



Tema: E-business

- MATERIAL DE APOYO PARA EL POLILIBRO DE GESTIÓN EMPRESARIAL

Varna Free University

E-Business – Technology and Networks



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What is E-business?

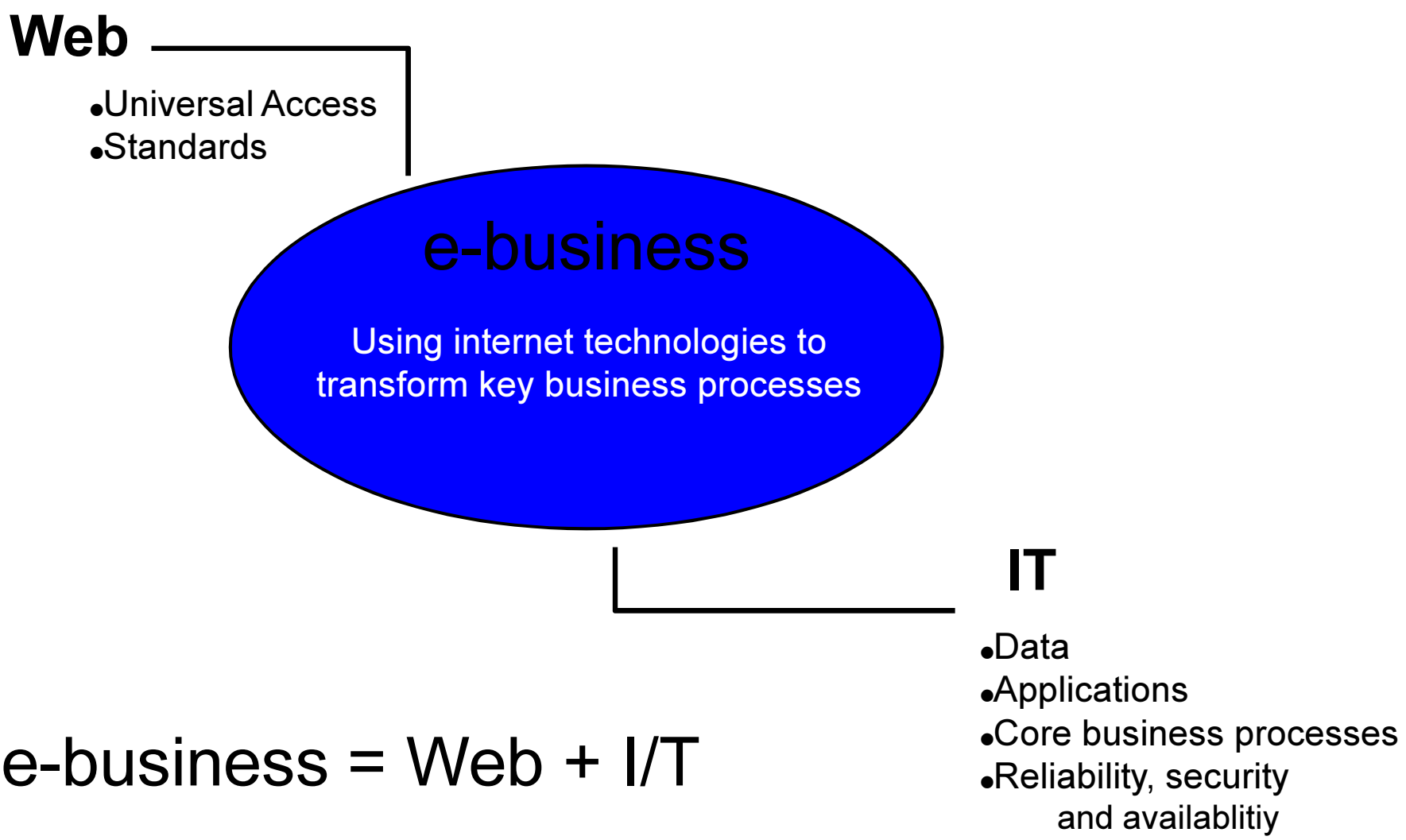
- E-business (electronic business) is the conducting of business on the Internet, not only buying and selling but also servicing customers and collaborating with business partners.

- The processes and tools that allow an organization to use Internet-based technologies and infrastructure, both internally and externally, to conduct day to day business process operations.

- Stands for electronic business and refers to any kind of sales, services, purchasing or commerce on the Internet.

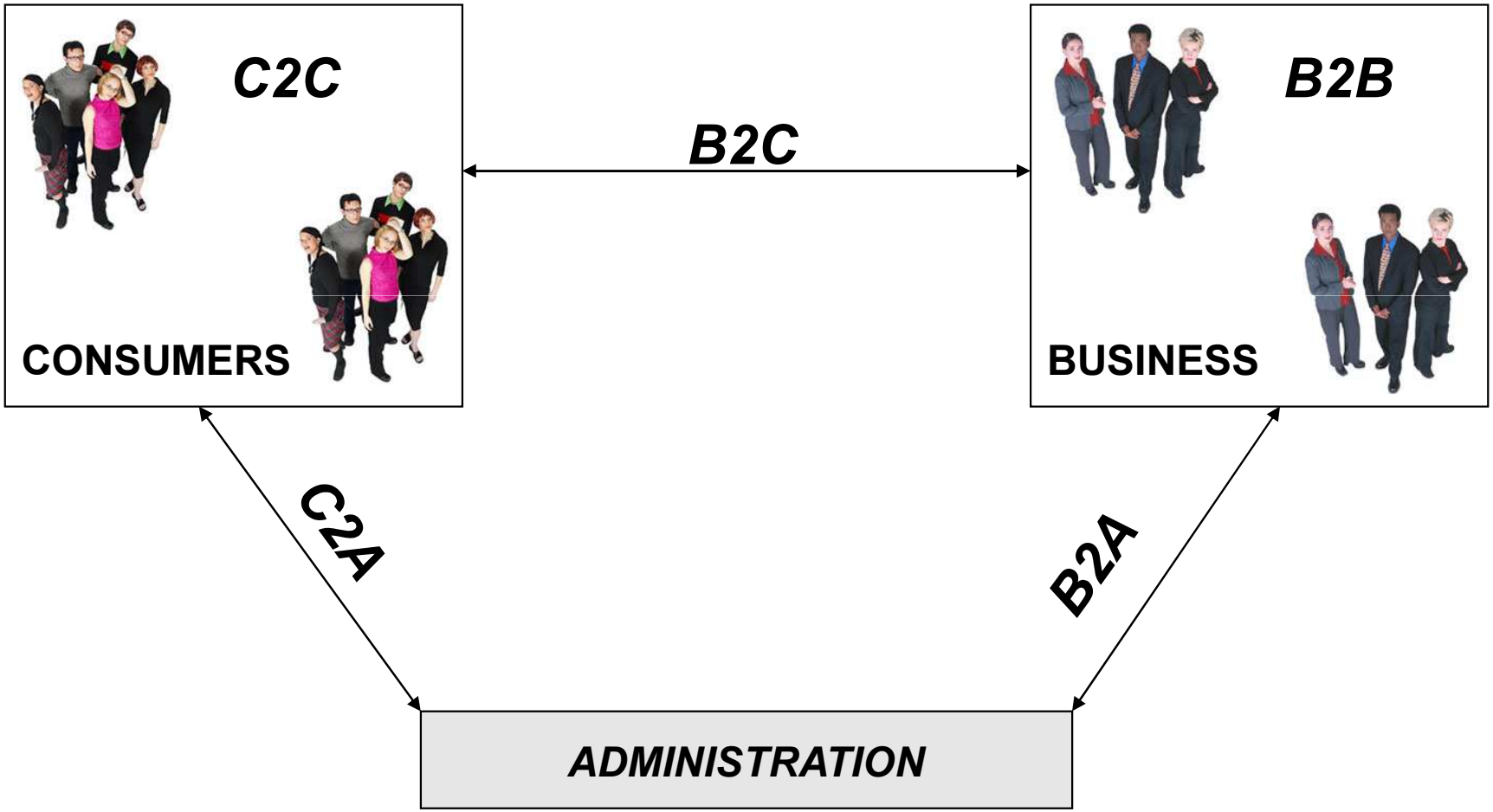
- A new-tech jargon word used more for marketing than for technical description. Most commonly it broadly refers to conducting business over the Internet (email and web) by communicating and perhaps transacting (buying and selling) with customers, suppliers, and business partners.

What is E-business?

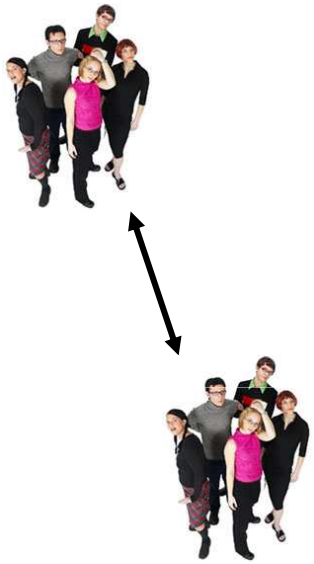


e-business = Web + I/T

E-business types:



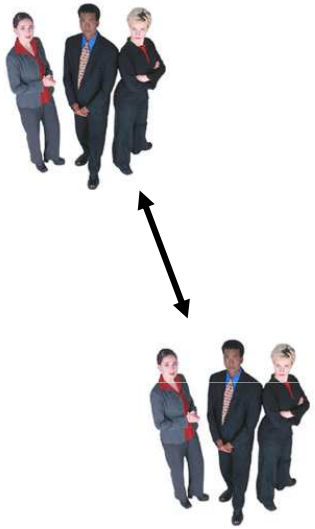
What is Consumers to Consumers (C2C) ?



⇨ Abbreviation for consumer-to-consumer commerce; that is, commerce with no middle business people The most notable examples are Web-based auction and classified as sites. Most large venues for such models (for example, eBay and Classifieds2000) are quickly permeated by consumers who participate so actively and regularly that they become small businesses for them.

⇨ C2C stands for consumer to consumer electronic commerce. The Internet has facilitated new types of C2C although it is important to note that this kind of commerce -- in the form of barter, yard sales, flea markets, swap meets, and the like -- has existed since time immemorial. Notably, most of the highly successful C2C examples using the Internet actually use some type of corporate intermediary and are thus not strictly "pure play" examples of C2C.

What is Business to Business (B2B) ?



- B2B stands for "business-to-business," as in businesses doing business with other businesses. The term is most commonly used in connection with e-commerce and advertising, when you are targeting businesses as opposed to consumers.
- On the Internet, B2B (business-to-business), is the exchange of products, services, or information between businesses. B2B is e-commerce between businesses. B2B Communication using XML over HTTP B2B - the basics
- Business-to-business electronic commerce (B2B) typically takes the form of automated processes between trading partners and is performed in much higher volumes than business-to-consumer (B2C) applications.

What is Business to Consumers (B2C) ?



- Refers to businesses selling products or services to end-user consumers.
- B2B stands for transaction activities involving two business entities (business-to-business transaction). B2C stands for transaction activities involving a business and a consumer (business-to-consumer transaction).
- Electronic commerce comprises commercial transactions, involving both organisations and individuals. From the technical point of view e-commerce is the processing and transmission of digitised data. E-commerce decreases the distance between producers and consumers. Consumers can make their purchase without entering a traditional shop.

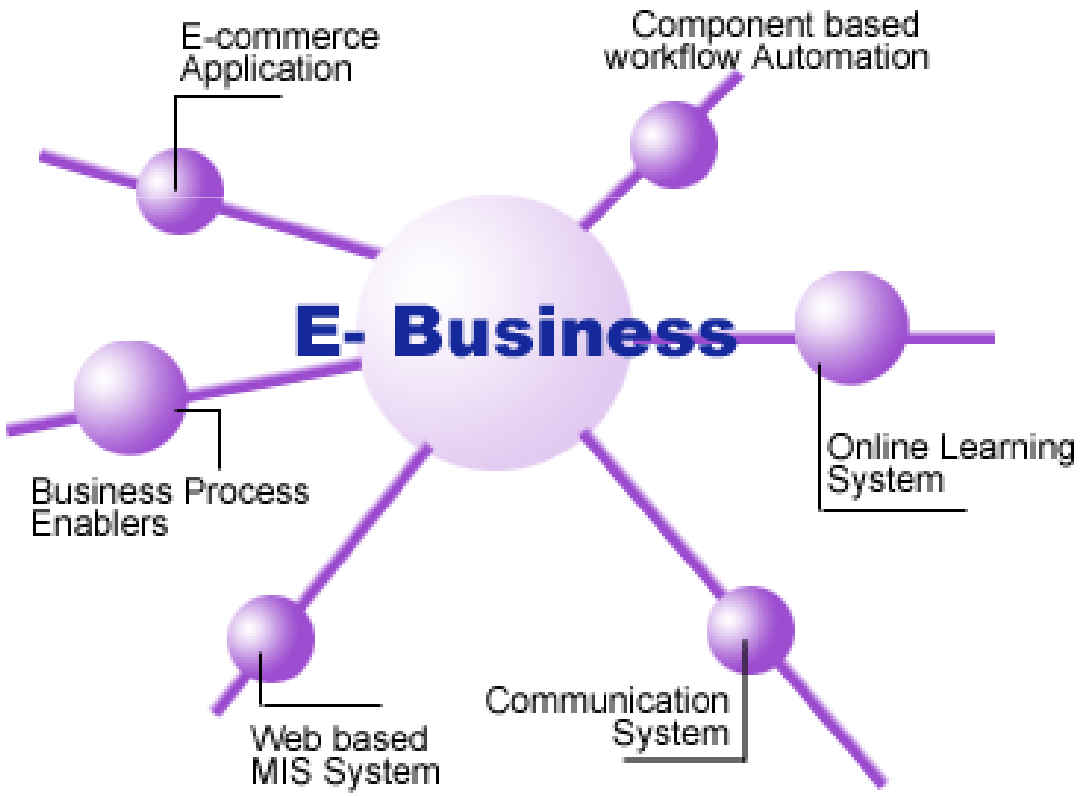
What is Business to Administration (B2A) ?



⇨ **Short for business-to-administration, also known as e-government. B2A is the idea that government agencies and businesses can use central Web sites to conduct business and interact with each other more efficiently than they usually can off the Web. FindLaw is an example of a site offering B2A services -- a single place to locate court documents, tax forms and filings for many different local, state and federal government organizations**

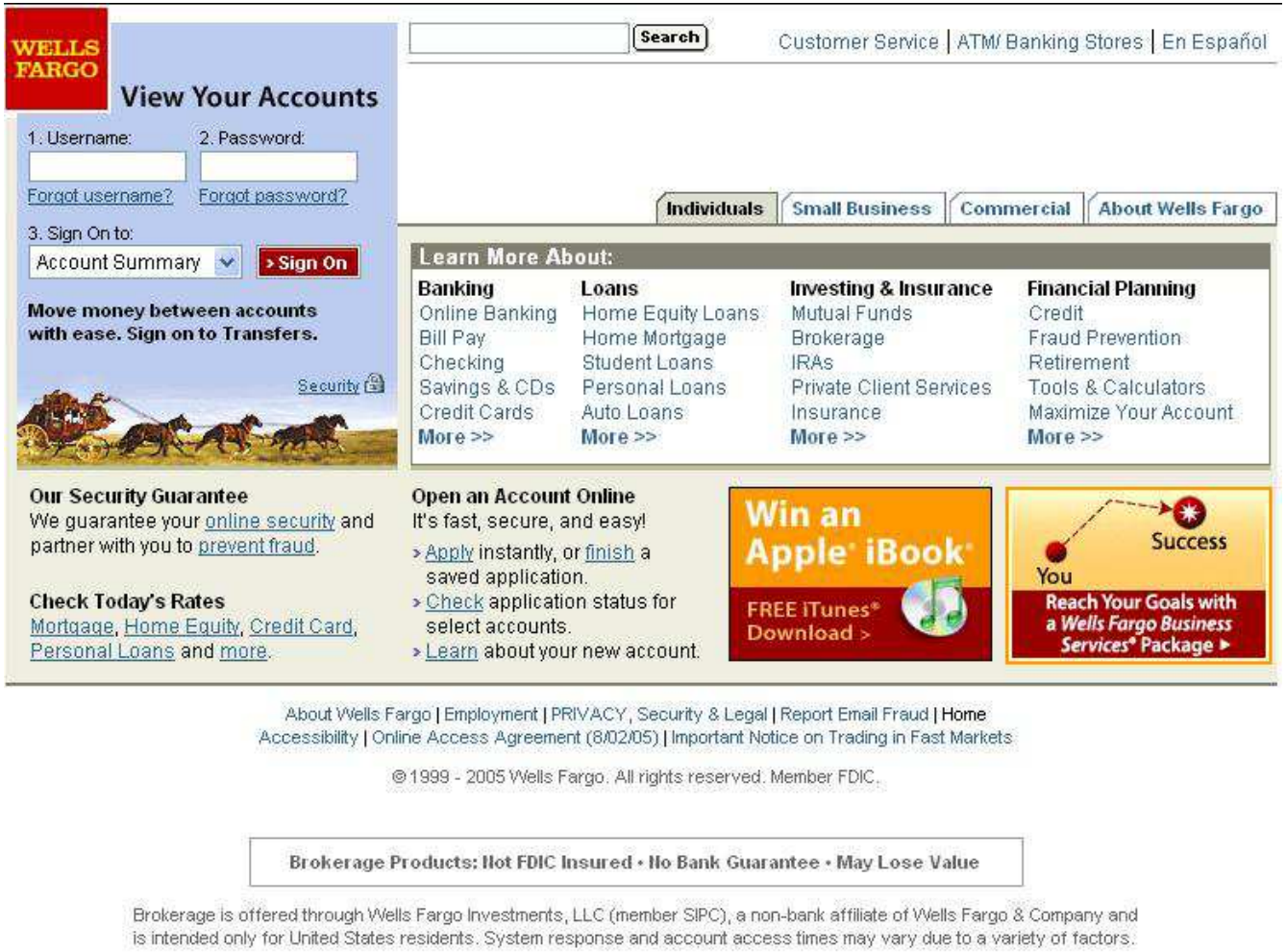
E-business category

- E-banks
- E-trade
- E-consulting
- E-engineer
- E-learning
- E-mail
- E-marketing
- E-transactions



An example for e-bank

business



An example for e-trade

business



An example for e-consulting

e business



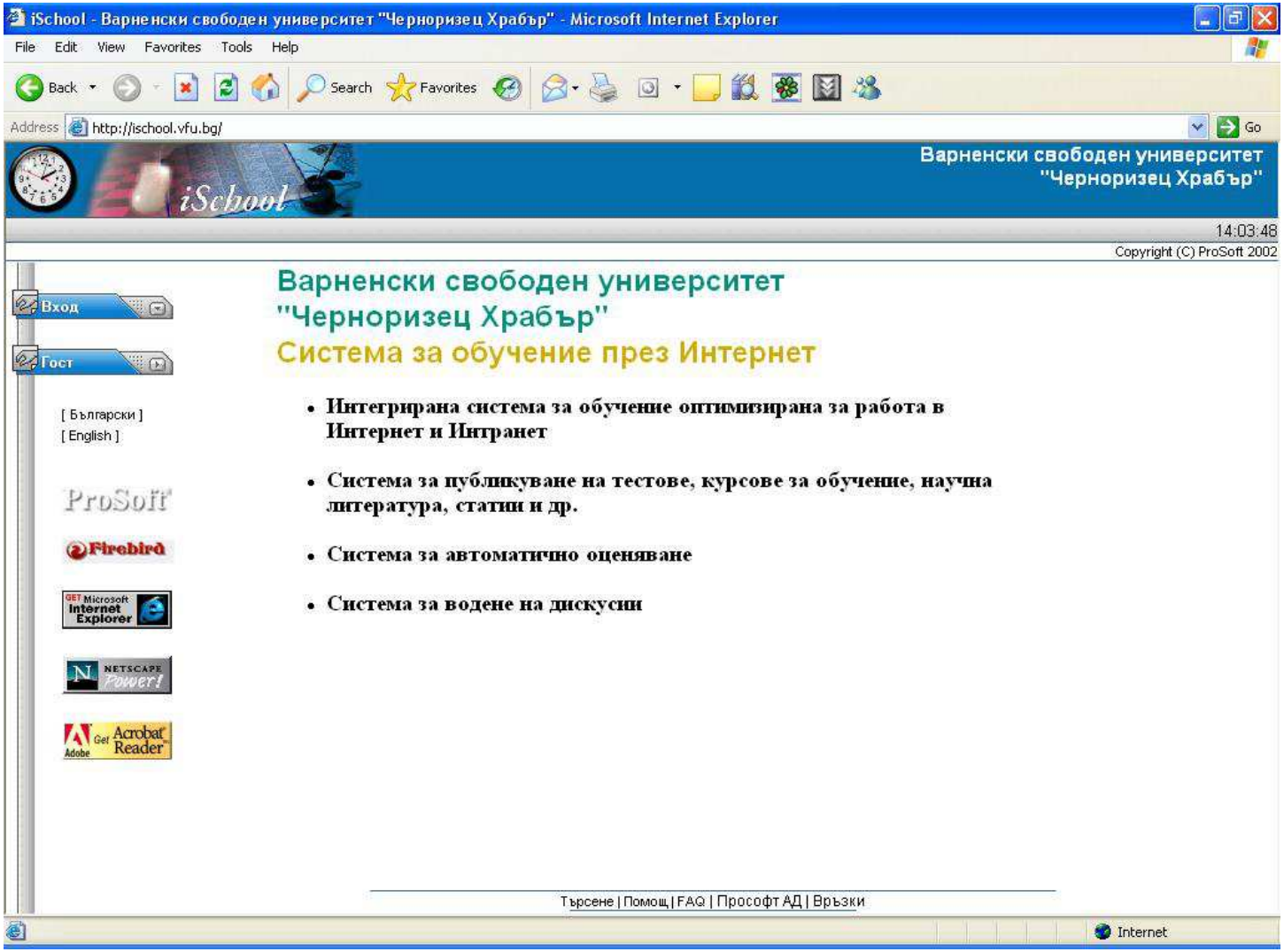
An example for e-engineering

business



An example for e-learning

business



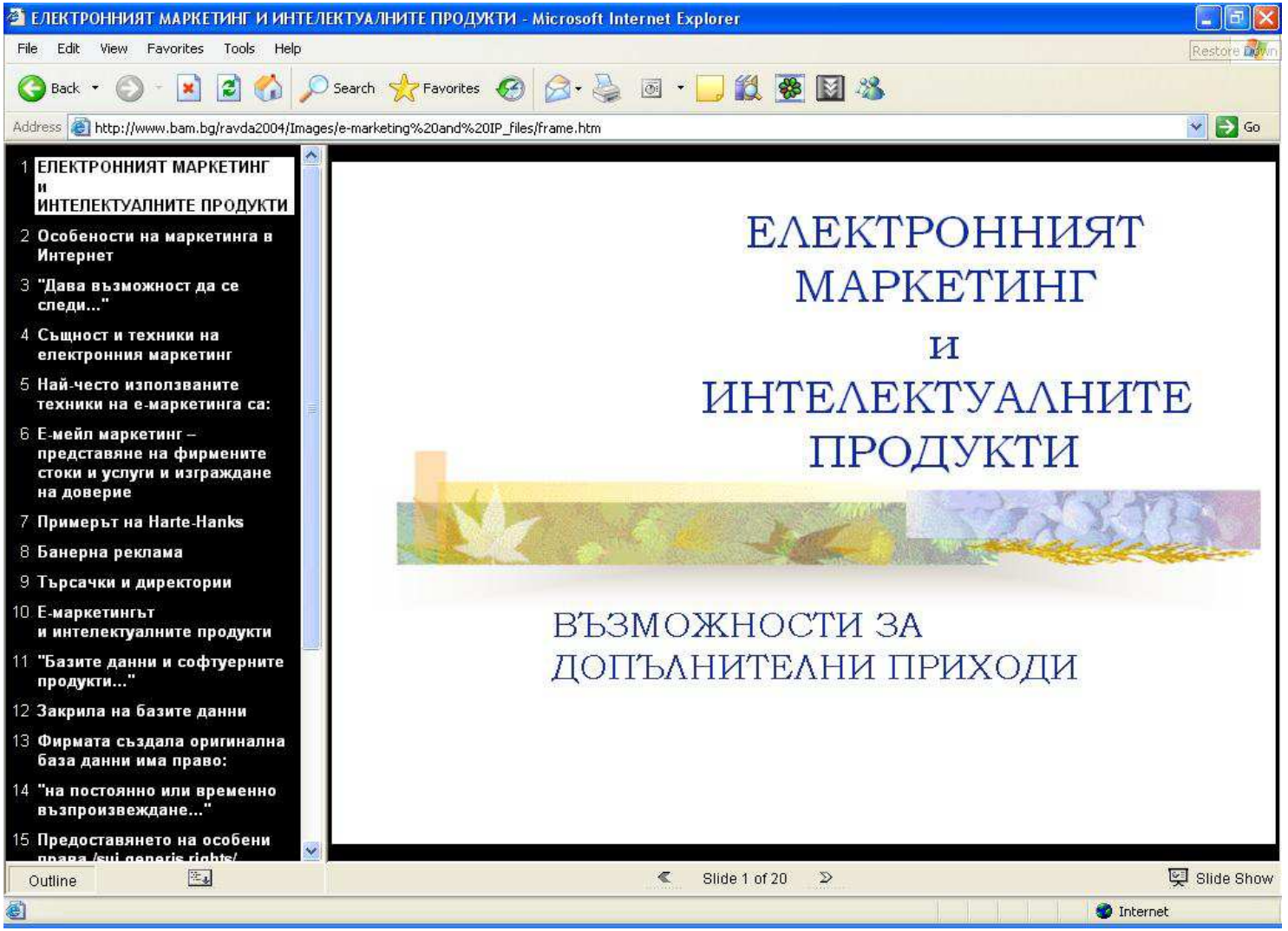
An example for e-mail

business

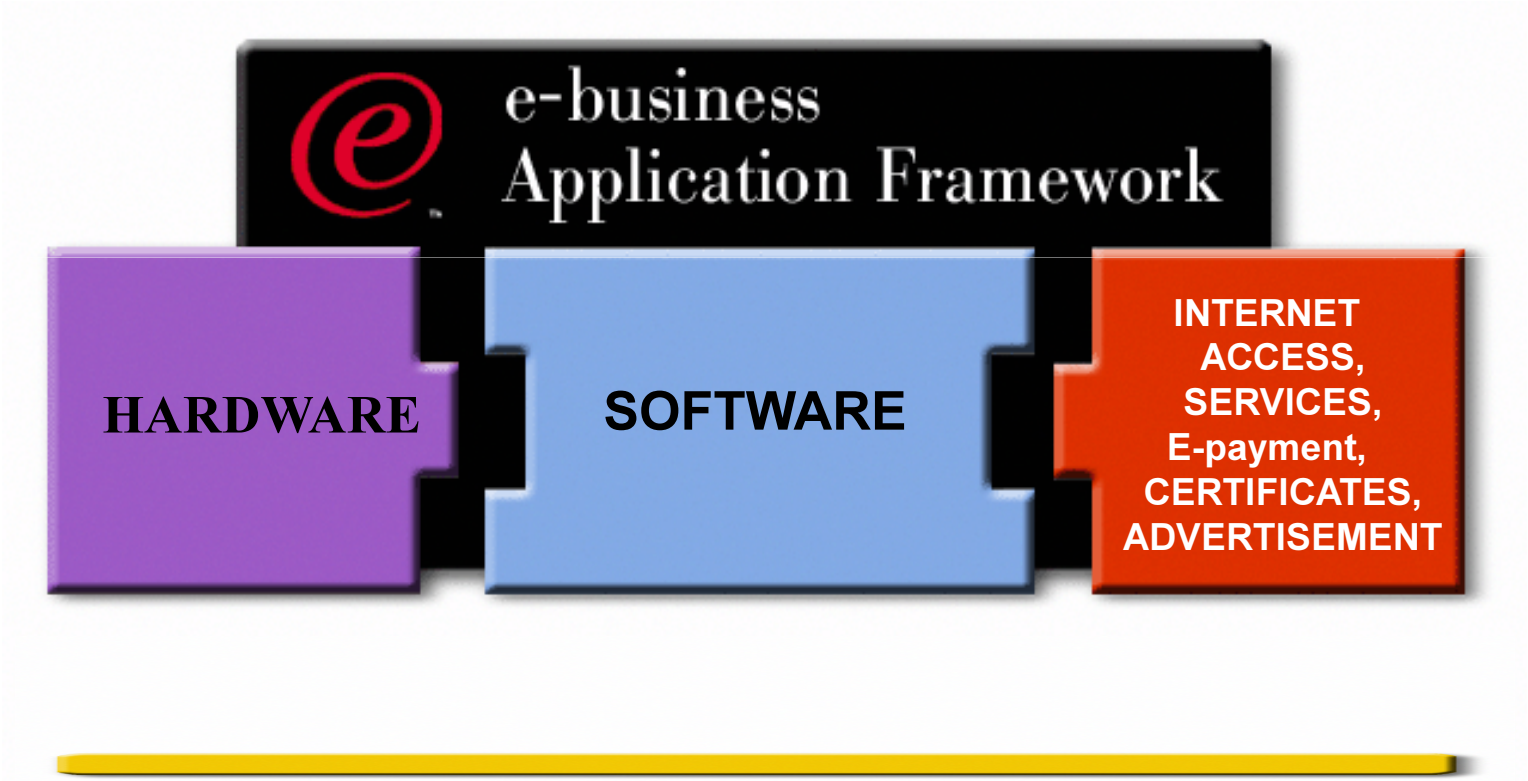


An example for e-marketing

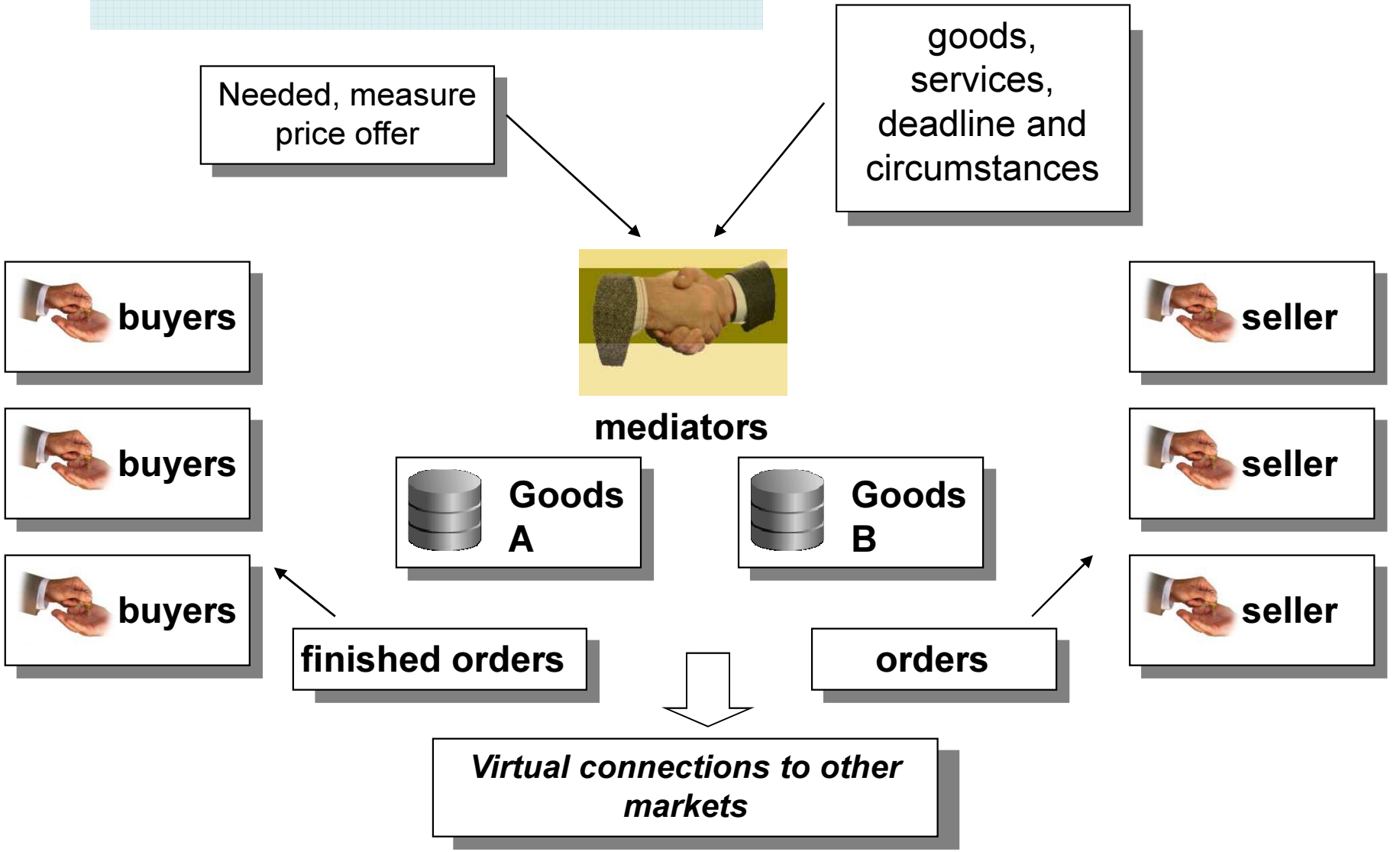
business



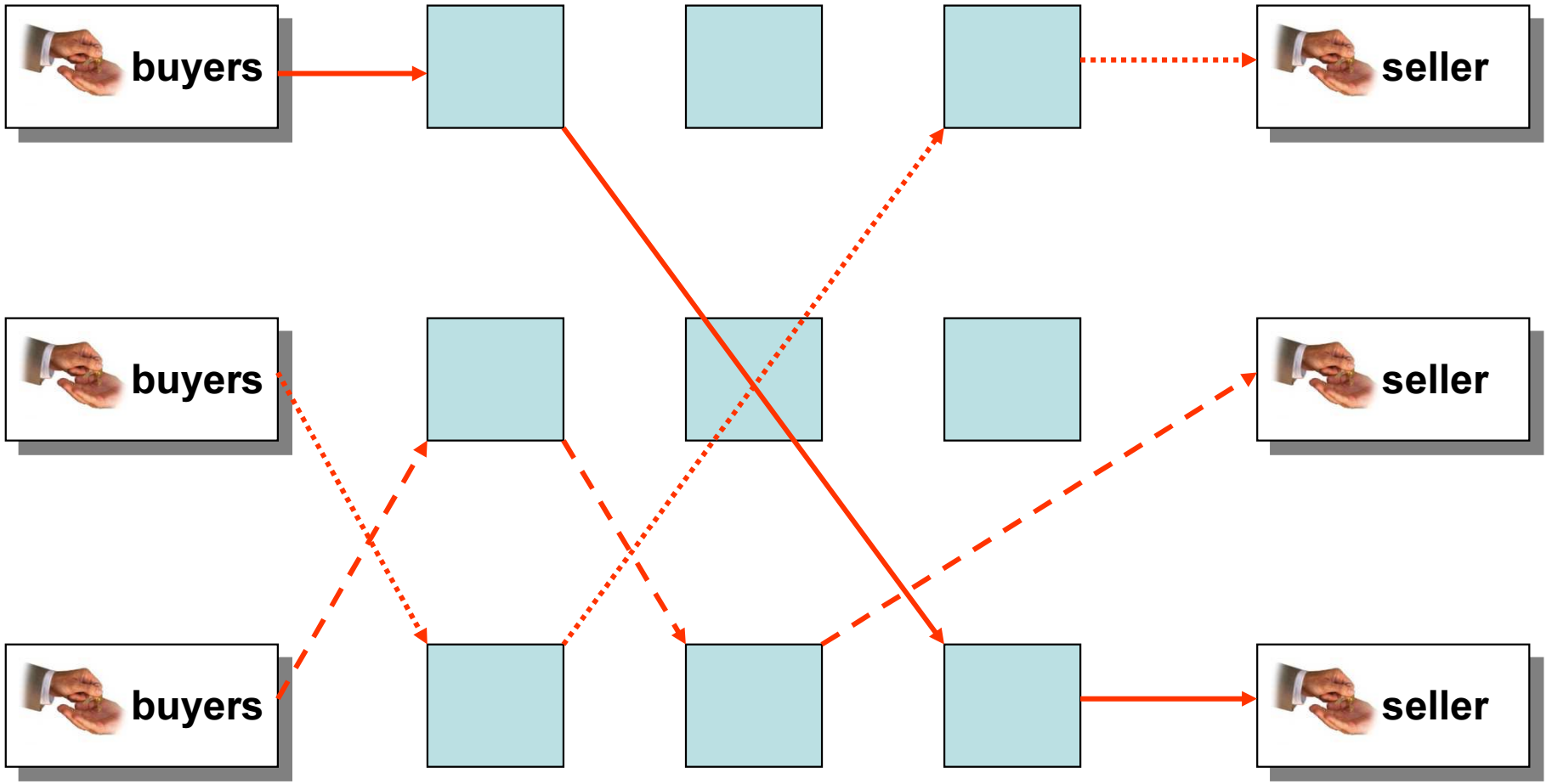
E-business infrastructure



Virtual Markets

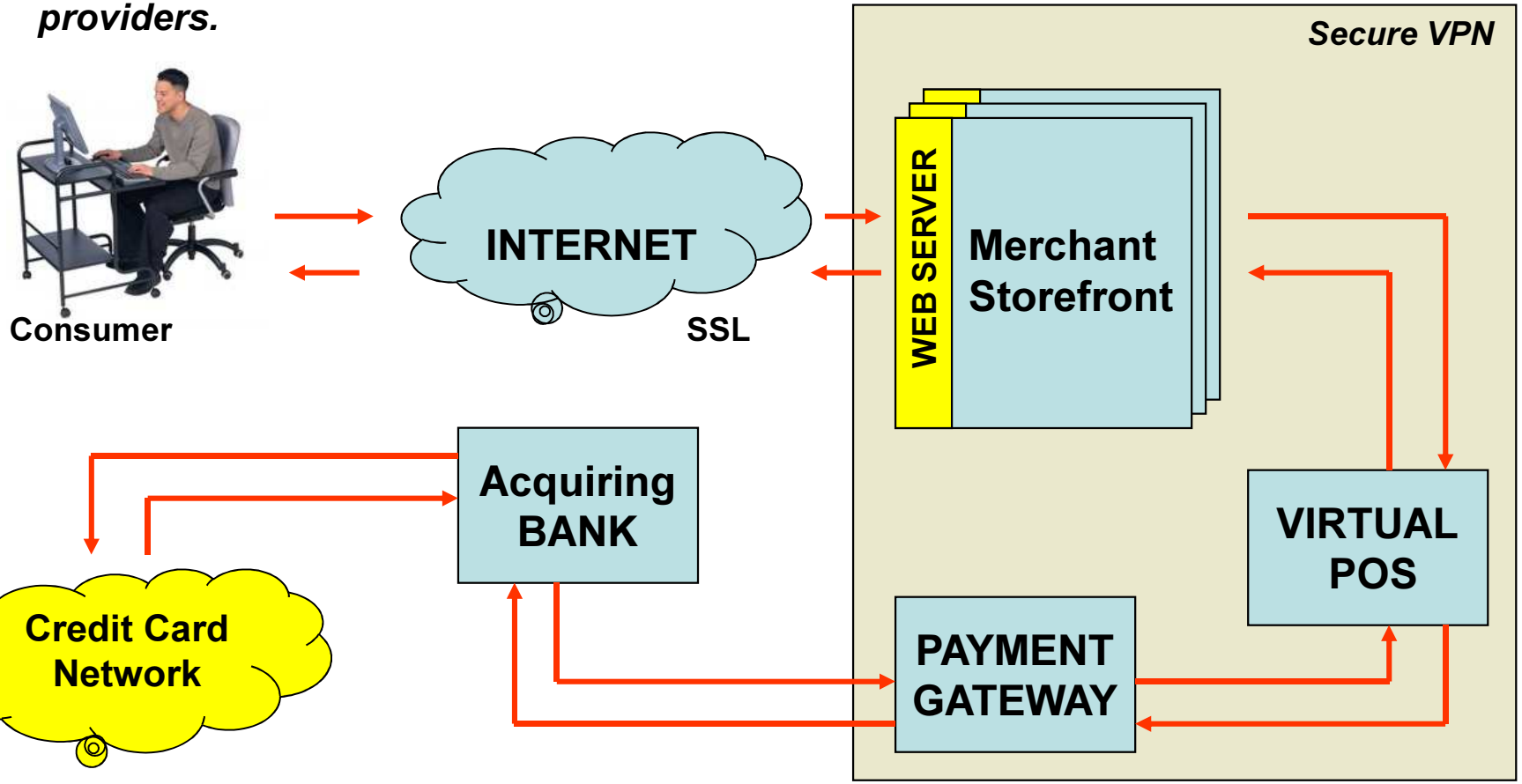


The path of the deal



How safe are e-Business financial transactions?

⇨ ***New security technology like 128-bit SSL encryption ensures the safety and privacy of both you and your customers, and is built into the latest e-Business software tools. Your security and privacy is a top priority with all e-Business providers.***



Can my business benefit from e-Business?

- Reduce administrative and operating costs
- Reduce inventory costs
- Reduce the cost of procurement
- Improve customer service and satisfaction
- Streamline procurement procedures
- Increase communication efficiency and interaction with employees, vendors, customers and strategic partners
- Increase revenues and profit margins



E-Business – Technology and Networks

Thank You !