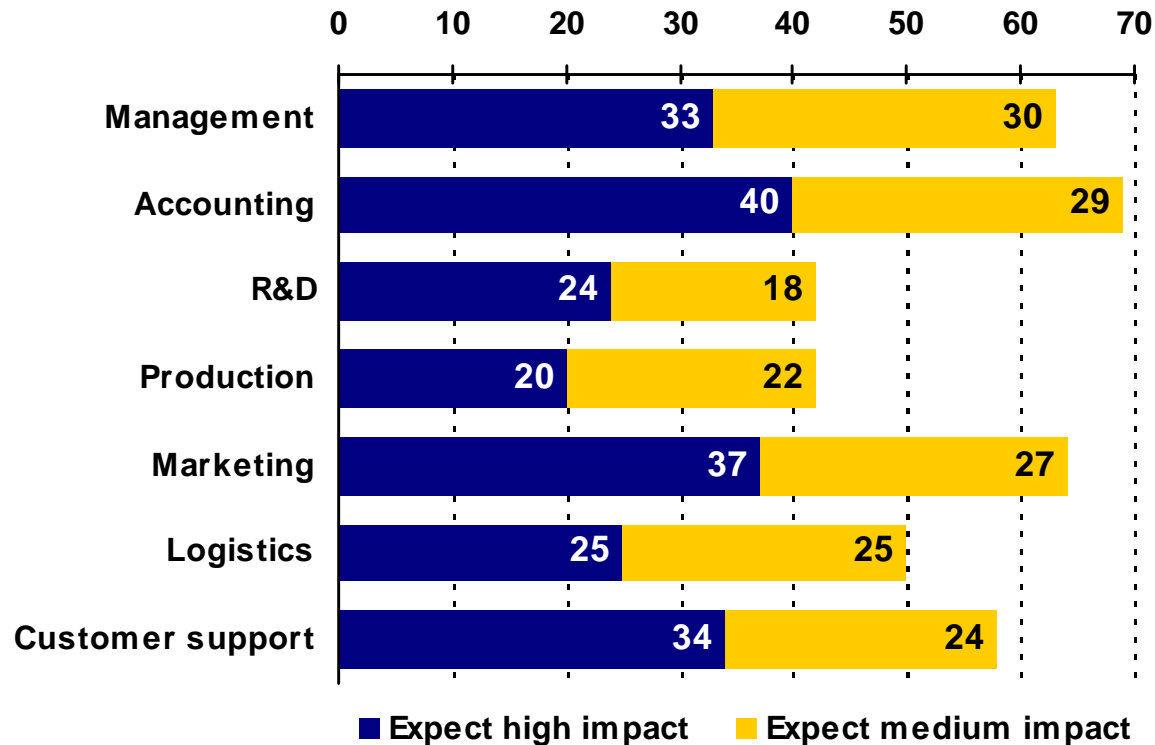







## General introduction of eBusiness

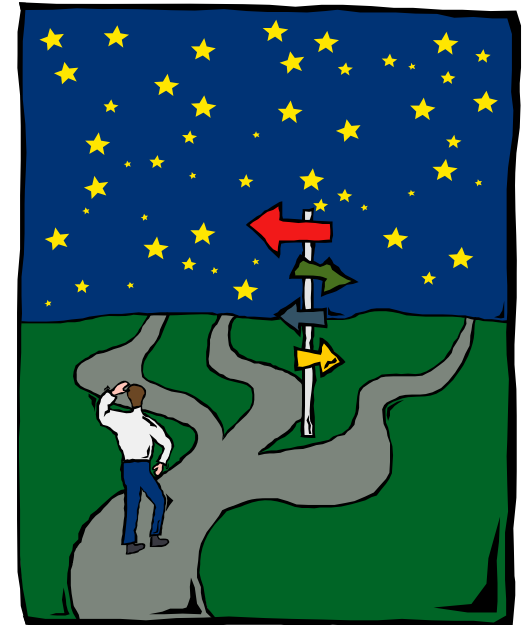
### Where ICT will have an impact in the future?







e-business  
 Ref: **w@tch**  
 2006

## What to know and why ...

-  To understand what eBusiness is
-  To understand why eBusiness is important
-  To understand the challenges in implementing eBusiness







## Outline

-  What is eBusiness
-  Key principals of eBusiness
-  Benefits and opportunities
-  Challenges and hindrances

## What is eBusiness







eBusiness is doing business electronically in support of organisational goals. An enterprise should re-examine its way of doing business regularly

-  What are eBusiness opportunities
-  How can ICT be incorporated into existing business
-  How can internal processes be streamlined
-  How can business processes with partners and customers be integrated more efficiently



## What is eBusiness... examples

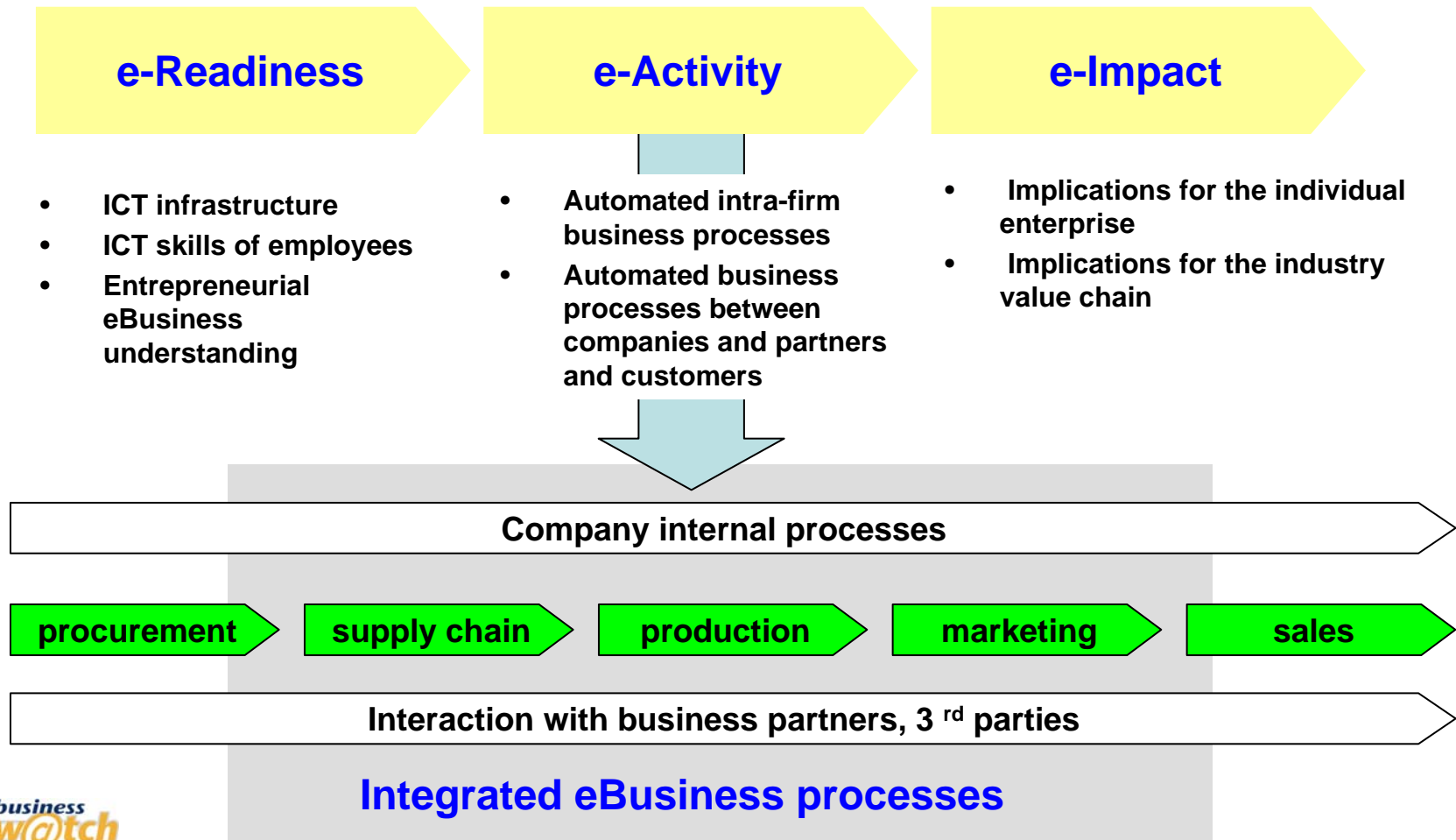
(Any one of) when an enterprise...

-  communicates electronically with its business partners, customers, clients or suppliers
-  communicates electronically to other enterprises to order products and services
-  sells products and services via a website
-  uses the Web to find information, such as prices and reviews of products
-  uses a website to provide information about its products and services
-  uses the internet for online banking and paying its bills

## TASK





1. Give 2 examples of areas where your company uses eBusiness
2. List corresponding benefits to your own company, to its customers and partners

## What is eBusiness... cont. - prerequisites and impacts



## What is eBusiness... cont.








eBusiness study “quadrants”:

-  eBusiness strategy and direction
-  Relationships and communities
-  Communications and information
-  Process and culture






## Key principles of eBusiness

- ✚ Increasingly international with impacts in enterprises, industries and countries
- ✚ Global communication (the Internet) with possibilities and threats
- ✚ Between businesses, governments and consumers
- ✚ Privacy, confidentiality and content control important issues in building trust
- ✚ While improving the market position may cannibalise old methods, operations and products

## Benefits and opportunities

-  New business models with more revenue
-  Extended hours: 24/7/365
-  Global reach
-  Up-to-date company material
-  Cost reduction
-  Improved customer relations and service
-  Improved partner relations and cooperation

## Challenges and hindrances

-  Cultural issues
-  Outdated legacy systems
-  High investment costs
-  Fast technological development
-  Financial issues

## TASK

1. List 2 most important new areas for your company to use eBusiness
2. List reasons for your choices