

# RDF E-Commerce Advantages: A Case Study

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## Abstract

A real-world example of aggregation and dynamic intent in a metadata framework. Included in this Case Study: core-level integration with Java and XML; alternate solutions with ebXML; RDF advantages; conversion to XML from other sources; creating filters that track data elements; delivering new locations to an aggregation template that is bi-directional in a syndicated view; pulling multiple fragments from disparate sources; web sourcing with UDDI; creating a RDF Server.

## 1. RDF Advantages Today

- Content Management Examples
- Aggregation and ebXML
- Use of Web Servers, Servlets and Servlet Engines
- Integrating XML and Java APIs in a Metadata Framework
- Aggregation & True Dynamic Intent vs. Static Syndication
- A Real-World Example, Not a Fictional Scenario

## 2. Integration

Real-World Integration Successes & Challenges, Including:

1. Discussion of core-level integration with Java and XML
2. Conversion to XML from other sources (in this example PDF and Word

documents)

3. Creating filters that track data elements within HTML, DHTML or XHTML
4. When a particular item changes location at the source site, it can be tracked and the new location automatically delivered to an aggregation template Java filters are created at core level or in customized Java Beans
5. Integrating Data Elements with XML and ebXML
6. Utilizing UDDI specs for web sourcing
7. Integration Within A Metadata Framework
  - Inferring contextual meaning from integrated sources

### **3. Creating a True RDF Server**

- Learning Contextual Meaning
- Inference Queries
- Reasoning Engines & Asking WHY?
- Defining Intelligent Engines: DESCRIBE, INFER and REASON
- What Can We Do RIGHT NOW?
- Reality vs. Future Vision
- Taking Development from "Me, too" to "Me Next!"
- Preparing for the Semantic Web

## **Biography**

Race **Bannon**, , Ph.D.

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*Race Bannon* - Race Bannon, Ph.D. is Director of Training and Documentation at Information Architects. He is the author of XHTML Developers' Guide, Web Design & Development, Introduction to Windows 95/98, Database-Driven E-Commerce Sites and the upcoming Introduction to RDF. He has appeared on the Discovery Channel, A&E, and The History Channel. He participates in the ebXML joint initiative of the United Nations (UN/CEFACT) and OASIS with the Business Process Methodology and Marketing, Awareness and Education Project Teams.

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