

B2B

()

1. B2B

Structure) (Open 가

가 1990

가

(enabling industry)

B2C (Business to

Customer), B2B (Business to Business),

B2G (Business to Government) . B2B

, , , , , , ,

B2C 가

1999

B2B

가

Gartner Group 2001 1

1999 B2B

1,450

2 가 2004

7 3

B2B

78% (PWC, 2000)

88%(Forrester

Research, 2000)

2. B2B

B2B

B2B

가 B2B

Gartner Group

2004 B2B

가 7 3

2001

3

6

2000

B2B

가

가

B2B

가

EU

EU

가

B2B

B2B

가

B2B

(< 1>).

가

가

B2B

Chem dex

Chem dex

B2B

가

B2B

Chem dex

B2B

FreeMarket, VerticalNet

B2B

COVISINT

COVISINT

leader

GM, Ford, D-Chrysler

가

가

가

가

< 1>

B2B marketplace

B2B marketplace

Butterfly B2B Marketplace ()



Pyramid B2B marketplace ()



3. (Collaborative Commerce Model)

B2B

가

(Collaborative commerce model)

B2B

(co-ordination)

B2B

(routine)

B2B marketplace

marketplace

(Order match)

가가

B2B marketplace

B2B marketplace

3

(Third party service)

B2B marketplace

DB

marketplace

가

가

가

가

가

3

B2B marketplace

가

B2B marketplace

< 1 >

가

B2B

marketplace

marketplace

가

B2B marketplace

IDC

< 2 >

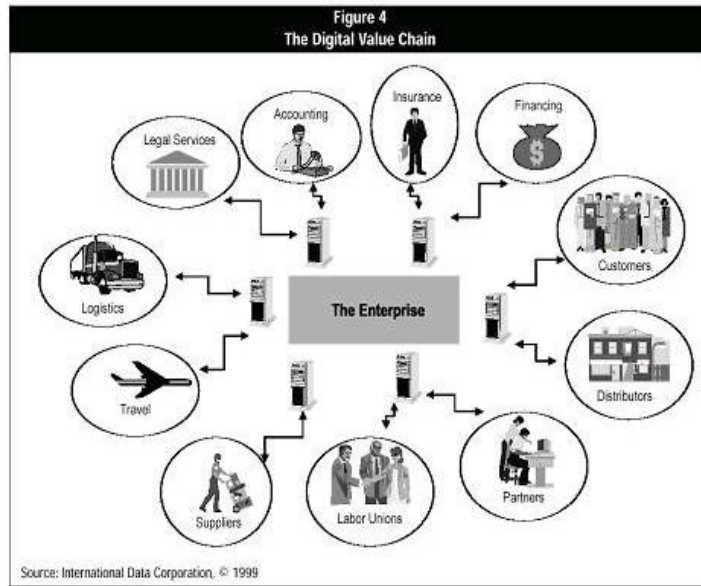
가

가

가

가

< 2 > 가



The Future's Business Model: Value Clusters

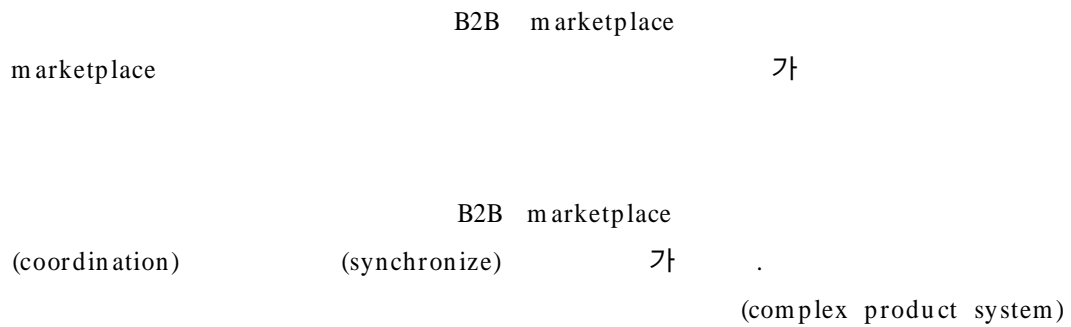
: IDC(1999)

< 1> B2B marketplace 가

- : 가	- pricing: , 가,
- :	- 가
- : ,	-
- : ,	-
- :	- workflow
- ; , ,	-
- ,	-
- : ,	- exchange
- : ,	-back-end : ERP
- ,	; APIs (application programming interfaces)
-	-
- : warehouse	-
positioning	- : , , ,
- :	- ,
- : ,	- profile
-	- : ,
-	- /
-Meta Catalogue/ :	-
,	- electronic bill

: Morgan Stanley Dean Witter(2000)

4. B2B marketplace



. 가 , , , ,
(regulator)

. 가

. B2B marketplace
. i2

Commerce One

. B2B marketplace

B2B