



B2B Exchanges 2.0: Not All e-Markets Are "Dot-bombs"

W. William A. Woods

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B2B exchanges are making a come back! When William Woods' bestseller, *B2B Exchanges: The Killer Application in the Business-to-Business Internet Revolution*, was published at the end of 1999, the emergence of Internet-based B2B exchanges was one of the hottest stories of the "dot-com" boom. Following the collapse of the technology bubble in early 2000, many publicly-listed B2B companies failed dramatically — the so called "dot-bombs". Among the failures were many start-up B2B exchanges. Now, Woods claims that B2B exchanges are not only making a come back, but will once again be a major market force. In this highly-anticipated sequel, William Woods doesn't just document the incredible rise and fall of B2B exchanges over the last three years, he also exposes the key problems that led to the downfall of many of these exchanges. By analyzing the business models adopted by B2B exchanges, Woods skillfully extracts the important lessons to be learned from recent B2B exchange history. It becomes apparent from his analysis that although everyone is familiar with the highly-publicized market failures, many B2B exchanges are actually flourishing, and are fundamentally restructuring their markets. The extraordinary story of EnronOnline is also covered by Woods, and despite that on-line trading platform's sudden demise, he firmly believes that derivatives trading will play a critical part in the future success of many B2B exchanges. Looking forward, William Woods describes the anatomy of third-generation (3G) B2B exchanges, proclaiming that successful 3G exchanges will be the catalysts for the delivery of B2B web services. Christening these new exchanges "Babel fish" communication hubs, Woods explores how they will facilitate true program-to-program integration across corporate firewalls. Drawing on his 16 years' of experience with offshore financial centers, Woods enters the highly-sensitive "offshore" discussion, explaining not only why but also how B2B exchanges should locate and set up in offshore jurisdictions. In *B2B Exchanges 2.0*, Woods analyses independent B2B exchanges, the industry consortia models, and the emerging private network exchanges. Contents: Introduction Acknowledgements Part I Analysing the B2B Exchange Market Space Chapter 1:The Rise and Fall of B2B Exchanges Chapter 2:A Reality Check: Why B2B has Not Been a Total Bust Chapter 3:Why B2B Exchanges are Still a "Killer Application" Part II Analysing B2B Exchange Business Models Chapter 4:Building Liquidity on a B2B Exchange Chapter 5:What is a Neutral Exchange? Independent Dot-coms and Industry Consortia Models Chapter 6:Private Exchange Models Chapter 7:The Hybrid Model: Combining Clicks and Mortar to Build Liquidity Chapter 8:B2B Securities Exchange Models: The Introduction of Risk Management Products such as Derivatives Part III Infrastructure Issues for B2B Exchanges Chapter 9:Integrating a B2B Exchange with an Enterprise's Internal Applications Chapter 10:Messaging Systems: The Exchange's Communications Layer Chapter 11:The "Back-end": Logistics, Fulfilment, and the Clearing and Settlement of B2B Transactions Part IV The Future Shape of B2B Exchanges Chapter 12:Moving Offshore: The Natural Home for Global e-Business Chapter 13:The Seven Secrets of Success for B2B Exchanges Revisited Chapter 14:The Anatomy of a 3G B2B Exchange Appendix: Directory of Some Successful B2B Exchanges Index Bibliography

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