

# COMPETITIVENESS AND INNOVATION FRAMEWORK PROGRAMME

CIP-ICT-PSP-2013-7 Pilot Type B



FARM-ORIENTED OPEN DATA **IN EUROPE**

WP3 – Service platform integration and deployment in  
cloud infrastructure

## D3.5.2 Marketplace

Deliverable Lead: PSNC

Deliverable due date: 28/02/2017

Actual submission date: 28/02/2017

Version: 2.0



### Document Control Page

|                           |  |
|---------------------------|--|
| <b>Title</b>              | D3.5.2 Marketplace   |
| <b>Creator</b>            | Maciej Łabędzki (PSNC), Patryk Promiński (PSNC), Adam Rybicki (PSNC)   |
| <b>Description</b>        | This document describes the Marketplace application as a component of a bigger ecosystem called "FOODIE Cloud Platform". The document explains architectural as well as implementation issues.   |
| <b>Publisher</b>          | FOODIE Consortium  |
| <b>Contributors</b>       | Maciej Łabędzki (PSNC), Patryk Promiński (PSNC), Adam Rybicki (PSNC), Raul Palma (PSNC), Soumya Brahma (PSNC)  |
| <b>Creation date</b>      | 10/02/2017   |
| <b>Type</b>               | Text   |
| <b>Language</b>           | en-GB  |
| <b>Rights</b>             | copyright "FOODIE Consortium"  |
| <b>Audience</b>           | <input type="checkbox"/> internal<br><input checked="" type="checkbox"/> public<br><input type="checkbox"/> restricted   |
| <b>Review status</b>      | <input type="checkbox"/> Draft<br><input type="checkbox"/> WP leader accepted<br><input type="checkbox"/> Technical Manager accepted<br><input checked="" type="checkbox"/> Coordinator accepted   |
| <b>Action requested</b>   | <input type="checkbox"/> to be revised by Partners<br><input type="checkbox"/> for approval by the WP leader<br><input type="checkbox"/> for approval by the Technical Committee<br><input type="checkbox"/> for approval by the Project Coordinator |
| <b>Requested deadline</b> |  |

### Revision History

| Version | Date       | Modified by                               | Comments  |
|---------|------------|---|---|
| 0.1     | 10/02/2016 | Maciej Łabędzki (PSNC)                    | Document structure based on FOODIE template file                                    |
| 0.2     | 11/02/2016 | Patryk Promiński (PSNC)                   | Input to document sections  |
| 0.3     | 12/02/2016 | Adam Rybicki (PSNC)                       | Input to document sections  |
| 1.0     | 25/02/2016 | Raul Palma (PSNC), Maciej Łabędzki (PSNC) | Review and improvements; Update of: figures index and comp. arch. diagram           |
| 1.1     | 25/02/2016 | Miguel Ángel Esbrí (ATOS)                 | QA  |
| 1.2     | 10/02/2017 | Maciej Łabędzki (PSNC)                    | Document structure and initial content based on previous version of the deliverable |
| 1.3     | 12/02/2017 | Maciej Łabędzki (PSNC)                    | Updates throughout the document   |
| 1.4     | 26/02/2017 | Raul Palma (PSNC)                         | Review and improvements   |
| 1.5     | 26/02/2017 | Soumya Brahma (PSNC)                      | Questionnaire results   |
| 1.6     | 27/02/2017 | Raul Palma (PSNC)                         | Final document review and edition   |
| 2.0     | 27/02/2017 | Miguel Ángel Esbrí (ATOS)                 | QA  |

### Note

*This deliverable is subject to final acceptance by the European Commission.*

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## Glossary

The glossary of terms used in this deliverable can be found in the public document “FOODIE\_Glossary.pdf” available at: <http://www.foodie-project.eu>

## Executive Summary

This document introduces the Marketplace application as a component of the “FOODIE Cloud Platform” ecosystem. Topics covered here include

- Architecture according to Simon’s Brown C4 methodology;
- Used frameworks and implemented solutions;
- Developed end-user’s functionality;
- Deployed resources.

This is a technical document providing an overview of the marketplace and its functionalities, the underlying model, as well as their implementation and deployment details.

Note that D3.5.2 is a self-contained document that supersedes the previous version D3.5.1. Accordingly, the content from the previous documents has been reused and updated to reflect the latest developments related to this task.

## 1 Introduction

One of the key objectives of FOODIE project was the development of a marketplace for the agri-food sector, which can provide a virtual space to connect consumers and producers of agricultural data and applications from disparate locations. After reaching the end of the project, the marketplace developments have concluded with the release of a working product that support consumers and producers.

On the one hand, this online marketplace enables farmers and other stakeholders to find information available in our platform (directly, if they are available in FOODIE platform, or by reference if they are available somewhere else), such as reports and datasets, as well as to provide their own data, for instance, by providing an URL to their data services or by uploading data documents (e.g., spread sheets with statistical information). On the other hand, users are able to find and discover relevant services and tools in our platform (directly, if they are deployed in FOODIE platform, or by reference if they are accessible from other place) to address their needs, and they are also able to publish their own applications/services. Moreover, marketplace provides free access to some of the available resources, e.g., reports, basic tools, but also enables providers to charge for more detailed information or enhanced options. The final business model for the marketplace is now being agreed as part of the Sustainability tasks in FOODIE (WP6).

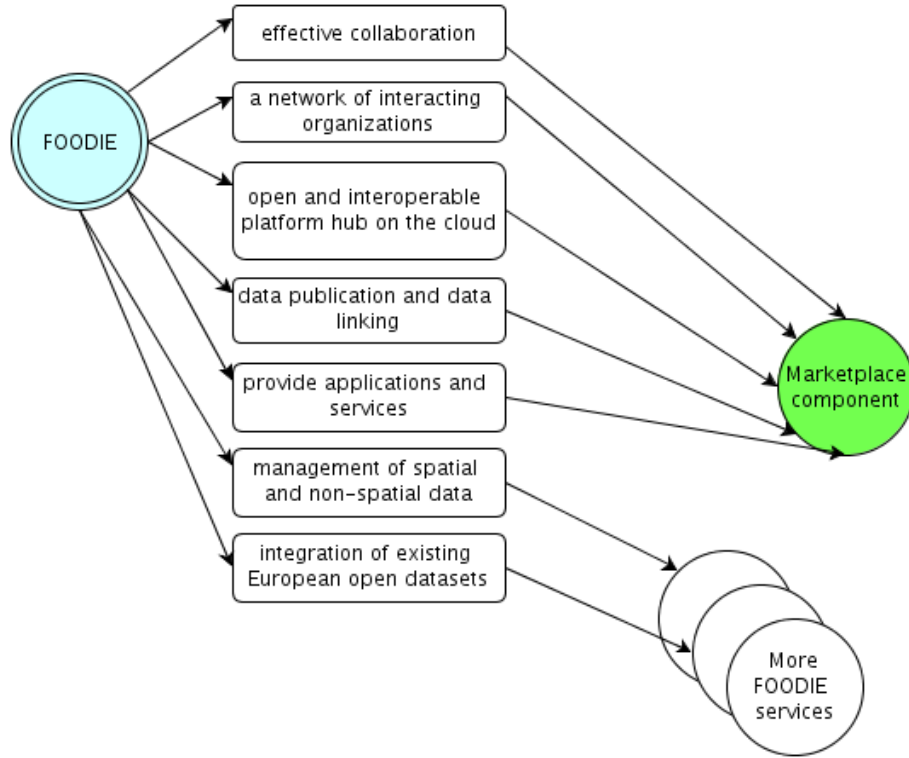
### 1.1 Marketplace role in FOODIE

To better understand the Marketplace initial requirements, it should be helpful first to understand the role it plays within FOODIE platform. Taking as starting point FOODIE goals and assumptions, we derived general functional and non-functional requirements for Marketplace service. In particular, the expected outcomes from FOODIE project that influence Marketplace include (in bold as depicted in Figure 1):

1. **effective collaboration among groups in agri-food industry**
2. **a network of interacting organizations**
3. **building an open and interoperable agricultural specialized platform hub on the cloud**
4. management of spatial and non-spatial data relevant for farming production;
5. integration of existing and valuable European open datasets related to agriculture;
6. **data publication and data linking**
7. **provide specific and high-value applications and services for the support in the planning and decision-making**

These requirements were also cross-validated with the Pilots requirements document to make sure that they were in line, or didn't misinterpret, the vision of our first end-users.





**Figure 1 FOODIE goals influencing marketplace service**

## 2 Functionality

The Marketplace is based on e-commerce solution Brodleaf Commerce and thereby it is equipped with all the basic functionality of typical e-commerce platform out-of-the-box. The high-level features, worth to be mentioned, are:

- Search & browse products
- Offer and publish products
- Shopping cart and order management
- Payments support
- Administration:
  - Offer Management
  - Order Management
  - Customer Management
- Social features
  - Share products on social media sites like facebook, twitter, google+ and linked-in.
- Basic multilingual support

In addition, multiple extensions have been done in order to fit better to FOODIE cloud and agriculture domain. The most relevant that were implemented include:

- Support for custom product types related to agriculture sector
- Hierarchical topics for categorizing products and thus facilitating navigation
- Product description based on Dublin core metadata schema
- Extended multilingual support
- Requesting new products and categories
  - Possibility of having discussion about such request (social aspect)
- FOODIE UI layout
- Support/feature request
- Integrated producer and consumer portals
- Integration with Semantic Annotation Service
  - Automatic annotation of resources based on their description (and textual attachment(s) if available)
  - Tag cloud based navigation
  - Tags on multiple languages
- Integration with security framework
  - Single sign-on to FOODIE cloud
  - Integration of account internally

### 3 Architecture

In this section, we describe the architecture of the FOODIE Marketplace. For this task, we use the C4 approach invented and described by Simon Brown. More details about this approach can be found here: <http://codingthearchitecture.com>.

#### 3.1 Context

From the most high-level perspective Marketplace environment (so-called context) consists of the following elements.

- **Marketplace:** A web application, part of bigger ecosystem - FOODIE cloud platform, allowing to present resources to the community in form of products offer. Marketplace provides tools for offer management, product access and communication between users.
- **FOODIE Cloud platform:** Set of hardware and software components that, either provide functionality directly to end users, or deliver services to other components, for example Marketplace, and thus indirectly provide functionality to end users.
- **Community:** Farmers, IT and agriculture industry entrepreneurs, analysts and consultants. People, who build the community, use Marketplace to exchange resources.
- **Resources (products):** 'Digital' goods published by community to community via Marketplace web platform. For example, applications, services, reports, documents, knowledge and many others.
- **External applications:** Any software that is able to utilize Marketplace machine-to-machine interface. For example, remote systems capable to get and process information about Marketplace resources or systems able to feed Marketplace with resources.

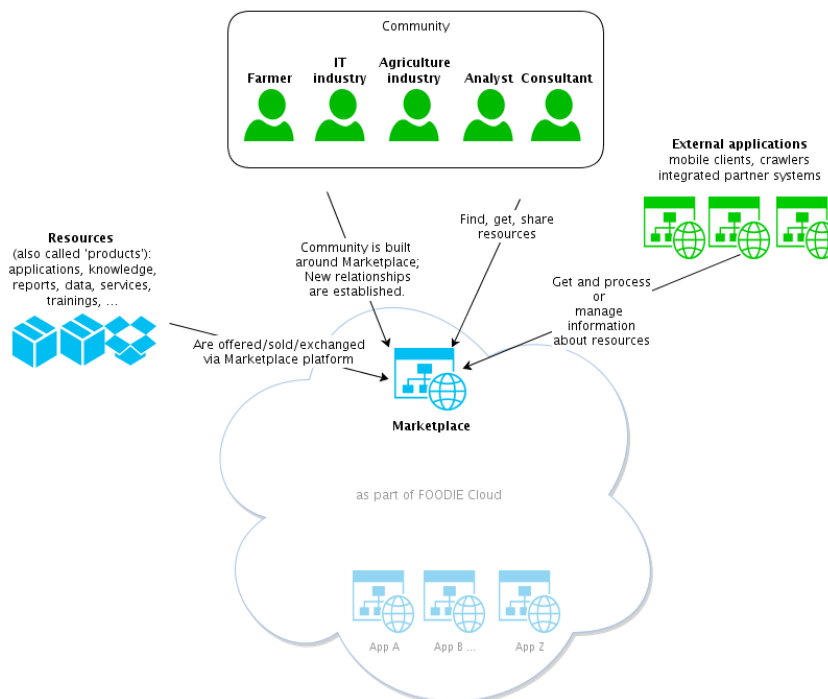


Figure 2 Marketplace context architecture

### 3.2 Containers

There are two main components in FOODIE Marketplace: User Portal (UP) and Admin Portal (AP). They are Java Web Applications compiled to separate WAR files, and could be deployed on any of Java Web Application container (tested for Apache Tomcat). Both components need a common instance of MySQL Database. In addition, User Portal needs the Apache Solr instance to index the products catalogue. It can be either standalone Apache Solr server (recommended for production infrastructure) or a built-in in User Portal (this setup might be used in test/demo instances). The functionality of both portals is exposed to the users over HTTPS protocol.

User and Admin Portals uses FOODIE Annotation Service (AS) to provide extra features to the users. Although AS is not mandatory for Marketplace to work, it is strongly recommended to ensure connectivity to it from Portals over HTTP protocols.

#### Deployment strategy

All the four elements of FOODIE Marketplace (User Portal, Admin Portal, Database, Apache Solr) might be installed either on the same physical/virtual machine or on separate ones. The important thing is to ensure JDBC connectivity from User Portal to Database and from Admin Portal to Database. Another restriction is to ensure fast http connection between User Portal and Apache Solr.

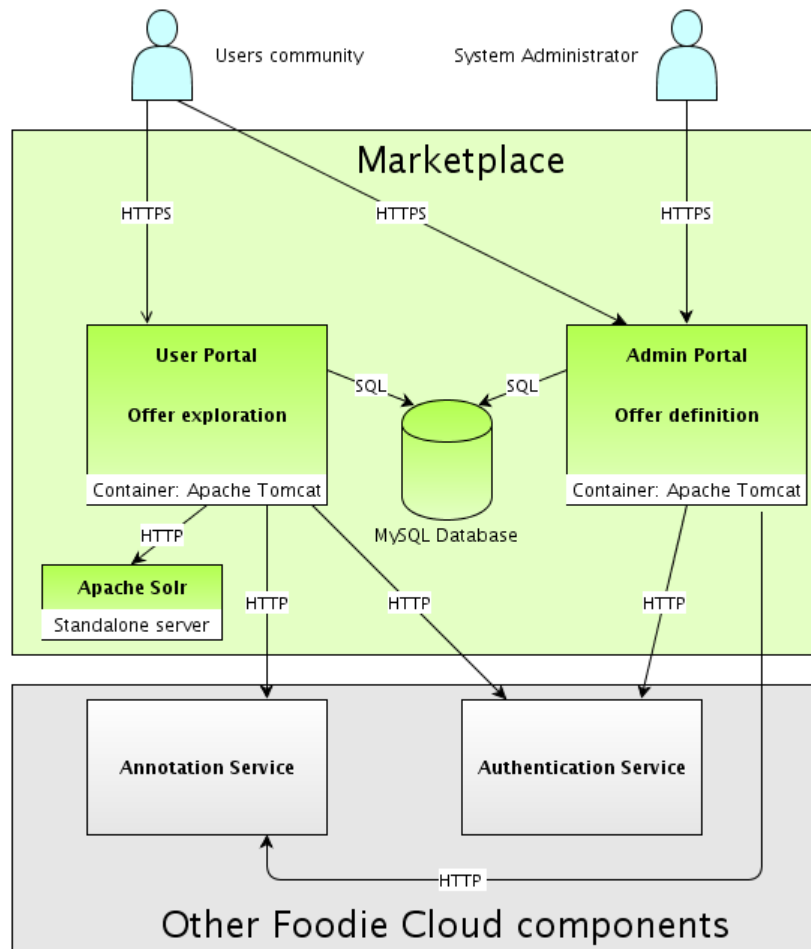


Figure 3 Marketplace containers architecture

### 3.3 Components

There are 5 functional components that deployed together provides Marketplace functionality. The 'greyed-out' blocks are external systems from Marketplace perspective. Both services (Authentication- and Annotation Services) are developed as independent components of the FOODIE cloud ecosystem.

Basically, **User Portal** provides functionality for users who explore Marketplace to get resources (products). It is a front-end component.

The **Admin Portal** provides all the 'management' functionality, including offer definition and system resources administration. It's a back-end component.

By definition, the **database** persists the offer, not the resources itself. However, storage of relatively small items (e.g. PDF documents) is allowed.

**Index engine** is responsible for speeding-up the offer exploration and searching. Indexes, such as SOLR, provide optimal query performance when comparing to relational databases.

The **Annotation Service** provides engine for annotating text. Annotations here are understood as semantic-enabled keywords identified for a particular text (e.g. product description). Annotations, as keywords, can be used to search for 'similar' products. Moreover, annotations can have multi-lingual representation (translations) related to a single meaning.

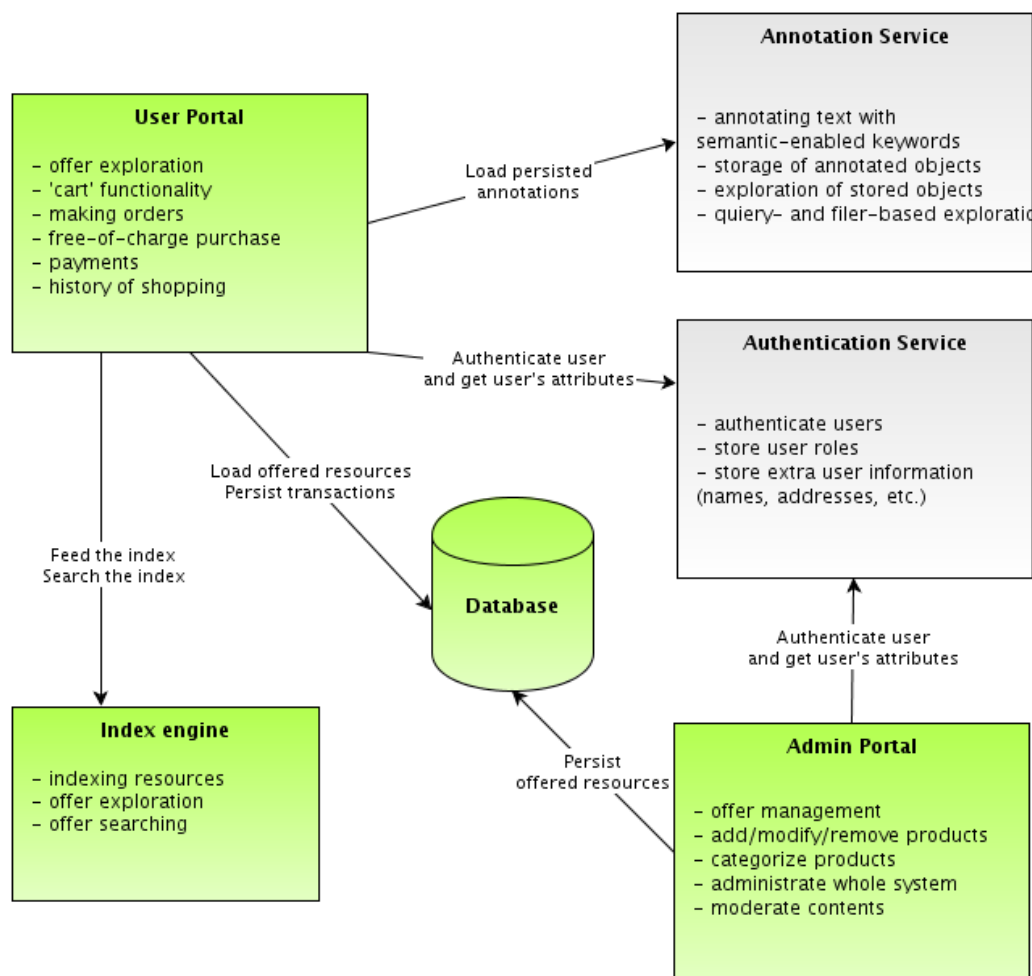


Figure 4 Marketplace components architecture

## 4 Implementation

Implementation of Marketplace is based on well-known, mature and robust technology stack. Below, there are short descriptions of the most important frameworks which should help in understanding why they are here and why they are a good choice.

### Java

(source: <https://www.java.com/en/about/>)

Java is the foundation for virtually every type of networked application and is the global standard for developing and delivering embedded and mobile applications, games, Web-based content, and enterprise software. With more than 9 million developers worldwide, Java enables you to efficiently develop, deploy and use exciting applications and services.

### Broadleaf Commerce

Marketplace implementation is strongly based on an ecommerce framework Broadleaf Commerce.

Broadleaf describes itself as follows (source: <http://www.broadleafcommerce.com/features/>):

An enterprise solution feature set ideal for Fortune 500 needs, Broadleaf provides the most sought after functionality for supporting B2C, B2B, and B2B2C eCommerce at the best value in the market. Every solution can be customized to ensure your eCommerce site is tailored to your specific requirements. Robust functionality within a lightweight framework lend to some of the characteristics that cause Broadleaf to stand out from the rest. Never feel restricted by a features list again.

Broadleaf Commerce is declared as a scalable solution, free for small and medium projects. However, they offer a paid support and implementation extensions for business that grows-up.

### Spring Framework

(source: <https://projects.spring.io/spring-framework/>)

The Spring Framework provides a comprehensive programming and configuration model for modern Java-based enterprise applications - on any kind of deployment platform. A key element of Spring is infrastructural support at the application level: Spring focuses on the "plumbing" of enterprise applications so that teams can focus on application-level business logic, without unnecessary ties to specific deployment environments.

### Hibernate

(source: <http://hibernate.org/>)

Hibernate an open source Java persistence framework project. Perform powerful object relational mapping and query databases using HQL and SQL. Hibernate ORM enables developers to more easily write applications whose data outlives the application process. As an Object/Relational Mapping (ORM) framework, Hibernate is concerned with data persistence as it applies to relational databases (via JDBC).

### Thymeleaf

(source: <http://www.thymeleaf.org/>)

Thymeleaf is a Java library. It is a template engine capable of processing and generating HTML, XML, JavaScript, CSS and text, and can work both in web and non-web environments. It is better suited for serving the view layer of web applications, but it can process files in many formats, even in offline environments.

It provides an optional module for integration with Spring MVC, so that you can use it as a complete substitute of JSP in your applications made with this technology, even with HTML5.

### **Solr**

(source: <http://lucene.apache.org/solr/>)

Solr is the popular, blazing-fast, open source enterprise search platform built on Apache Lucene™. Solr is highly reliable, scalable and fault tolerant, providing distributed indexing, replication and load-balanced querying, automated failover and recovery, centralized configuration and more. Solr powers the search and navigation features of many of the world's largest internet sites.

### **Jersey**

(source: <https://jersey.java.net/>)

Jersey RESTful Web Services framework is open source, production quality, framework for developing RESTful Web Services in Java that provides support for JAX-RS APIs and serves as a JAX-RS (JSR 311 & JSR 339) Reference Implementation. Jersey framework is more than the JAX-RS Reference Implementation. Jersey provides its own API that extend the JAX-RS toolkit with additional features and utilities to further simplify RESTful service and client development. Jersey also exposes numerous extension SPIs so that developers may extend Jersey to best suit their needs.

## 5 Working instances

There are two working instances of Marketplace.

- <https://foodie-cloud.org/marketplace> - the global instance which enables the farmers and other stakeholders from different countries to cooperate thanks to FOODIE Marketplace.

This instance has currently around 60 products in its offer, provided by the different partners and stakeholders in FOODIE.

- <https://foodie-vm3.man.poznan.pl/wodr-marketplace> - this is a local demo instance fulfilling specific polish farmers' needs. It has been instantiated in cooperation with WODR. It is an example of how FOODIE Marketplace can be adapted to local market specific conditions on a country level.
- 

These instances are concretely on the virtual machine 6 of FOODIE cloud.

A user guide for marketplace is available as a video at: <https://youtu.be/fpCrtN8QOzw>

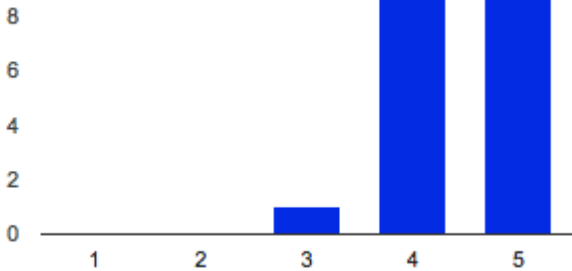
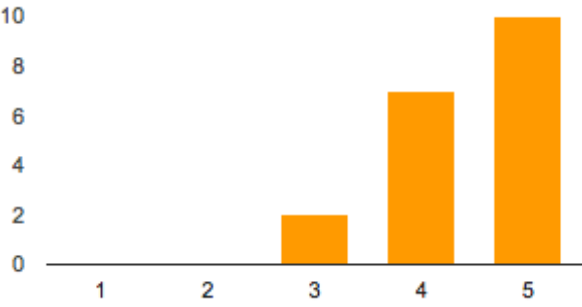
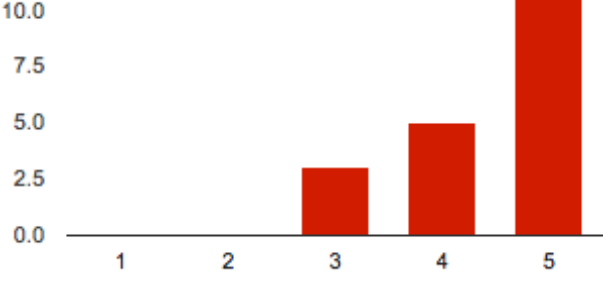
A promotional video is available: <https://box.psnr.pl/f/4ad08734e3/>

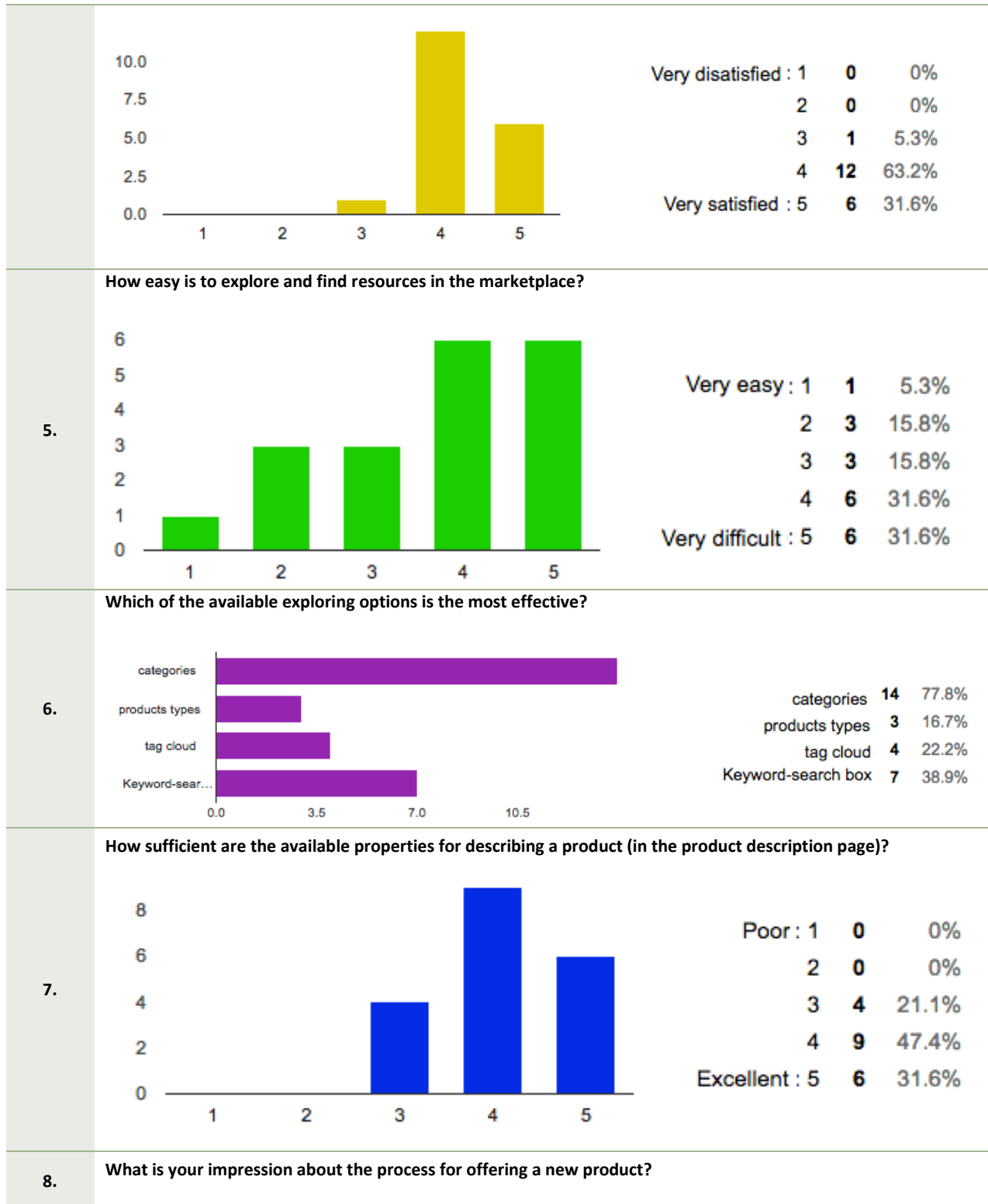


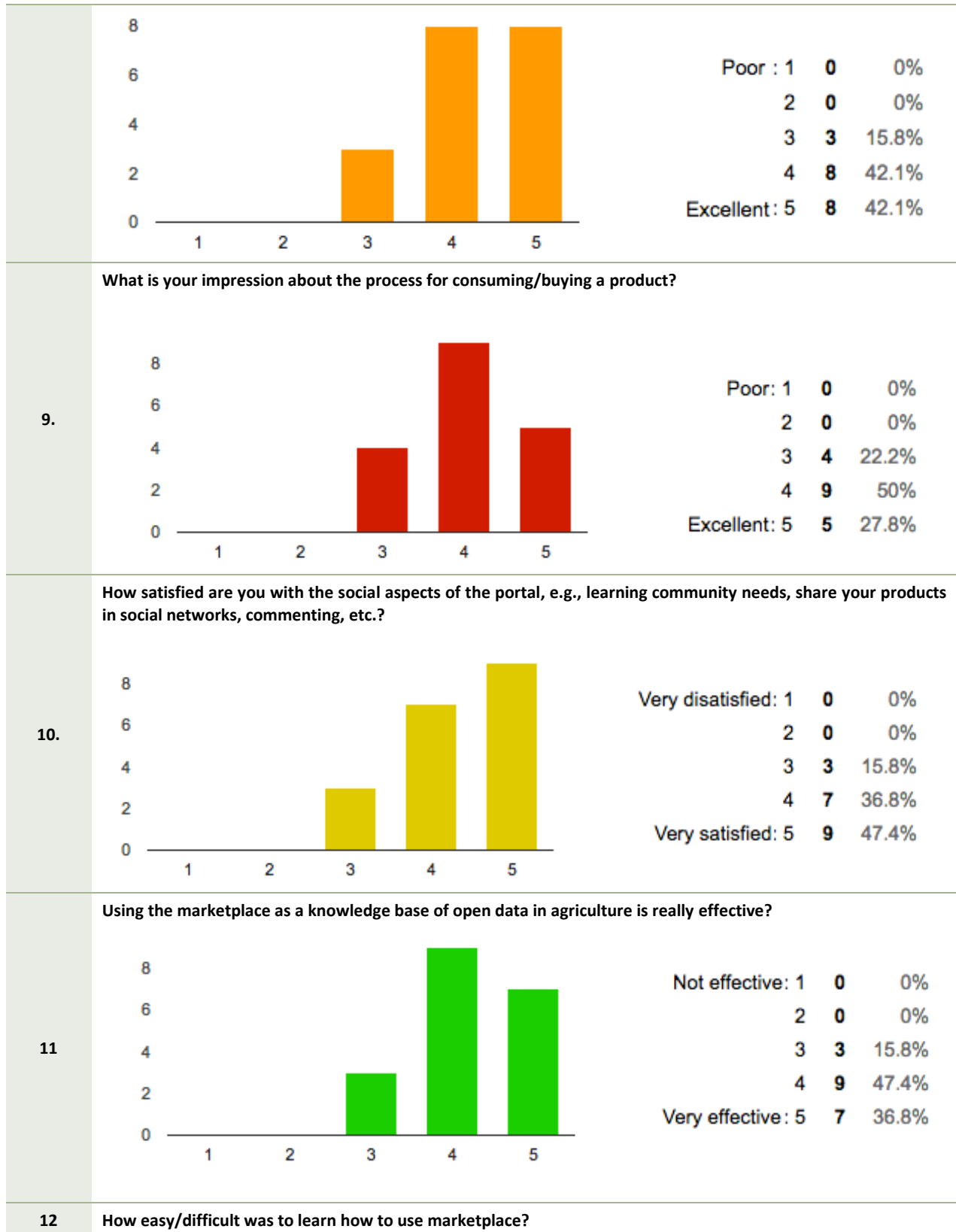
## 6 Marketplace evaluation

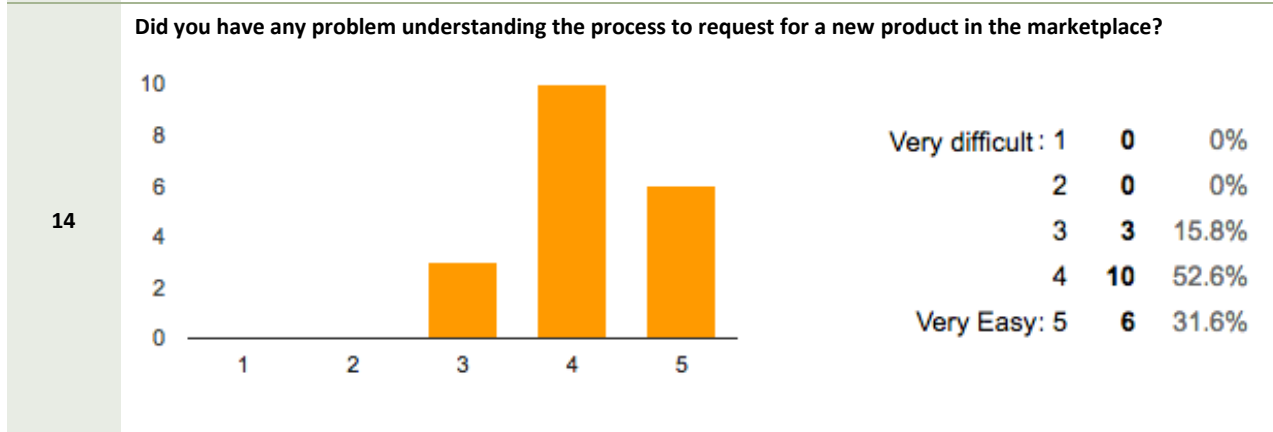
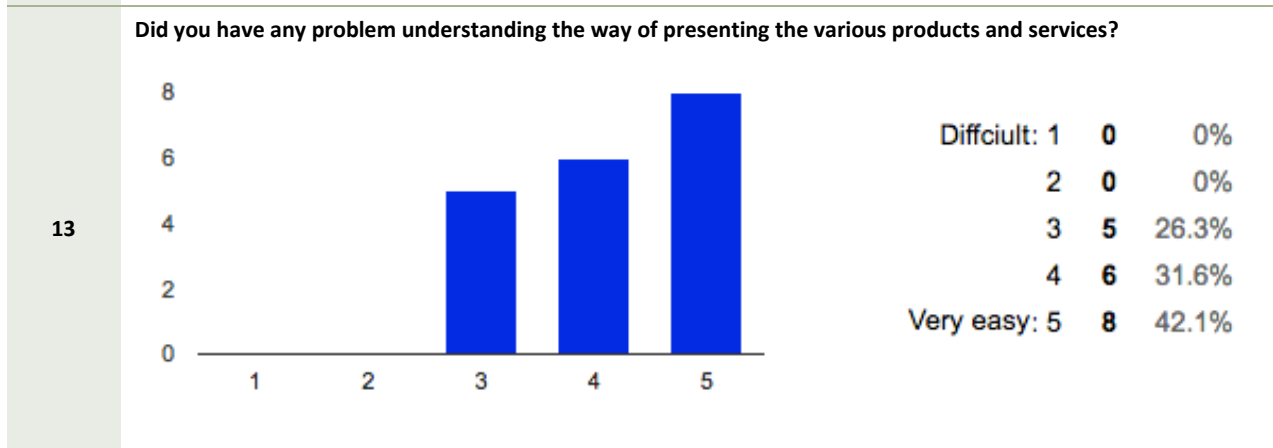
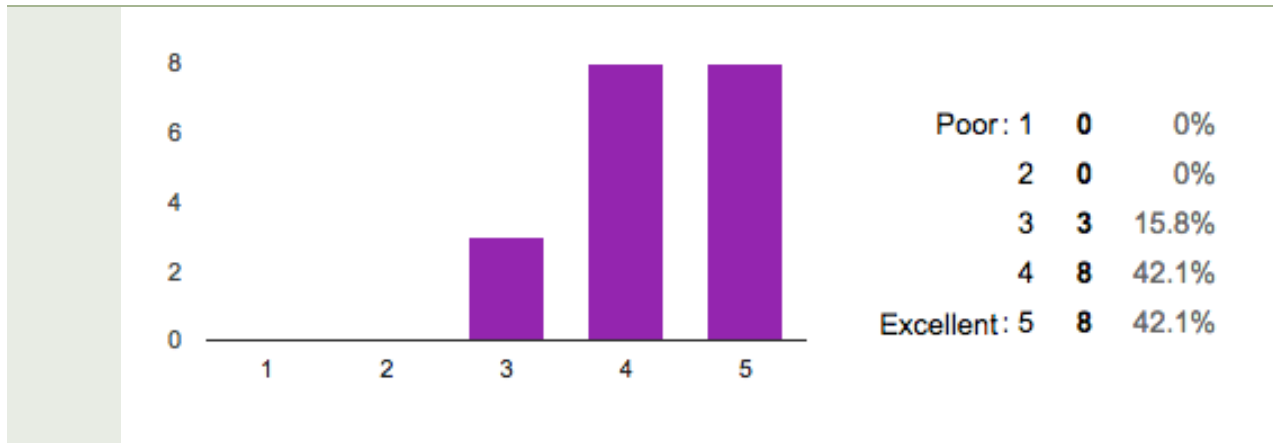
The tables provided below provide a summary of the responses provided for the questionnaire on FOODIE Marketplace by 19 end-users. In the table the respective questions are provided along with the percentage of choices received in the legend. The end users (farmers, advisors) gave the feedback to the questionnaire supporting the Marketplace as an effective community-based solution in the agri-food sector.

**Table 1 User satisfaction questionnaire results**

| No.                   | Question and Feedback Summary:  |                       |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
|-----------------------|---|-----------------------|---|----|---|---|----|---|---|-------|---|---|-------|--------------------|----|-------|
| 1.                    | <p><b>How satisfied are you after using Marketplace?</b></p>  <table border="1" data-bbox="1034 667 1343 878"> <tr> <td>Poor : 1</td> <td>0</td> <td>0%</td> </tr> <tr> <td>2</td> <td>0</td> <td>0%</td> </tr> <tr> <td>3</td> <td>1</td> <td>5.3%</td> </tr> <tr> <td>4</td> <td>9</td> <td>47.4%</td> </tr> <tr> <td>Excellent : 5</td> <td>9</td> <td>47.4%</td> </tr> </table>                                    | Poor : 1              | 0 | 0% | 2 | 0 | 0% | 3 | 1 | 5.3%  | 4 | 9 | 47.4% | Excellent : 5      | 9  | 47.4% |
| Poor : 1              | 0   | 0%                    |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 2                     | 0   | 0%                    |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 3                     | 1   | 5.3%                  |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 4                     | 9   | 47.4%                 |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| Excellent : 5         | 9   | 47.4%                 |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 2.                    | <p><b>Using the FOODIE Marketplace portal was easy or difficult?</b></p>  <table border="1" data-bbox="1034 1115 1401 1326"> <tr> <td>Very difficult : 1</td> <td>0</td> <td>0%</td> </tr> <tr> <td>2</td> <td>0</td> <td>0%</td> </tr> <tr> <td>3</td> <td>2</td> <td>10.5%</td> </tr> <tr> <td>4</td> <td>7</td> <td>36.8%</td> </tr> <tr> <td>Very easy : 5</td> <td>10</td> <td>52.6%</td> </tr> </table>        | Very difficult : 1    | 0 | 0% | 2 | 0 | 0% | 3 | 2 | 10.5% | 4 | 7 | 36.8% | Very easy : 5      | 10 | 52.6% |
| Very difficult : 1    | 0   | 0%                    |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 2                     | 0   | 0%                    |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 3                     | 2   | 10.5%                 |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 4                     | 7   | 36.8%                 |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| Very easy : 5         | 10  | 52.6%                 |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 3.                    | <p><b>Are you satisfied with the overall outlook of the portal?</b></p>  <table border="1" data-bbox="1024 1527 1417 1738"> <tr> <td>Very dissatisfied : 1</td> <td>0</td> <td>0%</td> </tr> <tr> <td>2</td> <td>0</td> <td>0%</td> </tr> <tr> <td>3</td> <td>3</td> <td>15.8%</td> </tr> <tr> <td>4</td> <td>5</td> <td>26.3%</td> </tr> <tr> <td>Very satisfied : 5</td> <td>11</td> <td>57.9%</td> </tr> </table> | Very dissatisfied : 1 | 0 | 0% | 2 | 0 | 0% | 3 | 3 | 15.8% | 4 | 5 | 26.3% | Very satisfied : 5 | 11 | 57.9% |
| Very dissatisfied : 1 | 0   | 0%                    |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 2                     | 0   | 0%                    |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 3                     | 3   | 15.8%                 |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 4                     | 5   | 26.3%                 |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| Very satisfied : 5    | 11  | 57.9%                 |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |
| 4.                    | <p><b>Are you satisfied with the overall presentation of the offering of products in the portal?</b></p>  |                       |   |    |   |   |    |   |   |       |   |   |       |                    |    |       |







## 7 Conclusions

This deliverable provided technical information about FOODIE marketplace, including the role it plays in FOODIE platform, its functionalities, the technological solution, and the deployed components.

The first prototype of marketplace was released at the beginning of the second year of the project. Throughout the rest of FOODIE project lifetime, the objective was to enhance the capabilities offered to the users (customers and producers of agricultural data and applications), and to populate it with real and valuable resources. Initially these resources included datasets, services and applications provided by the project partners, e.g., their in-house solutions and produced datasets, or open resources (e.g., open datasets, free services and applications) relevant for the agri-food sector.

The marketplace developments were user-driven, particularly taking into account the feedback and input received from the Wielkopolska Agricultural Advisory Center (WODR), who has an excellent understanding of the end-users needs, as they support hundreds of farmers and advisors during the year. With the support of WODR, the marketplace was tested and evaluated by several end-users (farmers, advisors), who filled in a questionnaire to measure the user satisfaction. The results of these questionnaires show that the marketplace is perceived as a good tool to support the interaction between the consumers and producers in the agri-food sector.

The exploitation strategy of the marketplace is described in detail in D6.7.3.