# Chapter Three

## Introduction

The Internetworked E-Business Enterprise

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## The E-Business Enterprise

- Enables managers, business professionals, teams, and workgroups to electronically exchange data and information anywhere in the world with other end users, customers, suppliers, and business partners.
- Companies and workgroups can thus collaborate more effectively, and compete successfully in today’s fast-changing global economy.

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## Use of the Internet

- **Collaboration of Business Partners**
  - E-mail, file transfer, discussion forums
- **Customer and Vendor Support**
  - Self-service, interactive service, inventory access
- **E-Commerce**
  - Online built-to-order products, just-in-time ordering
- **Sales and Marketing**
  - Multimedia catalogs and advertising

## Value of the Internet

- Generate new revenue sources
- Reduce costs of doing business
- Attract new customers
- Increase customer loyalty and retention
- Develop new markets and channels
- Develop new web-based products

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## Use of Intranets

- **Communication and Collaboration**
  - E-mail, discussion forums, chat, conferencing
- **Business Operations and Management**
  - View and use corporate and external data
- **Web Publishing**
  - Author, publish, and share documents
- **Intranet Portal Management**
  - Administer clients, servers, security, and traffic

## Value of Intranets

- **Publication Cost Savings**
  - Elimination of printing, mailing and distribution
- **Training and Development Cost Savings**
  - Browser-based applications minimizes new learning
- **Measuring Costs and Benefits**
  - Initial cost is outweighed by long-term gains
Use of Extranets

- Customized Information Access
  - Financial data, real-time inventory
- Interactive Communication
  - Direct contact with employees and support staff
- Transaction Processing
  - Instant, secure, timely communication

Value of Extranets

- Fast and Easy Access
  - Browser technology for customers and suppliers
- New Interactive Services
  - Customized access for business partners
- Enable and Improve Collaboration
  - Allows for joint design and outsourcing
- Interactive Product Development
  - Data exchange with customers and partners

Groupware

- Communication Tools
  - E-mail, voice mail, faxing, web publishing
- Conferencing Tools
  - Data, voice, and video conferencing, chat systems
- Work Management Tools
  - Calendars, workflow systems, knowledge bases