

## "Feeds-Based VRM"

### A Web-Centric Approach to VRM Implementation

#### A Draft Implementational RFC

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## Abstract

There are - and should be - many different approaches towards the implementation of Vendor Relationship Management (VRM); this is neither undesirable nor problematic, since VRM's goal of enabling a person to "have control of their own data" can and will doubtless be achieved in many different ways.

So far most discussion around the architecture of VRM implementation has been "identity-centric" - the terminology of internet "identity" technology has been adopted and serves as a touchstone to guide how VRM-enabling applications should behave, and what functionality they should offer to their users.

We offer an alternative "web-centric" description and architecture for VRM, leveraging concepts from familiar technologies such as browsers, feeds, blogging-software and Ajax applications, in order to provide VRM functionality in a different manner, with a lower barrier to adoption, lower "time to market", and with a different approach towards data-management. what about user-centric and its distinction from user-driven? -Adriana Lukas 2/6/08 10:22 AM update: the distinction is covered in the blog post [Two tales of user-centricity](#).

I'd like to talk through with you to get that exactly right -Alec Muffett 1/18/08 12:48 AM

Our goals in this paper are to:

1. invent as little as possible
2. reuse only popular technologies, techniques and user-interface metaphors in order to enable VRM, and...
3. provide maximal inclusiveness and extensibility to the VRM implementation, to permit the greatest potential for growth.

## Glossary

### VRM User

You, the person who possesses VRM software and seeks to use it to share information with third parties.

**VRM Document** (or just "document")