



# ENTERPRISE SYSTEMS

- ③ Hierarchal Prospective
  - ③ Meet the needs of a level within the organization (i.e. Top Management)
- ③ Functional Perspective
  - ③ Meet the needs of a functional area (i.e. Mkt)
- ③ Process Prospective
  - ③ Support the process at hand

# HIERARCHICAL PERSPECTIVE

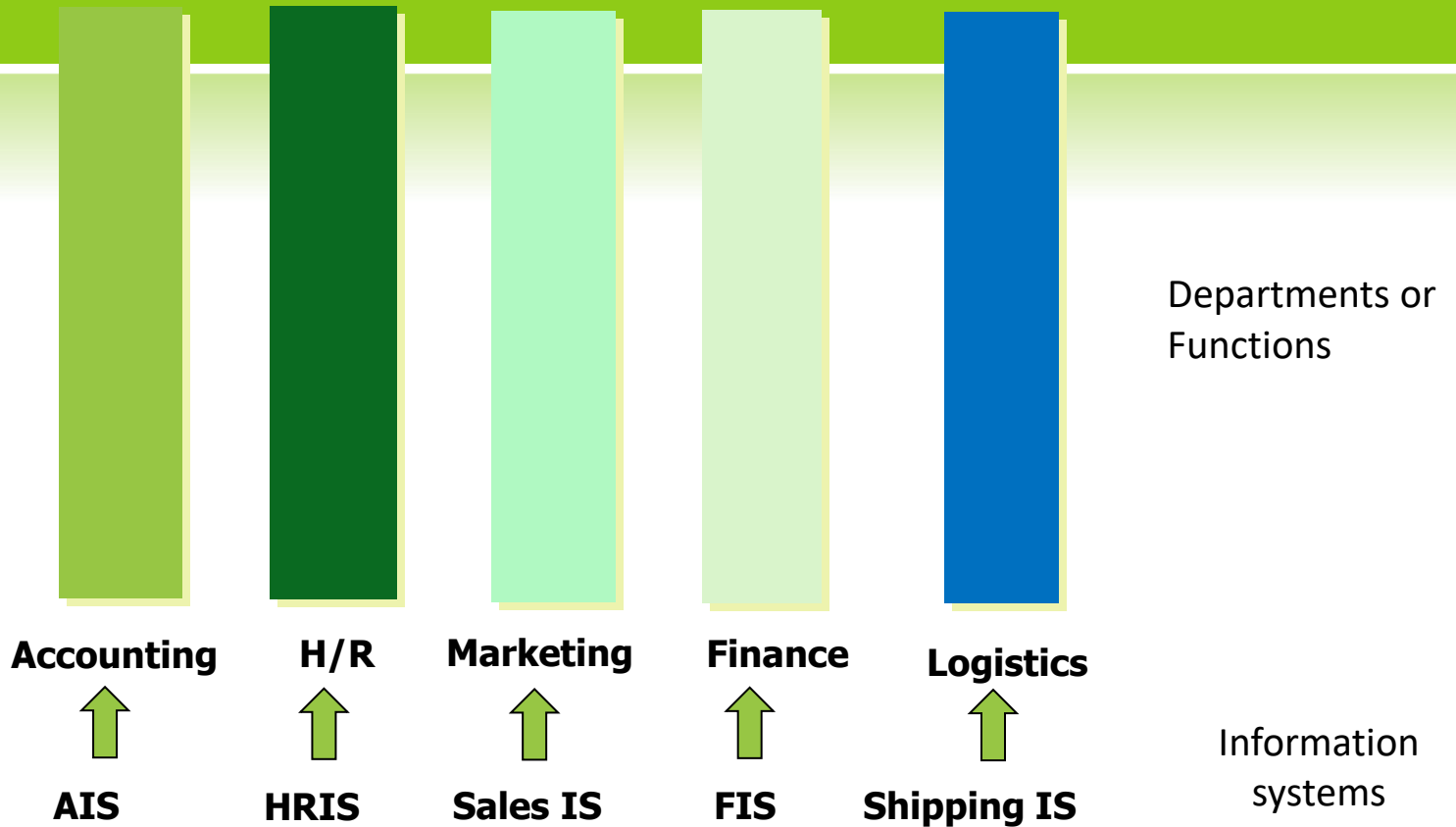
<u>Activity</u>	<u>Time horizon</u>	<u>Hierarchical level</u>	<u>Characteristics</u>
<b>Strategic</b>	Long term	General management Functional management	<ul style="list-style-type: none"> <li>• Externally focused</li> <li>• Highly unstructured</li> </ul>
<b>Tactical</b>	Mid term	Middle management	<ul style="list-style-type: none"> <li>• Semi-structured</li> <li>• Recurrent</li> </ul>
<b>Operational</b>	Short term	Operation management Front line employees	<ul style="list-style-type: none"> <li>• Highly structured</li> <li>• Transaction focused</li> </ul>

TABLE 12.1 Types of Information Required by Hierarchical Level

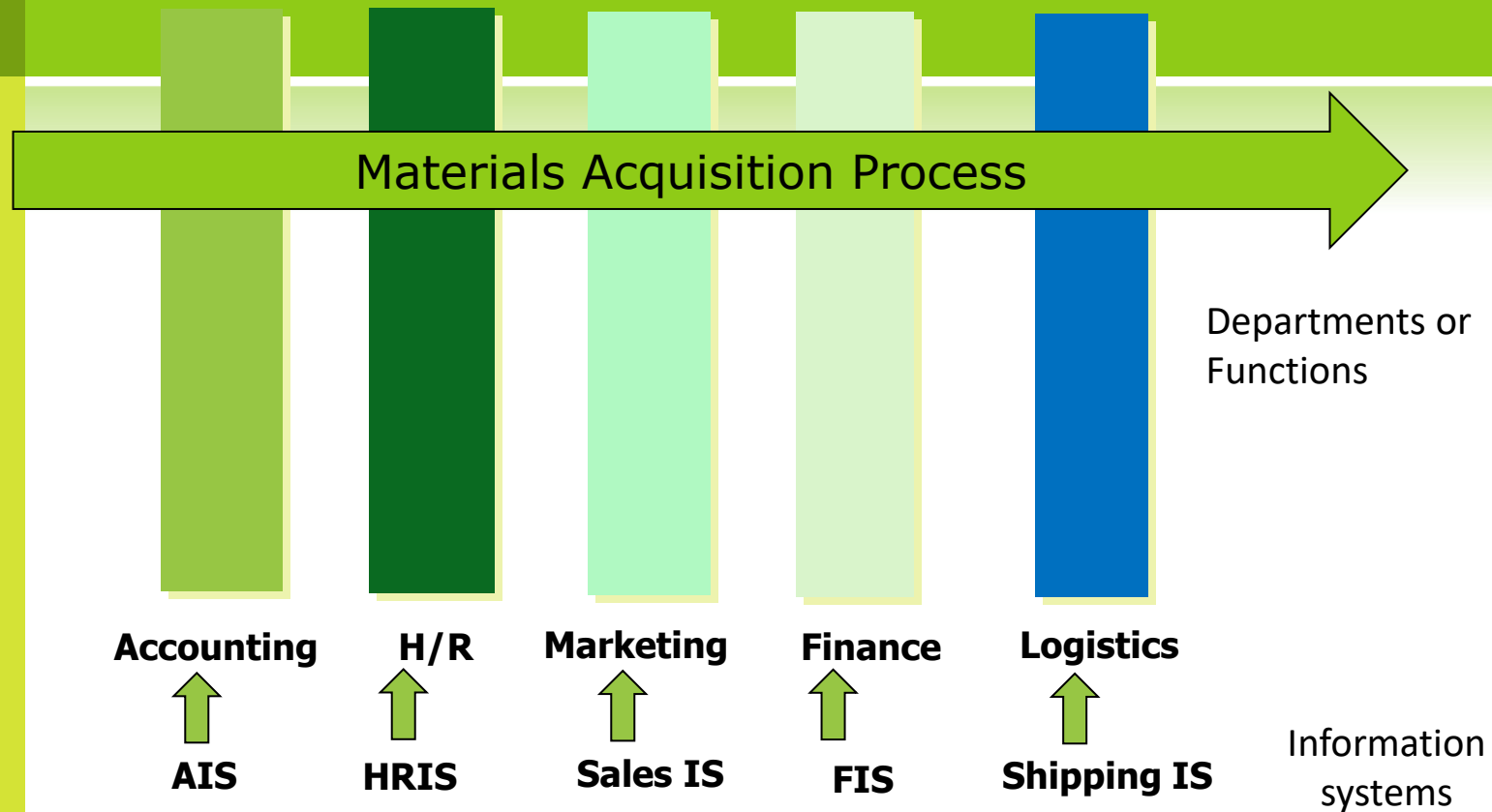
# HIERARCHICAL INFORMATION SYSTEMS



# Functional Perspective



# Process Perspective



# ENTERPRISE RESOURCE PLANNING (ERP)

ERP - Set of IS tools used to enable information flow within and between processes.

- Before ERP systems, different applications for different functions

- ◎ Data integration
- ◎ Module based
- ◎ Centralized database
- ◎ Customizable

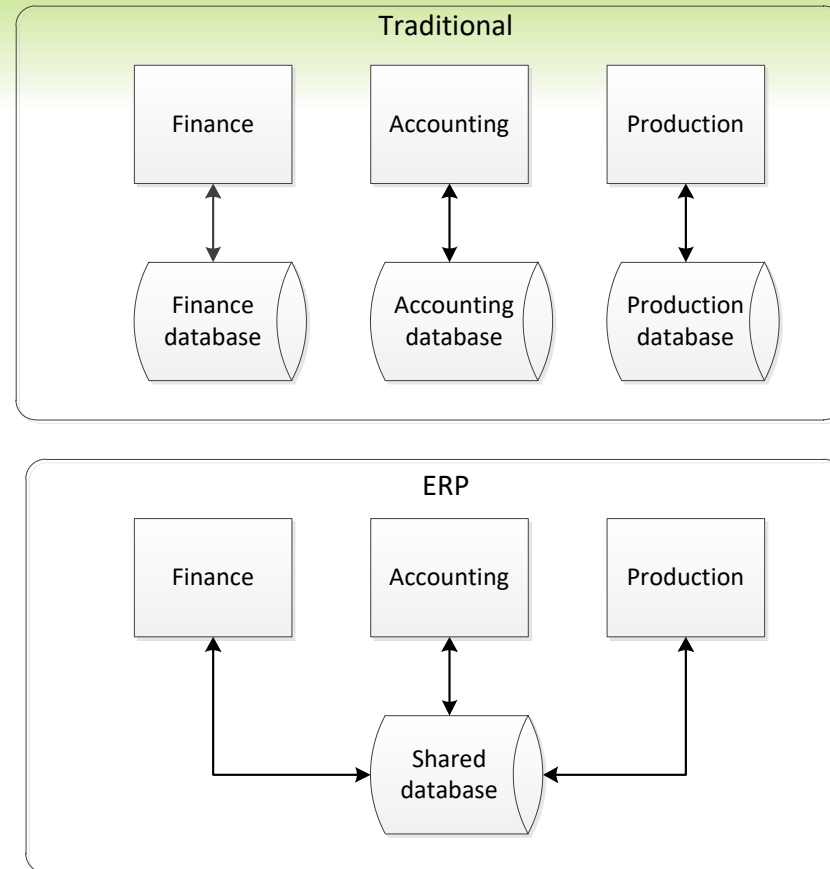
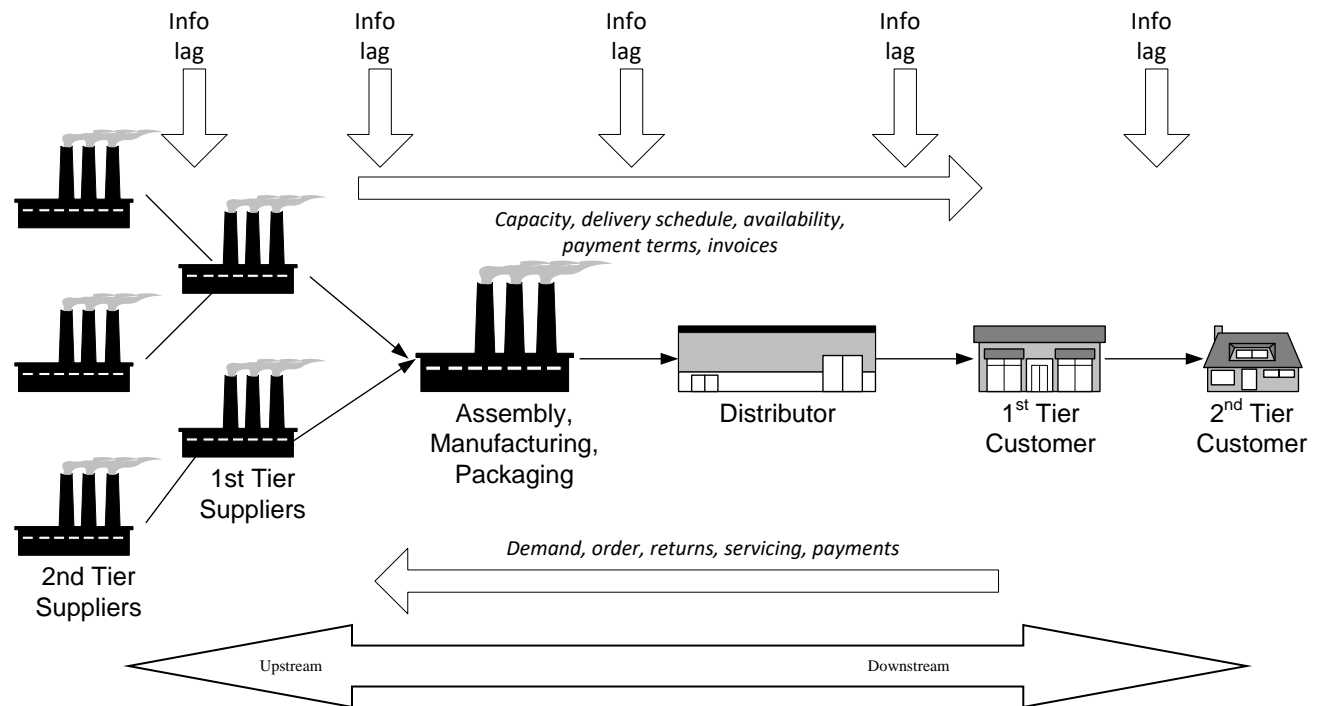


Figure 12.2-ERP Shared Database

# SUPPLY CHAIN MANAGEMENT (SCM)

Supply chain: flow of goods, information, or money upstream and downstream between suppliers and customers







# CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- ◎ Organization-wide strategy for managing an organization's multiple interactions with customers.
- ◎ Goals
  - ◎ Manage multiple channels of interaction with customer
  - ◎ Provide unified view of each customer across enterprise
  - ◎ Analyze information about customers

# **CHAPTER 13 - INFORMATION FOR eBUSINESS**

# E-BUSINESS (DIGITAL MARKETS)

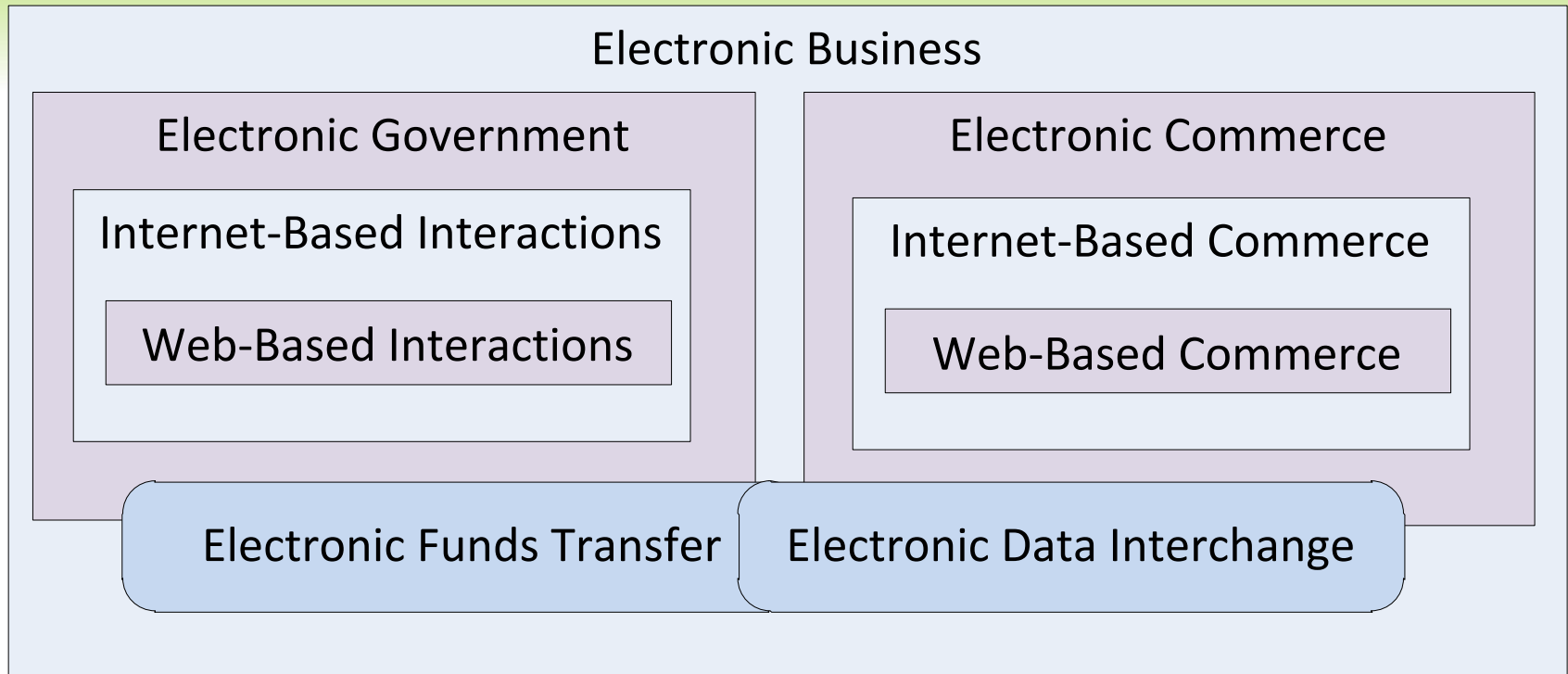


FIGURE 13.1 E-Business Terminology

# E-BUSINESS TERMINOLOGY

**TABLE 13.1** E-Business Terminology

Electronic funds transfer	Electronic means to conduct financial transactions such as payments and remittances
Electronic data interchange	Electronic means to transfer documents between organizations
Web commerce	Electronic means to conduct business transactions using the Web as an interface
Internet commerce	Electronic means to conduct business using the Internet (for example, email, the Web, or file transfers)
Electronic commerce	Electronic means to conduct business transactions, including the Internet, electronic data interchange, or private networks
Electronic government	Electronic means to interact or conduct transactions with government agencies
Electronic business	Electronic means to interact or conduct business with individuals, companies, or government agencies

# EBUSINESS MODELS

A PLAN THAT DETAILS HOW A COMPANY CREATES, DELIVERS, AND GENERATES REVENUES ON THE INTERNET

E-Business Term	Definition
<b><i>Business-to-business (B2B)</i></b>	Applies to businesses buying from and selling to each other over the Internet.
<b><i>Business-to-consumer (B2C)</i></b>	Applies to any business that sells its products or services to consumers over the Internet.
<b><i>Consumer-to-business (C2B)</i></b>	Applies to any consumer that sells a product or service to a business over the Internet.
<b><i>Consumer-to-consumer (C2C)</i></b>	Applies to sites primarily offering goods and services to assist consumers interacting with each other over the Internet.

# TYPES OF E-BUSINESS

- ◎ Types of Presence
  - ◎ Bricks and Mortar
  - ◎ Bricks and Clicks
  - ◎ Pure Play (or Click Only)

# B2C BUSINESS MODELS

- ① Online Retailing
- ① Infomediary
- ① Content Providers
- ① Exchanges
- ① Online Community (Social Media)
- ① E-business Infrastructure Provider

# BUSINESS-TO-CONSUMER ENABLERS

- ⊙ Easy to navigate website
- ⊙ Network bandwidth
- ⊙ Interoperability
- ⊙ Critical Mass
  - ⊙ Network Effects or Economics



# B2B E-BUSINESS MODELS

- ③ Electronic Data Interchange (EDI)
- ③ Supply Chain Management (SCM)
- ③ E-marketplaces

# E-BUSINESS TRENDS

- ◎ Mobile Business
- ◎ Global E-Business
- ◎ E-government
  - ◎ Internet voting – Estonia – since 2005!

# EBUSINESS REVENUE-GENERATING STRATEGIES

## ◎ Ebusiness revenue models

- ◎ Advertising fees
- ◎ License fees
- ◎ Subscription fees
- ◎ Transaction fees
- ◎ Value-added service fees

