

# Mass Integration and the Emergence of Online Business Collaboration

**Kevin Harrington**  
President and COO, Centegy Corporation

Online collaboration between trading partners will emerge as the common thread that defines successful business-to-business (B2B) e-commerce initiatives. The first generation of online commerce centered on static catalogs and transaction engines. While this continues to serve its purpose in the consumer markets, it does not properly foster online commerce between enterprises. Instead, real-time collaboration—from product design to product fulfillment—will be necessary for online business commerce to achieve widespread market adoption. Additionally, there is a re-evaluation occurring regarding how enterprises conduct business online.

This second generation of B2B e-commerce is called Online Business Collaboration. In this presentation, Harrington will explore the opportunities and challenges presented by mass integration technologies, and end user requirements for tightly coupled information systems in the extended supply chain.

## About the Speaker

Kevin Harrington is President and Chief Operating Officer of Centegy Corporation. He is charged with leading Centegy's continued evolution as a comprehensive provider of Supply Chain mass integration software and services. Previously, Harrington was Centegy's Vice President of Operations, where he was responsible for the delivery of Centegy's services and for leading the integration of Centegy's business operations.

Prior to joining Centegy, Harrington was a senior executive at Micro Optics Design Corporation in Irvine, California, a high-tech manufacturer of ophthalmic lens processing equipment. At Micro Optics, he led the grassroots creation and deployment of the company's field service organization and managed cross-functional business operations between the U.S. company and its Canadian subsidiary.

Harrington holds a B.S. degree in Business Administration, Magna Cum Laude, from California State University, Chico, and an MBA degree from Santa Clara University.

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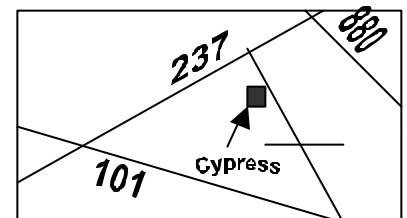
Silicon Valley Chapter of the Association of Internet Professionals

**Location:** Cypress Semiconductor  
3939 N. First St. (north side of Building 3)  
San Jose, CA 95134  
Located between Hwy. 237 and Tasman Drive

**Time:** 6:00 pm Registration, networking, table top vendors, and job announcements.  
6:50 pm General announcements (have jobs, want jobs, etc.)  
7:00 pm Main speaker  
8:20 pm Door prizes (must be present to win)  
8:30 pm Special interest groups

**Price:** FREE! All of the WebGuild's meetings are free and open to the public. We serve **free snacks**, and everyone is welcome to attend. RSVPs are not required. Invite your friends and colleagues!

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