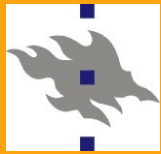


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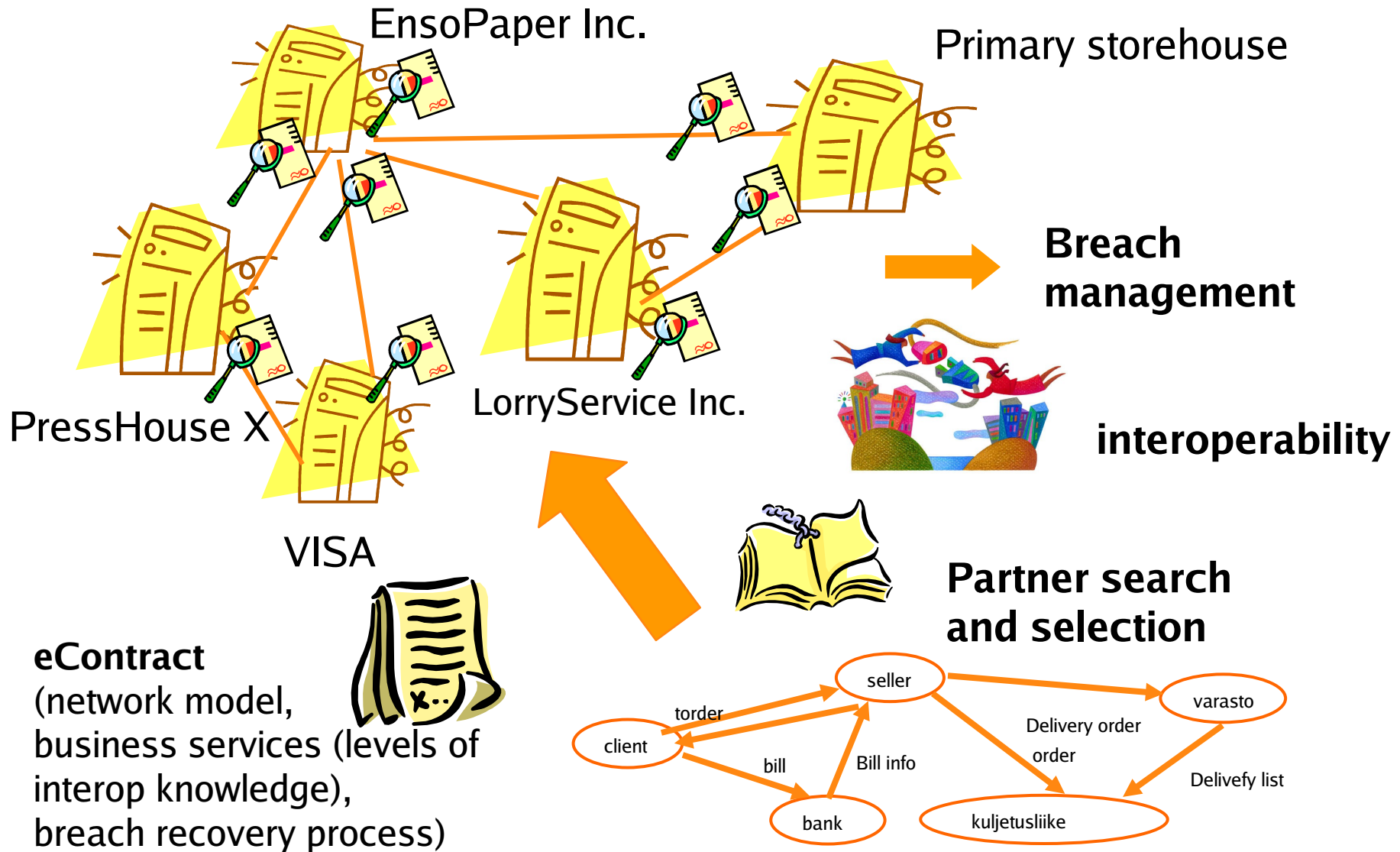


Trust challenges for B2B networks

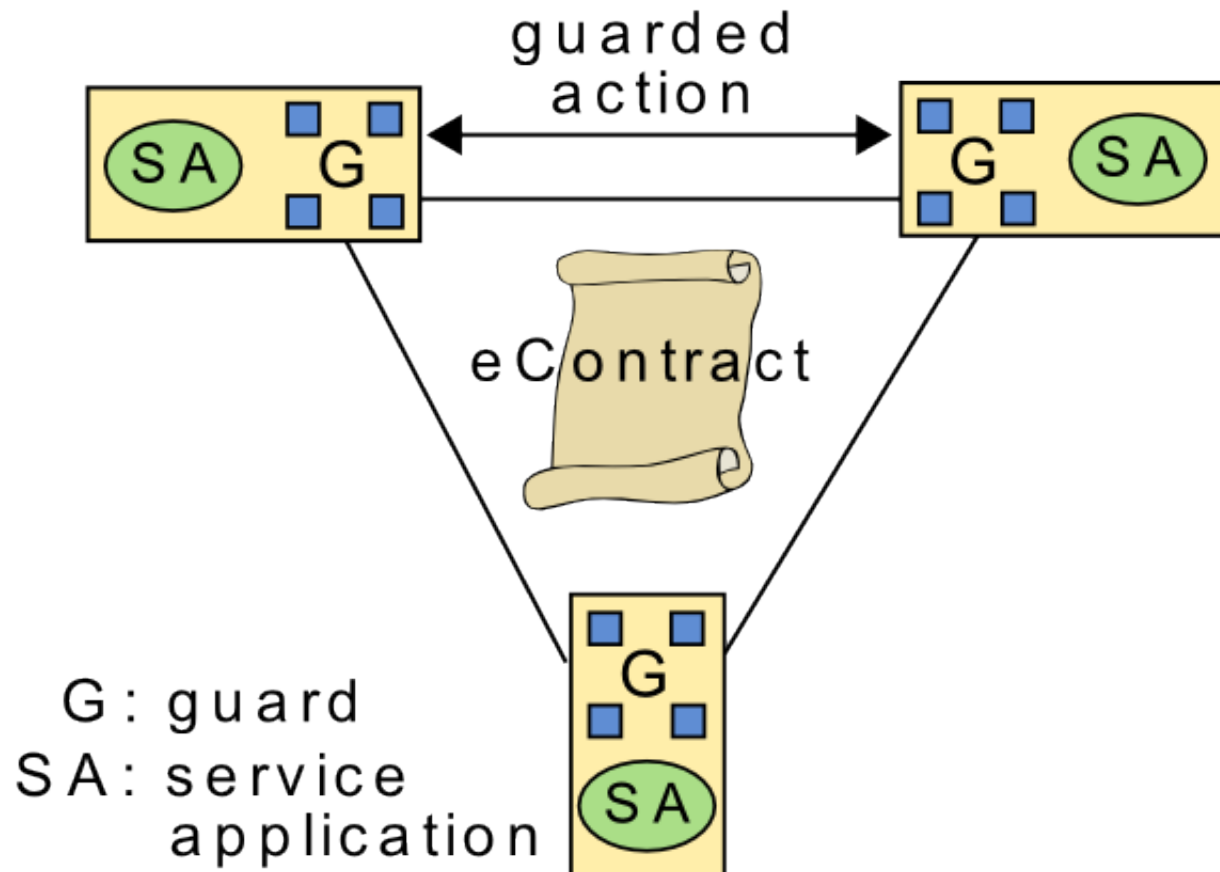
Research colloquium 2007

Sini Ruohomaa, CINCO

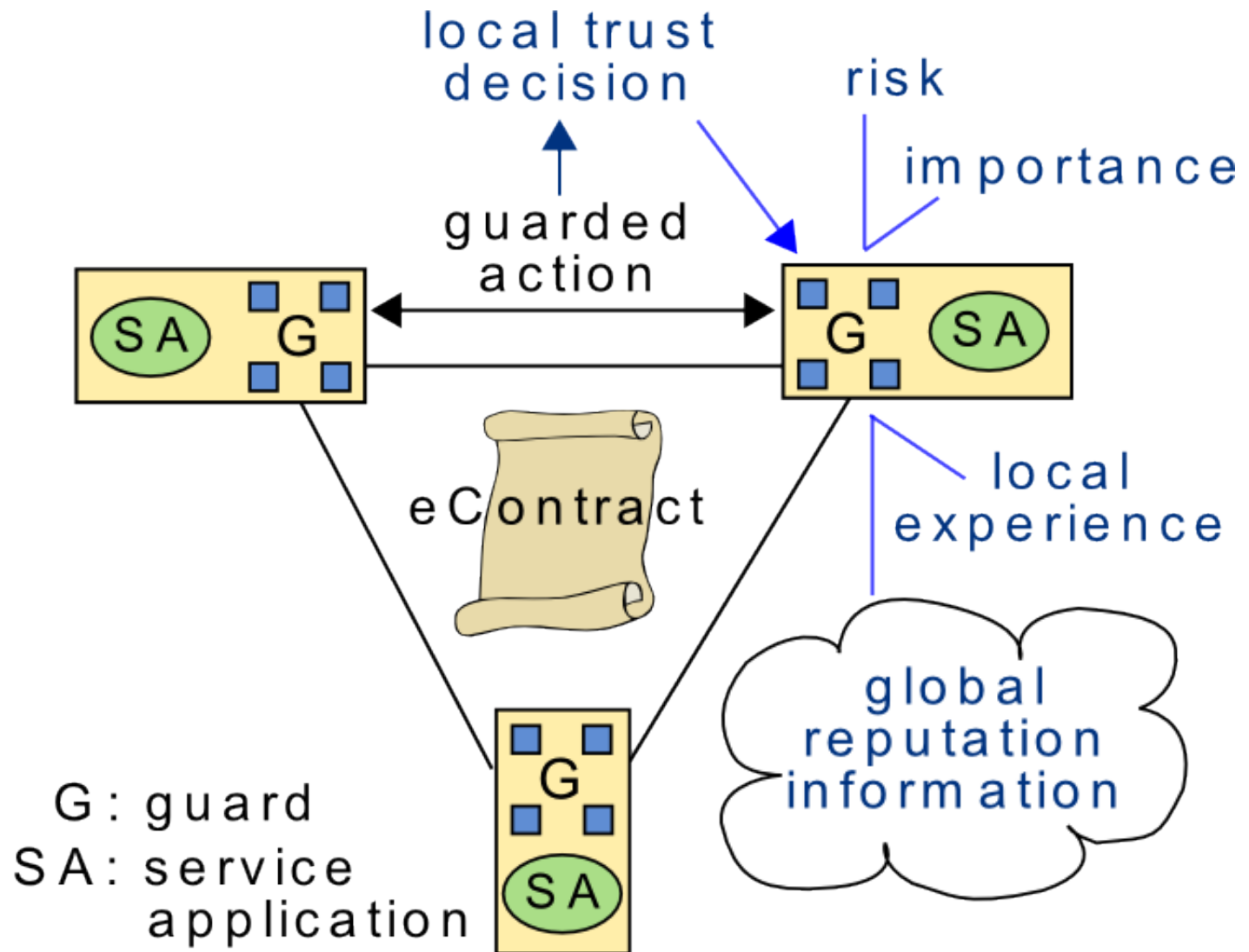
Introduction – business networks



Business-to-business collaboration...



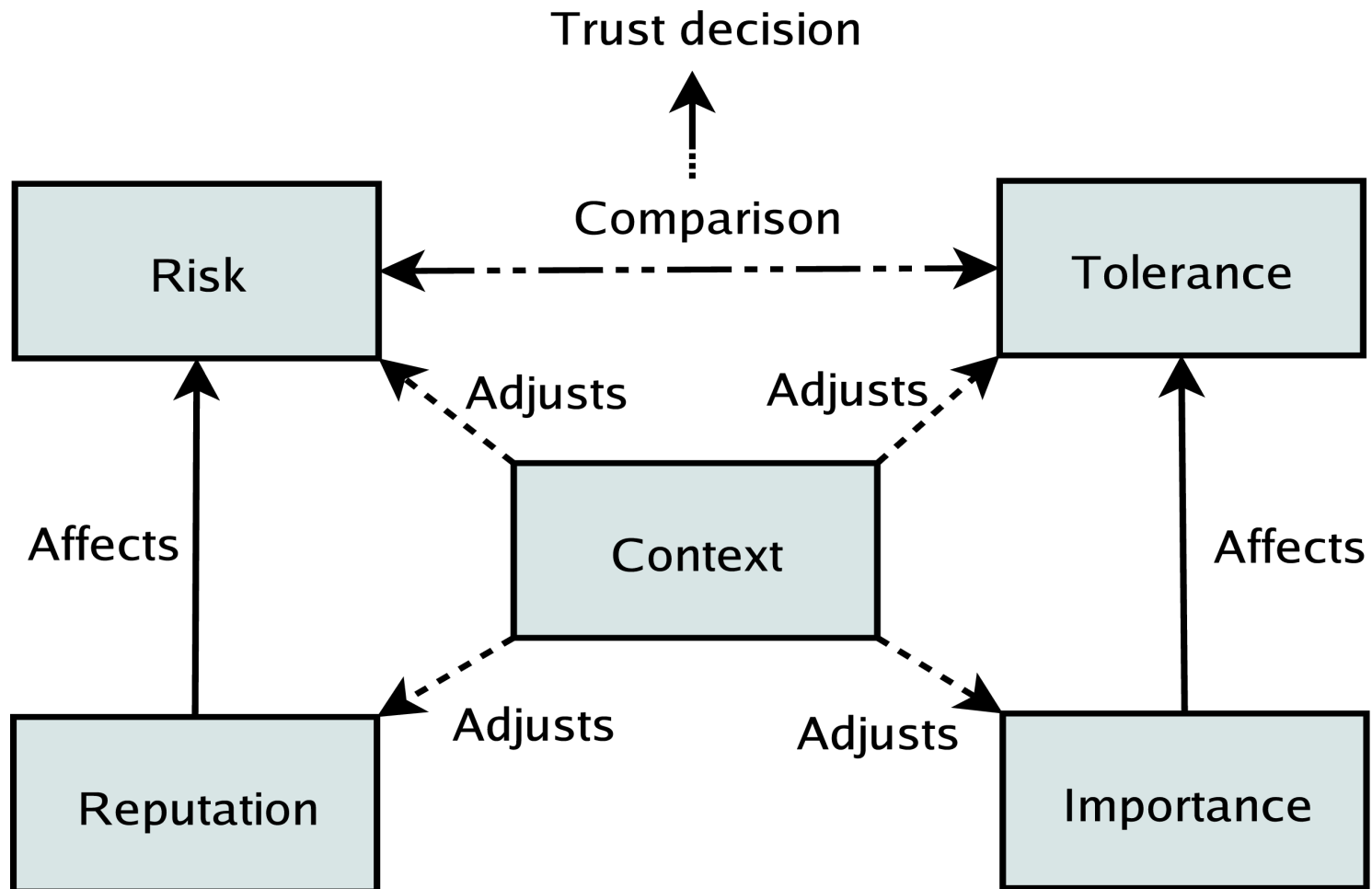
...guarded by trust decisions



Trust challenges for B2B networks

- Trust decisions needed
 - On joining the business network
 - On continuing the collaboration
- Autonomous actors are unpredictable
 - What is the probable result of this decision?
 - Is the risk worth taking?
- Reputation information provides history, but...
 - Incomplete; no single global network
 - Cannot be fully trusted

Trust information model

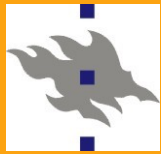


Conclusion

- Trust guard for a service application
- Automating routine decisions on collaboration
 - Autonomous actors, local decisions
- Evaluate perceived risk and willingness to trust
 - With help of reputation and business value
- External information helps, but must be critically assessed



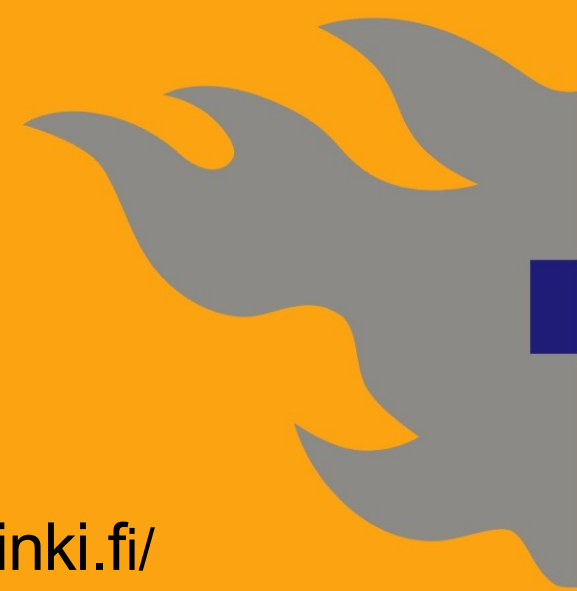
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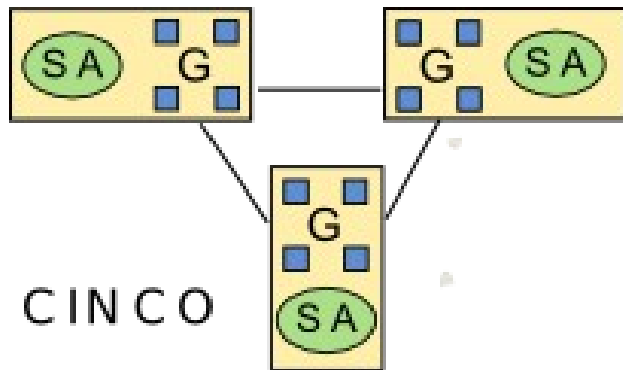
Thank you!

Questions, comments?

CINCO homepage: <http://cinco.cs.helsinki.fi/>

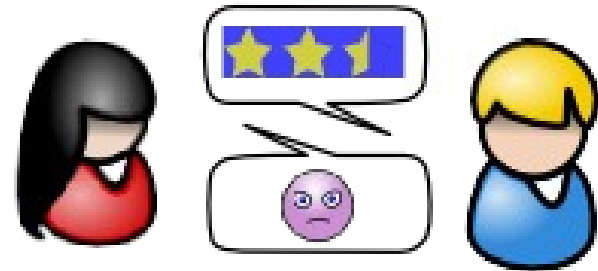


Cinco – Muppet – TrustInet – Trust4All



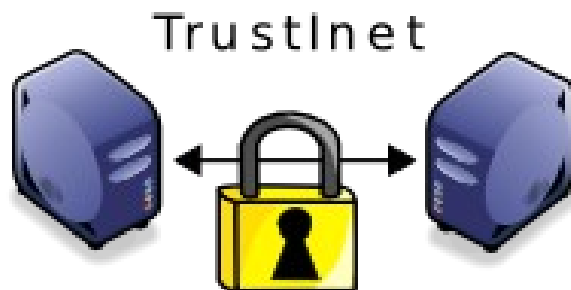
CINCO

experiences, B2B
risks of collaborating



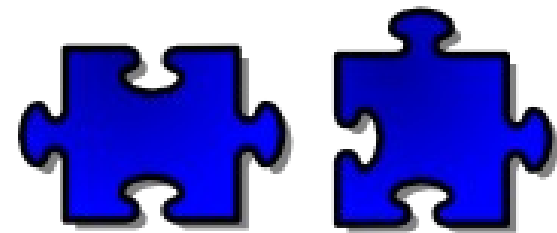
Muppet

private users,
personal relations



TrustInet

certificate credibility,
identity management



Trust4All

robustness, reliability,
security in software
composition