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ELECTRONIC INVOICING

EEI PLATFORM

ACTIVITY PLAN 2009

[Version 0.2: Open for discussion and revision by members and Founding Partners until April 1st 2009]



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EEI Platform

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0 Introduction

This document provides an overview of the EEI Platform activities and instruments to be implemented in 2009. 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 activities and instruments in 2009 as known at February 20, 2009. New developments in activities and instruments will lead to a modified version of the activity plan.

The purpose of this document, the activities and the instruments is to achieve the objectives determined by the EEI Platform. It is intended to actually 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. A start has already been made in implementing several EEI Platform activities as they are independent of prior coordination.

The first section of this document is primarily addressed 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 various applicable segments.

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

In section 3, the activities described in section 2 are positioned in a matrix.



1 General

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 be a major enabler in contributing to European competitiveness.

Common practice across Europe nevertheless shows that the penetration and adoption of e-invoicing and invoice automation in Member States is relatively low. When it comes to European cross border e-invoicing, it is even lower.

Major barriers

Three interlocking issues have been mentioned as major barriers to a successful penetration and adoption e-invoicing across Europe. Firstly, the fragmented implementation 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.

EEI Platform

Nevertheless several initiatives in Europe on e-invoicing and invoice automation, 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 sets out the ambition to support the acceleration, penetration and adoption of e-invoicing.

This mission is carried out by deploying several instruments: an interactive magazine like website, a community/forum, web meetings, brochures, social network groups and newsletters.

- building social networks on e-invoicing, invoice automation and related topics
- sharing information
- promoting member's interests
- transferring and obtaining knowledge



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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 sets out several objectives that distinguishes the EEI Platform from other initiatives:

- Communicating a flexible viewpoint on e-invoicing and invoice automation, 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 and invoice automation such as payments, credit management, signing, 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 and invoice automation.
- Providing an interactive platform that can be used to broadcast (product) information and new developments related to e-invoicing and invoice automation.
- 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 possibilities.
- 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 input and needs from that member.

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.



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Instruments

To achieve the ambition and objectives and to meet the members' interests, the EEI Platform facilitates several activities and instruments:

- magazine-like website
- online community/forum
- digital newsletter
- digital brochures and posters
- EEI Platform LinkedIN group

Most of these instruments are already available. They are packed with functionalities and possibilities to generate as much opportunities as possible for our members and partners.



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 are created 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 will be actually 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 much activities or opportunities are we planning to realise? How can the result of our activity be measure 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 other 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



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unlocking energy. The objective is to be positively defined. The basic aim is to ensure that it leads to a 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.

Timed

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 IN DETAIL

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



2.2.1 BEST PRACTICES

Activity	
Best practices	
Description (specified)	
Practical examples of 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 in one of the tabs of the website of the EEI Platform. In addition, these studies are included in the newsletters of the EEI Platform.	
Objective (specified)	
The case studies should 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 best practices, information of the EEI Platform participants is needed. In addition, targeted search for examples of partner organisations. The case studies are mainly positioned the segment SHARING + INFORMATION for a share in the segment OBTAINING + KNOWLEDGE and a smaller share in the segment PROMOTING + INTEREST.	
Feasibility (realistic)	
Depending on the information provided by participants in EEI Platform can be delivered, it is realistic in 2009 to have at least 20 case studies available.	
Date Ready (time related)	
Ready adaptations website: February 2009.	
Amount (measurable)	± 20 Value t.b.d.



2.2.2 CONTENT WEBSITE EEI PLATFORM

Activity	
Content website EEI Platform	
Description (specific)	
The number of visitors within the network of EEI Platform is growing every day. 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.	
Objective (specified)	
For 2009 the aim is to add 150 news and 45 agenda items to the website. Furthermore, about 25 pages are added by the addition of comprehensive profile pages. The EEI Platform strives to continue to keep the number of sources from which news may originate, with 10 percent increase to around 120. In addition, the platform gathers around 120 documents. These documents include amongst others articles, reports and presentations. These documents are sometimes embedded on the website by using Slide Share. The aim for 2009 is that the website of EEI Platform will have had 30% more visits than the end of 2008. Another goal is that the 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 2008. Look for profiles, documents and presentations in this document.	
Date Ready (time related)	
The end of 2009, ongoing activity	
Amount (measurable)	publication of 150 news items , publication of 45 calendar items , adding of 25 web pages with providers profiles, publication of 120 documents and presentations , publication of 20 best practices .
Value:	t.b.d.



2.2.3 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.	
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 interested parties.	
Cooperation/realisation (appointable/acceptable/actionable)	
The newsletter is offered in a digital graphic format. The newsletter mostly consists of "User Generated Content". The organisation motivate the participants to deliver as much information as possible. We also publish information from other organizations, such as CEN, Taxud, 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. At the same time, the EEI Platform continuously obtains better information input for with a high attendance value. Naturally, members of EEI Platform, interested parties and stakeholders are invited to deliver content (user generated content).	
Date Ready (time related)	
Ready	
Amount	2 times per month, ± 20 times per year.
Value	t.b.d.



2.2.4 NEWSLETTER: INTERNAL

Activity	
Newsletter: internal	
Description (specified)	
An internal newsletter provides an overview of developments in electronic invoicing. 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. This also includes 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 graphic format and sent per e-mail. The newsletter mostly consists of "User Generated Content". The organisation motivate the participants to deliver as much information as possible. We also publish information from other organizations, such as CEN, Taxud, IDABC, 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)	
The amount of information is increasing. At the same time, the EEI Platform continuously obtains better information input for with a high attendance value. Naturally, members of EEI Platform, interested parties and stakeholders are invited to deliver content (user generated content).	
Date Ready (time related)	
Ready, further personalisation takes place in the second half of 2009	
Amount	± 1 time per month, 12 times per year.
Value	t.b.d.



2.2.5 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)	
For more information see: future instruments and activities at page [x] below	
Cooperation/realisation (appointable/acceptable/actionable)	
For more information, see "Communication community EEI Platform 2008 ". The online community falls in to all four segments SHARING + INFORMATION, OBTAIN + KNOWLEDGE, BUILDING + NETWORKS AND PROMOTING + INTERESTS.	
Feasibility (realistic)	
Feasible, when combing the latest development.	
Date Ready (time related)	
Ready. Further implementation issues under the header 'Feasibility' above in 2009.	
Amount (measurable)	Value t.b.d.



2.2.6 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.	
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 support 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)	
At this point it is not clear with which organisations (other then members and founding partners) a cooperation could be established in order to enhance the added value towards the adoption and use of e-invoicing. Input is welcome.	
Date Ready (time related)	
The end of 2009	
Amount (measurable)	20
Value	t.b.d.



2.2.7 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 and PROMOTING + INTERESTS and SHARING + INFORMATION.	
Feasibility (realistic)	
It is expected that the EEI Platform will deliver about 8 presentations in 2009.	
Date Ready (time related)	
2 presentations in the 1st half of 2009, 6 presentations in the 2nd half of 2009.	
Amount (measurable)	8
Value	t.b.d.



2.2.8 MEMBER PROFILES

Activity	
Member profiles	
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.	
Objective (specified)	
The 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 goal is to release an online and interactive website in June 2009 including the available profiles. way. 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)	
June and October 2009	
Amount	25 profiles
Value	t.b.d.



2.2.9 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 may 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 falls in the segments Activities + KNOWLEDGE SHARING, INFORMATION DISSEMINATION AND + MARKET + BEWERKEN.	
Feasibility (realistic)	
It is expected to be feasible 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 name the EEI Platform in articles they publish. Those articles are not included in the estimated number of articles above.	
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.



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2.2.10 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. Regarding the growth of EEI Platform, additional funding is wished.	
Date Ready (time related)	
Amount (measurable)	Value t.b.d.



2.2.11 SOCIAL NETWORKS

Activity	
Social networks	
Description (specified)	
The EEI Platform has implemented various social networks to actually shape the online community. - RSS, Twitter, EEI Platform LinkedIn Group, SlideShare, Newsletters and YouTube	
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)	
Links are ready and -sometimes manually- maintained.	
Date Ready (time related)	
Ready.	
Number of networks (measurable)	8 networks
Value	t.b.d.



2.2.12 E-INVOICING EVENT

Activity	
Seminar e-factureren	
Description (specified)	
Seminar in Media Plaza for 180 visitors and 50 webcast viewers around the implementation of electronic invoicing and automated invoice processing.	
Objective (specified)	
The objective is to engage SMEs and peripheral groups (accountants, software) about the practice around the use of electronic invoicing and automated invoice processing.	
Cooperation/realisation (appointable/acceptable/actionable)	
The seminar e-billing is handled by Media Plaza in collaboration with EEI Platform. Funding for this seminar stems from the NDIV program. See the website for more information www.mediaplaza.nl . An plenary program, followed by workshops in which practical issues around e-bill processing. This seminar is placed within the segments and distribution MARKET INFORMATION + + EDIT.	
Feasibility (realistic)	
The seminar e-billing is handled by Media Plaza in collaboration with EEI Platform. Funding for this seminar stems from the NDIV program. See the website for more information www.mediaplaza.nl .	
Date Ready (time related)	
The end of June 2009	
Amount (measurable)	1 Value t.b.d.



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2.2.13 INCREASE OF MEMBERS EEI PLATFORM

Activity	
Increase of members.	
Description (specified)	
Increase number of participants EEI Platform.	
Objective (specified)	
Growth EEI Platform by seven participants engaged in electronic invoicing, automated invoice processing, credit management and payments in the widest sense. The member list will continue to expand with partners.	
Cooperation/realisation (appointable/acceptable/actionable)	
Providing mailings to the target groups to interest them to participate in the EEI Platform. Customising contribution to software providers and (potential) users. These instruments falls in the segment PROMOTING + INTERESTS.	
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 2009	
Amount (measurable)	7 Value t.b.d.



2.3 FUTURE INSTRUMENTS AND ACTIVITIES

These are the activity topics for the year 2009 that for some reason cannot be fitted into the SMART template.

- **Common body of definitions, Interaction Framework, Visualisation**

As a prior participant of the CEN/ISSS e-invoice Phase II workshop a dedicated website was created for the tasks in Task Group (work group) 4. This Task Group aims at creating material that can help in identifying new and existing technology - and business - processes. Because of several developments, it was decided that the EEI Platform would no longer be the chair of this Task Group.

The results created by the EEI Platform can currently be found at www.einvoicen.com. They will be transferred to the EEI Platform website. The results are:

1. common body of definitions (CBOD): vocabulary
2. interaction framework: how to discuss e-invoicing using the CBOD
3. visualisation of interdependencies between 'important' documents using Wordle.net and IBM's Many Eyes.

It is important to note that the EEI Platform strives to maximise the efforts of both the EEI Platform and the CEN/ISSS e-invoice Phase II workshop. Therefore the activities and timing developed by the EEI Platform, with regard to these activities, will be based on the activities and timing of the CEN/ISSS e-invoice Phase II workshop.

- **Community**

In addition to the EEI Platform and the related communities, the EEI Platform will deliver a community platform that enables everyone to:

1. **Create and moderate their own blog, for free**
2. **Profile:**
Fill out an extended SEO optimised profile
3. **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.



4. **Friending:**

Members can be connected as 'friends' by accepting each other's friendship request.

5. **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.

6. **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.

7. **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.

8. **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.

9. **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



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fed into other results such as member search results, member listings and other screens involving the display of members.

10. 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.



3 Priority and planning

3.1 PRIORITY

The priority regarding the activities performed by EEI Platform is shifting. The awareness and familiarization with the topics surrounding e-invoicing and invoice automation are quickly increasing in Europe.

The emphasis of the activities therefore mainly lies at SHARING + INFORMATION to support PROMOTING + INTERESTS (business development) and BUILDING + NETWORKS.

3.2 PLANNING

Planning of the activities described in chapter 2 will be made available soon.

Note: this list does not include all activities of third parties.



4 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. More over 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.

The following instruments could facilitate in achieving results and opportunities in this segment (in order of relevance): Communities - Website - Web meetings.

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.



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The following instruments could facilitate in achieving results and opportunities in this segment (in order of relevance): Website - LinkedIN - Web meetings - Forum.

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.

The following instruments could facilitate in achieving results and opportunities in this segment (in order of relevance): Website - Web meetings - Newsletter - Community.

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).



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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. It is ultimately 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.

The following instruments could facilitate in achieving results and opportunities in this segment (in order of relevance): Website - Newsletter - LinkedIN - Brochures - Community.