

# ***A Final Word about E-Business***



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## *Overview*



- What it is...
- Driving Forces
- Evolutionary Patterns
- The Technology
- Three Conclusions

## *Electronic Business*

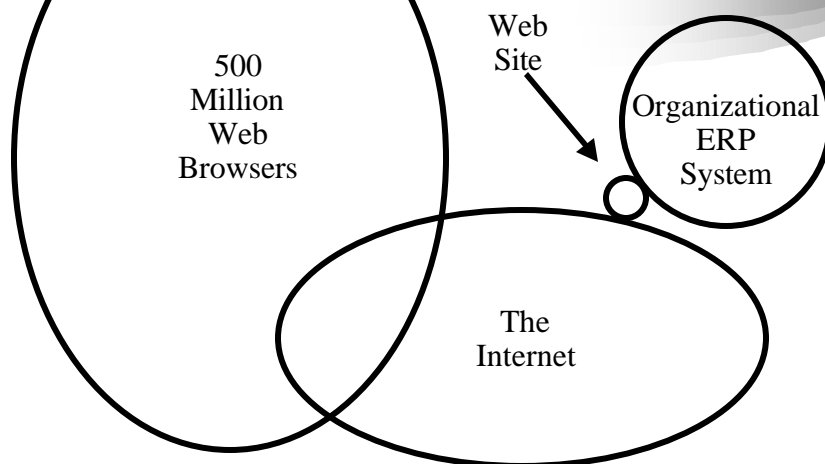
- A business where selected business processes are transformed using computer and network technologies.
- The targets of opportunity are:
  - New channels for products
  - New efficiencies in product and workflow management
  - New capabilities in customer and document management
  - New opportunities for organizational structuring -- process reengineering and knowledge management.

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## *Relative Importance of Components*

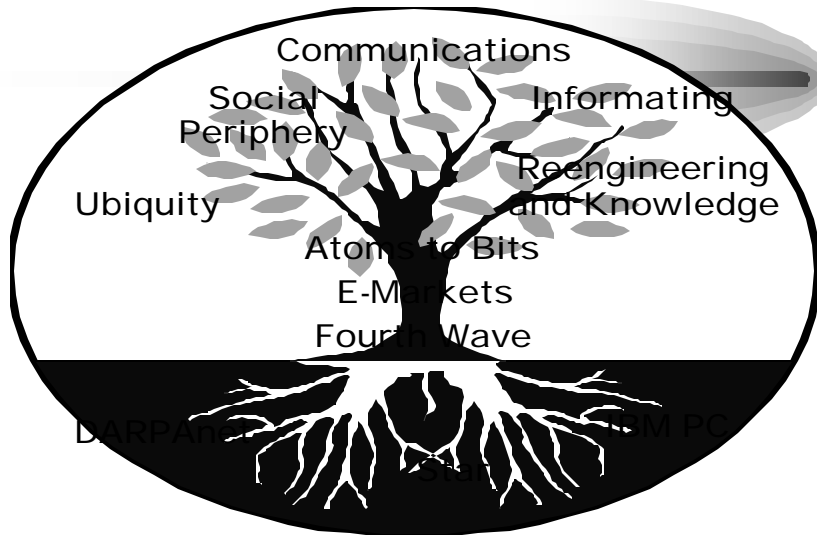


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## E-Business Roots, Trunk, & Branches

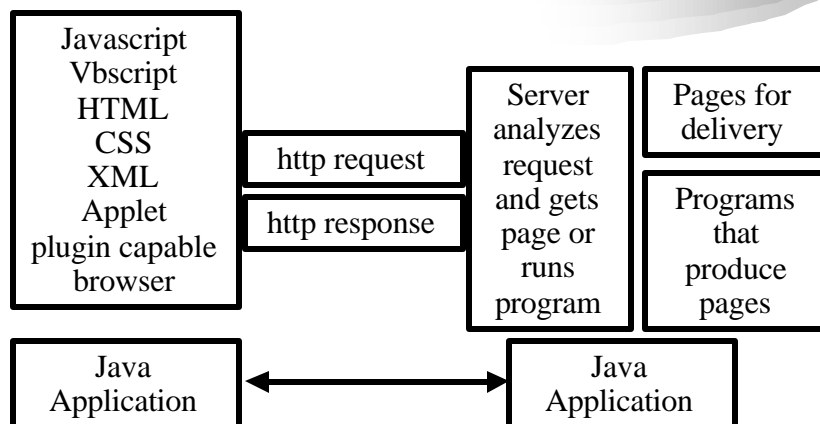


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## Web Technology

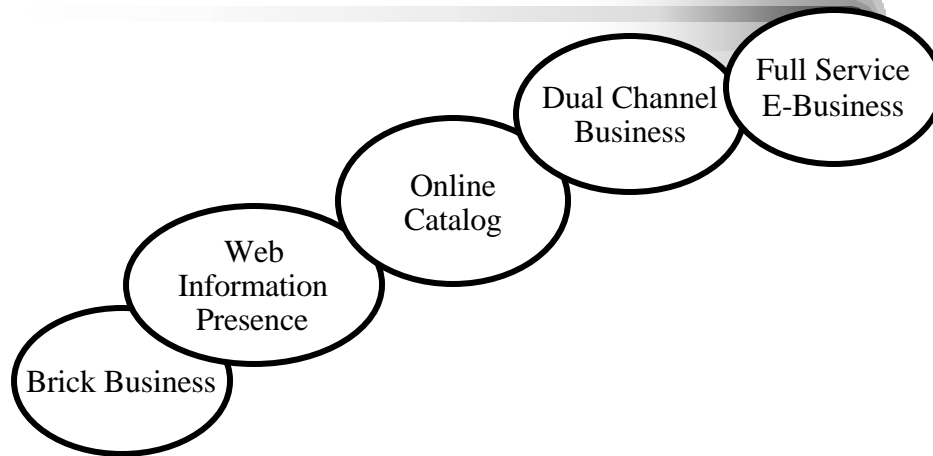


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## Evolution of E-Business Brick to Click Model

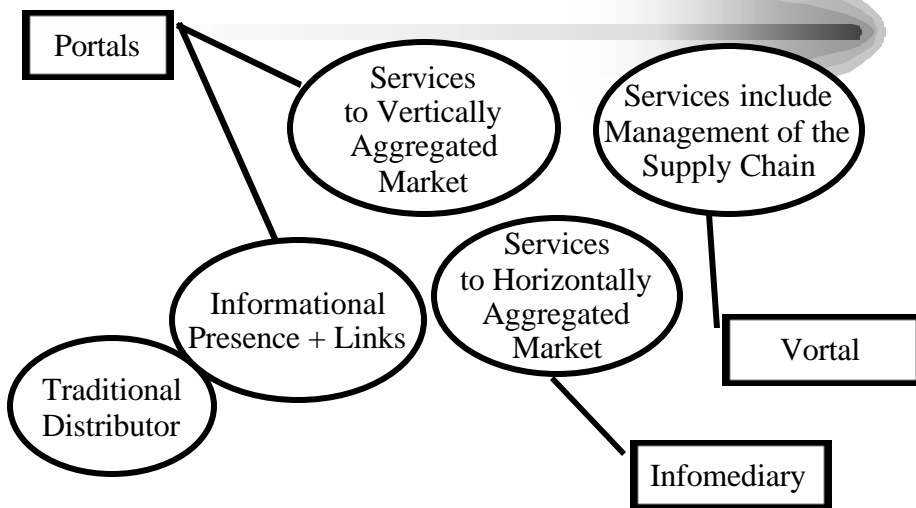


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## Evolution of E-Business Distributor Model

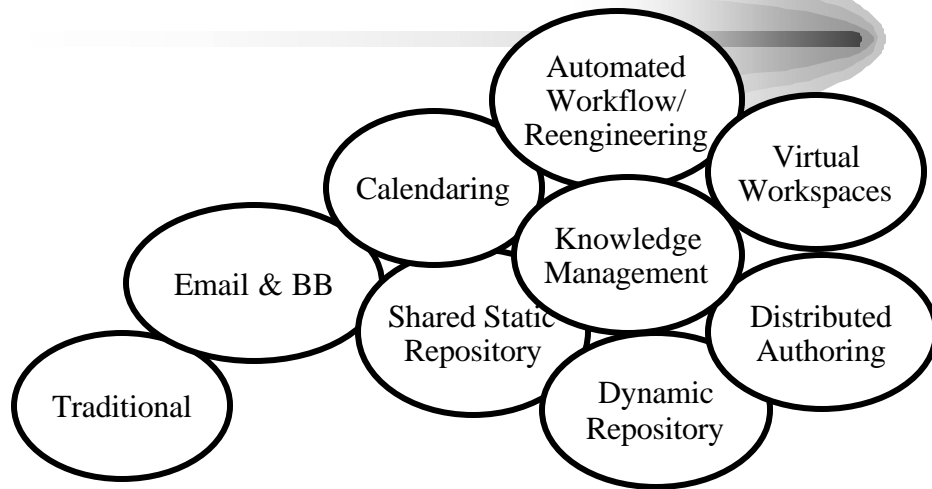


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## *Evolution of E-Business Intranet Model*



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## *The State of E-Business Conclusion 1*

- E-Business is the next step in the evolution of business management using technology
- E-Businesses strive to:
  - Manage large operations with attention to detail both temporally and functionally
  - Reach new customers via e-channels
  - Develop new bit based product forms
  - Develop new communication based services

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## *The State of E-Business Conclusion 2*

- E-Business is maturing
  - The revolution is turning to evolution
  - The cost to benefit ratio is decreasing (SMEs)
- The network has achieved critical mass
  - Proctor and Gamble rule
  - The S-curve of technology adoption
- Models are emerging
  - Best practices, branding, and monetarizing

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## *The State of E-Business Conclusion 3*

- If you are looking to invest –
  - look to the guaranteed winners – infrastructure and services to businesses (Fed Ex and AOL)
- If you are in business –
  - understand that e-business is as much or more about logistics than it is about commerce
- If you are a netrepreneur –
  - pay attention to opportunities related to the secondary and tertiary effects (reuniting families)

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