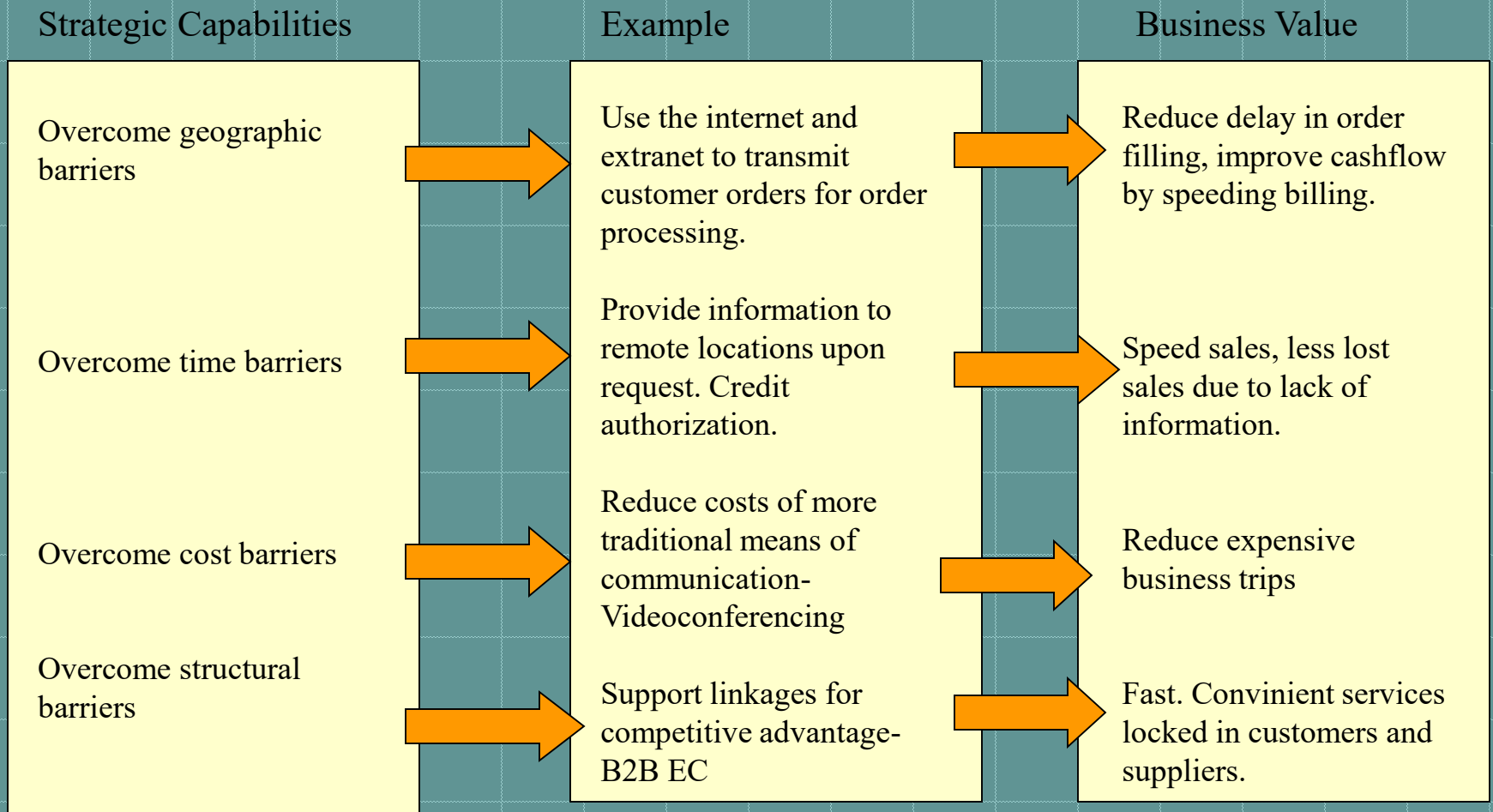


Internet Technology and your Business- A Simple Introduction and Guide

Francis Stevens George
Founder Innovation Africa
CEO Innovation Sierra Leone
Adviser Sensi Tech Hub

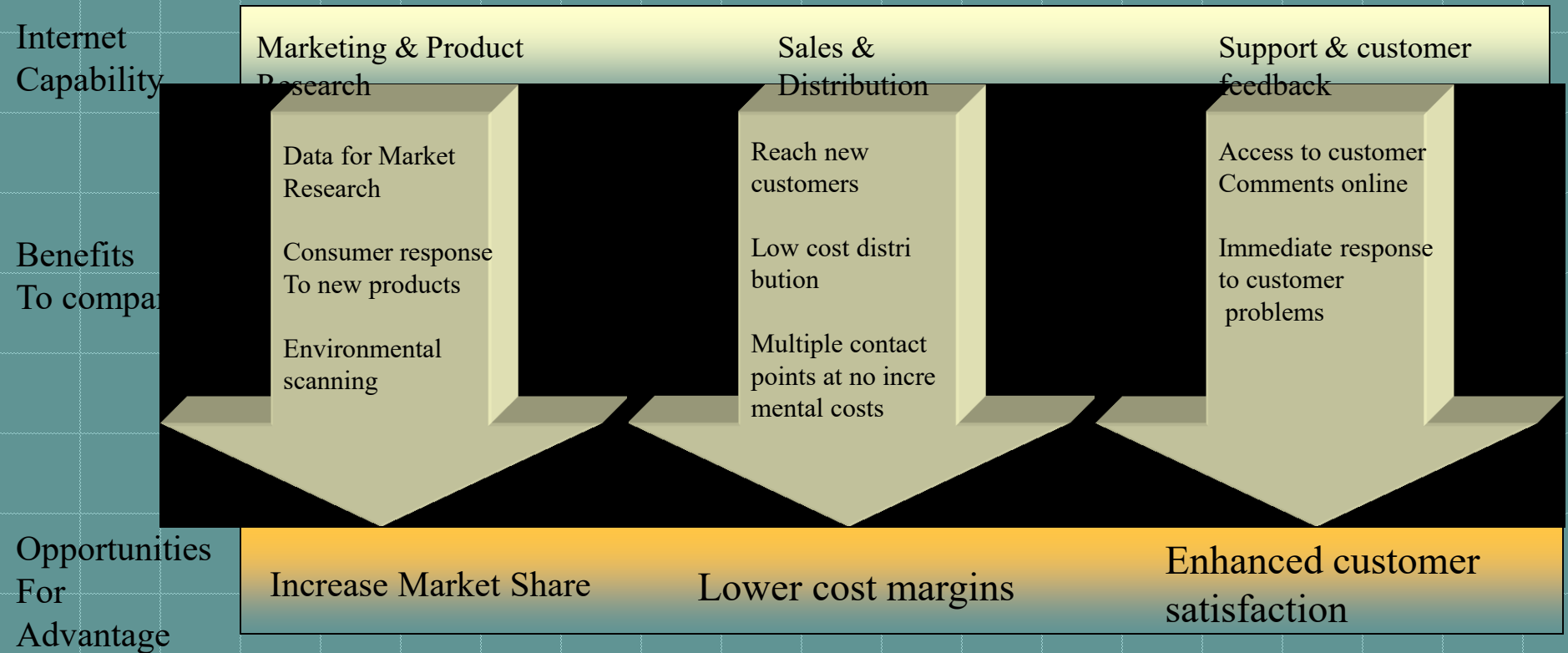
Business Value of Telecommunications



Uses of the Internet

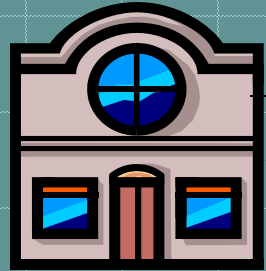
- Surf
- E-mail
- Chat
- Buy and Sell
- Download
- Compute
- Phone call, videoconferencing, watch tv, radio

Strategic Business Value of Internet based applications

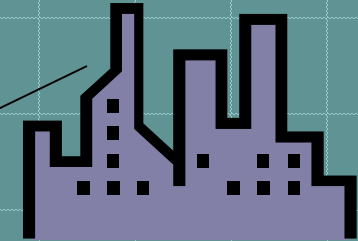
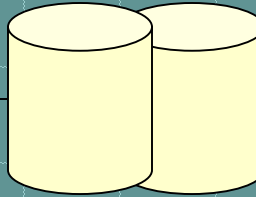


Adapted from Mary Cronin-Doing MoreBusiness on the Internet •

How your company can use the Internet for Business



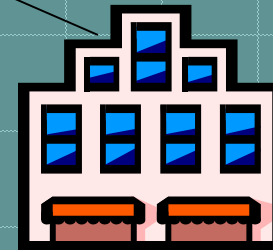
Inventory Management System



Suppliers

Extranet for EC, access Inventory, replenish stock, Send documents, specs.

Head Office:
Marketing, Electronic Commerce, Collaboration with customers, Prospects .



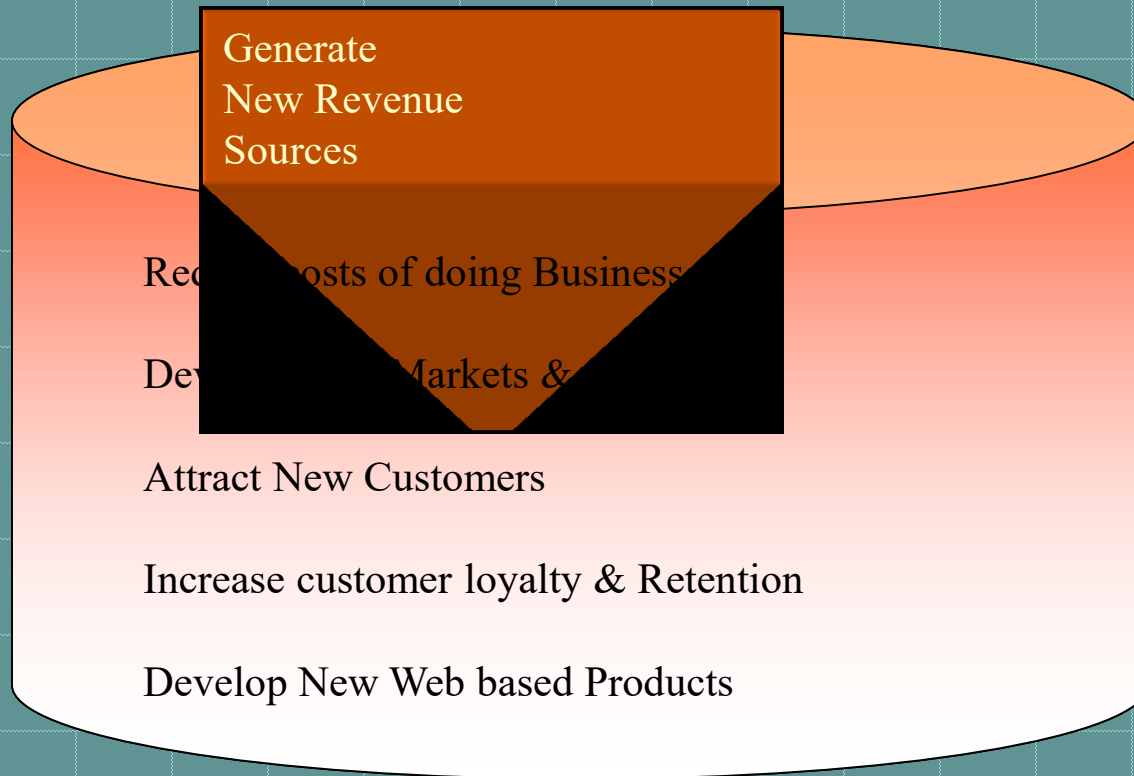
Remote office-

Intranet links, virtual teams, Interactive communications, Collaboration, computing

Business Partners-
Email, document transfer, Discussion, extranet

Customers-
Order, shop, get service /support.

Deriving Business Value from E-commerce Applications



Possible Benefits of E-Commerce System- Intangibles

Intangible Benefits

- Improved information availability
- Improved abilities in analysis
- Improve customer service
- Improve management decision making
- Improved competitive position

Example

More timely and accurate

OLAP and Data Mining

More timely CRS

MIS/ESS

System to lock in customers.

Possible Benefits of E-Commerce System- Tangibles

Tangible Benefits

- Increase in sales or profit
- Decrease in information processing costs
- Decrease in operating Costs
- Decrease in required investment
- Increase operational efficiency

Example

EC based Products

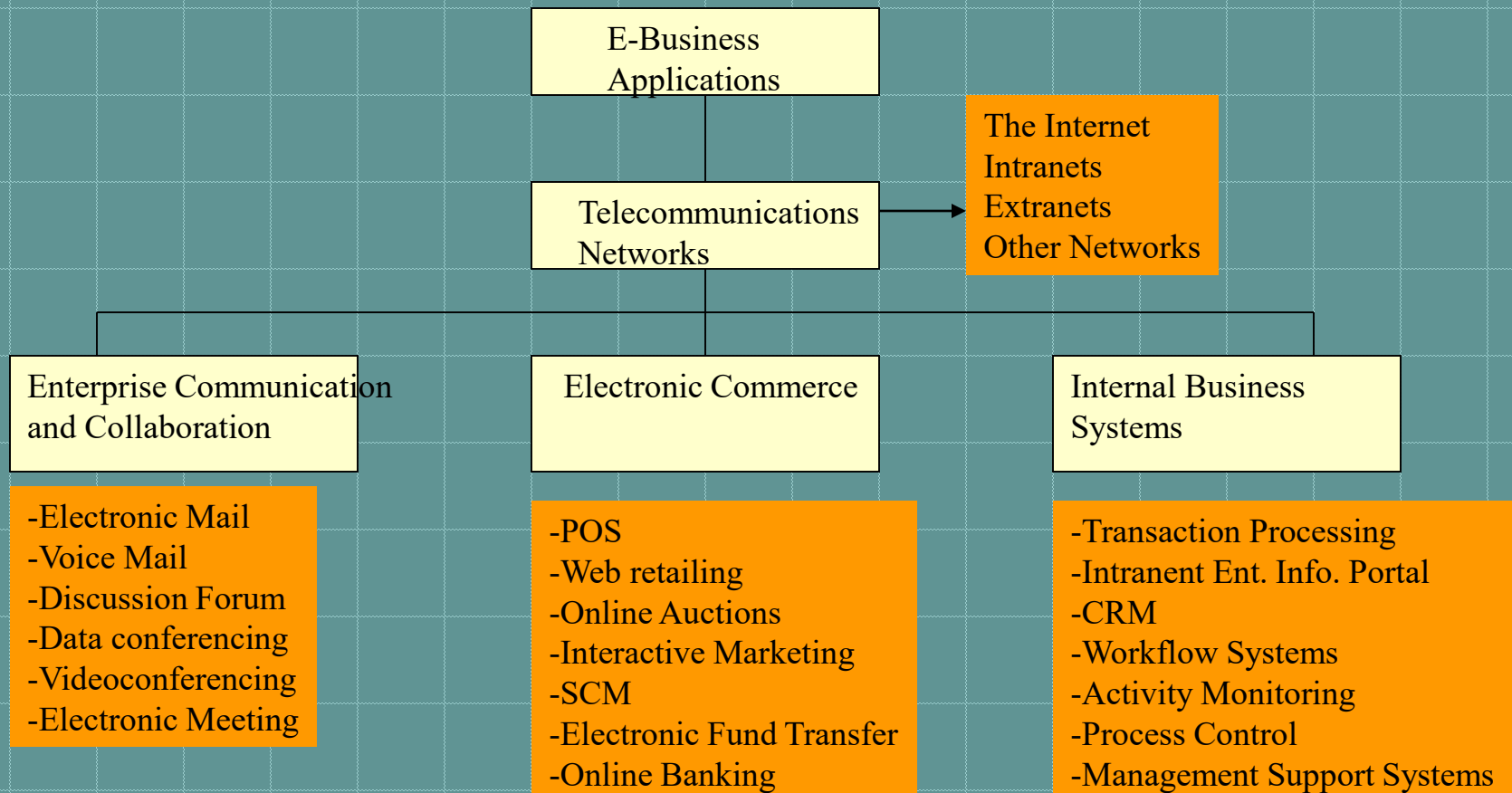
Eliminate unnecessary document

Reduction in inventory carrying costs

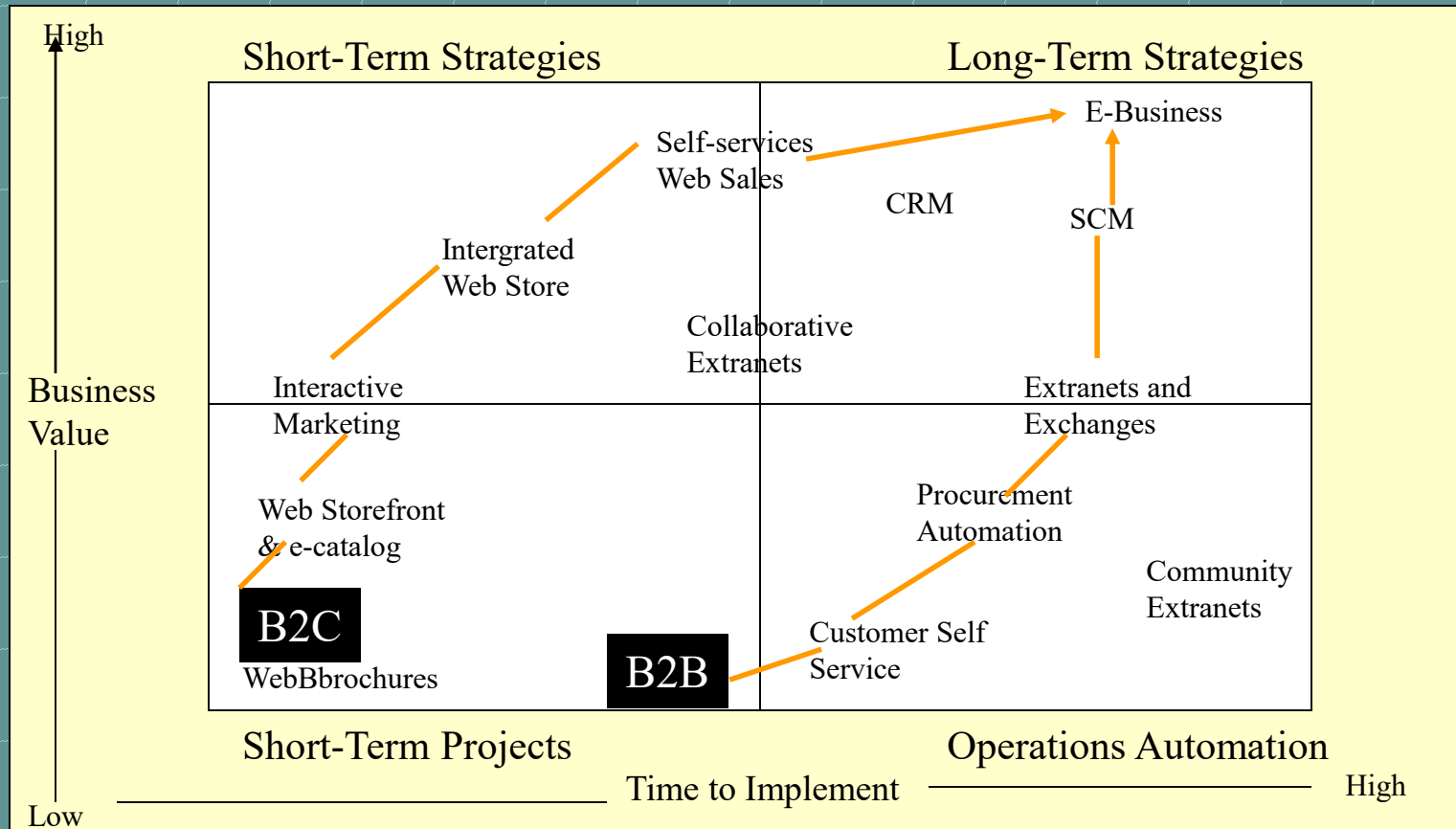
Decrease in inventory investment required

Less spoilage, waste, idle time.

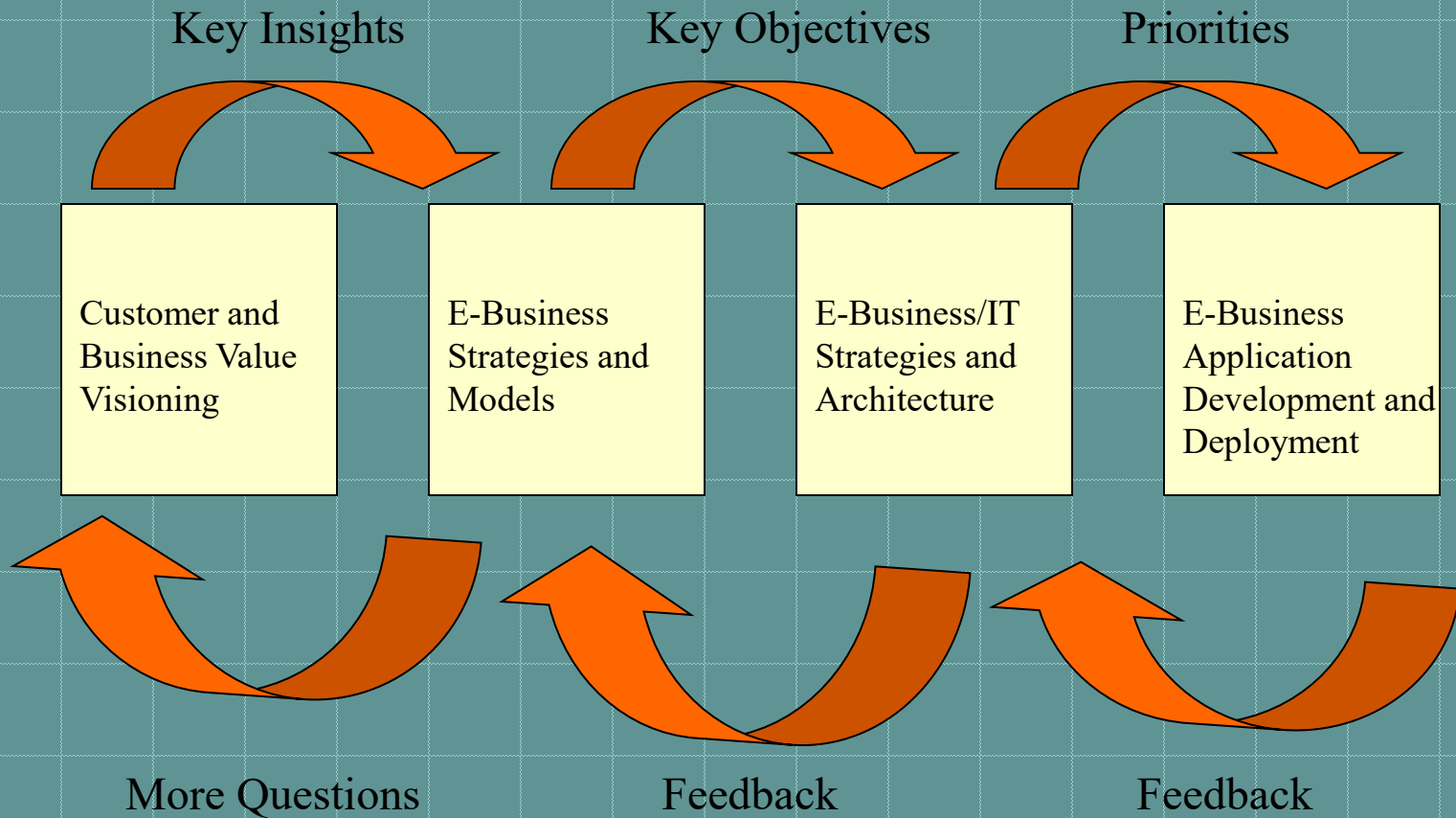
Overview of E-Business Applications



Investment Model



E-Business/IT Strategic Planning Process



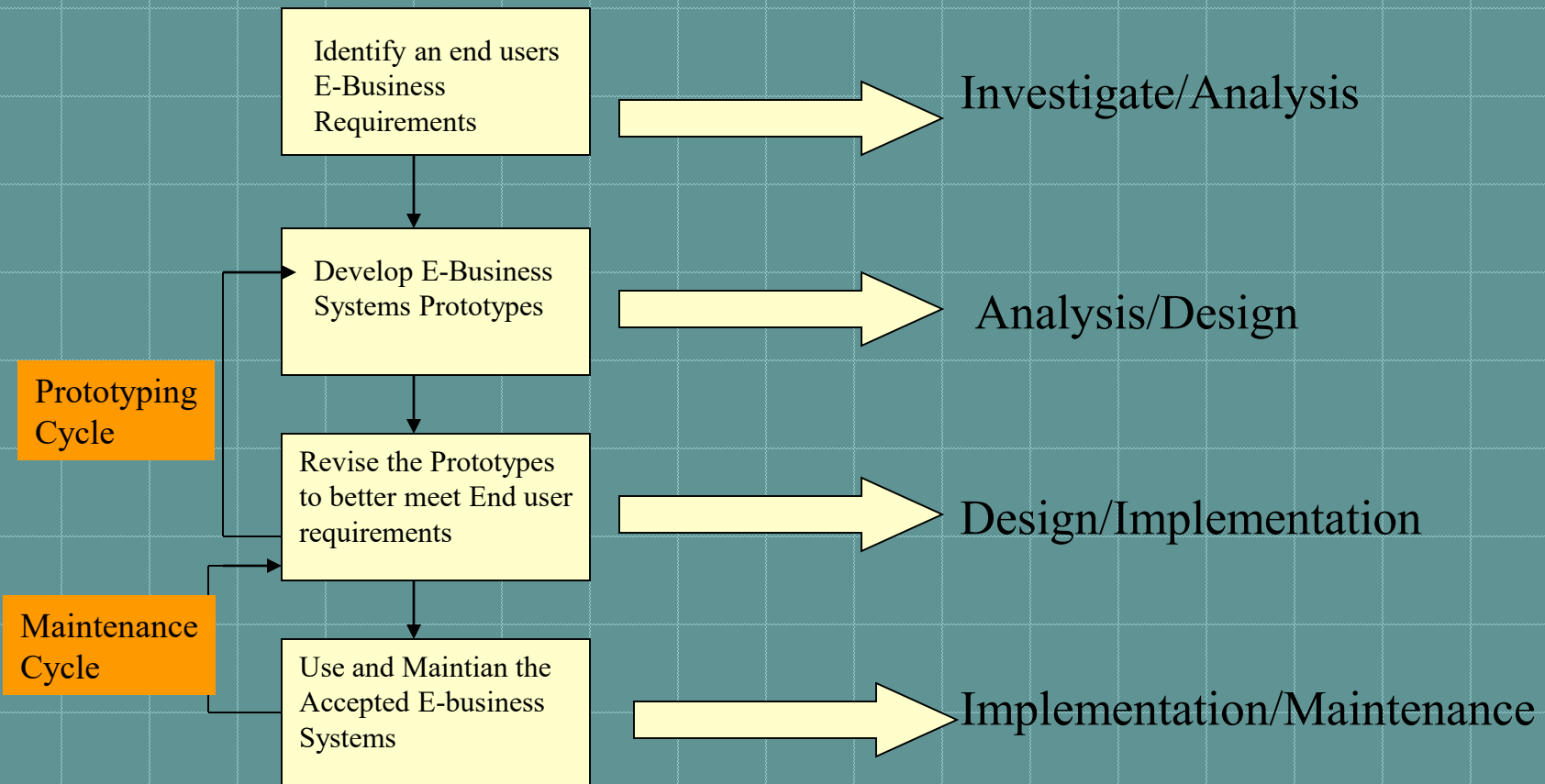
Practical Business Questions

- ◆ How do I move my traditional business to e-business?
- ◆ We have lot of information coming from various sources. How can we collect, analyse and use it to support our business?
- ◆ We are small company and do not have the resources to invest in e-commerce. what can we do?
- ◆ We want to see the big picture. How?
- ◆ My business needs to get easy-to-use, analytical tools to create good customers profiles. How can we do this?
- ◆ We do not know the use of order Management?
- ◆ We sell and deliver tangible goods. What can the internet do for us?

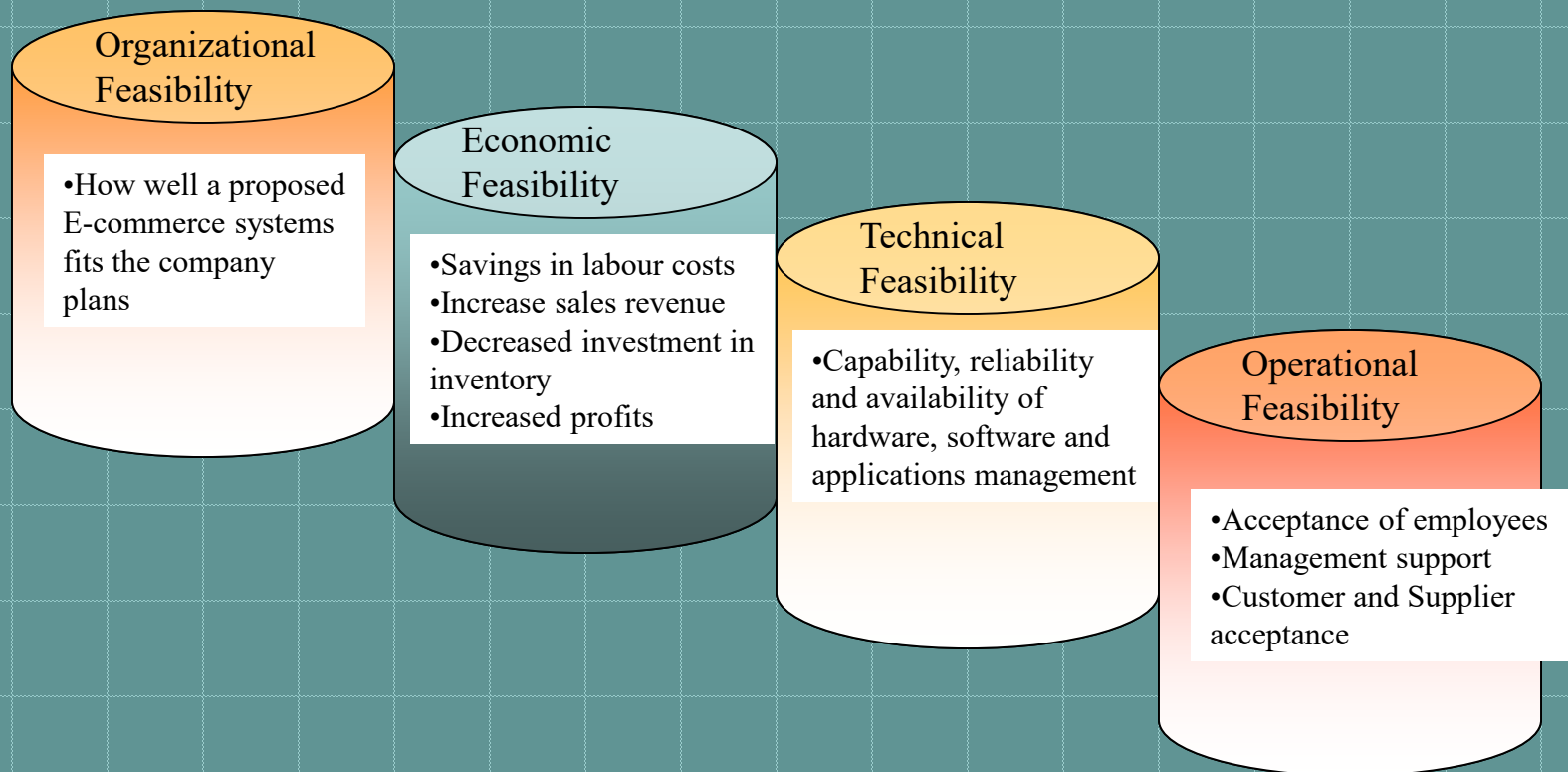
The Stakeholders-eBusiness

- ◆ Strategic Partners:
Partners who are planning for the future of your business.
- ◆ Operational Partners:
Partners helping you run your business today.
- ◆ Governance:
The individual applying the rules and regulations that are relevant to your business stakeholders.
- ◆ Customers:
The end purchasers.
- ◆ Community:
The people who are interested in your products and services, people who may or may not include your business customers.
- ◆ Shareholders:
- ◆ Employees:

Applications Development



Feasibility of E-Commerce/E-Business Systems



Example: Information Systems in Finance

Information Systems in Finance

Cash Management

- Forecast and Manage
Cah position

Investment Management

- Manage short term
and other securities

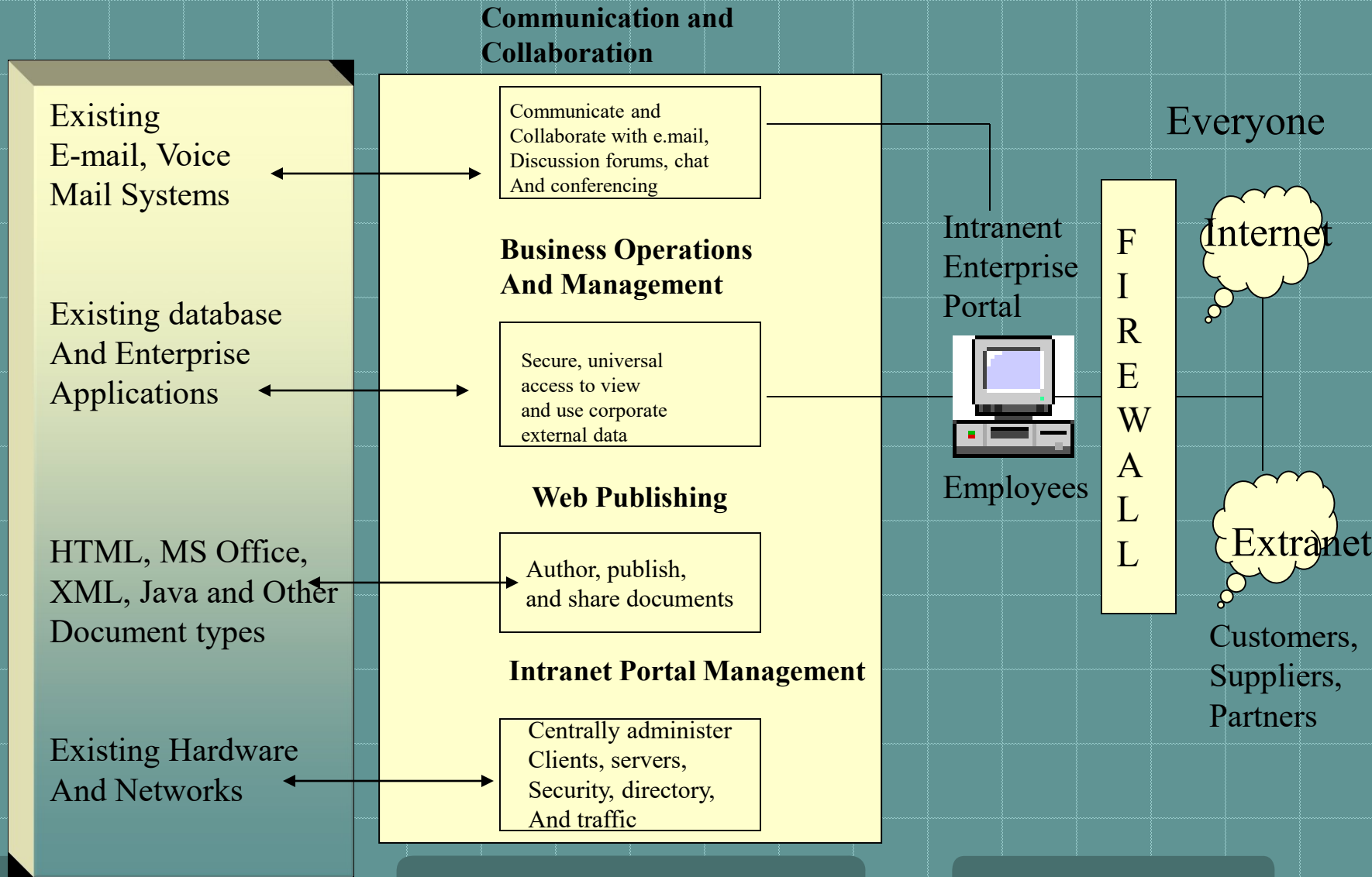
Capital Budgeting

- Evaluate risk/
return of capital
expenditure

Financial Planning

- Forecast financial
performance and
financing needs.

Example: Intranets-Enterprise Information Portal



Sources

- ◆ Our Research
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- ◆ Business Data Communications and Networking. 6th Edition. **Jerry FitzGerald & Alan Dennis**.
- ◆ Essentials of Information Management Systems. 3rd Edition. **Kenneth C. Laudon & Jane P. Laudon**.
- ◆ E-Business Readiness-A customer –focused framework. James Craig & Dawn Jutla.
- ◆ Introduction to Information Systems-Essentials for the Internet worked e-Business Enterprise. **James A. O'Brien**

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