



eeiplatform
ELECTRONIC INVOICING

EEI PLATFORM ACTIVITY PLAN 2010

[Version 0.2: Open for discussion and revision by members and Founding Partners until 1-3-2010]



anachron®

basware



RICOH

ITSE projects

StreamServe

process

ClearBIZZ

InterCommIT

Sterling
Commerce
An AT&T Company

accountis

Certipost

ING

CIID SRC
SYSTEM INTEGRATORS BV

Rotiform
document services

ACCOUNTING
PLAZA

20 20
vision

TIE KINETIX
e-Invoicing Solutions

Retail Pay

DSoft

AdValvas

Version 0.2: January 2010

© 2010 - EEI Platform

www.eeiplatform.com



CONTENTS

0	Introduction.....	3
1	General Information.....	4
1.1	DISTINGUISHING FEATURES OF THE EEI PLATFORM.....	5
1.2	DIFFERENTIATION OF ACTIVITIES AND INSTRUMENTS.....	6
1.3	CROWD SOURCING.....	7
2	Activities and instruments.....	8
2.1	S.M.A.R.T.....	8
2.2	ACTIVITIES AND INSTRUMENTS.....	9
2.2.1	CASE STUDIES (BEST PRACTICES).....	10
2.2.2	COMMON BODY OF DEFINITIONS.....	11
2.2.3	CONTENT WEBSITE WWW.EEIPLATFORM.COM.....	12
2.2.4	COOPERATION.....	13
2.2.5	E-INVOCING EVENT.....	14
2.2.6	MEMBERS/PARTNERS/SPONSORS INCREASE EEI PLATFORM.....	15
2.2.7	MEMBER PROFILES (EXTENDED).....	16
2.2.8	NEWSLETTER: EXTERNAL.....	17
2.2.9	NEWSLETTER: INTERNAL.....	18
2.2.10	ONLINE COMMUNITY.....	19
2.2.11	PRESENTATIONS.....	21
2.2.12	PUBLICATIONS.....	22
2.2.13	PUBLICATION: *STARTING WITH E-INVOCING.....	23
2.2.14	SECRETARY: ADMINISTRATIVE SUPPORT.....	24
2.2.15	SOCIAL NETWORKS.....	25
2.2.16	STATISTICAL INFORMATION ON THE ADOPTION OF E-INVOCING.....	26
2.2.17	SUPPLIERS GUIDE.....	26
3	Explanation of segments.....	27
	OBTAIN+KNOWLEDGE.....	27
	BUILDING+NETWORKS.....	27
	SHARING+INFORMATION.....	27
	PROMOTING+INTERESTS.....	28
	DISCLAIMER.....	28



0 Introduction

This document provides an overview of the EEI Platform activities and instruments to be executed in 2010. This document is publicly available for any organization interested in and involved in electronic billing (e-billing), e-invoicing (e-invoicing), automated invoice processing and credit management in all its aspects.

This version provides an overview of eligible activities and instruments in 2010 on January 20, 2010. New developments in activities and instruments will lead to a modified version of the activity plan during the remaining of 2010.

The purpose of this document, its activities and instruments is to achieve the objectives determined by the EEI Platform. It is intended to effectively realise the proposed activities and instruments as much as possible, in tune with the participants of the EEI Platform and also in tune with other partners and stakeholders in the field of e-billing, e-invoicing and automated invoice processing.

The first section of this document primarily addresses the mission and positioning of the EEI Platform towards e-invoicing and invoice automation. This section also discusses the differentiation of the activities and instruments into four segments. Section 3 provides an extensive explanation of these segments.

Section 2 deals -in alphabetical order- with the activities and instruments that are scheduled to be executed using the 'SMART' method. Therefore, the section starts with an explanation of the 'SMART' Framework.



1 General Information

E-invoicing and invoice automation promise to unlock major benefits for almost everyone. Corporates, SME's, banks, public administrations, service providers and even consumers can profit from e-invoicing. The most striking benefit would be the multi-billion cost savings across Europe. Supplemented with a large amount of non-financial benefits, e-invoicing and invoice automation can give a major contribution to European competitiveness and recession recovery.

Common practice and facts nevertheless show that the penetration and adoption of e-invoicing and invoice automation in Member States and across Europe is relatively low.

Major barriers

Three interlocking issues have been mentioned as major barriers to successful penetration and adoption e-invoicing across Europe. Firstly, the diversity in implementations of the e-invoicing Directive into the legislation of the several Member States. Secondly, the lack of confidence in and knowledge of operational issues surrounding e-invoicing. And thirdly, the fragmented standardisation of e-invoices in Member States, Europe and even globally. This turns e-invoicing in and across Member States into a fragmented, complex and costly instrument.

The last year the EEI Platform recognised several other aspect that could or already pose a serious threat to massive and sustainable adoption of e-invoicing in Member States and across the European Union:

- The "battle" for a standard on e-invoicing
- The "quest" by organisations to retain their current 'balance of power' in e-invoicing
- The "main strong focus on sending e-invoices", whereas the receiver plays a pivotal role in adoption and chain digitisation.

EEI Platform

It stands out that there is not a platform/community with a focus on sharing information, promoting members' interests, building social networks and obtaining knowledge.

The EEI Platform has that focus. With that focus, the EEI Platform deploys several instruments and activities.



1.1 DISTINGUISHING FEATURES OF THE EEI PLATFORM

The mission of the **EEI Platform**

The mission of the EEI Platform is to accelerate the awareness, adoption and penetration of e-invoicing invoice automation and its related domains (payments, accounting, credit management, archiving, authenticity) across Europe. Creating benefits and opportunities for its visitors, members, partners and stakeholders.

Objectives

To achieve this mission, the EEI Platform aims at several objectives that clearly distinguish the EEI Platform from other initiatives:

- Communicating a flexible viewpoint on e-invoicing, refraining from developing a proprietary viewpoint on specific issues, for instance: models, definitions or standardisation formats.
- Taking into account a diversity of domains surrounding e-invoicing such as payments, credit management, archiving and authenticity.
- Facilitating the transfer of knowledge by organisations inside and outside the EEI Platform; learning from each other and effectively raising the common level of knowledge on e-invoicing.
- Providing an interactive platform which can be used to broadcast (product) information and new developments related to e-invoicing.
- Building networks and connections across Europe between SME's, corporates, service providers, banks, public administrations, tax auditors and policy makers. Expanding their portfolios and interconnectivity and interoperability possibilities.
- Connecting and cooperating with partner initiatives where possible, providing added value for members, partners and stakeholders of the EEI Platform.
- Promoting the interests of the EEI Platform Members on a pre-competitive level, not intruding the interests of individual members.



- Giving the members and partners the possibility to create extra value by adding special features for members and partners on the website, in newsletters, social networks and the internet.
- Connecting and cooperating with partner initiatives, providing added value for members, partners and stakeholders of the EEI Platform.
- Promoting the interests of the EEI Platform Members on a pre-competitive level, therefore not intruding the interests of individual members.
- Giving the members and partners the possibility to create extra value by adding special features for members and partners on the website, the forum, in newsletters and brochures.

1.2 DIFFERENTIATION OF ACTIVITIES AND INSTRUMENTS

The EEI Platform developed an activity framework that suits the objectives and mission by applying corresponding instruments. This activity framework is based on a S.M.A.R.T. approach.

Activities

The activities and instruments of the EEI Platform can be divided into four segments based on their nature (knowledge or business) and effects (internal and external). These segments can then be used to comprise the following matrix:

	knowledge cluster	business cluster
internal	OBTAIN+KNOWLEDGE	BUILDING+NETWORKS
external	SHARING+INFORMATION	PROMOTING+INTERESTS

Each member can decide for itself (1) if and (2) in which segment(s) he or she would like to engage. The EEI Platform facilitates every member to the maximum extent, based on the member's input and needs.

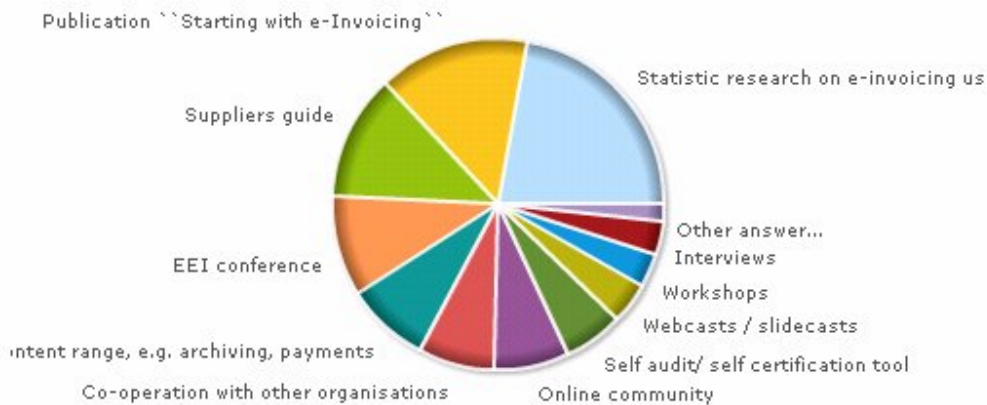


This implies that every member can 'create' and 'direct' its very own tangible and indirect opportunities, pulling the strings on the EEI Platform. For example:

- receive updates and learn from recent developments on e-invoicing;
- getting into contact with potential partners and customers;
- connect and meet with other members and stakeholders;
- broadcast promotional and commercial product information;
- discuss new European or local developments with members and stakeholders;
- promoting interests towards other initiatives, projects and stakeholders.

1.3 CROWD SOURCING

At the end of 2009 the EEI Platform performed an online poll. Visitors, members and partners of the EEI Platform were asked to express their preferred activities and instruments for 2010. The diagram underneath shows the outcome of this poll:



Based on this poll the EEI Platform generated the 2010 and 2011 activity plan. Activities and instruments in the diagram that do not show up in this 2010 activity plan, will become of the 2011 activity. However, with additional funding items could be moved to the 2010 activity plan.



2 Activities and instruments

2.1 S.M.A.R.T.

The EEI Platform uses the S.M.A.R.T. approach to generate results from our activities and to generate opportunities for EEI Platform members:

The SMART approach

The EEI Platform activities and instruments are executed using the S.M.A.R.T. method. This approach generates results from our activities and to generate opportunities for EEI Platform members:

S.M.A.R.T. stands for: Specific - Measurable - Acceptable - Realistic - Time boxing:
Some of these definitions are exchangeable with other terms, as stated below. A SMART approach is more or less instructive: it shows what results and opportunities need to be generated within a specific period. Using this SMART approach, it is more likely that planned activities listed can effectively be realised.

Specific

The objective of the activity is clear and concisely defined. A clear link between the objective and the impact of activity can be identified. The more precise an objective or activity is formulated; the easier it is to realise.

Measurable

How many activities or opportunities are we planning on realising? How can the result of our activity be measured and managed? This phrase describes a number, amount, rate or other quantitative information that is linked to an observable action, conduct or outcome.

Acceptable / Appointable / Actionable

Is there support for our actions? Is it consistent with the mission and objectives of the EEI Platform, its members and other partners and stakeholders?

Sometimes the 'A' in a S.M.A.R.T. approach can also interpreted as "Appointable". This means that it must be clear who is responsible for achieving a specific goal. Another explanation for the 'A', can be "Activating" or "Actionable". This means the objective should encourage action and



unlock energy. The objective is to be positively defined. The basic aim is to ensure that it leads to distinctive results.

Realistic / Relevant

Is the goal achievable? Efficiently and/or effectively? Can members, partners or stakeholders really influence certain activities? Do they have sufficient know-how, capacity, resources and powers? In addition, the 'R' in a S.M.A.R.T. approach can also be interpreted as "Relevant". A viable and meaningful objective is motivating and releases energy.

Timing

When does the activity start and end? What is the goal? A SMART objective has a clear start and ending. Particularly short-term activities can easily be defined by SMART. Contradictory to activities that stretch over a longer period of time or in case of continuous activities.

2.2 ACTIVITIES AND INSTRUMENTS

Below, the activities are displayed in detail, alphabetically and based on the S.M.A.R.T. approach.



2.2.1 CASE STUDIES (BEST PRACTICES)

Activity
Case studies (best practices)
Description (specified)
Examples of implementation by EEI Platform members and possibly interesting examples of third parties, with special attention to specific aspects of e-invoicing and invoice automation. The examples are published on the main page of the website of the EEI Platform. In addition, these case studies are included in the newsletters of the EEI Platform.
Objective (specified)
The case studies provide an easy overview concerning e-invoicing and automated invoice processing. To reflect the needs and wishes of the readers, case studies will be presented in the widest possible range within e-invoicing, including their capabilities and benefits.
Cooperation/realisation (appointable/acceptable/actionable)
To obtain case studies, information of the EEI Platform participants is welcome. In addition, targeted search for examples from other initiatives is performed. As well as the use of other resources on the Internet and in social networks. The case studies are mainly positioned in the segment SHARING + INFORMATION partly in the segment OBTAINING + KNOWLEDGE and finally in the segment PROMOTING + INTEREST.
Feasibility (realistic)
Depending on the information provided by participants in EEI Platform, it is realistic in 2010 to have at least 20 case studies available.
Date Ready (time related)
Ready adaptations website: February 2010.



2.2.2 COMMON BODY OF DEFINITIONS

Activity	
Common Body of Definitions	
Description (specific)	
A Common Body of Definitions shows all the definitions that have been used or published in the field of e-invoicing and invoice automation.	
Objective (specified)	
The Common Body of Definitions aims to display which definitions are best suitable from a certain perspective using tags, categories and ratings	
Cooperation/realisation (appointable/acceptable/actionable)	
Most of the CBOD data is already available during a phase where the EEI Platform actively contributed in the CEN/ISSS phase 2 workshop. It was agreed that the EEI Platform would not use this information during the remainder of this Phase 2 Workshop. Now that this particular workshop has ended its phase 2 activities and this data has not been used for the purpose of this workshop, the EEI Platform reinstitutes this data on one of its satellite websites.	
Feasibility (realistic)	
Data is available. Data from recent publications will be added and then the EEI Community will be asked to give input on the available definitions.	
Date Ready (time related)	The end of 2010, ongoing activity
Amount (measurable)	publication of over 200 definitions and descriptions on e-invoicing, that can be reduced to a mere 40 relevant items.



2.2.3 CONTENT WEBSITE WWW.EEIPLATFORM.COM

Activity	
Content website EEI Platform (www.eeiplatform.com)	
Description (specific)	
The number of visitors within the network of EEI Platform is growing daily. This is partly due to the publication of news and calendar items. Moreover, the EEI Platform website is optimized for search engines. The website focuses on existing and new participants, partners and other interested people in the platform around e-invoicing and automated invoice processing. Additionally the use of social networks helps a great deal.	
Objective (specified)	
For 2010 the aim is to add 150 news and 15 agenda items to the website, as well as 200 tweets. The EEI Platform strives to continue to keep the number of sources from which news may originate, with 10 percent increase to around 130. In addition, the EEI platform gathers around 120 documents. These documents include amongst others articles, reports and presentations. These documents are sometimes embedded on the website by using SlideShare. The aim for 2010 is that the website of EEI Platform will have had 30% more visits than the end of 2009 rising up to 450.000 page views. Another goal is that the common body knowledge of website visitors in the field of e-invoicing and automated invoice processing will increase as a result of the website content.	
Cooperation/realisation (appointable/acceptable/actionable)	
The news and agenda items are submitted by the participants of EEI Platform and other organizations engaged in e-invoicing and automated invoice processing. In addition, proactive search is executed in more than 100 other sources. The processing of content in the website falls into the segment SHARING + INFORMATION and partly in the segment PROMOTING + INTERESTS. In addition, they also share knowledge: OBTAIN + KNOWLEDGE.	
Feasibility (realistic)	
These activities are certainly feasible. The target of the impact is based on growth in the last quarter of 2009. Look for profiles, documents and presentations in this document.	
Date Ready (time related)	The end of 2010, ongoing activity
Amount (measurable)	publication of 150 news items , publication of 15 calendar items , adding 200 tweets, publication of 120 documents and presentations , publication of 20 case studies .



2.2.4 COOPERATION

Activity			
Cooperation			
Description (specified)			
EEI Platform pro-actively aims at cooperating with members and stakeholders regarding e-invoicing and invoice automation.			
Objective (specified)			
The goal is to create additional added value for members, stakeholders and cooperative partners when it comes to e-invoicing and invoice automation. The role of EEI Platform could be to participate in existing initiatives and, where requested and possible, donate input and optimally facilitate the participants of EEI Platform. Suggested initiatives to cooperate with are: CEN/ISSS e-invoice III, Peppol, IDABC, E-practice, EC, FDE.			
Cooperation/realisation (appointable/acceptable/actionable)			
Recent experiences have learned that organisations and initiatives sometimes position their 'interest' above the 'added value'. This in fact makes cooperation at this moment somewhat ambitious. Nevertheless the EEI Platform remains at aiming additional added value by actually creating cooperation between initiatives. Again, the EEI Platform was erected to facilitate the adoption and use of e-invoicing, and will seize to exist when this moment has arrived. For that purpose the EEI Platform wishes to create as much added value as possible. This item covers all segments SHARING + KNOWLEDGE OBTAIN + INFORMATION, BUILDING + NETWORKS and PROMOTING + INTERESTS.			
Feasibility (realistic)			
EEI Platform pro-actively scans how it could add value to other initiatives. Also by using web 2.0 tools and social networks, the need for formal cooperation is somewhat decreased			
Date Ready (time related)			
The end of 2010			
Amount (measurable)			
	?		



2.2.5 E-INVOICING EVENT

Activity			
E-invoicing event			
Description (specified)			
A European event concerning e-invoicing			
Objective (specified)			
The objective is to create an event that targets organisations use e-invoicing. This target group will be granted free access (because travel expenses are costly enough). By targeting this group, we hope to welcome a lot of suppliers as exhibitors and sponsors. Additionally the pricing for exhibitors and sponsors will be substantially lower than current market driven events. And also the format of the event allows the target group to constantly be present in exhibition area during the event. The objective is also to integrate the results of a yearly statistical survey into this event, as well as awards for the best practices in e-invoicing and invoice automation across Europe.			
Cooperation/realisation (appointable/acceptable/actionable)			
It has become clear that free access for target groups creates a lot more impact, volume and leads. That is why this already proven format will be executed. Nevertheless, because of budgetary and time constraints, the EEI Platform regrettably does not yet plan such an event in 2010. This item covers all four segments SHARING + KNOWLEDGE OBTAIN + INFORMATION, BUILDING + NETWORKS and PROMOTING + INTERESTS.			
Feasibility (realistic)			
The format is ready and proven. However because of budgetary and time constraints, the EEI Platform regrettably does not yet plan such an event in 2010.			
Date Ready (time related)			
2011			
Amount (measurable)	1		



2.2.6 MEMBERS/PARTNERS/SPONSORS INCREASE EEI PLATFORM

Activity		
Increase of members participating in the EEI Platform		
Description (specified)		
To execute its activities and instruments in 2010 and 2011, the EEI Platform needs to increase its volume in members/partners/sponsors.		
Objective (specified)		
Growth EEI Platform by seven members. Also create a head start with sponsors interested in supporting the E-invoicing event.		
Cooperation/realisation (appointable/acceptable/actionable)		
Providing mailings to the target groups to interest them to participate in the EEI Platform. Customising contribution to a flat fee for providers. For organisations interested to become a sponsor or exhibitor of the E-invoicing event, a business case will be available		
Feasibility (realistic)		
The growth of 7 participants engaged in electronic invoicing and automated invoice processing, credit management and payments in the widest sense is realistic.		
Date Ready (time related)		
The end of 2010. The business case for the E-invoicing event will be presented in august 2010.		
Amount (measurable)	7	



2.2.7 MEMBER PROFILES (EXTENDED)

Activity	
Member profiles (extended)	
Description (specified)	
The products and services of the EEI Platform participants are presented in profiles. These profiles make a distinction between market, application, financial and other aspects of e-invoicing and invoice automation. See also: online community	
Objective (specified)	
The extended profiles are intended to clarify the products and services of the service providers, so that all target groups and visitors of the website know what to expect.	
Cooperation/realisation (appointable/acceptable/actionable)	
Co-operation worked with the activities being taken from the expert group awareness. The profiles of participants are in the segment and PROMOTING + INTERESTS and BUILDING + NETWORKS.	
Feasibility (realistic)	
The profiles are also linked to the members' pages on the EEI Platform website. In a later stage, the profiles will be interactive for comparison purposes.	
Date Ready (time related)	
1-2-2010	
Amount	25 profiles



2.2.8 NEWSLETTER: EXTERNAL

Activity	
Newsletter: external	
Description (specified)	
An external newsletter provides an overview of developments in electronic invoicing. It includes press releases and calendar items during that period. Furthermore, new presentations, case studies and background documents will be added, as well as avatars of new subscribers to our community	
Objective (specified)	
By sending newsletters, the EEI Platform aims to increase awareness and provide continuous information about various developments to the participants of the EEI Platform as well as stakeholders and other parties interested.	
Cooperation/realisation (appointable/acceptable/actionable)	
The external newsletter is offered as an e-mail newsletter. The newsletter mostly consists of "User Generated Content". The organisation motivates the participants to deliver as much information as possible. We also publish information from other organizations, such as CEN, Taxud, PEPPOL, IDABC, the European Commission et cetera. The editor team is also active in searching for information in more than 100 resources. The newsletters are mainly focused on the users of e-invoices, invoice automation and credit management and thus belong to the segments SHARING + INFORMATION and PROMOTING + INTERESTS.	
Feasibility (realistic)	
The amount of information is increasing rapidly. Nevertheless the amount of new information remains relatively scarce. At the same time, the EEI Platform has a wider range of resources. Of course, members of EEI Platform, interested parties and stakeholders are invited to deliver content (user generated content).	
Date Ready (time related)	
Ready	
Amount	± 17 times per year.



2.2.9 NEWSLETTER: INTERNAL

Activity		
Newsletter: internal		
Description (specified)		
An internal newsletter provides an overview of developments in electronic invoicing for the members of the EEI Platform. The difference with the external newsletter is that more in-depth information and reports are provided. It also deals with reviews of partnerships, results of previous periods and the impact on participants. It can also include specific requests for presentations and case studies.		
Objective (specified)		
By sending newsletters EEI Platform primarily wants EEI Platform participants to be able to stay informed about important developments in Europe (see: internationalization), the actions executed by the EEI Platform for its participants and the achieved results.		
Cooperation/realisation (appointable/acceptable/actionable)		
<p>The newsletter is offered in a digital format and sent per e-mail. The newsletter mostly consists of "User Generated Content". The organisation motivates the participants to deliver as much information as possible. We also publish information from other organizations, such as CEN, Taxud, IDABC, PEPPOL, the European Commission et cetera. The editor team is also active in searching for information in more than one hundred sources.</p> <p>The newsletters are mainly focused on the users of e-invoices, invoice automation and credit management and thus belong to the segments SHARING + INFORMATION and PROMOTING + INTERESTS.</p>		
Feasibility (realistic)		
See: external newsletter		
Date Ready (time related)		
Ready		
Amount	± 1 time per month, 12 times per year.	



2.2.10 ONLINE COMMUNITY

Activity
Online community
Description (specified)
An online community consists of people from various sectors and with different needs through a technical platform to communicate about common interests, problems, interests or tasks.
Objective (specified)
To provide: <ol style="list-style-type: none">1. Extended profile: Fill out an extended SEO optimised profile2. Private messaging. Private messaging works like internal site email. Members can message people on their friends list as well as forward and reply to received messages.3. Friending: Members can be connected as 'friends' by accepting each other's friendship request.4. Groups: Groups are a gathering of members, blog posts, photos and any other user generated content. Any member can create a group. They then become the group administrator giving them heightened privileges within that group. Within every group there is a place for group information. The latest group news can be kept up-to-date by group administrators. Groups can also include a group forum, a wire and photo gallery.5. The wire: The wire is a place where friends and other members can come along and post messages to a specific piece of content within the EEI Community. This allows members to post on other members' profiles, leave messages for other group members and comment on a member's photo.6. Activity streams: Activity streams aggregate all of the activity across the EEI Community. All of the members'



activity (if made visible) is also made visible so one can check what others are doing.

7. Blogs:

Allowing multiple blogs and multiple users per blog in the EEI Community is a key feature of the EEI Community.

The general EEI Community blog will aggregate all blogs, blog posts and comments to certain members. This means that other members can easily find all blogs that a member belongs to or owns, as well as their recent posts and comments.

8. Status updates:

Status updates will appear on a member's profile page. Members can update their status as frequently as they want to.

All status updates are logged in a member's activity stream. Status updates can also be fed into other results such as member search results, member listings and other screens involving the display of members.

9. Gallery:

Members of the EEI Community will be able to create their own photo albums. These albums can be shared with friends and groups.

Each member is given a certain amount of space. Albums and photos can be tagged. It will also be possible to browse public photos via photo tag pages that other members can browse (just as one browses blogs via tags).

Photos can be uploaded from a members' computer, and will be resized appropriately.

Cooperation/realisation (appointable/acceptable/actionable)

The websites www.eeiplatform.com, www.platformefa.nl and www.eeiplatform.be have been integrated around the online community. The online community will go live at 1-2-2010 and suits the segments SHARING + INFORMATION, BUILDING+NETWORKS and PROMOTING + INTERESTS.

Feasibility (realistic)

Available soon

Date Ready (time related)

1-2-2010

Amount (measurable)



2.2.11 PRESENTATIONS

Activity	
Presentations	
Description (specified)	
Presentations during seminars, fairs, congresses, exhibitions, etc.	
Objective (specified)	
The aim is to inform visitors of the above events about developments in electronic invoicing, automated invoice processing and related subjects.	
Cooperation/realisation (appointable/acceptable/actionable)	
There is collaboration in progress with several organizations participating in the stakeholder formation on e-invoicing and the expert group awareness. In addition, EEI Platform regularly performs presentations for participants of the EEI Platform. The presentations are included in the segments PROMOTING + INTERESTS and SHARING + INFORMATION.	
Feasibility (realistic)	
It is expected that the EEI Platform will deliver about 8 presentations in 2010.	
Date Ready (time related)	
2 presentations in the 1st half of 2010, 6 presentations in the 2nd half of 2010.	
Amount (measurable)	8



2.2.12 PUBLICATIONS

Activity	
Publications	
Description (specified)	
Publications consist of articles, interviews, press releases or other communications in journals, newspapers and other (digital) media.	
Objective (specified)	
The content of publications might cover a new participant, a summary of developments or substantive views on subjects to which the EEI Platform and its participants are directly linked. The aim is to increase the visibility of the role EEI Platform and its participants play in the field of electronic invoicing, invoice automation and credit management. The goal is to publish 15 items.	
Cooperation/realisation (appointable/acceptable/actionable)	
Most of these publications will be published through the online community (newsletters and social networks) of the EEI Platform and Platform ELFA. Press releases will be posted on various (international) websites that publish press releases. Cooperation will be sought with other consultation to ensure a correct and unambiguous message. This activity suits the segments PROMOTING + INTERESTS and SHARING + INFORMATION.	
Feasibility (realistic)	
It is expected to publish at least 15 publications. It is expected that capacity is available in the summer to write various articles. Of course, participants are free to provide the EEI Platform with publications.	
Date Ready (time related)	
7 in the 1st half of 2009, 8 in the 2nd half of 2009.	
Amount (measurable)	15
Value	t.b.d.



2.2.13 PUBLICATION: 'STARTING WITH E-INVOICING'

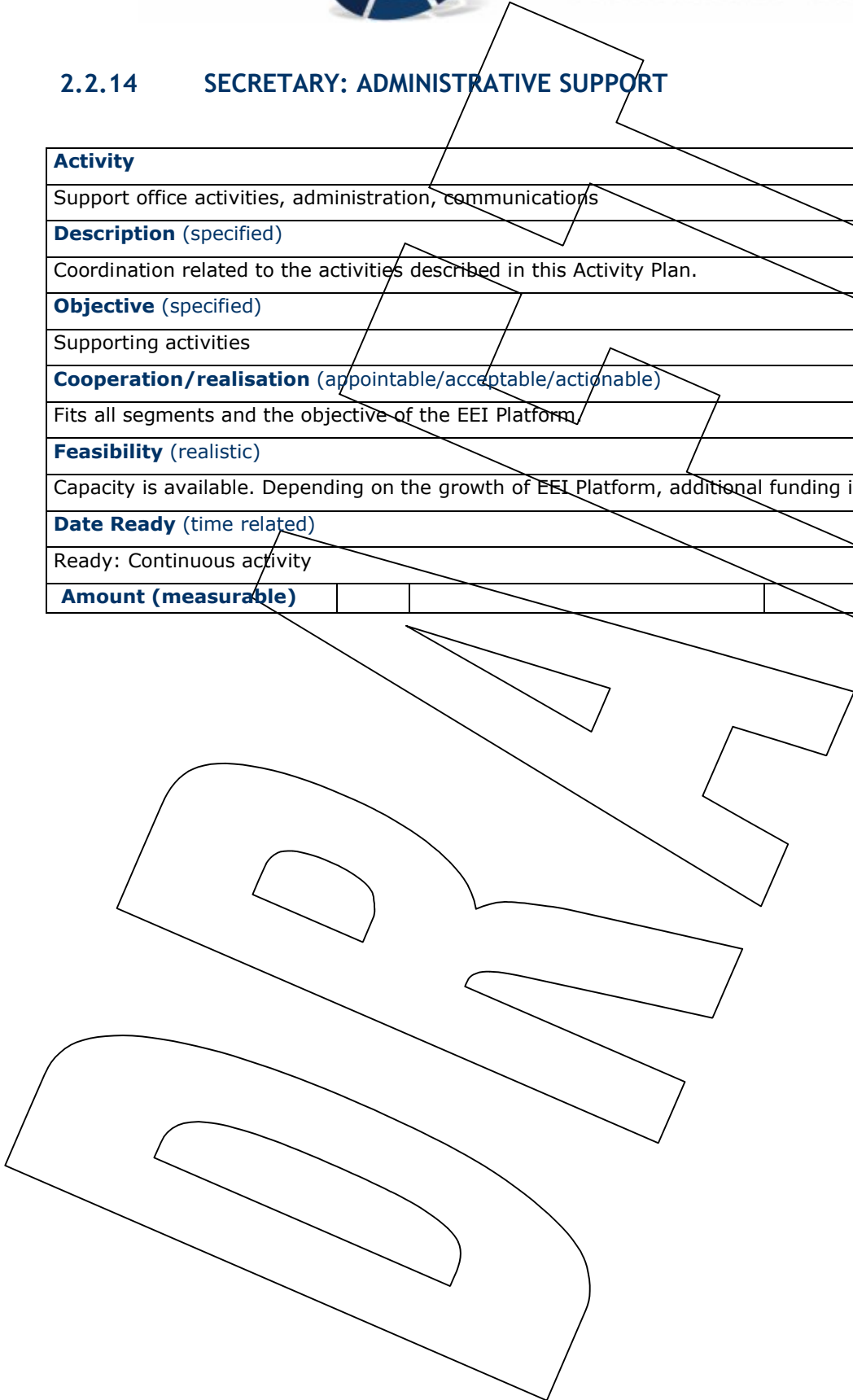
Activity	
Publication: "starting with e-invoicing"	
Description (specified)	
A no-nonsense publication that provides a 7-step approach to starting with e-invoicing, aimed at SME's.	
Objective (specified)	
See: description. Two online versions are envisaged: a free version with ads and a paid version without ads.	
Cooperation/realisation (appointable/acceptable/actionable)	
Looking at the poll, it is believed that such a publication is desirable.	
Feasibility (realistic)	
Most of the copyright material is already available. It is merely a matter of putting it into the pan-European SME's perspective.	
Date Ready (time related)	
End of 2010	
Amount (measurable)	1

DRAFT



2.2.14 SECRETARY: ADMINISTRATIVE SUPPORT

Activity
Support office activities, administration, communications
Description (specified)
Coordination related to the activities described in this Activity Plan.
Objective (specified)
Supporting activities
Cooperation/realisation (appointable/acceptable/actionable)
Fits all segments and the objective of the EEI Platform
Feasibility (realistic)
Capacity is available. Depending on the growth of EEI Platform, additional funding is desirable.
Date Ready (time related)
Ready: Continuous activity
Amount (measurable)





2.2.15 SOCIAL NETWORKS

Activity	
Social networks	
Description (specified)	
The EEI Platform has implemented various social networks to shape its (online) community. - RSS, Twitter, EEI Platform LinkedIn Group, SlideShare, FriendFeed, E-mail Newsletters and YouTube. See also: online community.	
Objective (specified)	
The implementation of social networks to enable development of e-invoicing, invoice automation and credit management through more channels, in order to generate more awareness, traceability and recognition.	
Cooperation/realisation (appointable/acceptable/actionable)	
Technical cooperation with other networks for mutual exchange of information. The website www.eeiplatform.com is the central hub. News items are manually posted on the news page of the EEI Platform LinkedIn group.	
Feasibility (realistic)	
Profiles on these social networks are ready and maintained.	
Date Ready (time related)	
Ready and extended on 1-2010	
Number of networks (measurable)	9



2.2.16 STATISTICAL INFORMATION ON THE ADOPTION OF E-INVOICING

Activity
Statistical information on the adoption of e-invoicing
Description (specified)
Statistical information on the adoption of e-invoicing
Objective (specified)
To provide clear information about the use and adoption of e-invoicing across Europe and in several member states using online polls. Filling out this poll will grant that person free access to the planned EEI E-invoicing event. At this event he or she will receive a free copy of this research, worth € 500,-
Cooperation/realisation (appointable/acceptable/actionable)
For the research to provide a clear and objective view on the use and adoption of e-invoicing cooperation with visitors, exhibitors, sponsors and EEI Platform members is necessary. This activity falls in the segments OBTAINING + KNOWLEDGE, PROMOTING + INTERESTS and SHARING + INFORMATION.
Feasibility (realistic)
All necessary questions needed have already been put into an online survey
Date Ready (time related)
Ready, but executed from the second half of 2010 onwards
Number of networks (measurable) ?

2.2.17 SUPPLIERS GUIDE

This will become an integrated part of the extended member profiles, and also of the online community.

See: member profiles (extended)

See: online community



3 Explanation of segments

OBTAIN+KNOWLEDGE

The segment **OBTAIN+KNOWLEDGE** aims to improve the knowledge of participants in e-invoicing and complementary domains, by sharing knowledge with other members and partners.

The aim is not to transfer critical business oriented or competitive knowledge. Moreover, it concerns the transfer of 'common' body of knowledge that facilitates the acceleration, adoption and penetration and of e-invoicing and invoice automation across Europe and its Member States.

The intended result of activities within the segment **OBTAIN+KNOWLEDGE** is the creation of a common viewpoint on e-invoicing and invoice automation and its impact on complementary domains. But also addressing the perception of complexity and the intended needs of standardisation. Without developing new standardisation activities.

BUILDING+NETWORKS

Together with the segment **SHARING+INFORMATION**, the segment **OBTAIN+KNOWLEDGE** is the starting point for the segment **BUILDING+NETWORKS**. The difference is that the segment **BUILDING+NETWORKS** addresses a business cluster approach by nature.

The segment **BUILDING+NETWORKS** aims to strengthen, broaden, deepen, et cetera the propositions of EEI Platform members and partners. This also enables complementary domains as banking, credit management and payment to being linked to portfolios of portfolios of for instance service providers and financial software.

The purpose of the activities in this segment is to add more market-oriented innovative products and services, enhancing the penetration and adoption of e-invoicing. Of course it is up to the members and partners to determine whether and if so, to what extent they want to use the activities facilitated in the segment **BUILDING+NETWORKS**.

SHARING+INFORMATION

The segment **SHARING+INFORMATION** aims to provide flexible information from multiple viewpoints that has been made available by members and partners.



Given the nature of the activities in this segment, it appears that the activities have a high business cluster content by nature.

The result of the activities in the segment SHARING+INFORMATION should be that the EEI Platform, its instruments, members and partners are pointed out as the authentic source of unique information on e-invoicing.

By providing an authentic source with clear but flexible information on e-invoicing, the penetration and use of e-invoicing can be accelerated, combined with opportunities for members and partners.

PROMOTING+INTERESTS

The PROMOTING+INTEREST segment includes activities which by their nature belong to a business cluster, and have an purely external effect. In short, activities in this segment are aimed to display the propositions of the participants towards the target audience as profitable as possible.

The PROMOTING+INTEREST segment correlates the strongest to the objective of members and participants to obtained directly measurable results (= turnover, profit, customers).

DISCLAIMER

It should be emphasized that the EEI Platform merely facilitates its members and partners. The objective of the EEI Platform is to be a facilitator, not a lead generator as such. In the end, it is up to the participant with his or her commercial capacities to reap the fruits of the opportunities handed over by the EEI Platform to the member or partner.