



Leveraging Businesses using effective e-Business Systems

Parween Naaz

Abstract

Business processes are one of the most important assets that a company need. The success of the business depends directly on the quality of these processes. This makes business process reengineering and business process improvement the key task of a business analyst. To support monitoring and analysis of the knowledge of cutting edge technologies and how they are used for Web based e-business applications are "must have" skills not only for e-business systems developers but for all other e-business professionals. Organizations aim to "seamlessly" integrate WWW and the Internet into their business operations. We need skills to match technologies by understanding critical components of e-business operations. Hence of strategies are to maintained and implemented in the effective and optimized in the e-Business system to leverage the Business i.e. in terms of technology. As of if we the entry of 21st century, SMEs (small and medium-sized enterprises) have become the most active elements of economies. Meanwhile, emerging from the new economical era, e-business has become an essential tool for raising competitiveness of various enterprises. It provides an excellent platform for SMEs to compete with large conglomerates. Deployment of e-commerce for SMEs is an inevitable trend. However, to fully utilize the current available resource, which is still very limited today, and to choose an appropriate application mode and an effective implementation strategy, have become the key for the success of e-business deployment. This thesis is based on the working experience, addresses key issues such as choice of application mode and implementation, during the deployment of e-business with high end technology solution.

Keywords: Effective E-Business, Implementation Strategy, Re-engineering business Processes, U-commerce

1. Introduction

E-business (electronic business), derived from such terms as "e-mail" and "e-commerce," is the conduct of business on the Internet, not only buying and selling but also servicing customers and collaborating with business partners. In the diverse of workforce, technology makes the things to do in smart and user friendly to obtain, organize, analyze, store, and retrieve huge amounts of information in the era automation industry. This may lead to allow instant communication and connection in an effective manner. Hence in this thesis of introduction taking whole world as global village and keeping 21st century of knowledge based communication mechanism. As of the opportunity of considering business which is either of service or product needs flexibility in terms of all the aspect starting from protability to optimized, effective and many more which we call it the era of "e-Business". This (e-Business) shows how consumers have more power to influence their buying experience than ever before making them to shop from markets anywhere in the globe. As they gain access to global products and services, which lead to consider many factors based on the consumer perception taking to next

phase of need may demand better quality, lower prices, and faster delivery and many more. The business of 21st century to be known as the e-Business leading to the development of formal models related to the organizational aspects of an enterprise is fundamental when these aspects must be re-engineered and digitalized, especially when the enterprise is involved in the dynamics and value flows of a business network making the enterprise solution to be effective. Hence it leads E-business offers organizations opportunities to create new ways of doing business improve connectivity across the globe and achieve transparency of business processes and which in turn we call as everything in a second or minute making the global connectivity as of like to be in a village. [2]. technology with an appropriate business strategy, organizations can use e-business to achieve a better integration and alignment of business processes, technology, and people providing the best solution to the extent of makings things better. The demand in Internet shopping is on a high demand which needs more convention towards the customers are becoming more and more demanding and the online retailers are not winning them just through the provision of standard service but with customization and responding to their needs taking to the



next phase of technology generation. Factors influencing the customers have started to pay more attention to the level of delivery service which is becoming for them of higher importance. Hence tomorrow technology is more challenging having high requirements are posed on the e-commerce supply chain and the ease of starting selling online is offset by the fact that the inventory is getting to be a must. E-business as the next generation technology with high business strategic value will create the best optimum to the public with the best satisfaction which would like to be created by the best rivalry competitor who is in the fore runner in the global completion world. If we consider the manufacturing industry where deal would like to play the

role of quality and aspect might be the best satisfaction to customer keeping all the needs like to technology, raw material, man power and the need to do upgrading with high good look and fell. In the same aspect the ANSI is working for the best bandwidth solution and high security to the customer at the time transaction to provide best of best service in either terms of all aspect ranging from goods to service to high end technology integrate automated solution in all the domain starting from pharmacy to banking and the most high telecommunication the sector, where technology with high retrieval capacity needed to be in front runner for the public to provide the best technical solution.

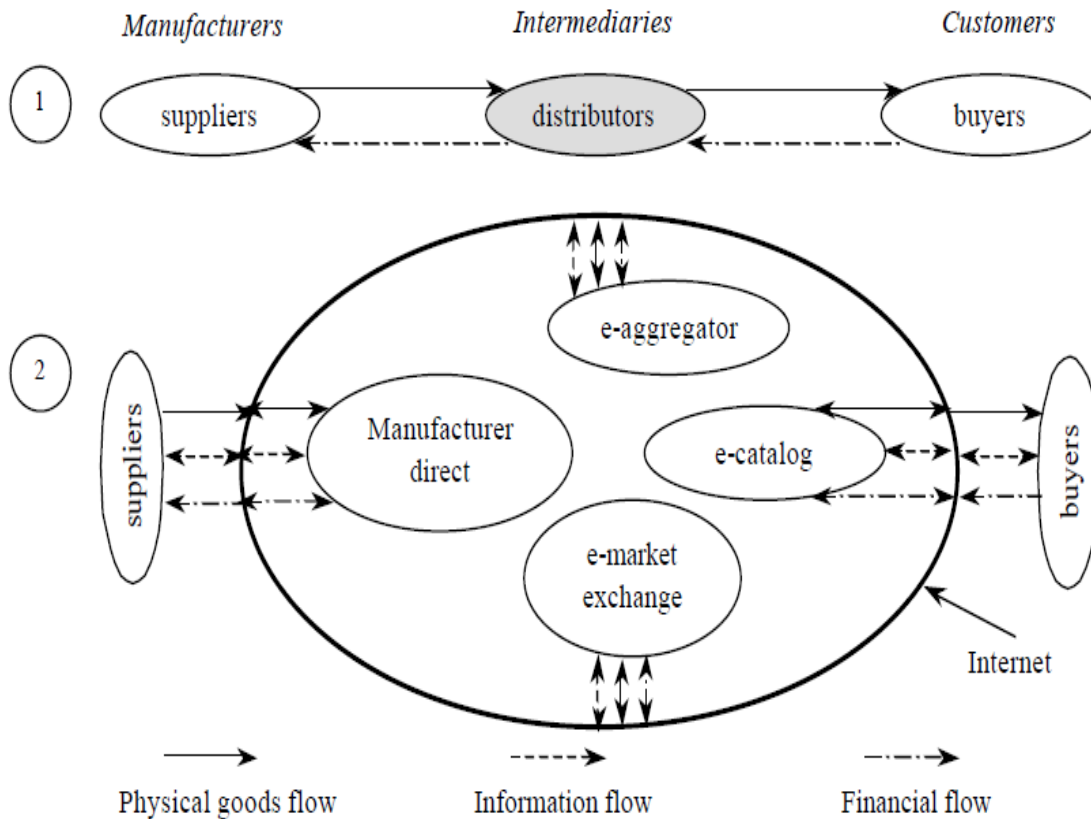


Fig.1.1 Flow process of E-Business



As technology in the era of 21st century where the e-marketplace model to realize its full potential with high end flexibility in terms of other syntactical terminology is e-businesses be able to dynamically integrate services toward the client end solution. These days, business-to-business and business to- marketplace connections moves on transaction based service and delivery mode and lastly the best satisfaction towards the customer end. Competitive market of analysis lead to B-to-B follows the few lines which considered as the best prohibit toward the customer end solution keeping the smart movement to provide the usability in all aspect.

The implementation of B-to-B partnerships requires customized movement in between client and service provider is costly and time-consuming, establishing the concept to the limited edition.

As of the online the transparency more and the high competition in terms of advertisement and the solution provided towards the flexibility to client which needs dynamic mechanism and solution hopefully can be got by the cloud technology which plays the crucial technology role in the era of virtualization making the whole world to reach in fraction of second.

There is no global methodology to describing and finding business.

As of if we consider the concept of leverages of technology, such as the Internet, to transform critical business strategies and processes making to the system of high end e-business solution. E-business removes traditional boundaries of time and geography and makes possible the creation of new virtual communities of suppliers and customers making the whole world as one small global e-village. Let us consider the example QNET, one of the most highly dynamic and high growth direct selling companies where e-business also includes the exchange of business information that may or may not directly relate to the purchase or sale of goods or services.

Despite of diversity the multicultural characteristic e-business organizations with a certain level of competitive edge in the global business environment which lead to continental, Countries, and societies within countries, need

to be understood the collaborative products/services to them.

Increased competition lead to corporate mergers and acquisitions are becoming more common as businesses look to expand and leverage new opportunities making the trend of 21st century business of networking and collaboration. At the other aspect some of the resources like open sourcing, outsourcing, off - shoring, supply - chaining, in sourcing, in - forming, and the steroids all share a common trait in that they take advantage of connectivity and virtual adjacencies to enable collaboration and resource sharing making the concept high leverage sitting in one place and no storage concept.

2. Related Work

In the survey of literature keeps how the aspects regarding the e-commerce or as if we call it as e-business needs to revolutionized. The potential making the technology along with the strategic explosion in the use of the Internet has paved the way for several path-breaking innovations towards the next generation net marketing. If we consider the 21st century , One of the most interesting and exciting aspects of this evolution is the emergence of electronic business (e-business) as a mainstream and viable alternative to more traditional methods of businesses being conducted today's trend making people to liable to technology. E-business is defined as the process of using electronic technology in either terms of all aspect starting from buying to delivery and maintenance to do business which is the day and age of electronic business. Also the template of the Web is rapidly evolving from a loose coupled collection of Web sites into organized order making the theme behind innovation. The next generation phenomena of aggregation, portals, large enterprise sites, and business-to-business applications are resulting in centralized, virtual places, through which millions of visitors pass daily making towards user flexibility.

Internet shopping is on the rise, the customers are becoming more and more demanding and the online retailers are not winning them just through the provision of standard service but with customization and responding to their needs. The customers have started to pay more attention to the level of delivery service which is becoming



for them of higher importance.[5] Success is becoming to be granted with the speed of the order fulfillment. Hence of new and challenging requirements are posed on the e-commerce supply chain and the ease of starting selling online is offset by the fact that the inventory is getting to be a must. As a logistics service, e-commerce supply chain outsourcing is considered to be a business with significant barriers to entry in terms of the initial investments.

Glover et al. (2001:1-2) state that e-business leverages the power of information technology and electronic communication networks, such as the Internet, to transform critical business strategies and processes to the modern era of 21st century business making whole as the uniconcept mechanism. As indicated in the definition, e-business also includes the exchange of business information that may or may not directly relate to the purchase or sale of goods or services.

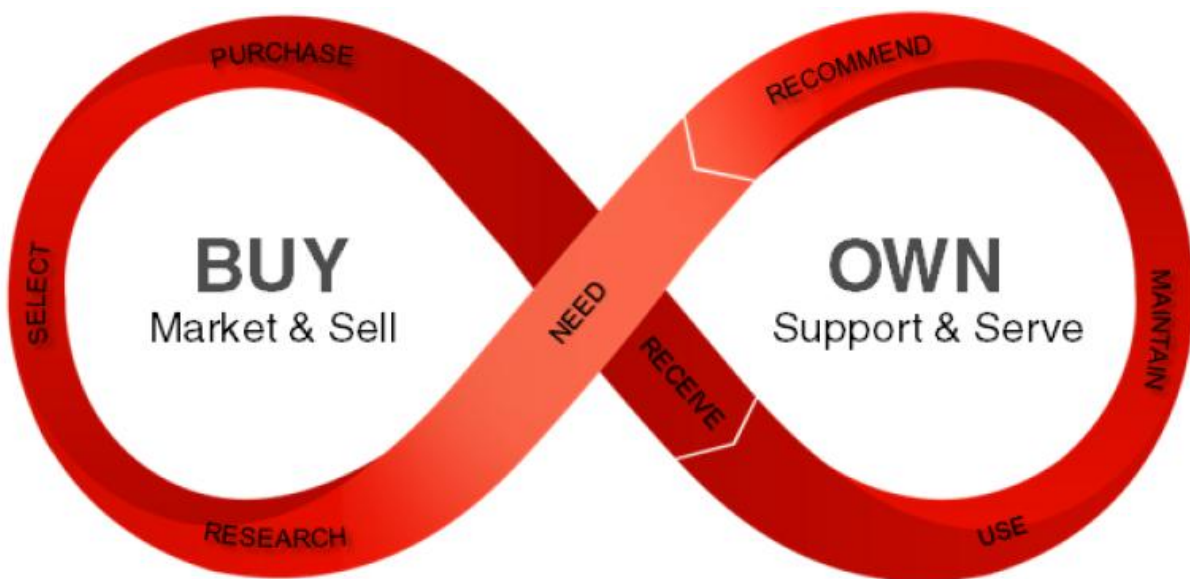


Fig. 2.1 Cycle of Customer in e- Business Process

As the global market becomes more competitive, the product and services also becoming the most credential completion in terms of quality, cost and the most important i9s service. Based on the competitive market analysis the avenue for achieving this is through strategic high end plan to be reflected in the terms of information technology..In order to effectively implement strategic plan, a company/organization have to consider procurement to be an integral part of the overall business strategy process. Strategic plan in the way we keep as the optimized result in

long-term commitments of both personnel and monetary resources to ensure both the buyer and supplier benefit from the relationship leading to potential to drive down costs, improve productivity, and increase margins and high end customer satisfaction. If we consider history behind, finding sources of supply typically involved finding suppliers who could provide the desired product or service and then deciding to take the competitive leading to that provided it at the lowest cost. At the other aspect of customer the organizations keeps total lifecycle cost and



less at purchase price as the major factor in the decision process which is most imperative for firms to make a best-value decision taking to next step of high growth of organization.

Depending on the transaction of the parties, E-business can be classified into four main types according to the type of buyer and seller in the transaction:

- ✦ Business-to-Business (B2B);
- ✦ Business-to-Consumer (B2C);
- ✦ Consumer to Consumer (C2C); and
- ✦ Consumer to Business (C2B).

E-business is composed or the extension making the use of the elements of e-commerce, but the content likes operations that are handled within the business itself. The details of the concept are as follows.

2.1.1 Business-to-Business (B2B)

In sales and marketing parlance, the term business-to-business, also called B2B, is a way to describe the transactions that take place from one company conducting commerce with another company. The consumer in these trades is always another business. When a company sells its products and services to the individual consumer, it is referred to in marketing-speak as B2C, or business-to-consumer.

2.1.2 Business-to-Consumer (B2C)

In today's day and age, with so many tools and options available, many of the free variety could ALL companies at the very least not be doing some kind of tracking of what's being said about them online in the social space? E-Marketer positioned the findings; this was the headline they went with: "Companies Use Social to Track and Follow Up on Brand Mentions." Technology made a significant growth in the retailing over the Internet where many companies were established especially for retailing online, and some brick-and-mortar retailers augmented their operations by bringing them onto the Web, on the other hand others moved completely from physical structure to the Internet which in technical call it as the

technology of 21st century. Information technology provides high Web storefront, shopping areas, and multimedia product catalogs which range from an exciting shopping experience with audio, video, and moving graphics, to a more simple and comfortable look and feel. As of technology is changing and the most retail e-commerce sites allow customers to browse product sections, select products, drop them into a virtual shopping cart, and go to a virtual checkout station when they are ready to pay for their order and enable with the high end flexibility solution to Customers of a successful Web store must feel confident that their credit cards, personal information, and details of their transactions are secure from unauthorized use. They must also feel that they are dealing with a trustworthy business, whose products and other website information can be trusted to be advertised.

2.1.3 Consumer to Consumer (C2C)

In c2c the term used to describe the practice of individuals trading with other individuals with respect to the transaction in electronic media. Mean while this has been common practice over the years, the Internet has opened up whole new markets for individuals who wish to buy from or sell to other individuals. Auction sites such as eBay thrive on this trade and it is this concept for which Napster became famous when it allowed individuals to sell, swap or give music files to other individuals with the high demand taking to next phase of e-business which need to be high strategic.

2.1.4 Consumer to Business (C2B)

C2B is the most recent E-Commerce business model where individual customers offer to sell products and services to companies who are prepared to purchase them which are the opposite of the traditional B2C model. It has come about as a result of two major changes. Classical traditional media, which are unidirectional, where as the Internet is bidirectional, making high dynamic relationship.



3. Methodlogy

- ❖ Technology is transforming and perfecting itself, taking on a life of its own. Paradoxically, as much as we desire to be connected, we are also creating an entire body of technology simply to help us remain separate.
- ❖ The Internet in particular has given rise to the concept of e-Business where Powerful steps are being taken in the security space to make sure people, organizations and political entities only reach 21st Century, Adapting to the Demands of Change that information they have the right to see. In the other aspect certainly security will continue to be an issue for awhile. It is expected that by 2015, however, computing will be so ubiquitous that security will almost become a non-issue. Technology will have become important solution provider for making the global e- Business so and so competitive.
- ❖ Globalization is propelling us to the point where the diverse workforce, worksite flexibility and technology will make immaterial the actual location where work is accomplished. One direct result of this development is that e-business will move outsourcing to the forefront. Organizations of all sizes will be global.
- ✚ Identifying distinct functions and addressing them with stakeholders in isolation detracts from effective holistic systems thinking. the greater the need Information technology for flexibility.
- ❖ Information Technology in term so f operation shrinks cycle times, reduces defects, and cuts waste and provides high end service solution with high level of satisfaction where organizations use technology to streamline ordering and communication with suppliers and customers.
- ❖ In the era of modern technology where Customer relation is most important and crucial part which need to be maintain by customer service need to be instantly and effectively with the high optimization by using company-wide databases to complete tasks from changing addresses to adjusting bills and many more.
- ❖ The concept of data warehousing and data mining leads to next phase of solution which in turn information gathered from customer service interactions can further strengthen customer relationships.
- ❖ If we consider the context and aspect of POS in e or u- business transaction (Point of sale) this growth achieved through point-of-sale (POS) sites equipped with hard-wired acceptance terminals in terms of physical layout which in deed we call it as topology. While the POS model continued to evolve with high innovations such as debit cards, chip cards, and faster connections and transaction approvals, it is the rise of the Internet that really set things into motion to keep transaction record beneficial for further reference. Business Intelligence is the process of getting information about the business from available data sources. These systems are essential for organizations to keep track of their affairs. Data becomes information when you can use it to answer business questions, so you can understand business better. Business Intelligence allows you to answer the questions, so that executives and managers at all levels can respond quickly to changes in the business. With the all Technology plays the most crucial around this core of point-of-sale transactions, the Internet is driving the creation of new channels that extend the scope and scale of commerce to e-commerce, then m-commerce and other new channels which we call it as U-commerce.. We will suggest in this paper that integrating these channels and innovating new products as well as continuing to add more convenience and functionality to point-of-sale transactions will create the new world of u-commerce.

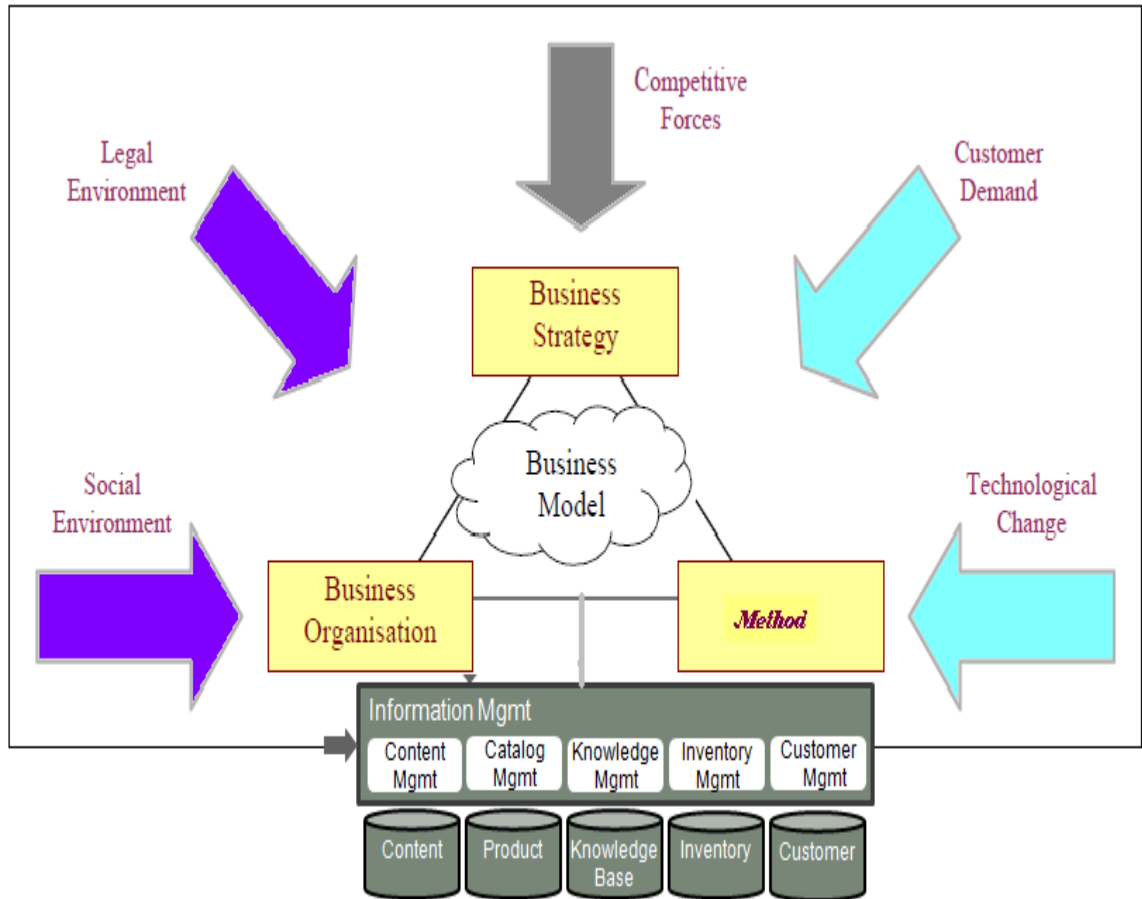


Fig. 3.1 Business model considering all aspects of Integration.

In the paradigm of technology which leads us to believe that there are tremendous benefits from u-commerce for individual buyers and sellers mean while there are also significant macroeconomic benefits. If we consider the example of Payments which is the lifeblood of economies either may be any commerce like to be e to u – or other commerce. By facilitating the exchange of goods and services, they enable the different components of an economy to interact with one another with also high dynamic and fraction of second making us to be in the a global village. Thus it believes from this process – which u-commerce is all about –can help economies to operate more

fluidly and efficiently which in turn gives my thesis to the next level of my research.

4. Conclusion

As the virtualization is the demanding technology in the mean while it provide the best optimum way of solution in all aspect staring from cost to technology with high reliability. Hence keeping the customer experience solution might be deployed in two or more different ways with respect all the points. Marketing & Loyalty as Managed Services with Support & Service deployed to a Public Cloud and many more, but even a single functional



area might span deployment options. If we consider the best well known example, the on-line ordering experience might start (search, browse, recommend) with a system hosted in a public cloud but then transition to an internal system (traditional IT) for order management when the customer's critical information is being handled may lead to insecure but hopefully it would provide the best of the best technology solution provider to the next generation of technology. Emerging e-business concepts and technologies for sustainable business practices and applications which are to be drawn from the recent studies include:

- (1) Previous orientation of some firms towards EDI-related systems proves to be important in the B2B development;
- (2) m-commerce has enormous potential to become a dominant form of market mechanism;
- (3) Perceived hedonic benefits from the mobile service are the strongest factor that drives user's intentions to use the service;

5. Reference

- [1]Fink, D 2006, 'Value decomposition of e-commerce performance', *Benchmarking: An International Journal*, vol. 13, no. 1/2, pp. 81-92.
- [2]Bruce L. Berg (2001). *QUALITATIVE RESEARCH METHODS FOR THE SOCIAL SCIENCES*, Book, Allyn & Bacon publication, forth edition.
- [3]Darlington Yvonne - Scott Dorothy (2002). *qualitative research in practice story from the file*, Book, Allen & unwin Publication, First Edition.
- [4]Heidarali Housman, H. (2006). *Practical guide for qualitative research*, Book, Tehran publication, First Edition.
- [5]John W. Creswell (2007). *Qualitative inquiry and research design*, Book.
- [6]Mack et al (2005), *Qualitative Research Methods, A DATA COLLECTOR'S FIELD GUIDE*.
- [7]Marvasti, A. (2004). *qualitative research in sociology*.
- [8]Mohammadi, B. (2008). *Introducing qualitative research methods*, Tehran social research and studies center.
- [9]Ritchie and Lewis (2003). *Qualitative Research Practice: A Guide for Social Science Students and Researchers*

Parween Naaz pursuing MCA from CBIT, Hyderabad. Her research interests are in the areas of applied cryptography and network security, with a current focus on secure data services in cloud computing and secure computation outsourcing towards the e-business leveraging.