

ACS-1803  
Introduction to Information Systems

Instructor: Kerry Augustine

E-Business, E-Commerce

Lecture Outline 10

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Learning Objectives

- Explain the differences between extranets and intranets as well as show how organizations utilize these environments
- Describe electronic commerce and how it has evolved
- Describe the strategies that companies are adopting to compete in cyberspace
- Describe the stages of business-to-consumer electronic commerce and the key drivers for the emergence of mobile commerce
- Understand the keys to successful electronic commerce applications
- Understand general eBusiness security fundamentals

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Network Computing Spectrum

- Intranet/ Extranet/ Internet

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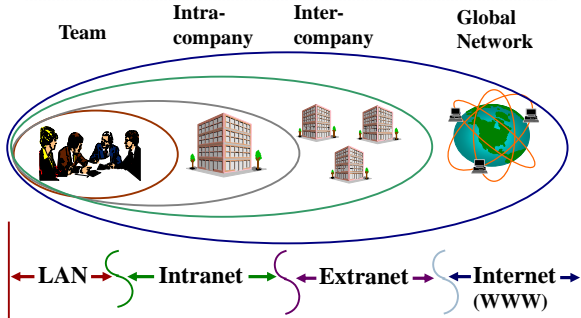
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### Network Computing Spectrum



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### Internet and the World Wide Web Capabilities

- ▶ **The Internet Changed Everything**
  - ▶ **Intranet** – internal, private network using Web technologies to facilitate transmission of proprietary information within the organization
  - ▶ **Extranet** – two or more firms using the Internet to do business together
  - ▶ **Internet and World Wide Web** created an entirely new communications capability for the emergence of Electronic Business (eBusiness)
  - ▶ **The Internet** opened up access to markets by lowering barriers to entry.

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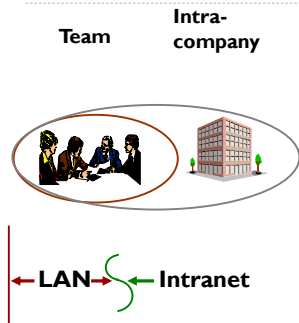
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### Network Computing Spectrum



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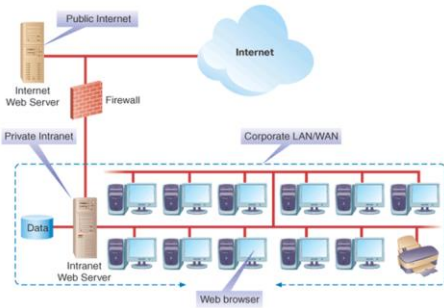
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## Intranet Architecture



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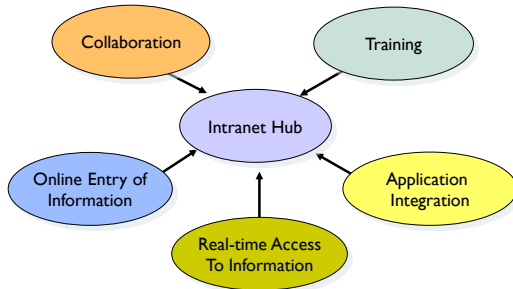
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## Intranet Applications



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## Intranet Applications

- Training**
  - Provides **online access** to a host of **training functions** including course catalogs, registration, content (video, slides, other materials) and evaluation
  - Provides significant **increases in productivity and standardization**, and **cost reductions** (e.g. travel costs)
- Application Integration**
  - Allows for **integration and consolidation** of information from disparate systems into a **single point of access**
  - **Increases employee productivity** and output **quality**
- Real-time Access to Information**
  - Allows employees access to real-time system information.
  - This **reduces customer service needs** by giving all **authorized and interested parties direct system access**

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## Intranet Applications

### Online Entry of Information

- Allows for **direct online input** to **streamline** routine business processes (e.g. expense reporting)
- Provides for significant **cost reductions** from reducing administrative **support** and shifting **maintenance** functions back to the **employee** (i.e. sick leave applications)

### Collaboration

- Allows employees to **communicate** business activities across **geographic** and **departmental boundaries**
- Allows for **shorter** development **cycle times**
- Allows employees to stay abreast of current projects, corporate, and market conditions

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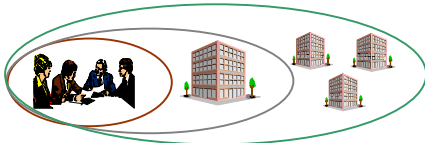
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## Network Computing Spectrum

Team      Intra-company      Inter-company



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## Extranets

### Extranets

- Extranets are **secure** network architectures that provide customers, suppliers, and employees with access to **internal** systems.
- **Extranets** enable two or more firms to use the Internet to do business together.
- They are an excellent use of **B2B** to allow companies to achieve a positive return on their tech investments.

### Extranet Benefits

- Improves **timeliness** and **accuracy** of communications, thereby reducing **errors** and **misunderstandings**
- Uses Electronic Data Interchange (EDI) as the standard **protocol** for allowing disparate computing platforms to **communicate** without additional investments in the application systems.
- Easy to use, requires little training
- Used to **automate** transactions, reducing cost and cycle time

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