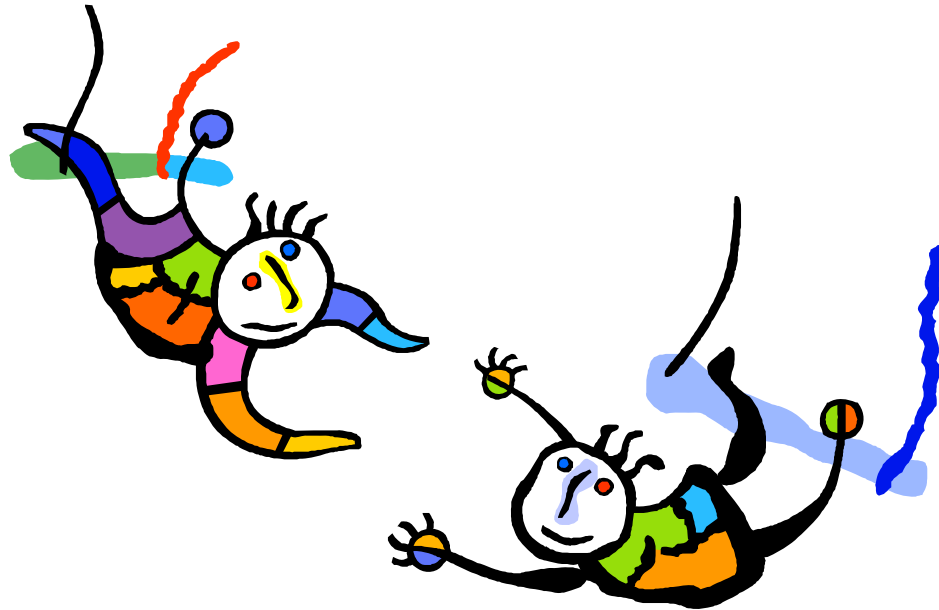











## Timing to enter eBusiness

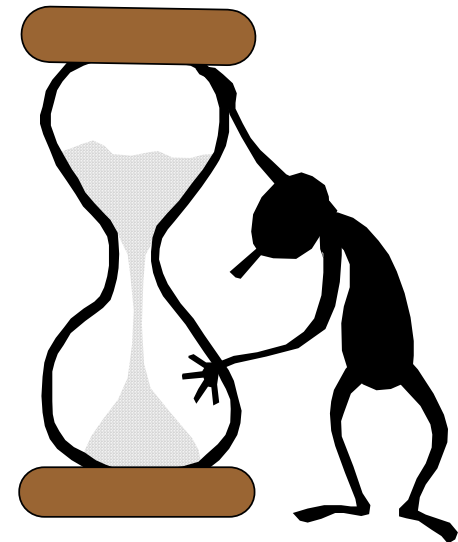


## What to know and why ...

-  To understand why timing is important in eBusiness
-  To understand what are enablers and barriers in entering eBusiness
-  To understand how to assess different elements influencing the timing

## Outline

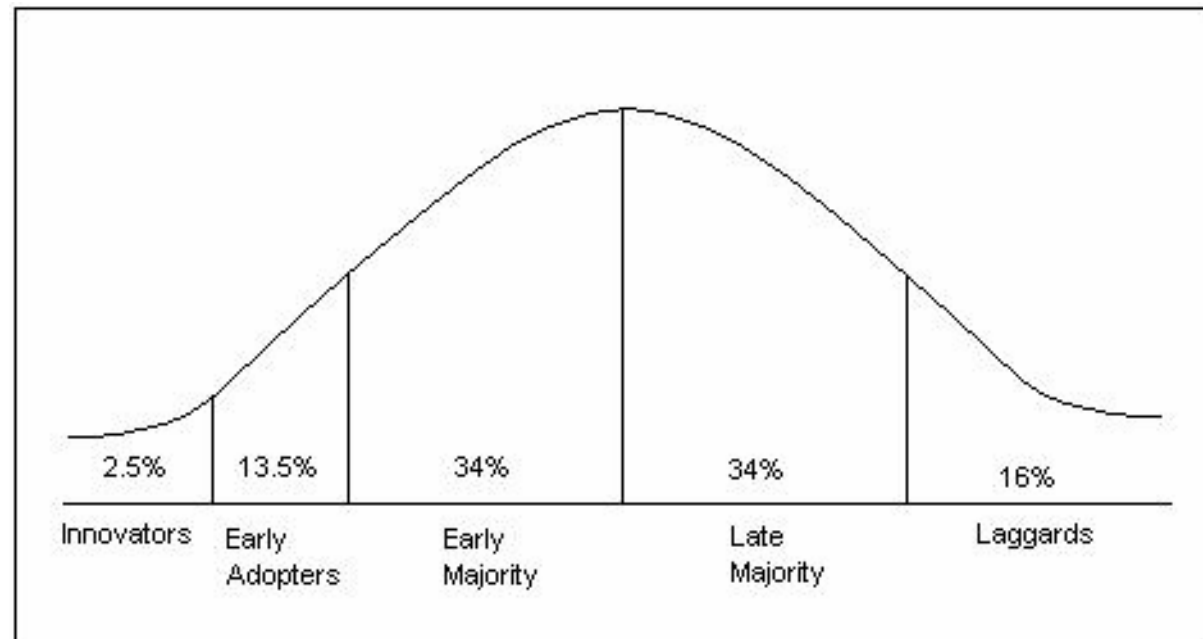
-  Introduction
-  Timing in business
-  Assessing present status of enablers
-  Assessing status of one's own enterprise, partners and competitors



## Introduction

Companies as technology adaptors, 5 categories:





- Innovators
- Early adopters
- Early majority
- Late majority
- Laggards



## Timing in business - a new eBusiness service

Timing of entry into a new eBusiness service is crucial. It is a business choice, with a risk that should be minimized. Entering too early or entering too late will lead to failure

Entering too early:

-  Customers may not accept
-  Complementary services in the markets may not be ready
-  Technology may not be mature
-  Necessary know-how may not yet be available

Entering too late:

-  Competitors already have markets



## Timing in business - rationalization projects

Timing is not that challenging as with a new service, because an enterprise can better calculate the benefits and investment and operational costs

With a rationalization idea greatest risks normally relate to the implementation capabilities and maturity of technology

Good planning is necessary in all eBusiness projects





## TASK

1. Think to which category your company belongs as a technology adaptor.
2. Give reasons for your categorization



## Assessing present status of enablers - technology

Only mature technology with available know-how for a non-technology company

Outsourcing with Service Level Agreements may be a good option









Useful questions:

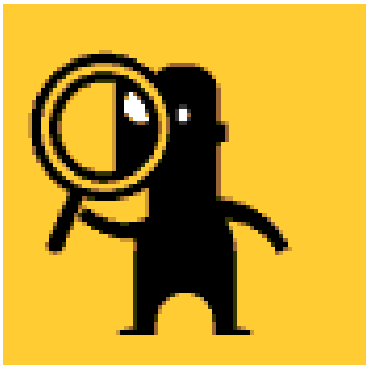
Is the functionality requested doable?

- ✚ Are necessary complementary services available?
- ✚ Are new input or output technologies required?



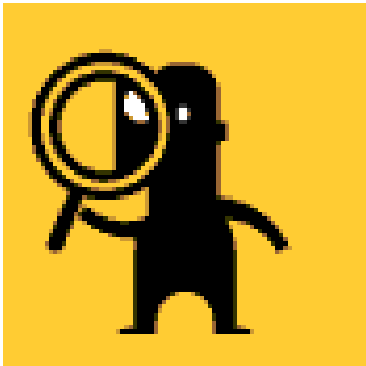
## Assessing present status of enablers - infrastructure

-  Is a common cyber identity solution available?
-  Is a common electronic payment solution available?
-  How can a person's authorities be checked?
-  How can inter-party messages be managed?
-  Are electronic documents valid?
-  How should and can consumer information be protected?
-  Are necessary standards available and in use?
-  Do the community have necessary trust in eBusiness?



## Assessing status of one's own enterprise

- ✚ The management ambition to enter eBusiness
- ✚ Existence of proper eBusiness strategy
- ✚ The technology in the enterprise
- ✚ The capabilities in change management
- ✚ The staff skills to support and perform necessary eBusiness operations
- ✚ The capabilities to secure eBusiness



## Assessing status of partners, customers and competitors

- ✚ Which partners are affected by an eBusiness strategy?
- ✚ What is the partners' motivation and capabilities to enter eBusiness in question?
- ✚ Is it possible to have a shared view and agreement about the eBusiness?
- ✚ What are customers' preferences?
- ✚ Is customers reaction known or should it be studied?
- ✚ Are the planned earning principals acceptable by others?





## TASK

1. Describe a very potential eBusiness project for your company
2. Assess the timing for that project from different relevant perspectives

