E-services' in Worldfinance 9.1 for more information).

E-speak offers the universal key that enables e-services to talk to each other and work together regardless of what technology platform they are built on. Compatible with nearly all software and hardware platforms and devices, HP e-speak can scale to potentially millions of Internet devices. It's the technology breakthrough that enables disparate entities on the Web to interact and perform services for and with each other.

[A paradigm shift for the Internet](#)

Just as HTTP and HTML created the explosion of data over the Internet, HP e-speak will enable a paradigm shift in services for the Internet, transitioning e-services from the current 'do-it-yourself' model to tomorrow's 'do-it-for-me'

model.

Up until now, Internet businesses that wanted to offer e-services have been required to patch together many different technologies to make one end-to-end solution. This kind of custom development gets the job done, but ultimately it limits the potential of e-commerce. With HP e-speak, e-services solutions can be quickly and transparently developed from any existing technologies, literally on-the-fly in many cases. The possibilities are limitless.

E-speak works its magic by resolving today's key Internet services development barriers: brokering, discovery, mediation and composition. It does this by functioning as a services mediation layer, much like a meta request broker, which receives a request for a service or resource in the form of a name with attributes and a permission key. This mediation layer matches the service request to available resources, checks for permission and returns the results back to the service requestor. By acting as a dynamic broker, e-speak can be the end-consumer's agent for bidding, brokering and building the right set of resources or services to complete a particular request.

HP's core e-speak technology is available freely to developers, who can incorporate e-speak's prebuilt components and codes into their applications - thus concentrating more of their time on the value-added program that will differentiate their services.

Financial e-services and e-speak

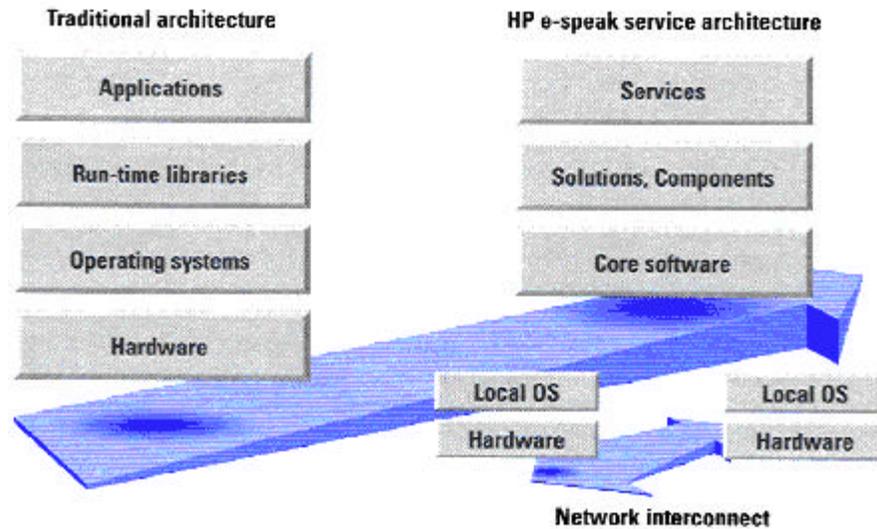
For financial institutions, e-speak intensifies current trends toward customer-centric products and services, electronic delivery and relationship management. Because competitive products such as mortgages and loans will be biddable across the Internet, you'll have access to a much wider consumer market. You'll also be able to use e-speak technology to streamline your in-house IT functions and to locate the components you need to launch new products and services more quickly and cost-effectively.

Although HP has an expansive vision for e-services, in financial services and other industries, it's a vision based on solid evidence from current Internet trends and new offerings. As e-speak becomes incorporated into more Internet services, the enormous potential of the e-services vision will begin to take shape.

Examples of today's e-services include:

- An e-service embedded in a Web site. Example: MapQuest, a mapping service transparently launched from other Web services such as hotel reservations.
- An e-service that sits behind a Web application. Example: a third-party bill presentment service included in an Internet banking solution.
- A complete e-services solution built from multiple outsourced e-services. Example: Security First Network Bank, the first completely virtual bank, was launched using functionality from partners including HP, Alltel Information Services, Synovus Financial Corporation, Harland and CheckFree.
- A portfolio of related e-services that can be purchased on a metered basis. Example: S1 Technologies provides a suite of online banking e-services that enable financial institutions to launch online banking solutions in months rather than years.
- Brokerage e-services to match buyers and sellers. Example: Ariba.com Network, an online portal that provides a complete business-to-business

purchasing marketplace.



HP e-speak's e-service functions

E-speak consists of core software installed on a computing device or information appliance to provide basic infrastructure capabilities including messaging, mediation, security, naming and monitoring.

This core software provides the following e-services functions:

- **Brokering** - the ability of a consumer or business to send a query for a product or services over the Web. Brokering is the key to the new Internet-based service economy.
- **Discovery** - the capability of a system to sift through the billions of bits of information flying around the Web in order to narrow the field by defining specific attributes as part of a search query.
- **Mediation** - the ability to weed out bidders who offer services outside of the search parameters, returning only the best matching offers.
- **Composition** - the function of composing new e-services from existing ones through a mix-and-match process that leverages and re-uses existing e-services to deploy new ones.

The business benefits of e-speak

E-speak isn't just about technology. It's also about faster returns on Internet investments.

Before e-speak, it wasn't easy for online companies to introduce new services quickly. Innovative service offerings have been typically developed in-house over some months at great expense - and few components can be reused from project to project. Even the largest, richest companies have been unable to produce and deploy new revenue - generating e-services quickly, and it's that much more challenging for smaller businesses.

With e-speak, the current model shifts to one of quick and cost-effective deployment. That's because e-speak can string together multiple services to create something new, without requiring specific service-to-service semantics to be predefined. In addition, e-speak was designed for the Internet; it is fundamentally peer-to-peer and thus scales predictably even at extreme sizes.

Early e-speak adopters can expect to gain significant competitive advantage through faster development that enables them to be first to market with value-added services. In partnership with HP, these companies will help create the foundation of a new e-services landscape.

To find out more about e-speak, visit the web site or alternatively request further information by sending an e-mail to: e-speak_partners@hp.com.

For further information on e-speak visit: www.hp.com/go/e-speak

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