

P2P-Agent Sites

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Overview

- Peer to peer
 - napster.com is now in litigation, but it serves as one of the best examples of peer to peer systems
 - Nutella.com
- Agents/Intermediaries
 - bestbookbuys.com – is a new user oriented service that intermediates book purchasing
 - mysimon.com – extends this model to all products and adds the notion of advice
 - freemarkets.com – is an exchange in the process of modifying itself to become an adviser

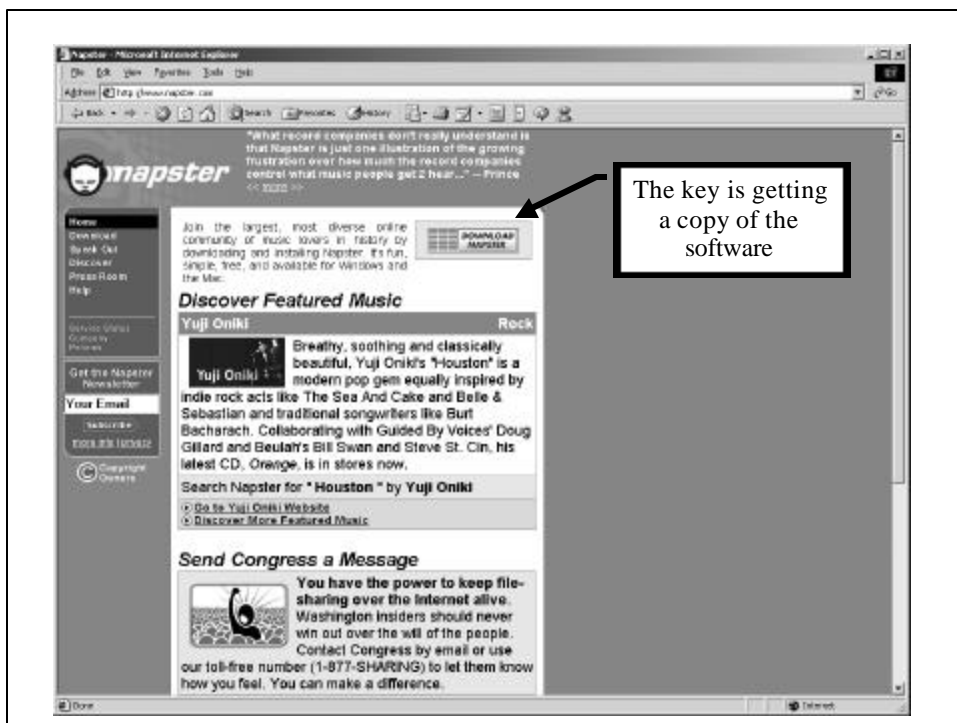
napster.com

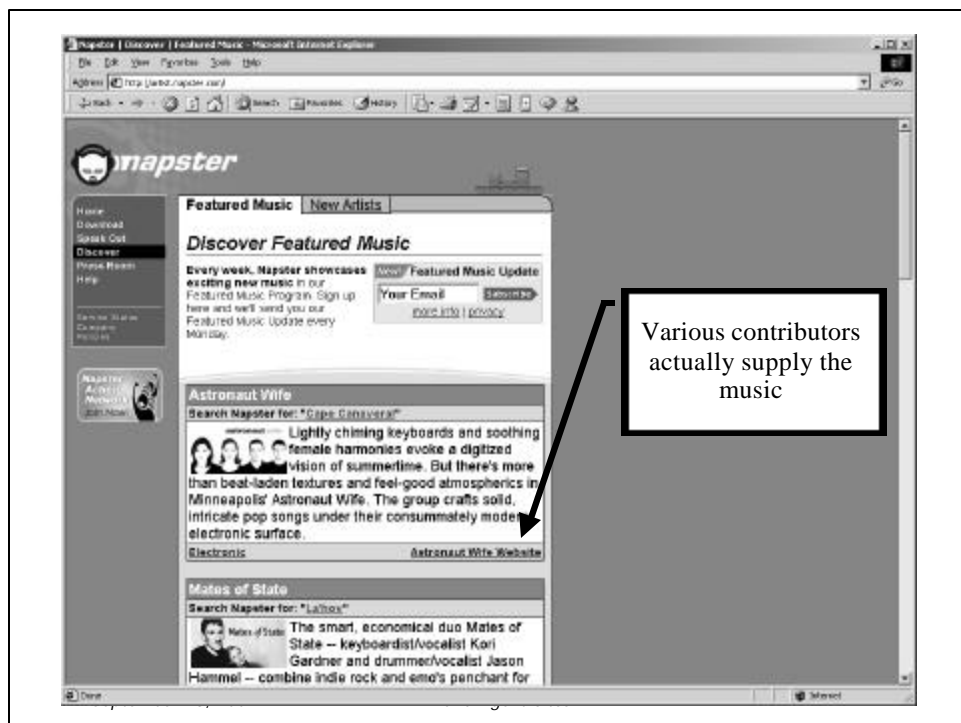
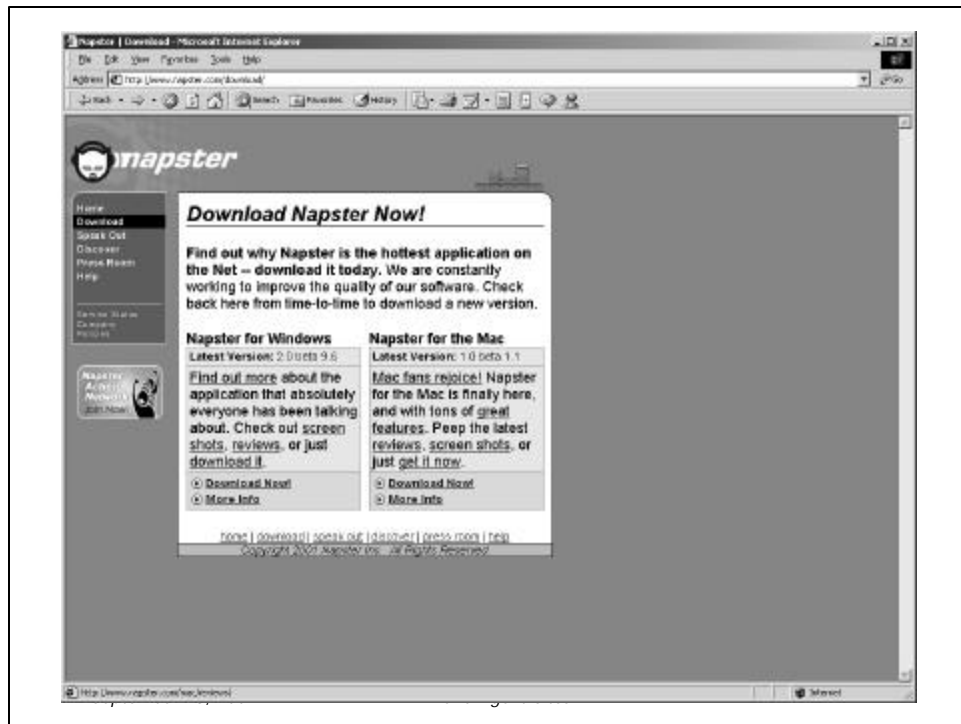
- Napster is used by students and other to obtain free music
- The napster site maintains client server software users can download
- The site serves as a focus for client/servers that are up and running
- Once found client/servers interact apart from the main site

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gnutella.com

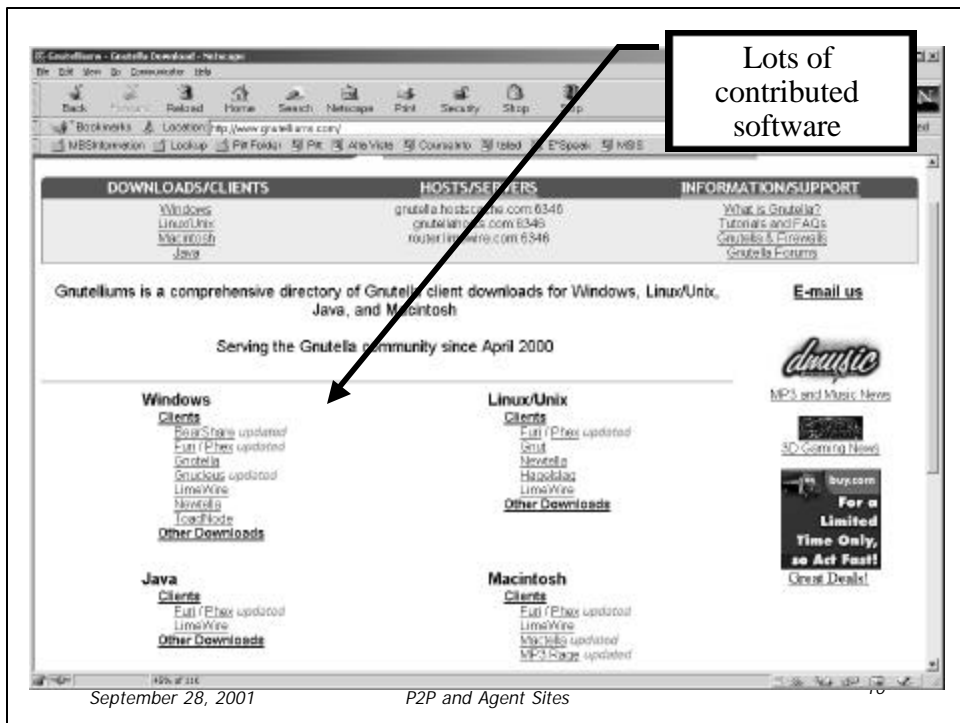
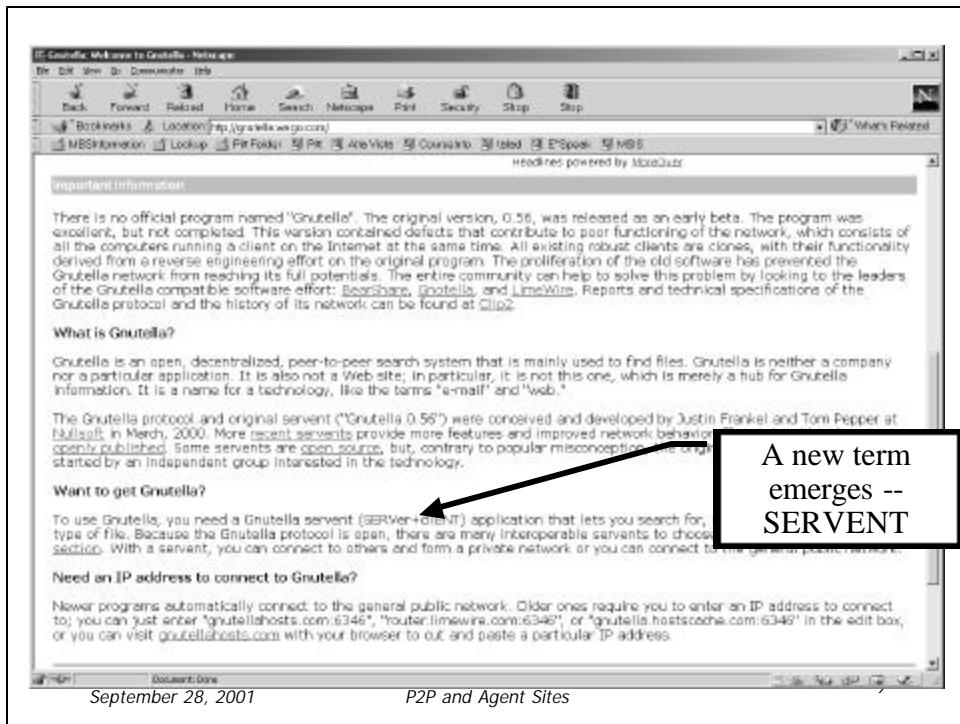
- Gnutella.com takes napster a step further – the site only provides pointers to software
- The gnutella concept is to make any form of information more freely available
- The site was studied by SUN and used to help in modeling the JXTA initiative

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www.bestbookbuys.com

- Example of a shopping agent that searches for product information.
- Searches 29 sites that sell books and presents buyer with a list that includes pricing information, availability and shipping information.

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Enter search criteria.

List of sites it searches.

Gives information on site specific sales.



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Provides contact information regarding orders.



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Example of search results listing.

Clicking BUY will take you to the specific site to purchase.

The screenshot shows a search results listing for a book titled 'Hardcover' published in August 1999. The listing includes a table with columns: 'BUY', 'bookstore', 'availability', 'sales tax', 'item price', 'shipping', 'order (qty) shipping cost', and 'total cost'.

BUY	bookstore	availability	sales tax	item price	shipping	order (qty) shipping cost	total cost
BUY	Classbook.com (Used)	Usually ships in 24-48 hours, subject to prior sale	None	\$59.78	UPS or USPS (3-6)	\$4.95 (flat rate shipping policy)	\$64.73
BUY	Textbooks.com (Used)	In stock, ships in 24 hours	MO	\$60.10	UPS (2)	\$4.95 (flat rate shipping policy)	\$65.05
BUY	Textbookscost.com	Usually ships in 4-8 days	NY, TN	\$65.62	Airborne/Phone (3)	\$4.95 (flat rate shipping policy)	\$70.57
BUY	Textbooks.com (New)	In stock, ships in 24 hours	MO	\$67.80	UPS (2)	\$4.95 (flat rate shipping policy)	\$72.75
BUY	dwilgloss.com	In stock, usually ships within 24 hours	CA	\$72.80	USPS (3-7)	\$0.00	\$72.80
BUY	Bookpool	In stock, shipped within 24 hours	MA	\$73.50	UPS (2-7)	\$3.95	\$77.45
BUY	VarsityBooks.com	In stock, ships within 24 hours	DC, IL	\$73.15	UPS (1-2)	\$4.95 (flat rate shipping policy)	\$78.10
BUY	Classbook.com (New)	Usually ships in 24-48 hours	None	\$75.72	UPS or USPS (3-6)	\$4.95 (flat rate shipping policy)	\$80.67
BUY	Barnes and Noble	In stock, ships within 24 hours	AL, NY, VA	\$76.75	UPS (3-6)	\$3.95	\$80.70
BUY	Sprey.com	In stock, ships within 24 hours	AL, NY, VA	\$76.75	UPS (3-6)	\$3.95	\$80.70
BUY	Amazon.com	Usually ships within 24 hours	NV, WA	\$79.75	UPS (3-7)	\$3.99	\$83.74

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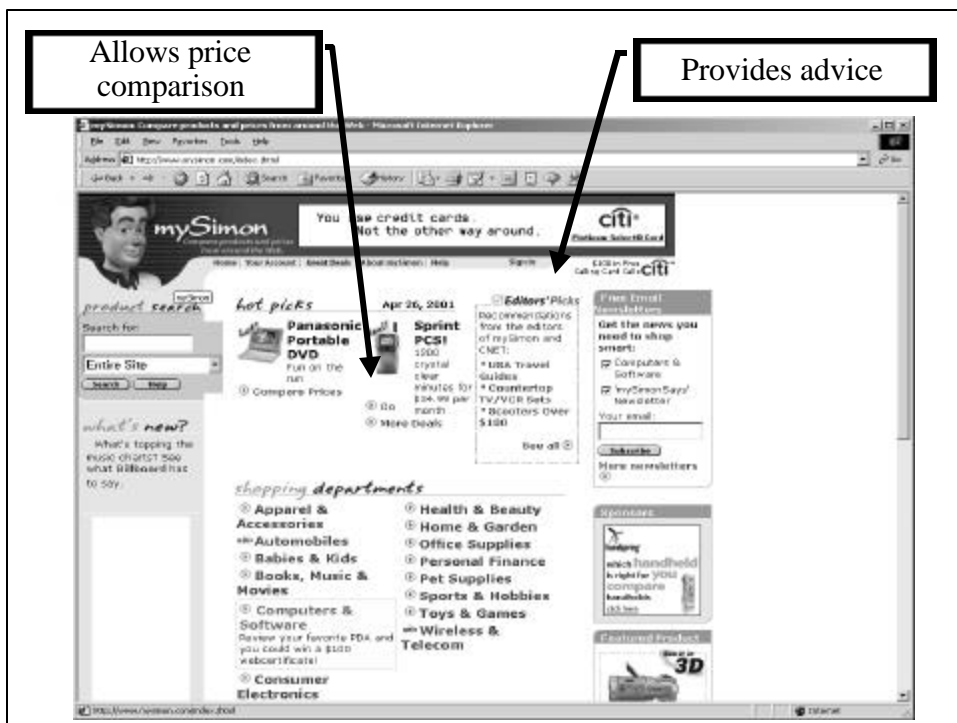
mysimon.com

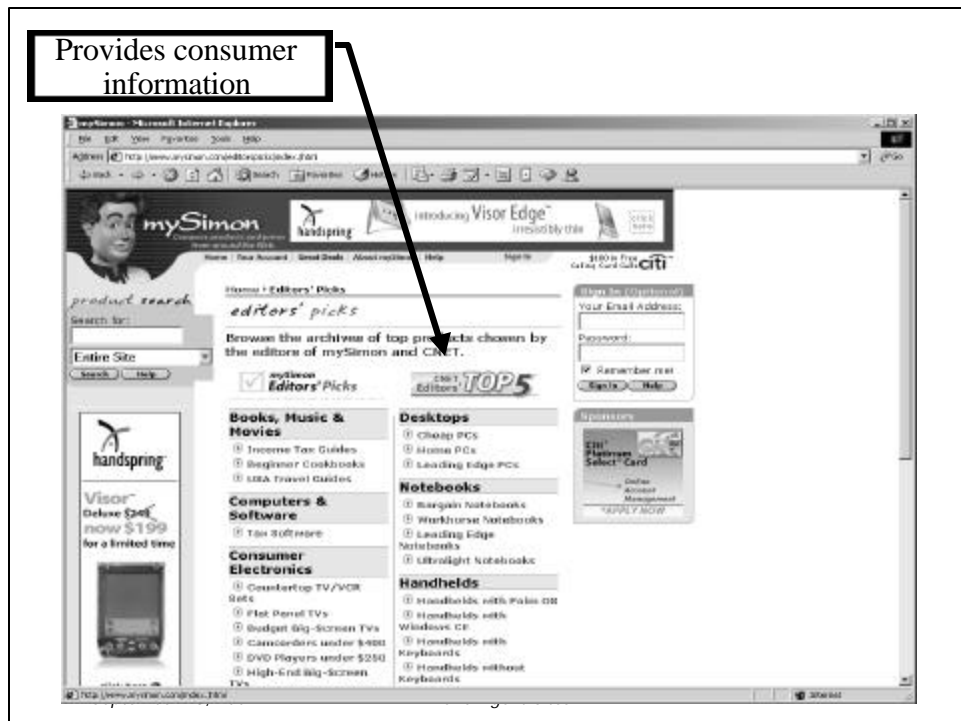
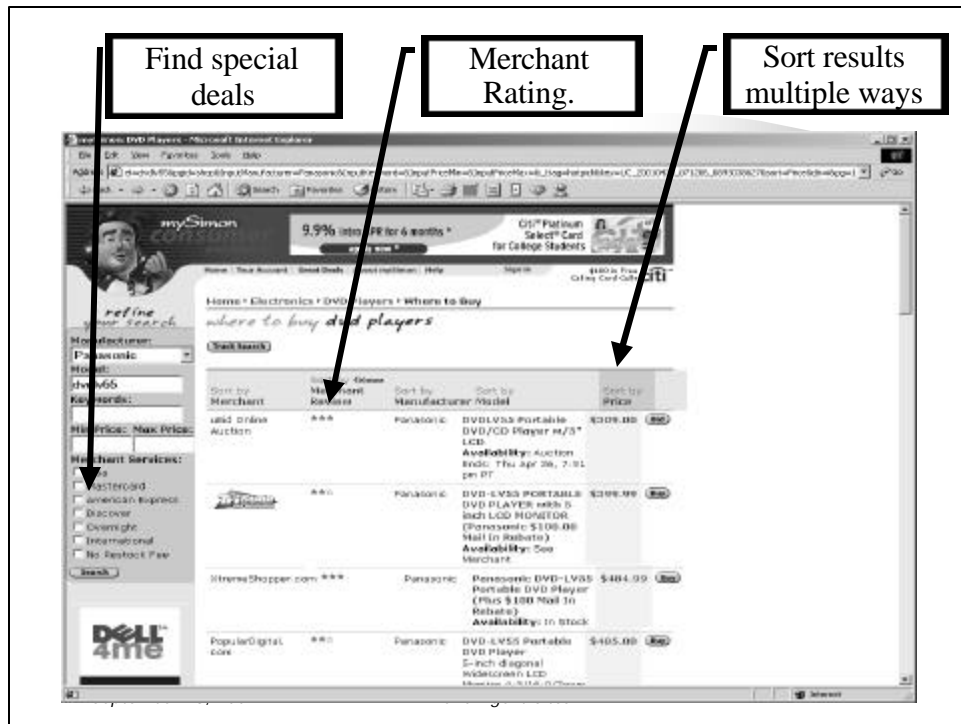
- Mysimon is one of the first widely used agents
- It provides information and access to comparison shopping on the web
- It allows users to assess the products and the merchants using collaborative ratings

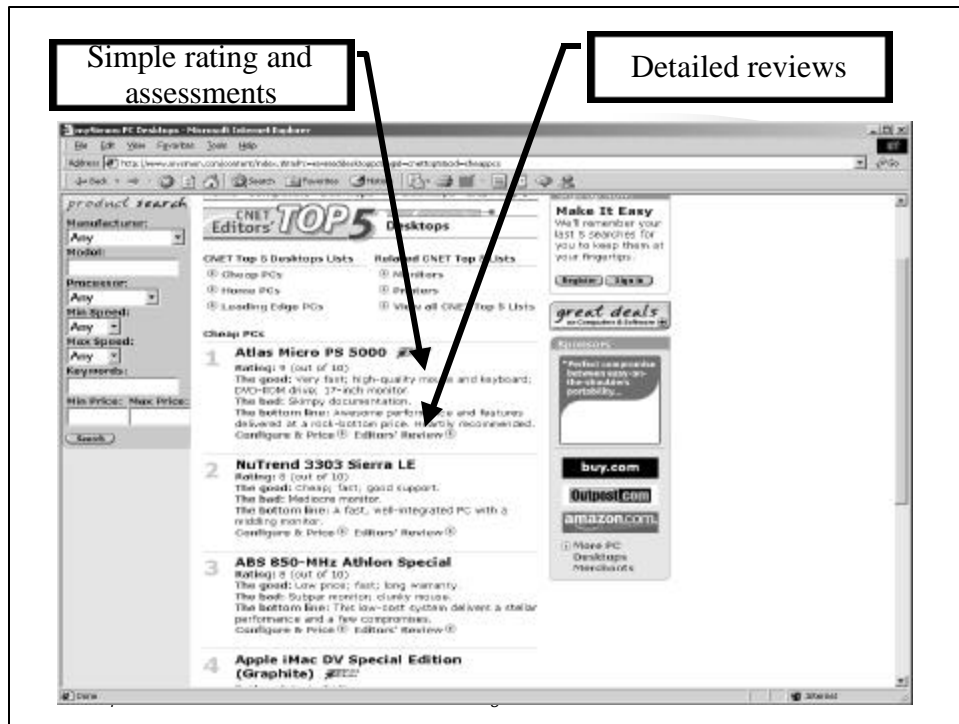
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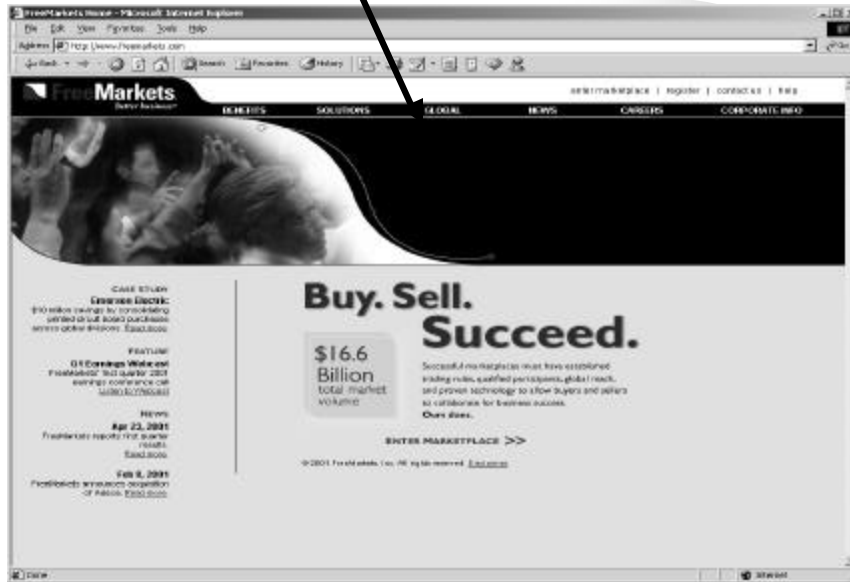




freemarkets.com

- Freemarkets.com was one of the first vortals – a vertical marketplace for industry groups
- They specialized in reverse auctions
- Today they are moving toward a value added support for consumers

Initially an exchange
with reverse auctions



Help with
acquisition

Help with asset
management



Solutions for industry segments

Impact on the bottom line

The screenshot displays the FreeMarkets website interface. The main content area features a 'Case Study' titled 'Electronics - Printed Circuit Boards'. The page is divided into several sections: 'Situation', 'Market Overview', 'Benefits', and 'Results'. The 'Market Overview' section includes a table with key metrics. The 'Benefits' section lists three bullet points. The 'Results' section provides a summary of the outcomes. The website's navigation bar at the top includes links for 'HOME', 'SOLUTIONS', 'ABOUT', 'CONTACT', and 'CAREERS'. The footer contains the copyright information for FreeMarkets, Inc.

Market Overview	
Daily Catalogs	Printed circuit boards
Historic Cost	US\$85.1 million
Buyers	Global diversified manufacturers
Suppliers	43 diversified active suppliers
Pricing Format	10 supplier auction
Sourcing Solution	FreeMarkets FullSource™ auction
Number of Bids	755

- Obtained bids from 14 divisions to participate in a corporate-wide event
- Standardized data on over 1,000 P/CB designs across 10 divisions
- Identified several qualified suppliers from Asian countries
- Cost reduced by as little as 50 to 90

Results

This customer leveraged FreeMarkets' expertise in P/CB sourcing to standardize data across 14 diversified divisions, consolidate purchasing across those divisions and ultimately save approximately US\$1.6 million.