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1. Project Name

Market Research/Information process project
Version: 1.0

2. Objectives

2.1. Purpose

The purpose of the project is to create Business Process Models and the Business class diagrams for documenting business scenarios and the business transactions involved in the Market Research/Information process. The output will be used to obtain and validate the XML messages to support the business transactions.

2.2. Scope

In the Market Research/Information process it is foreseen to transmit between the market research company, customer and third parties information source, the relevant information concerning the selection of MR Information to be provided to the customer. It is also possible to transmit, between the market research company and the customer, the data sheet concerning the information requested and or provided.

To simplify the understanding the parties involved are limited to two or three parties. The parties involved are market research company, customer, and data warehouse (if applicable). In the total Market research business each of the parties can have more than one role.

3. Deliverables

The deliverables from the project are:

- A catalogue of Business Process Models covering the Market Research/Information process.
- A guide for users which enables them to select the model appropriate to their needs.
- A guide for users which enables them to select the relevant transaction appropriate to their needs.
- To provide the class diagrams of the business transaction for the creation of the XML schemas using the UN/CEFACT Core Components Technical Specification.

4. Functional Expertise of Membership

The project team will consist of a group of experts with broad knowledge in the areas of e-Business (including nomenclatures) and most particularly in respect to the market research industry. The project team will mainly consist of experts based in Europe.

5. Geographical Focus

The focus is global within the functional area of the market research processes.

6. Initial Contributions

The project team will be selected in co-operation between the UN/CEFACT and ESOMAR organisations. The initial work will be co-ordinated by Resource Network Group AS of Norway. Other participants are encouraged to submit their contributions in order to ensure the gathering of as much information as possible from those with expertise and a material interest in the project but at the same time allow diverse voices to comment on the details of the projects and ensures that no single organization can dominate the process.

The following have expressed an interest in making such contributions:

7. Project Management

7.1. Team

Project Chair	Helge G. Simonsen
Editor	Helge G. Simonsen

7.2. Milestones

Estimated Open Development Process (ODP) milestone dates:

ODP Step	ODP Name	Estimated Completion Date	Comment
1	Project Proposal		Comment
2	Requirements List		Comment
3	1st Working Draft		Comment
4	Internal Review		Comment
5	Public Review		Comment
6	Implementation		Comment
	Verification		
7	Final Release		Comment

8. Statement of Resource Requirements

Resources required are business user experts with a broad knowledge in the area of e-Business (including nomenclatures) and Market Research/Information industry. Modelling expertise is also required within the group.

Note: The project does not require any additional resources from the UN/ECE secretariat. Modelling expertise and initial project management are available and have already been assigned from within the functional area as follows:

Project Leader: Mr. Helge G. Simonsen

Editor: Mr. Per O. Jacobsen

Modellers: TBD

Business Experts: Experts from the ESOMAR organisation TBD