

Independence of the broker task force

Heidelberg, 21 Jan 2016

Marketplace

An Open and unbiased Environment where data, knowledge, communities, services, IPRs fairly compete for recognition and value, as an interpreter of supply and demand.

- **Marketplace Operator and Orchestrator to be defined later**

Broker

- The role of a firm when it acts as an agent for a customer and charges the customer a commission for its services. A broker is an independent agent used extensively in some industries. A broker's prime responsibility is to bring sellers and buyers together and thus a broker is the third-person facilitator between a buyer and a seller. Brokers can also act as service integrator with SLA responsibility and/or furnish market information regarding prices, products, and market conditions. Brokers may represent either the seller (90% of the time) or the buyer (10%) but not both at the same time.

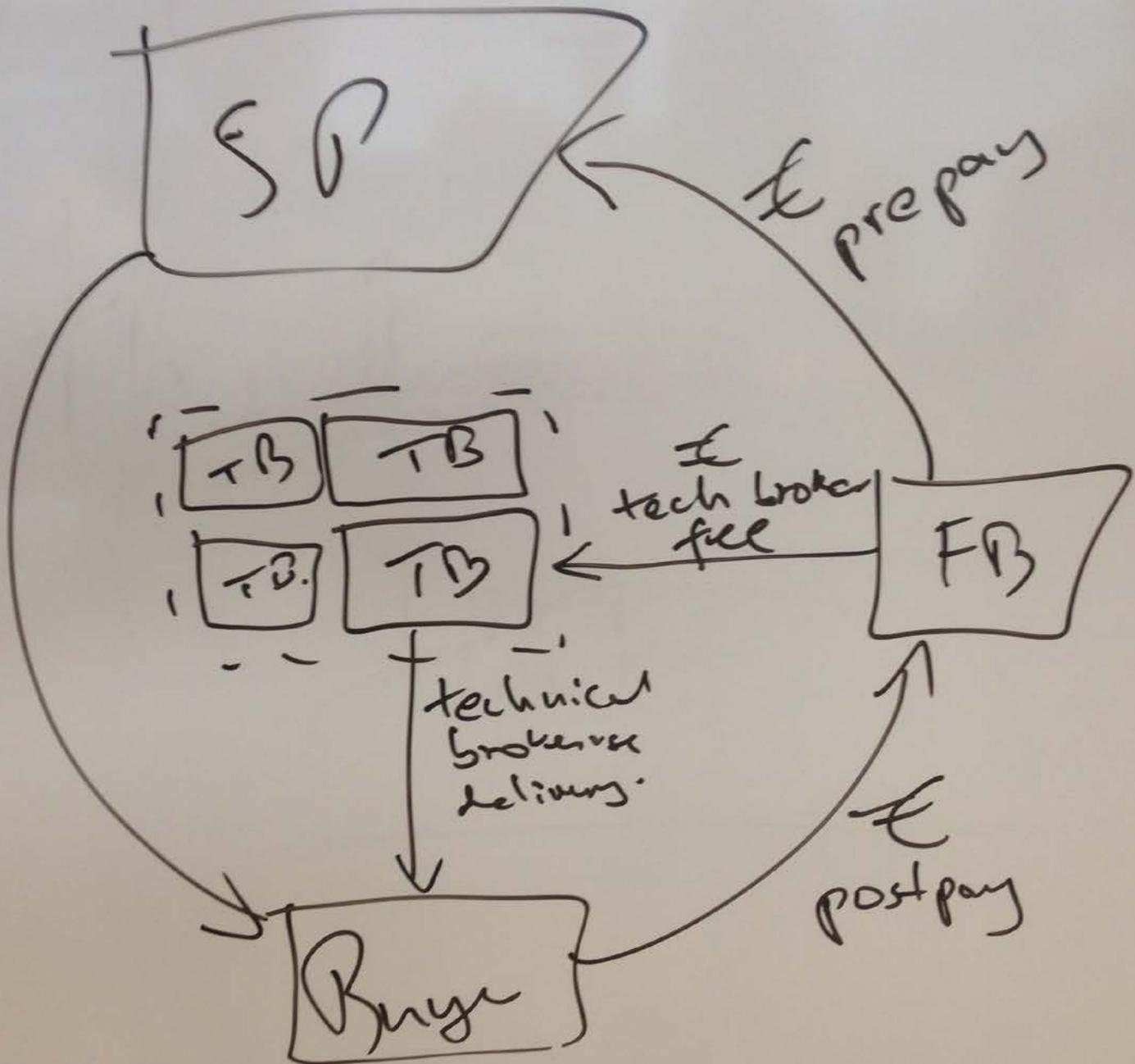
Technical broker

- any party which is able to provide additional value to a Service Provider offering, ideally on a 'multi-cloud' basis. They facilitate transactions between buyers and SP's but they are not in the billing chain. They can have contracts with buyers, but related to their services. They can facilitate but not be a party to contracts between buyers and Service Providers and/or financial brokers.

Financial Broker

- Any party that sells services on financial terms tailored for the buyer, and buy the same services on financial terms that suit the seller. The more difference between buyer and seller terms, the larger their margin is. It is in the billing chain between buyers and sellers. If the buyer fails to pay they still have to pay the seller. If this is not the case they are an agent of the Service Provider.

Service
delivers.



Marketplace Operator

