

# Announcements



- ◆ Online Survey on Fall Recruitment Events
  - ◆ Prizes drawn for those who participate!
- ◆ Feb. 3
  - ◆ Explore your Opportunities in Consulting
  - ◆ 5-7pm, SC Presentation Room, Free
  - ◆ Business Casual, sign-up online
- ◆ Feb. 16-20
  - ◆ Take A Commerce Student to work week
  - ◆ More info online
- ◆ Feb. 27-28
  - ◆ Deloitte Commerce Ski Trip
  - ◆ Blue Mountain, tickets 90% sold out
  - ◆ Forms available at UCS office (NB 131A)
- ◆ More info?
  - ◆ [www.ucsonline.ca](http://www.ucsonline.ca) !

# **MGT 415H5 S**

# **Electronic Commerce**

Lu Lahodynskyj

Week#5 – Business Basics

# *Agenda*

- ◆ Notes
- ◆ Group Projects
- ◆ Review of Last Week
- ◆ Business Basics
- ◆ Next Week

# Notes



- ◆ One set reviewed
  - ◆ OK
    - ◆ Want an 'A'?

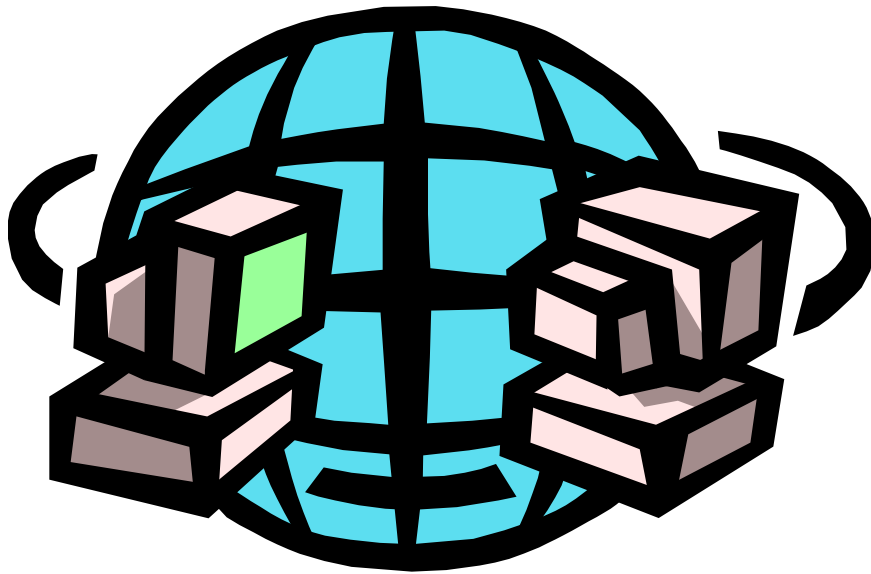
# Group Projects - Reminder



- ◆ Due Feb 11<sup>th</sup>
  - ◆ Next week
    - ◆ Word Doc
      - ◆ TurnItIn.com
    - ◆ Presentation
      - ◆ e-Mail to me
    - ◆ Password/ID
      - ◆ E-mail to Focal
        - ◆ Friday
  - ◆ Tonight
    - ◆ TA - Matthew
      - ◆ Room 128

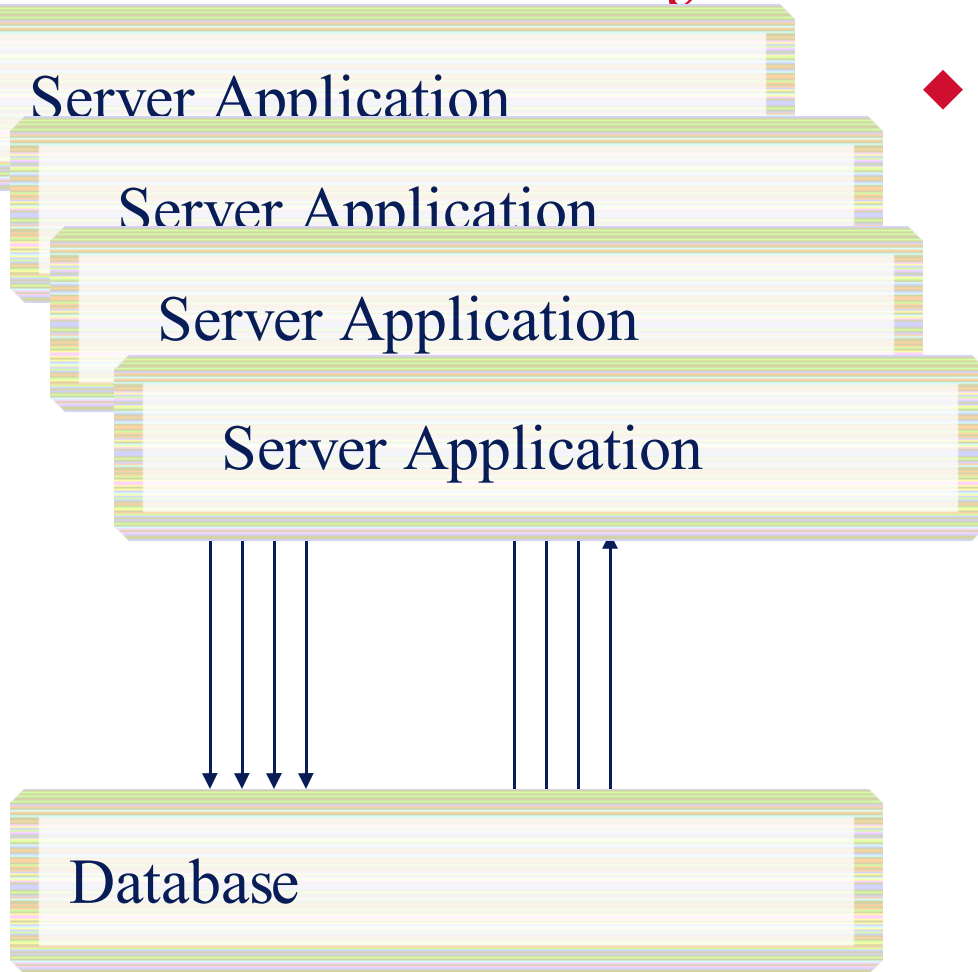
# *Review of Last Week*

# IP – Internet



- ◆ Address uses 32bits (IPv4)
  - ◆ Example
    - ◆ Sympatico
      - ◆ 64.231.48.17
    - ◆ Mix of
      - ◆ network identifier
        - ◆ 64.231.
      - ◆ device on the network
        - ◆ .48.17
- ◆ Coming Soon
  - ◆ IPv6, using 128bits
    - ◆ 201:770:18:2:260:cfff:fe20:f45c
  - ◆ More numbers = flexibility

# And the Data Layer



## ◆ Database

### ◆ Repository

- ◆ Usually accessed by multiple servers
- ◆ Knowledge Base

# Middleware

- ◆ Another layer
  - ◆ “The glue that binds”
- ◆ Applications run on
  - ◆ Client
    - ◆ PC, Apple, 3270
  - ◆ Server
    - ◆ Apache, Microsoft, Apple



# Sample from IBM

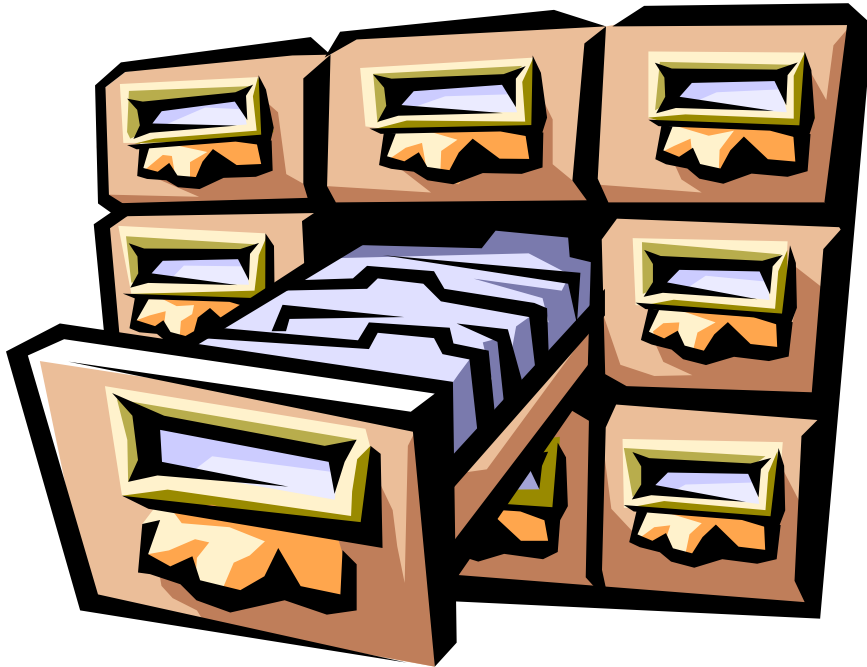
## The Middleware Salad Bar

Capability	J2EE	COM+	CORBA/OMA	Web Services	OMG MDA	.Net
Network Layer	TCP/IP	TCP/IP	TCP/IP	TCP/IP	TCP/IP	TCP/IP
Web Protocol	HTTP	HTTP	HTTP	HTTP	HTTP	HTTP
Interface Definition	Java	Microsoft IDL	CORBA IDL	WSDL	IDL/WSDL...	WSDL/C#
Meta Language	XML	XML	MOF/XML	XML	MOF/XML	XML
RPC Mechanism	RMI/IIOP	DCOM	IIOP	SOAP; XMLP	SOAP; IIOP	SOAP
Registry/Repository	JNDI; LDAP	LDAP; ADSI	CORBA IR	UDDI	MOF;UDDI	UDDI
Process Flow	JPC	Proprietary	Proprietary	BPEL4WS..	UML	BPEL4WS
Modeling Language	UML	UML	UML	UML, XSD?	UML, MOF	UML

Tiny fragment of the landscape



# Data & Databases



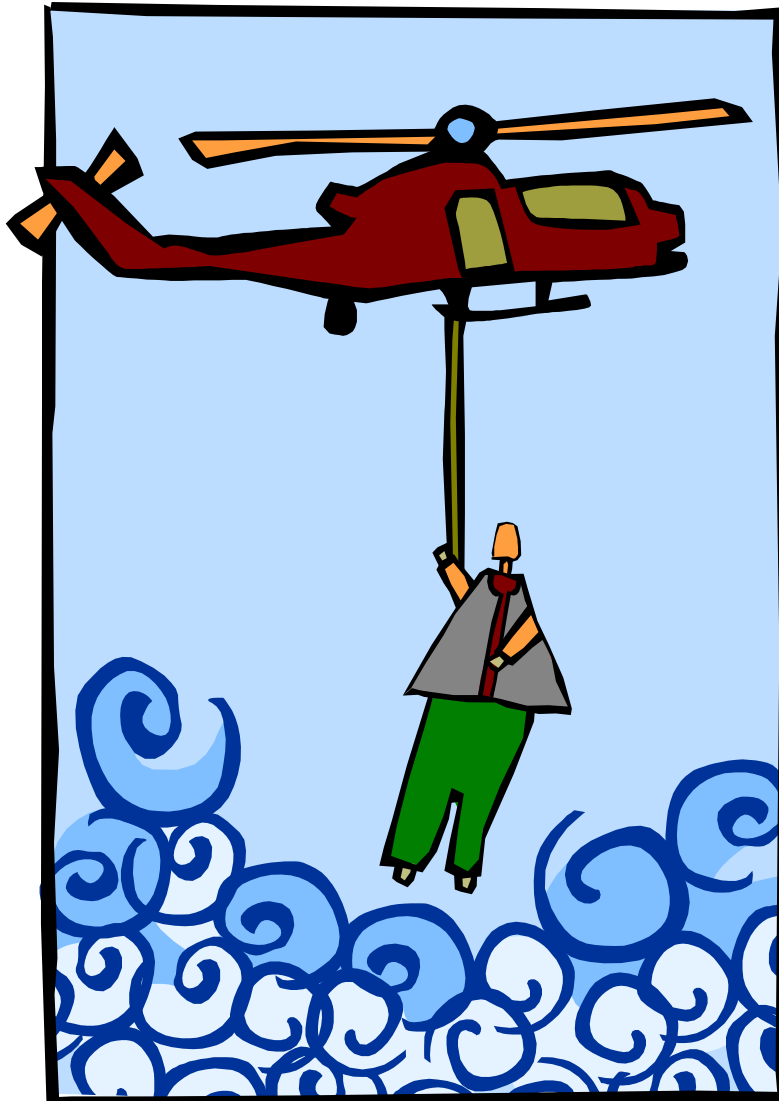
- ◆ Group 4
  - ◆ Presenting databases
  
- ◆ Information
  - ◆ Growing
    - ◆ in size
    - ◆ in speed
    - ◆ in use
  - ◆ But is it any good?
    - ◆ Data entry?

# Data Necessities



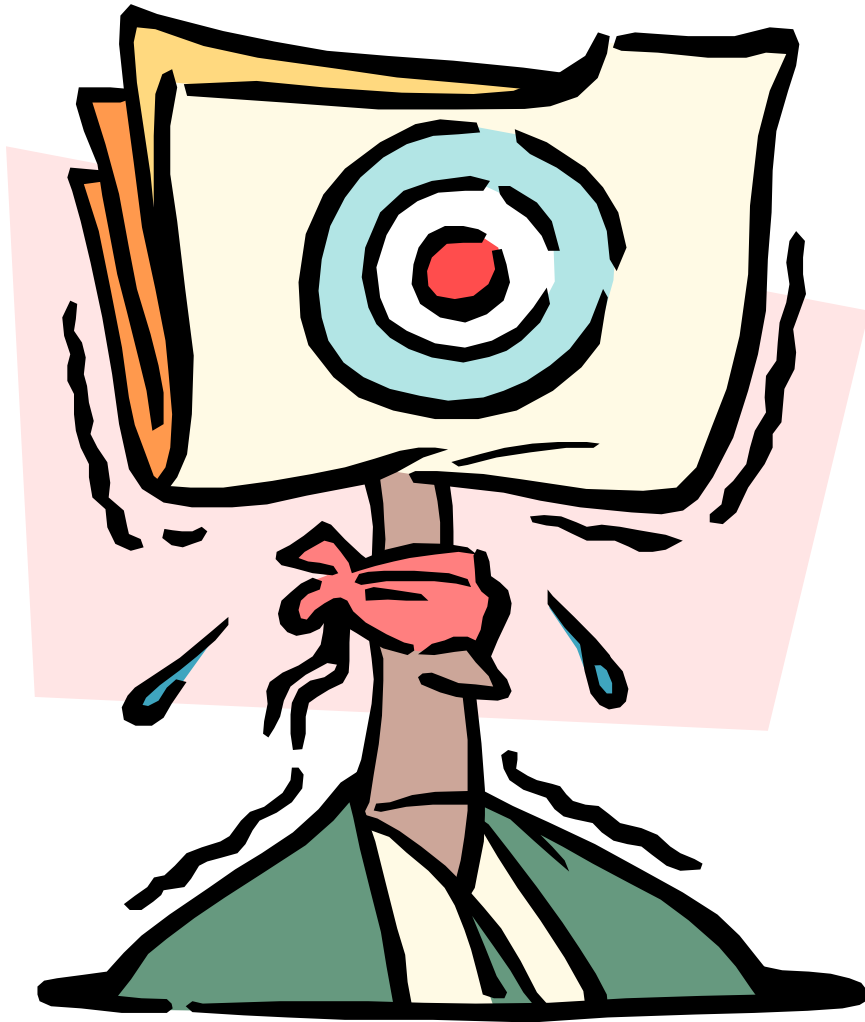
- ◆ Clean Data
  - ◆ Accuracy at source
- ◆ Housekeeping
  - ◆ CRUD
  - ◆ Legal requirements
- ◆ Backups
  - ◆ Disk: NAS; SAN
    - ◆ Pro/Con
  - ◆ Tape
    - ◆ Pro/Con

# Business Continuation Management (BCM)



- ◆ More than data
  - ◆ People
    - ◆ Phones
    - ◆ Desks
    - ◆ Food & Drink
  - ◆ Paperwork
  - ◆ Computer
- ◆ Business Driven
  - ◆ 3<sup>rd</sup> party
    - ◆ eg: Bell Canada's Business Backup service for Small & Medium sized businesses (SMB)
- ◆ Test

# Do I have to think about storage?



- ◆ These components
  - ◆ Web-site
  - ◆ Transactions
  - ◆ History
- ◆ Why

# Network Principles



- ◆ Same
- ◆ Wireless vs. Wireline
  - ◆ Speed – ish
  - ◆ Blind-spots
    - ◆ But, no cabling
  - ◆ Health
    - ◆ Hearsay
    - ◆ Instructions

# Customer Perspective



- ◆ Type
  - ◆ Internet
  - ◆ Extranet
  - ◆ Intranet
- ◆ Test & Monitor
  - ◆ Before
    - ◆ Browsers (More than IE)
    - ◆ Resolutions (800x600 +)
  - ◆ During

# Asset Management



- ◆ Benefit
  - ◆ 30% cost savings
    - ◆ “Seminar”, FrontRange
      - ◆ 2003Dec04
- ◆ Inventory
  - ◆ Software
    - ◆ Applications
    - ◆ Databases
    - ◆ Utilities
    - ◆ OS (Patches)
  - ◆ Hardware
    - ◆ Client Computing
    - ◆ Network
    - ◆ Servers
      - ◆ Consolidation

# Outsourcing



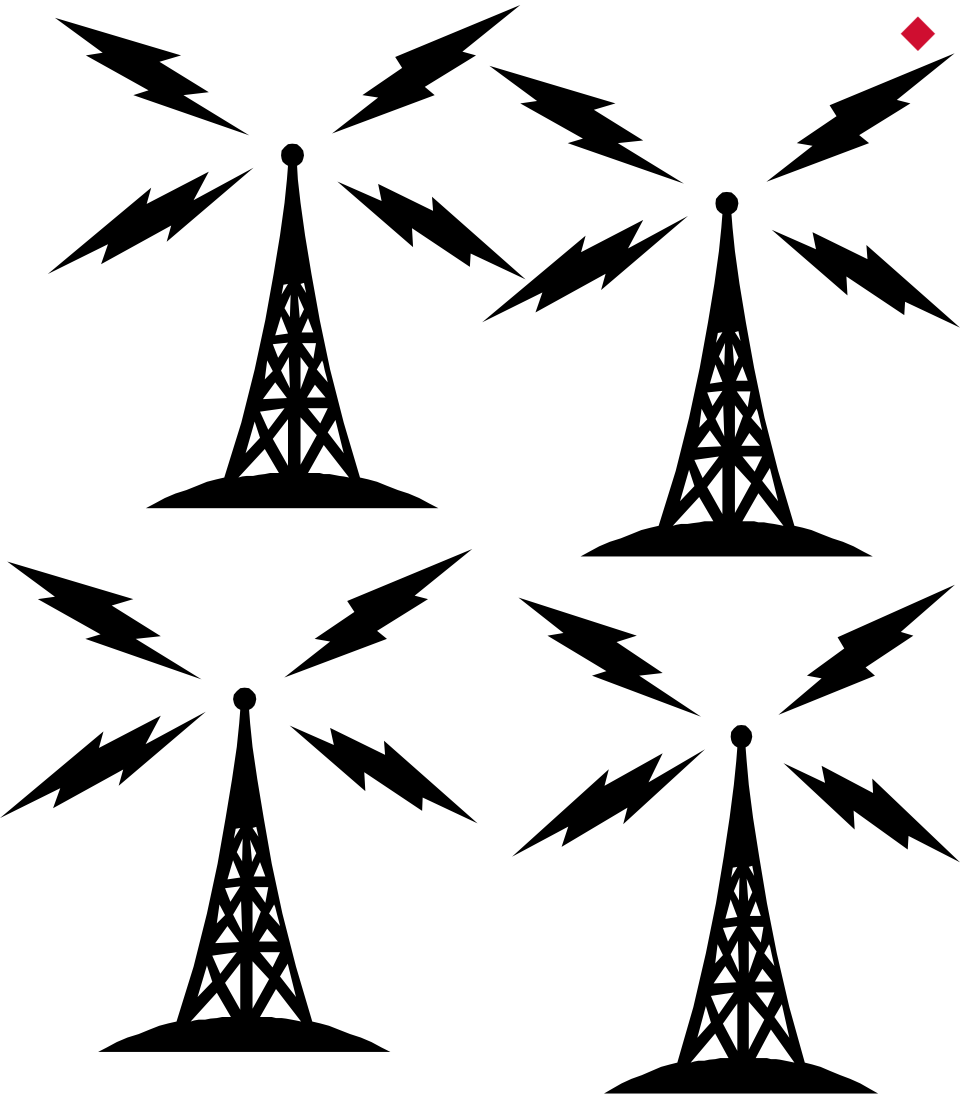
- ◆ Trends
  - ◆ Help Desk
  - ◆ Support
  - ◆ Development
  - ◆ Processes
- ◆ Application Service Providers (ASP)
  - ◆ Affordable
- ◆ Contracts
  - ◆ Partnership
  - ◆ Specifics
  - ◆ Management

# Utility Computing



- ◆ Utility Computing
  - ◆ Networks
  - ◆ Pay-for-use
    - ◆ Not that easy.....
- ◆ Autonomic
  - ◆ IBM

# Example - BT's Mobile phone network



## ◆ Wireless Stations

- ◆ Based on fruit fly's process to establish bristles on it's body
  - ◆ Move control to lowest possible level
- ◆ Stations negotiate as to which one uses which channel
  - ◆ Stations do not use same channels, so improved quality and less blocking
  - ◆ No need to configure a new station
  - ◆ Better handling of demand peaks
- ◆ Carleton University

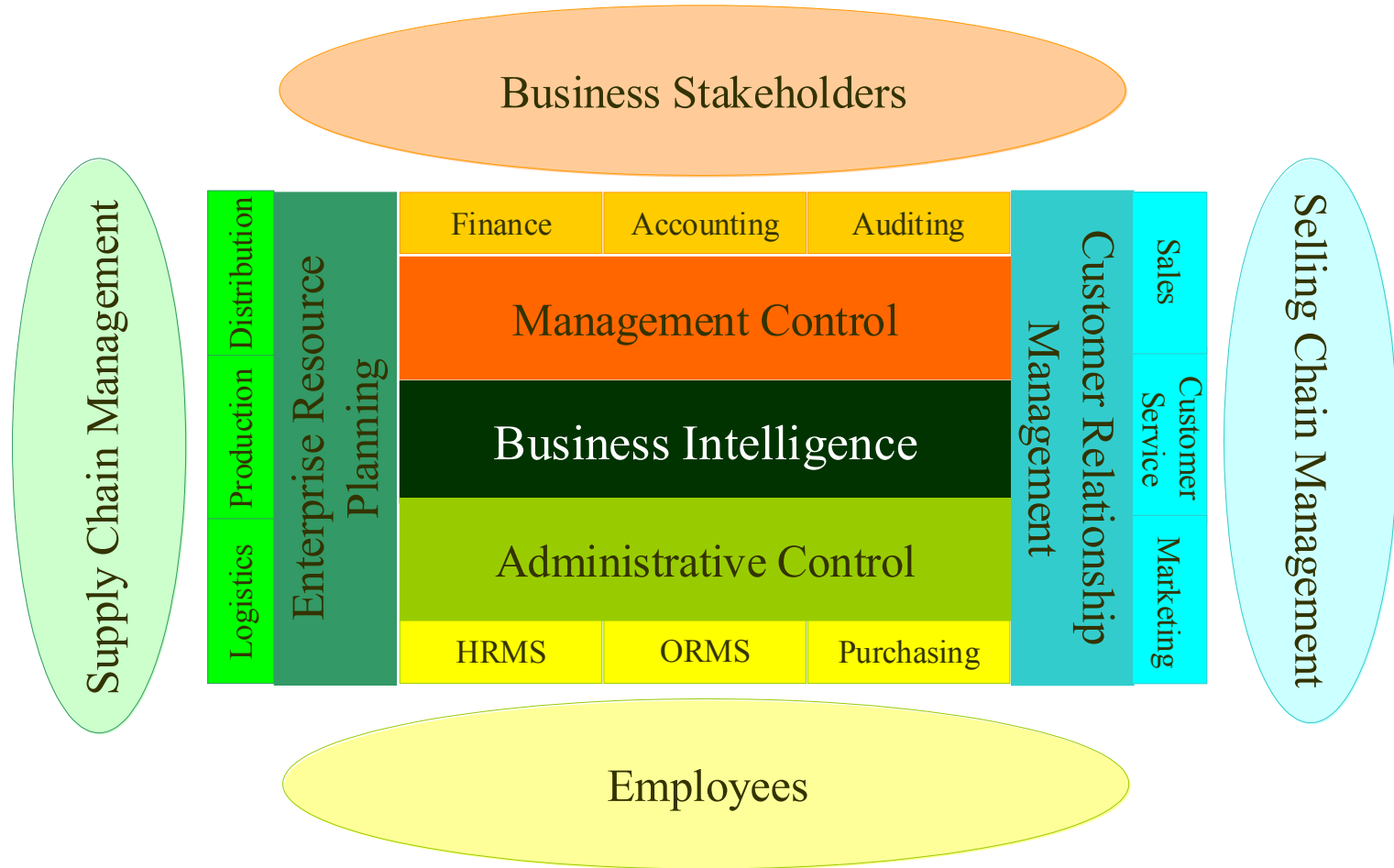
# *Business Basics*

# Enterprise Activities – Value Chain



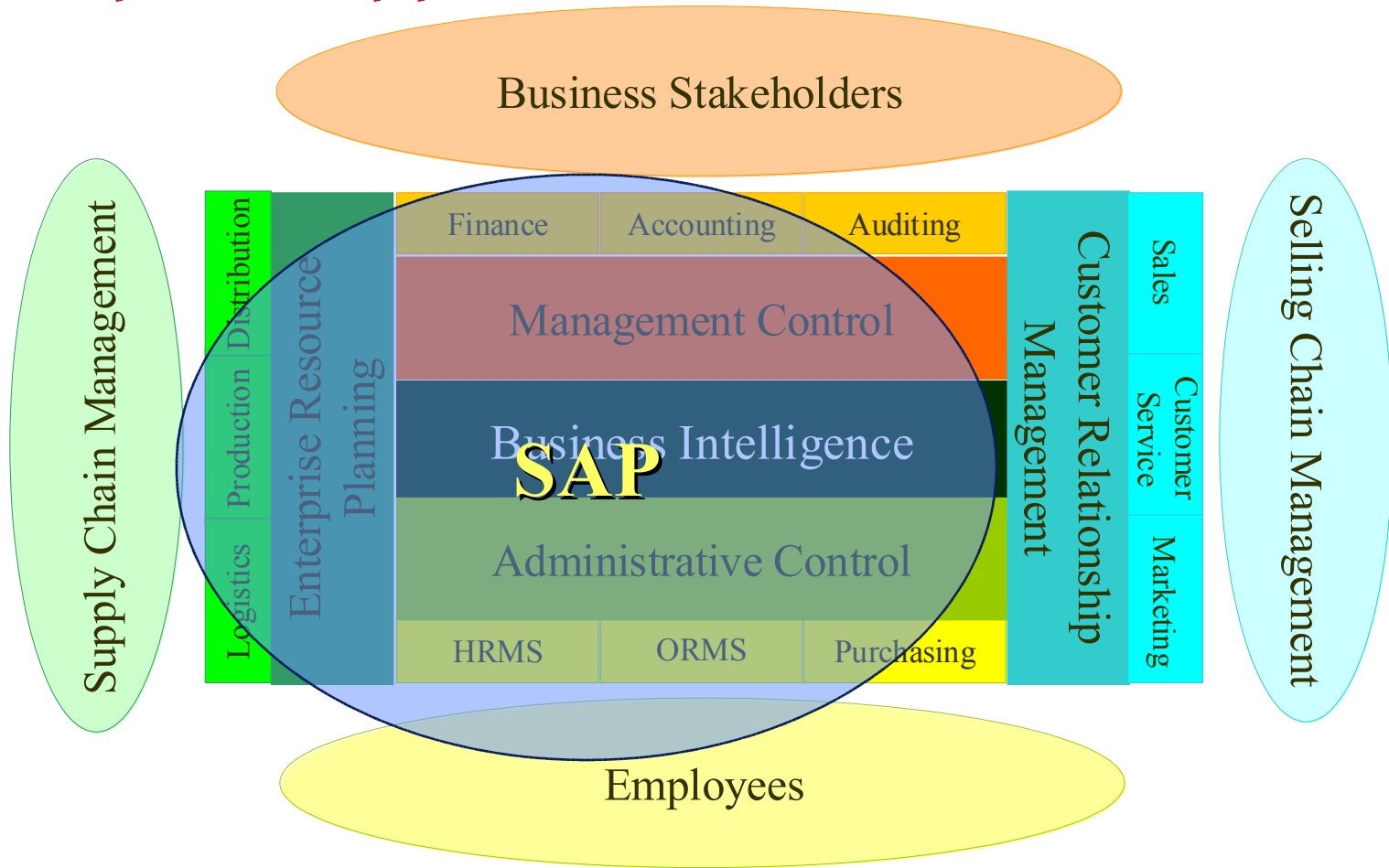
Source: 'Supply Chain Performance: Achieving Strategic Fit', S.Chopra and P.Meindl, Chapter 2

# Enterprise Applications

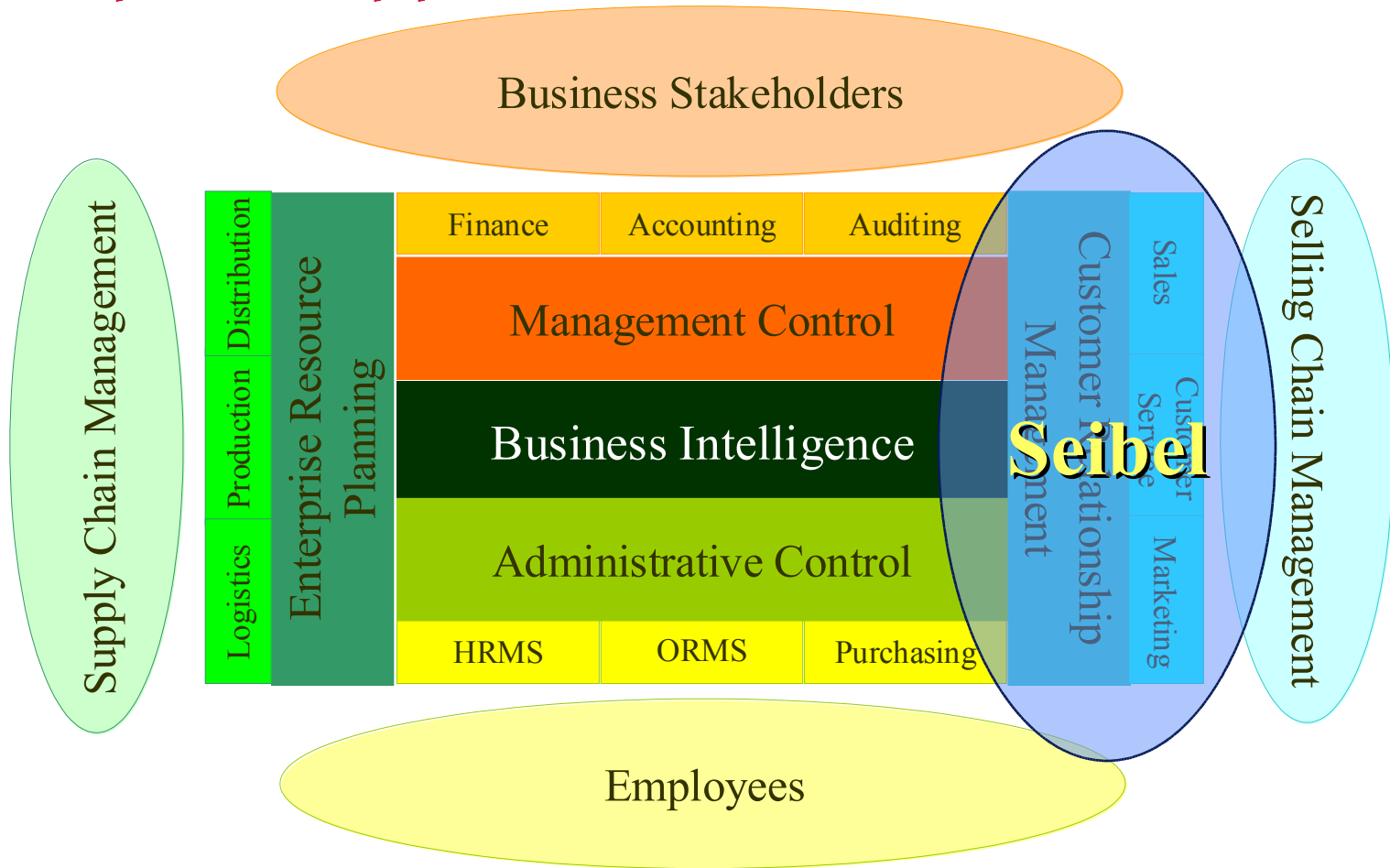


Based on Ravi Kalakota and Marcia Robinson, 2001, *e-Business 2.0 Roadmap for Success*, Addison-Wesley, fig. 5.11.

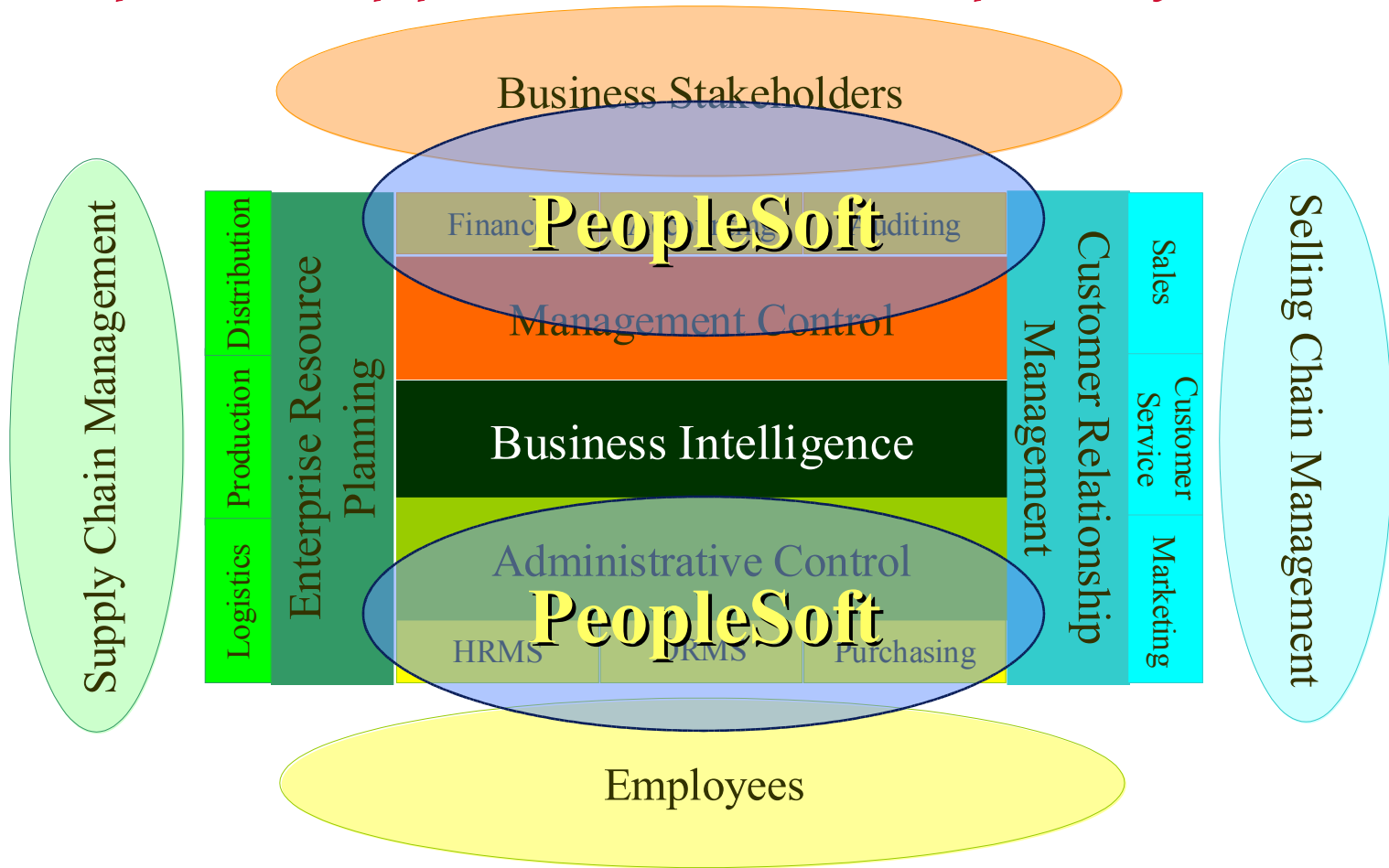
# Enterprise Applications - SAP



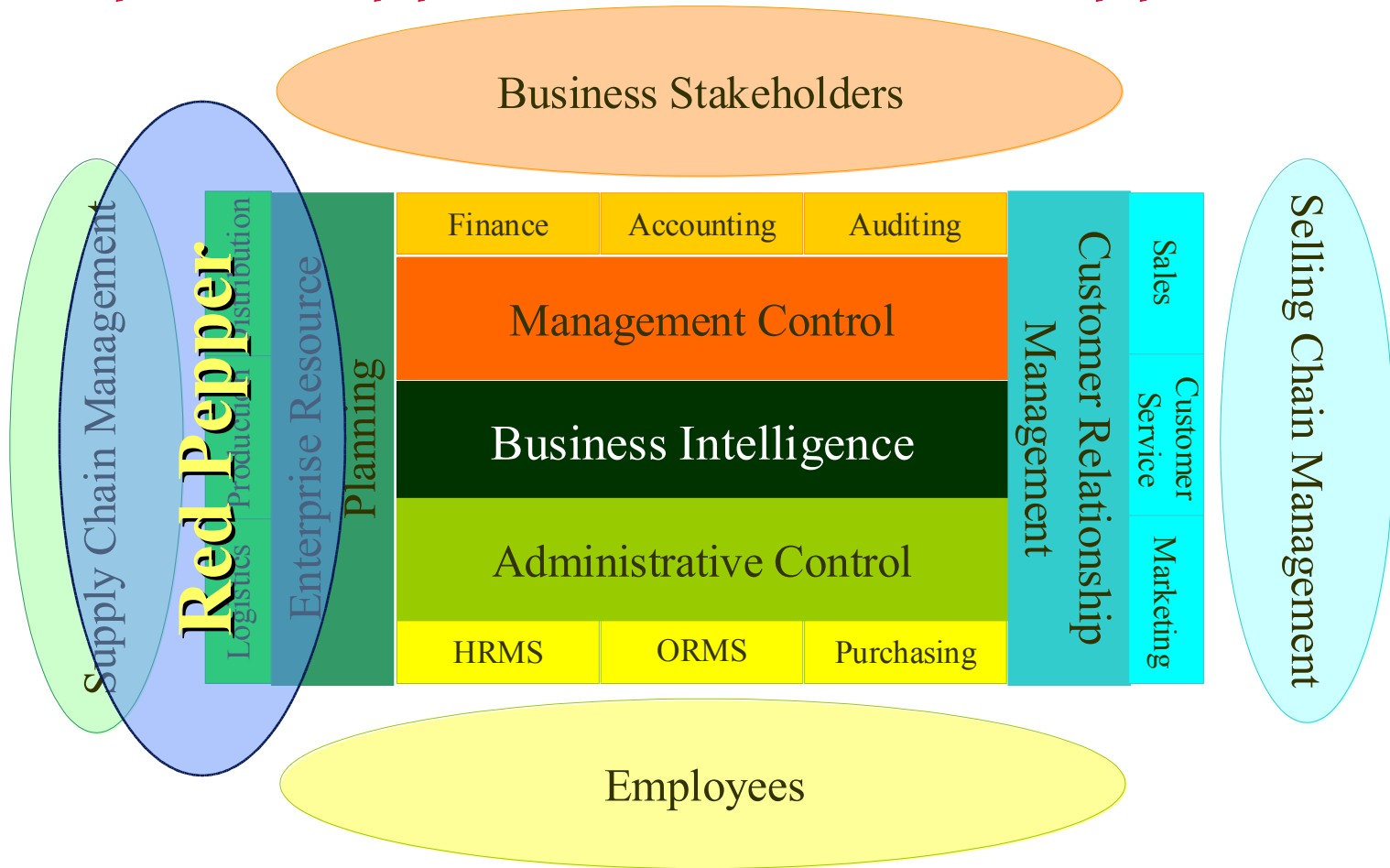
# Enterprise Applications – Seibel



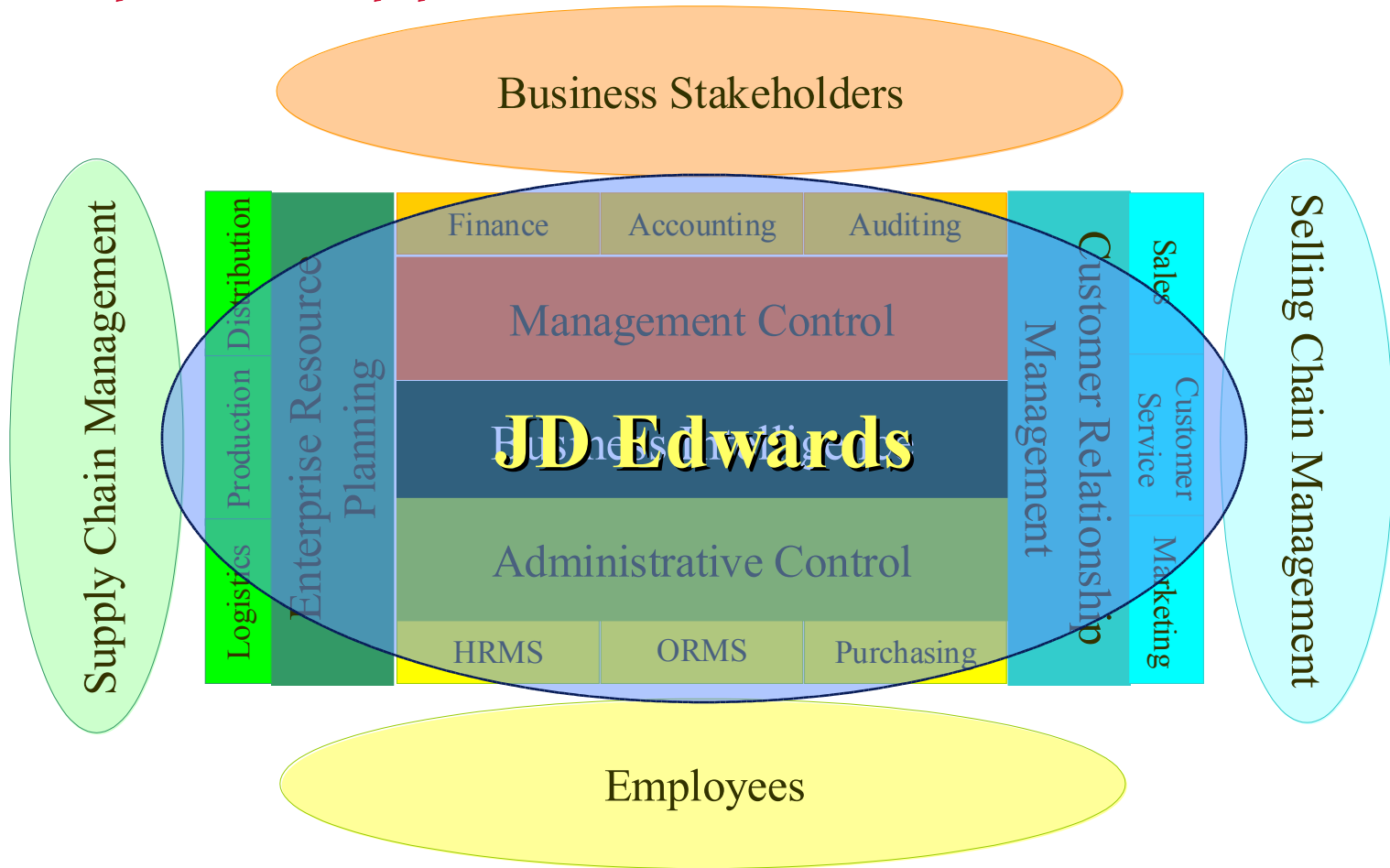
# Enterprise Applications – PeopleSoft



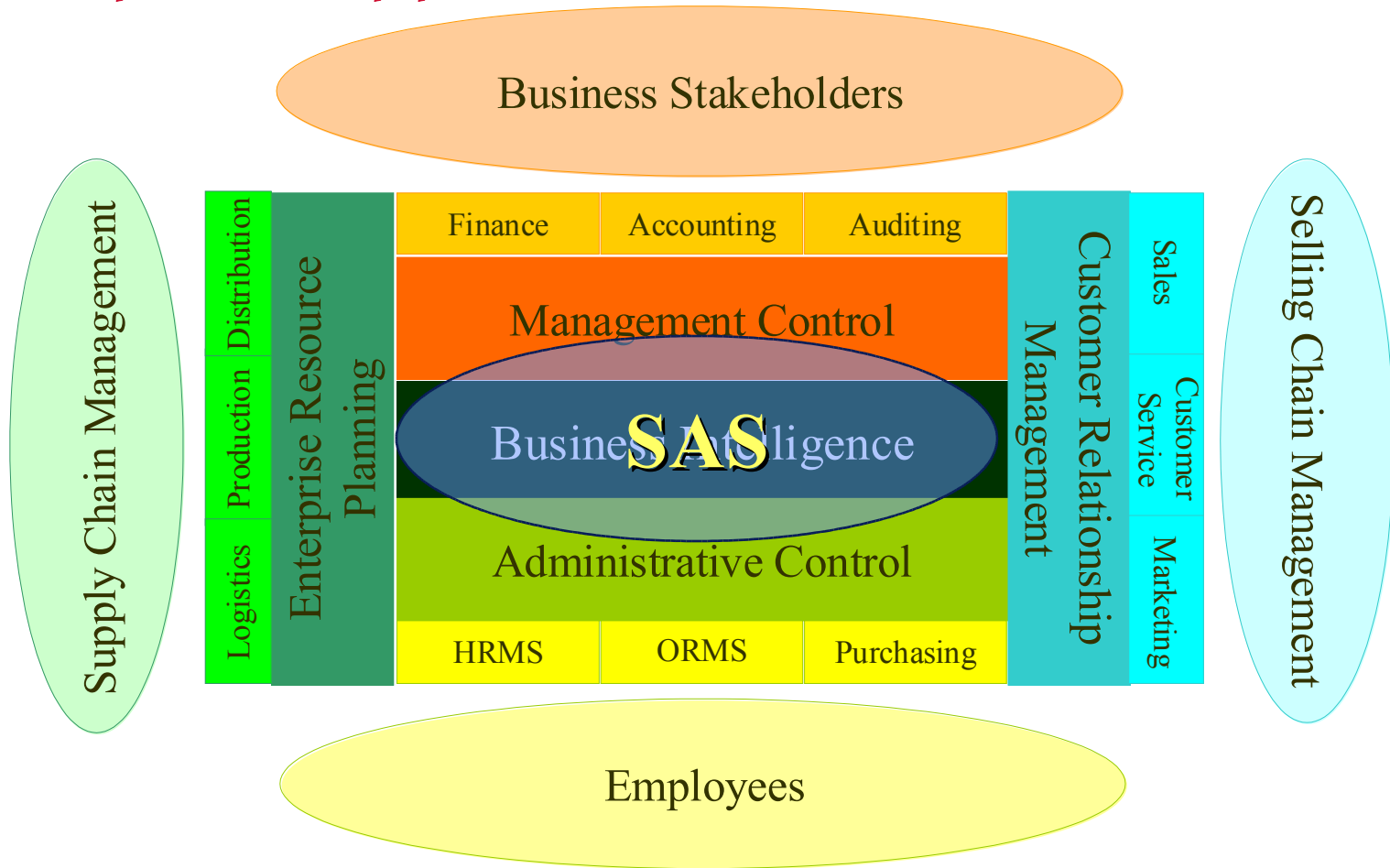
# Enterprise Applications – Red Pepper



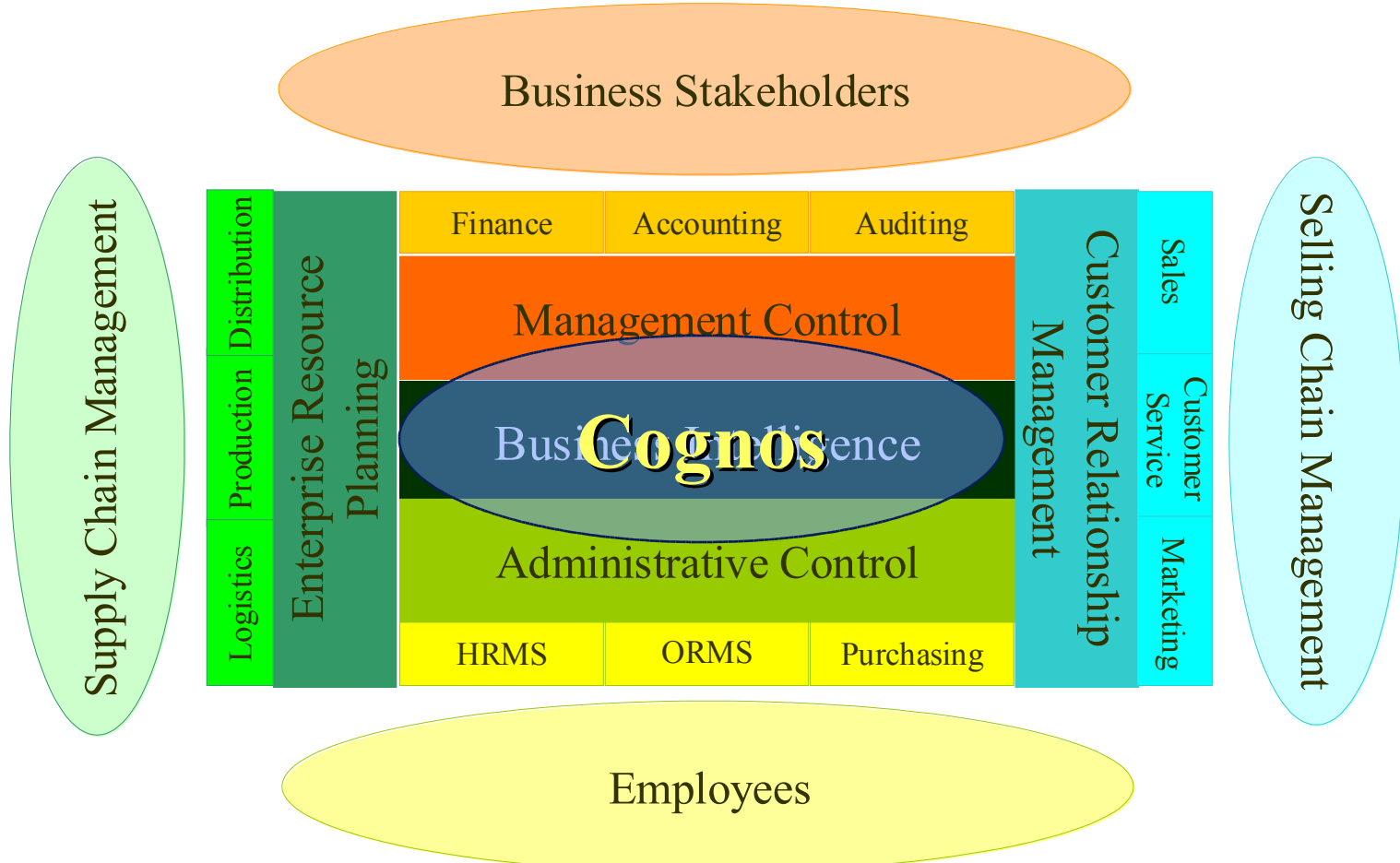
# Enterprise Applications – JD Edwards



# Enterprise Applications - SAS



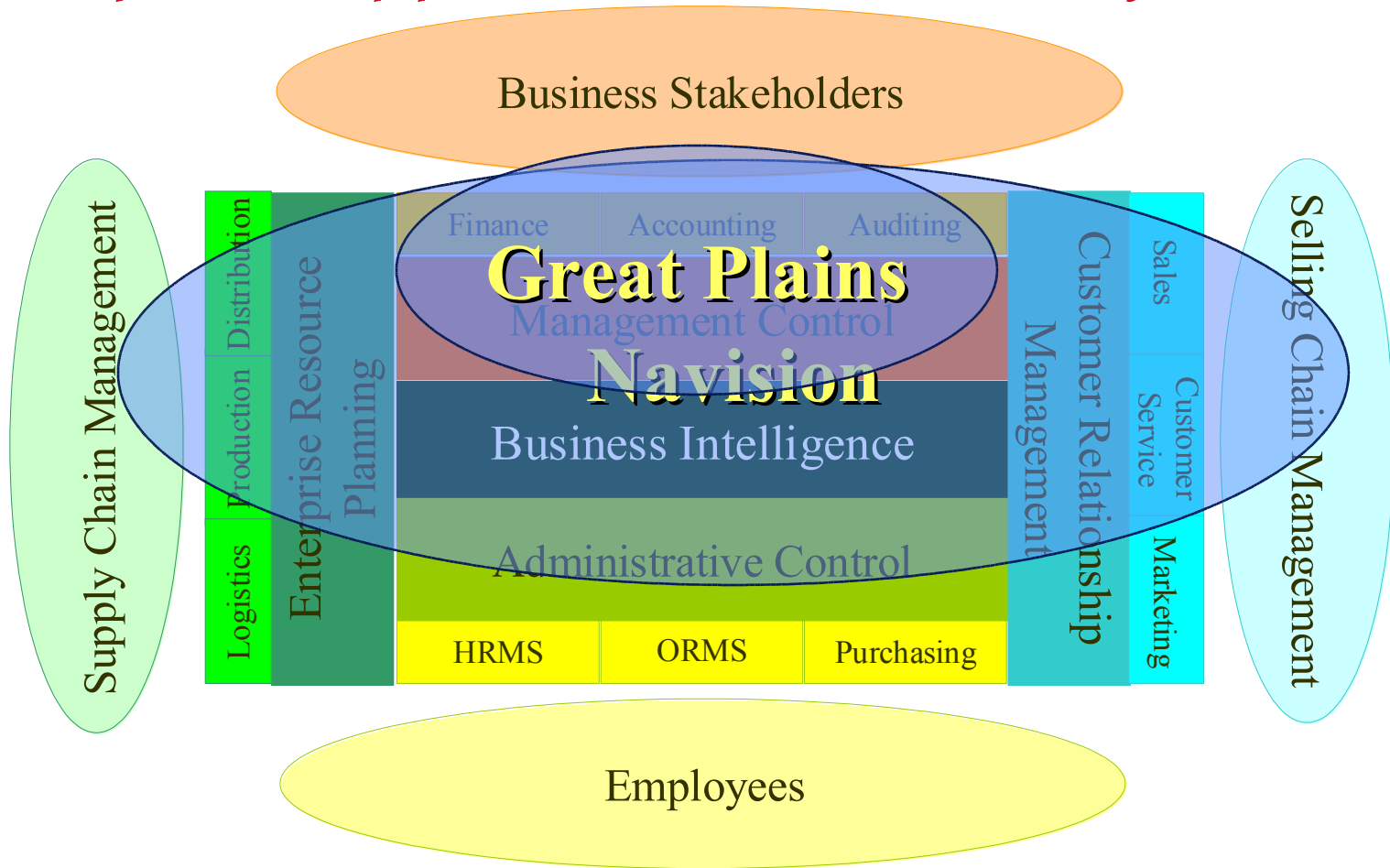
# Enterprise Applications - Cognos



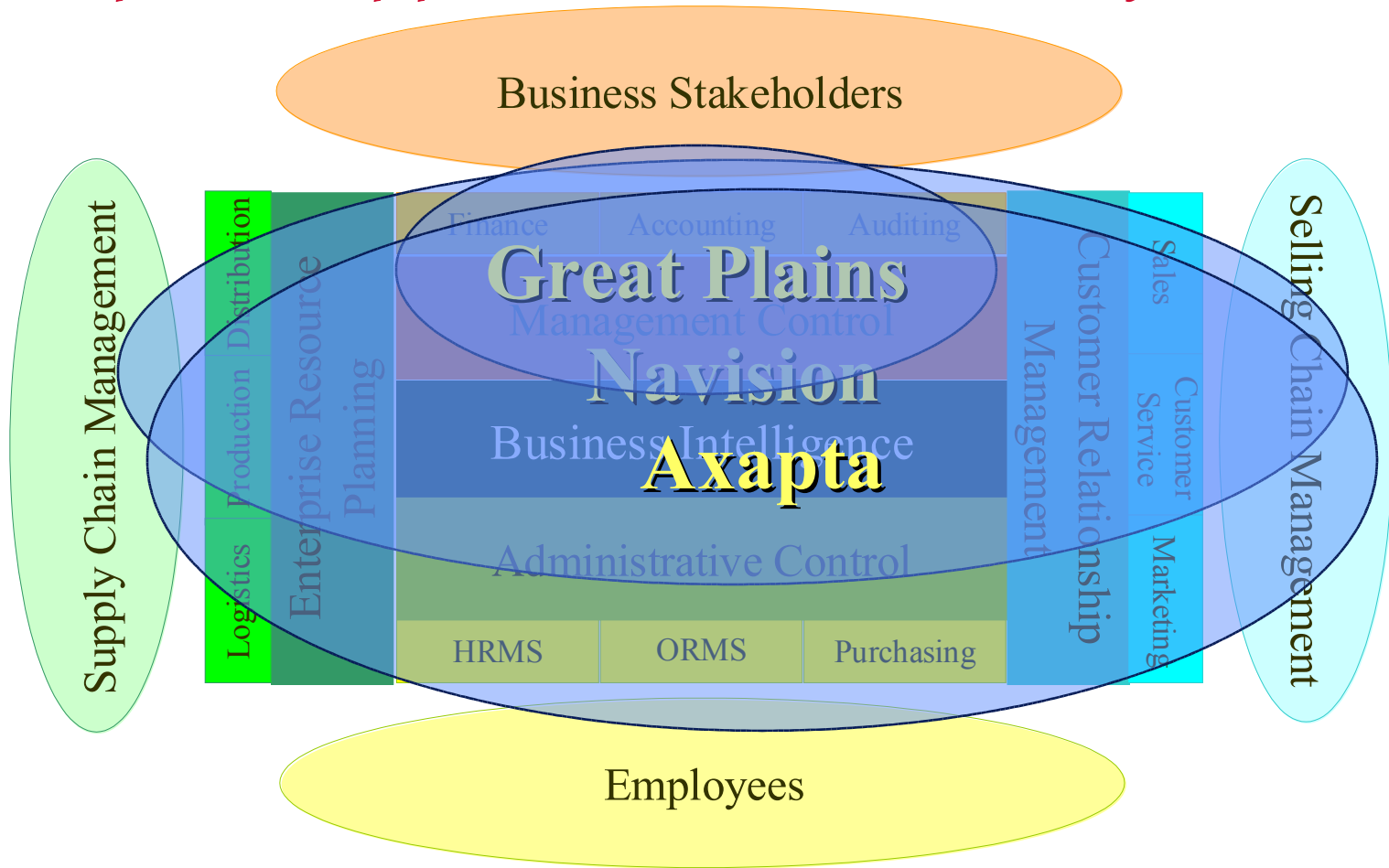
# Enterprise Applications – Microsoft



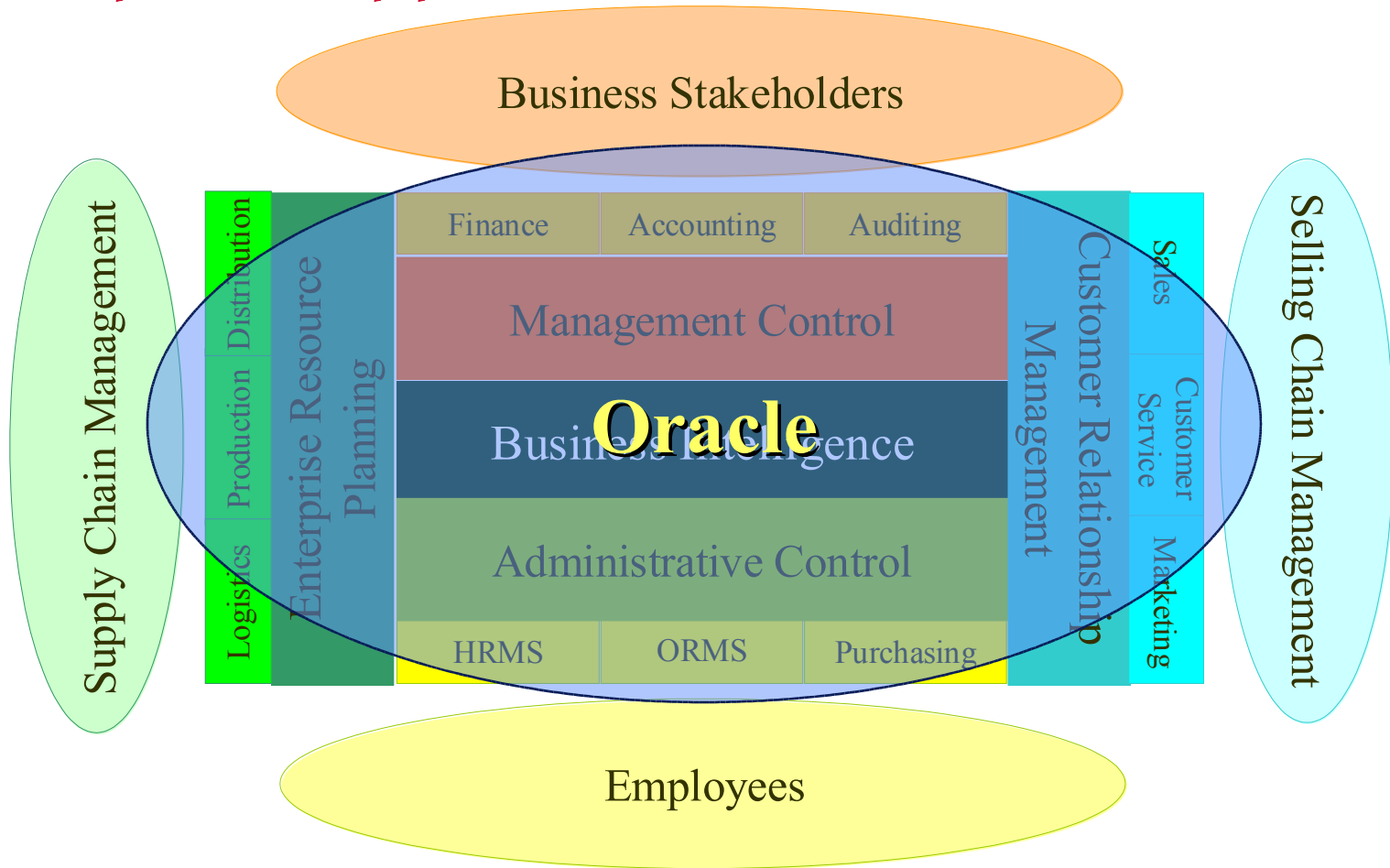
# Enterprise Applications – Microsoft



# Enterprise Applications – Microsoft



# Enterprise Applications – Oracle



# Enterprise Buy/Build Stats



- ◆ Cutter Consortium, 2003 September
  - ◆ 46% = Packages
    - ◆ 12% - SAP
    - ◆ 12% - Oracle
    - ◆ 10% - PeopleSoft
    - ◆ 12% - Other
  - ◆ 54% = Unique
    - ◆ 18% = Microsoft
    - ◆ 12% = BEA
    - ◆ 11% = IBM
    - ◆ 5% = Sun
    - ◆ 8% = Other

# Enterprise Applications – Buy? Build?

## ◆ Buy

### ◆ PRO

- ◆ Quick deployment
  - ◆ Development complete
  - ◆ Tested by many
  - ◆ Training available
- ◆ Share costs with others
- ◆ Uses proven processes
- ◆ Support
  - ◆ User Group
  - ◆ Consultants
    - ◆ Vendor
    - ◆ 3<sup>rd</sup> party
    - ◆ Independent

### ◆ CON

- ◆ Changes your processes
  - ◆ No strategic advantage
  - ◆ Disruption
- ◆ Unnecessary features
  - ◆ Clutter & “fat”
- ◆ Updates/fixes tied to Vendor release cycle

## ◆ Build

### ◆ PRO

- ◆ Tailored to the business
  - ◆ Strategic advantage
  - ◆ Keep your processes

### ◆ CON

- ◆ Dependent upon 1 person
- ◆ Testing from scratch
  - ◆ but less to test

# Enterprise Applications – Buy? Build?

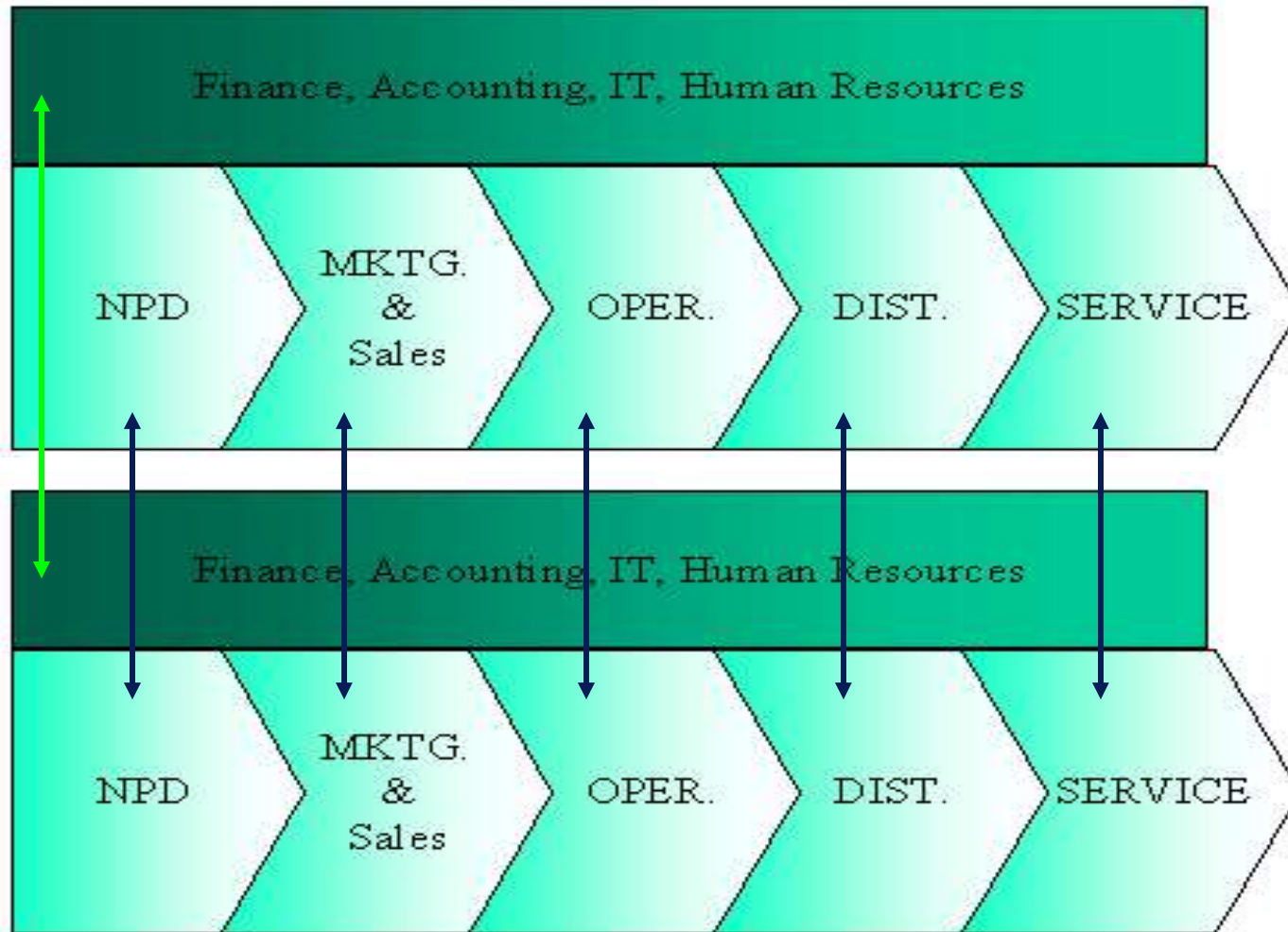
## ◆ Buy Example

- ◆ “Around the World in 99Days”
- ◆ Waters Corp
- ◆ Cost: \$8million+++
- ◆ Return: Rolled out to 20 countries
- ◆ Baseline, 2003 October

## ◆ Build Example

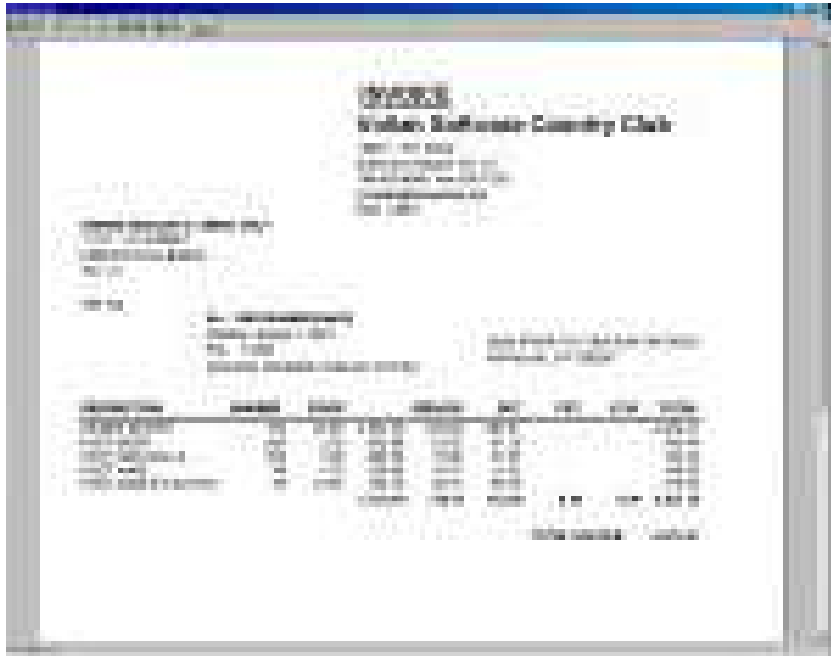
- ◆ Battery-Biz
- ◆ Cost: \$643,000
- ◆ Return: \$4,100,000
- ◆ NucleusResearch.com
  - ◆ [http://www.roiawards.com/casestudies/Integration\\_...ry-Biz.pdf](http://www.roiawards.com/casestudies/Integration_...ry-Biz.pdf)

# Enterprise Activities – B2B



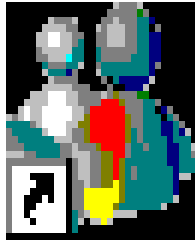
# *Ways to Bind Two Parties*

# Invoicing – via e-mail



- ◆ Notice on e-mail
  - ◆ You pay
    - ◆ on-line
    - ◆ credit card
- ◆ Canada Post
  - ◆ You go on-line
- ◆ But
  - ◆ Goods
    - ◆ Pay on receipt
  - ◆ Services
    - ◆ Automated payment

# Instant Messaging



MSN Messenger 5.0 .lnk

- ◆ Popular types
  - ◆ MSN Messenger
  - ◆ ICQ
  - ◆ Lotus Notes
  - ◆ AOL
  - ◆ Yahoo
- ◆ PRO
  - ◆ Fast immediate
- ◆ CON
  - ◆ Lack of security
  - ◆ Another channel

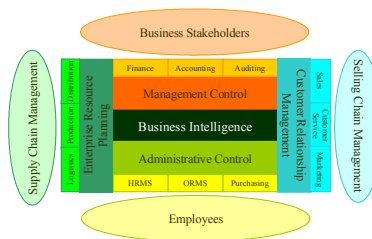
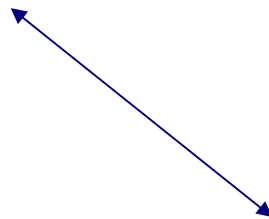
# *Portals / Exchanges*

<http://sites.krislyn.com/b2b.htm>

[www.slashdot.org](http://www.slashdot.org)

<http://sourceforge.net/projects/slashcode/>

# Portal Checklist



- ◆ Benefits
- ◆ Cost
  - ◆ Initial
  - ◆ Ongoing
- ◆ Manageability
  - ◆ Multiple sites
  - ◆ Intra-, Extr-, Inter-net
  - ◆ Traffic volumes
- ◆ Architecture
  - ◆ Proprietary
  - ◆ Open-Source

# B2B - Exchange

Private process

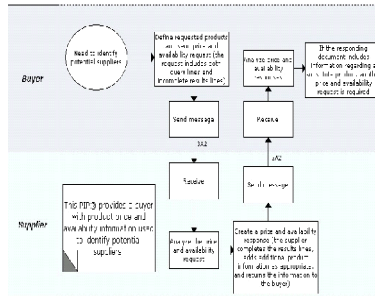
Translation

Public process

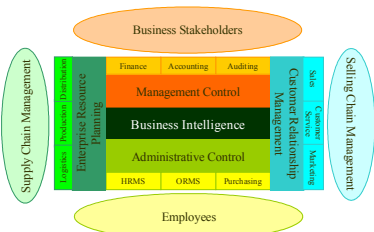
Translation

Private process

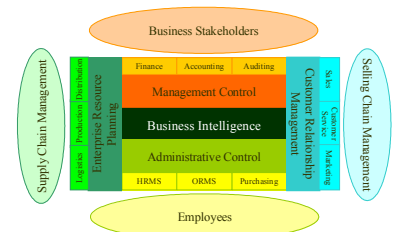
```
<xml:template match="*">
  <HTML>
  <HEAD> </HEAD>
  <BODY>
  <H1><xsl:value-of select="//Book/title"/></H1>
  <H2><xsl:value-of select="//Book/data"/></H2>
  <xsl:for-each select="//Book/author">
    <xsl:value-of select="*"></xsl:for-each>
  </BODY>
</HTML>
</xsl:template>
```



```
<xml:template match="*">
  <HTML>
  <HEAD> </HEAD>
  <BODY>
  <H1><xsl:value-of select="//Book/title"/></H1>
  <H2><xsl:value-of select="//Book/data"/></H2>
  <xsl:for-each select="//Book/author">
    <xsl:value-of select="*"></xsl:for-each>
  </BODY>
</HTML>
</xsl:template>
```



**Seller**



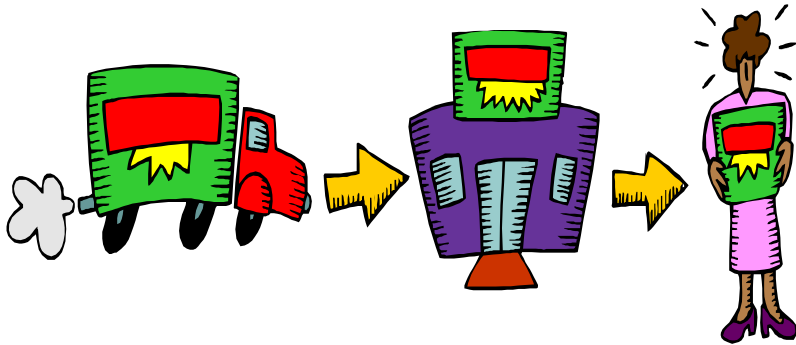
**Buyer**

# Exchange Checklist



- ◆ Benefits
- ◆ Cost
  - ◆ Initial
  - ◆ Ongoing
- ◆ Manageability
  - ◆ Internet
  - ◆ Traffic volumes
  - ◆ Content
- ◆ Architecture
  - ◆ Proprietary
  - ◆ Open-Source

# Summary



- ◆ Business has basic processes
- ◆ Applications built for those processes
- ◆ Several ways “in”
- ◆ World wide Customer base
  - ◆ Got to deliver
    - ◆ 24/7

# Speaker Today



## ◆ Graham Highley

### ◆ Partner

- ◆ ProfitPoint

### ◆ Background

- ◆ 25yrs experience
- ◆ World Traveller
- ◆ Roles

- ◆ Financial Controller
- ◆ Logistics Planner
- ◆ JDEdwards Projects
- ◆ SAP Sales

## Next Week

- ◆ Topic:
  - ◆ Impact of the e-Commerce technology
    - ◆ Culture
    - ◆ Business
- ◆ After class
  - ◆ Q&A?