

**Discovering Computers**  
Concepts for a Digital World **2003** Chapter 10 Objectives

- Understand how e-commerce has changed today's business practices
- Identify various e-commerce revenue streams
- Discuss the positive impact of e-commerce on global society
- Know how e-retailing works
- Differentiate between the various e-commerce business models: business-to-consumer, consumer-to-consumer, business-to-business, and business-to-employee
- Identify e-commerce market sectors
- Discuss issues associated with building an electronic storefront, accepting payment, managing product delivery, designing a site, managing the site, and promoting the site

Next p.10.2

**Discovering Computers**  
Concepts for a Digital World **2003** What Is E-Commerce?

What is electronic commerce (e-commerce)?

- Financial business transaction that occurs over an electronic network
- Sometimes called e-business

Next p.10.2 Fig. 10-1

**Discovering Computers**  
Concepts for a Digital World **2003** What Is E-Commerce?

How are e-commerce transactions conducted?

- Primarily through desktop computers
- Wirelessly using handheld Web-enabled devices

**M-commerce**  
E-commerce that takes place using mobile devices

Next p.10.3

**Discovering Computers**  
Concepts for a Digital World **2003** What Is E-Commerce?

What is a bricks-and-mortar business?

- Company with a physical location, such as Wal-Mart or Kmart

Next p.10.3 Fig. 10-2

**Discovering Computers**  
Concepts for a Digital World **2003** What Is E-Commerce?

What is a clicks-and-mortar business?

- Company with a bricks-and-mortar location as well as an online presence
- Some companies have online presence without physical locations
  - E\*Trade and Amazon.com

Next p.10.3 Fig. 10-3

Ketabton.com

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### What Is E-Commerce?

How has e-commerce grown?

- Estimates are that by 2005 worldwide e-commerce will exceed \$5 trillion

Next p.10.4 Fig. 10-4

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### E-Commerce Business Models

What is business-to-consumer (B-to-C or B2C) e-commerce?

- Sale of products or services from a business to the general public

Next p.10.5

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### E-Commerce Business Models

How might a B2C e-commerce business operate?

- Customers buy products and services online
- Network contains Web hosting, security, and backup
- Warehouse receives and fulfills order

Next p.10.5 Fig. 10-5

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### E-Commerce Business Models

What is disintermediation?

- Sell products to consumers without using traditional retail channels
- Enables companies to maximize benefits by eliminating middleman

Next p.10.5

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### E-Commerce Business Models

What is consumer-to-consumer (C-to-C or C2C) e-commerce?

- Individuals using Internet to sell products to other individuals
  - Online auction, such as eBay

Next p.10.6 Fig. 10-6

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### E-Commerce Business Models

What is peer-to-peer (P2P) e-commerce?

- Users connect to each other's hard disks and exchange files directly
- Consumer can pay another consumer to copy file

Next p.10.6

**Discovering Computers 2003** E-Commerce Business  
 Concepts for a Digital World Web and XP Enhanced  
**Models**  
 What is business-to-business (B-to-B or B2B) e-commerce?

- Sale and exchange of products and service between businesses
- Many businesses engage in both B2B and B2C
- Supply chain creates and distributes products

Next p.10.7 Fig. 10-7

**Discovering Computers 2003** E-Commerce Business  
 Concepts for a Digital World Web and XP Enhanced  
**Models**  
 What are four basic types of B2B e-commerce sites?

- vendor B2B**  
Product supplier allows purchasing agents to use network to shop, submit request for quotes (RFQs), and purchase items
- broker B2B**  
Acts as middleman by negotiating contract of purchase and sale
- infomediary B2B**  
Provides specialized information about suppliers and other businesses
- service B2B**  
Uses network to provide one or more services to business

Next p.10.7

**Discovering Computers 2003** E-Commerce Business  
 Concepts for a Digital World Web and XP Enhanced  
**Models**  
 What is vertical B2B e-commerce?

- E-commerce site specializing in a particular industry

Next p.10.8

**Discovering Computers 2003** E-Commerce Business  
 Concepts for a Digital World Web and XP Enhanced  
**Models**  
 What is business-to-employee (B-to-E or B2E) e-commerce?

- Use of intranet technology to handle activities that take place within a business
- Increases profits by reducing expenses within a company

Also called intrabusiness

Next p.10.8

**Discovering Computers 2003** E-Commerce Business  
 Concepts for a Digital World Web and XP Enhanced  
**Models**  
 What are some advantages of e-commerce?

- Global market 24/7
- Businesses have access to 459 million people with Internet access
- Customers can conduct price comparisons easily
- Feedback can be immediate
- Changing information can be available quickly
- FAQ (frequently asked questions) pages can provide easy access to customer support
- Ability to gather customer information, analyze it, and react
- New and traditional approaches to generating revenue
- Manufacturers can buy and sell directly, avoiding the cost of the middleman
- Distribution costs for information reduced or eliminated
- Options to create a paperless environment

Next p.10.8 Fig. 10-8

**Discovering Computers 2003** E-Commerce Revenue Streams  
 Concepts for a Digital World Web and XP Enhanced  
**Streams**  
 What is a revenue stream?

- Method a business uses to generate income
- Single Web site may use more than one method of generating revenue

- direct sales of a product or service
- software rentals
- electronic software distribution
- advertising
- subscriptions
- Web hosting
- online storage services
- Internet access

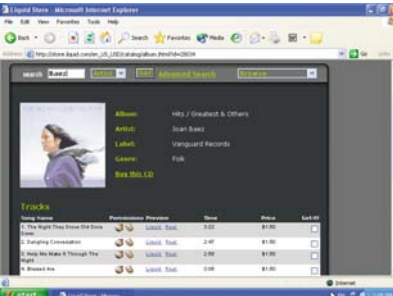
Next p.10.8



**Discovering Computers 2003** E-Commerce Revenue Streams  
 Concepts for a Digital World Web and XP Enhanced

What is **electronic software distribution (ESD)**?

- Sale of digital products such as software, music, movies, books, and photographs
- Purchase entitles you to download one copy of item



Next  
p.10.8 Fig. 10-10

**Discovering Computers 2003** E-Commerce Revenue Streams  
 Concepts for a Digital World Web and XP Enhanced

How is revenue generated with software rental?

- ASP charges a rental fee before you can access and use Web application software
- Microsoft's Web applications are called .NET




Web application  
Software application that exists on a Web site

Next  
p.10.9

**Discovering Computers 2003** E-Commerce Revenue Streams  
 Concepts for a Digital World Web and XP Enhanced

What is **advertisement revenue**?

- Sites earn commissions from advertising sponsor when visitors make purchases as a result of clicking advertisement on Web page



advertisement

Next  
p.10.10 Fig. 10-11

**Discovering Computers 2003** E-Commerce Revenue Streams  
 Concepts for a Digital World Web and XP Enhanced

How is revenue generated with an **informational Web site**?

- Visitors are required to subscribe to service
- Provides some information at no cost, but requires a subscription to access content of entire site



Subscribers have access to much more information

Information available to public at no cost

Next  
p.10.10 Fig. 10-12

**Discovering Computers 2003** E-Commerce Revenue Streams  
 Concepts for a Digital World Web and XP Enhanced

What is a **Web hosting service**?

- Assists people and companies in hosting their Web site
- Provides hardware, software, and communications required for a Web server
- Some provide services that include managing payments and tracking inventory




Web server  
Computer that delivers Web pages to users

Next  
p.10.10

**Discovering Computers 2003** E-Commerce Revenue Streams  
 Concepts for a Digital World Web and XP Enhanced

How is revenue generated with Internet access?

- Some sites, such as MSN and AOL, provide Internet access
- Many have become portals offering other services



Next  
p.10.11 Fig. 10-14

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### The E-Retailing Market Sector

**What is an electronic storefront?**

- Web site where e-retailer displays its products
- Shopping cart allows customer to collect purchases
- Also called online catalog

add to cart



Next  
p.10.12 Fig. 10-16a

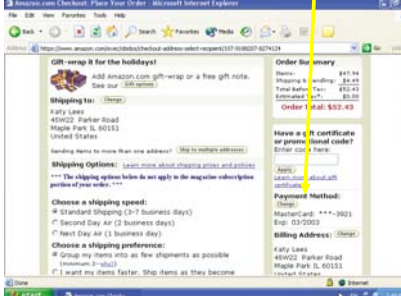
**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### The E-Retailing Market Sector

**What is a secure checkout?**

- Web site where customer enters personal and financial data
- Transaction and financial data automatically are verified at a banking Web site

credit card usual method of payment



Next  
p.10.13 Fig. 10-16c

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### Other E-Commerce Market Sectors on the Web

**What is online banking?**

- Pay bills from your computer
- Transfer money electronically from your account to a payee's account




Next  
p.10.14 Fig. 10-17a

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### Other E-Commerce Market Sectors on the Web

**What is online trading?**

- Invest online in stocks, options, bonds, treasuries, CDs, money markets, annuities, and mutual funds without using a broker
- Transaction fees are less expensive




Next  
p.10.14 Fig. 10-17b

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### Other E-Commerce Market Sectors on the Web

**What travel services are available on the Web?**

- Driving directions and maps
- Airline, hotel, and car reservations



Next  
p.10.15

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

### Other E-Commerce Market Sectors on the Web

**What is a shopping bot?**

- Web site that searches for the best price on a specific product
- Also called a shopbot




Next  
p.10.15 Fig. 10-18

**Discovering Computers 2003** Other E-Commerce Market Sectors on the Web  
 Concepts for a Digital World Web and XP Enhanced

What health services are available on the Web?

- Provide up-to-date medical, fitness, nutrition, or exercise information
- Pharmacies allow customers to refill prescriptions and ask questions



Next  
p.10.16 Fig. 10-19

**Discovering Computers 2003** Other E-Commerce Market Sectors on the Web  
 Concepts for a Digital World Web and XP Enhanced


What are other Web-based business services?



Next  
p.10.17

**Discovering Computers 2003** Creating an Online Store  
 Concepts for a Digital World Web and XP Enhanced

What decisions should be made to create an online store?



Next  
p.10.18 Fig. 10-20

**Discovering Computers 2003** Creating an Online Store  
 Concepts for a Digital World Web and XP Enhanced

What options are available for building a storefront?

- Develop in-house storefront
- Outsource storefront



Next  
p.10.18

**Discovering Computers 2003** Creating an Online Store  
 Concepts for a Digital World Web and XP Enhanced

What is e-commerce software?

- Allows merchant to set up a storefront
- Includes security
- Some include statistical tracking features and capability of integrating with other systems

SOME E-COMMERCE APPLICATIONS

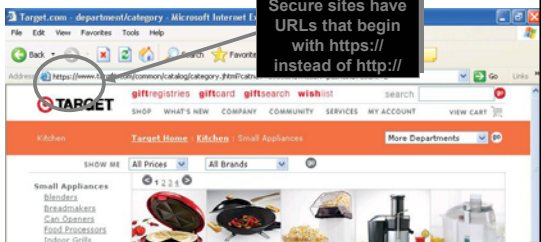
- Actinic
- EasyMarketPlace
- e-Biz Builder
- ECmerchant™
- FreeMerchant.com
- FrontHost
- IHTML Merchant
- Intershop
- MerchantIzer
- Merchant-in-a-Box
- Net Commerce
- ShopZone Pro
- SoftCart
- Web+Shop

Next  
p.10.18 Fig. 10-21

**Discovering Computers 2003** Creating an Online Store  
 Concepts for a Digital World Web and XP Enhanced

What is a secure server?

- Prevents access to system by unauthorized users
- Used for transactions involving credit card information



Next  
p.10.20



**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

## Creating an Online Store

### What is a Web site development service?

- Assists in process of creating a storefront
- Allows small businesses and individuals to participate in e-commerce arena

anyone can create a storefront and sell goods through the Yahoo! portal

Next  
p.10.20 Fig. 10-23

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

## Creating an Online Store

### What factors lead to customer loyalty?

- Best storefronts are efficient and easy to use
- Customers who must wait more than eight seconds for a page to download usually will click to another site

• Price
• Selection
• Web site appearance
• Ease of use/navigation
• Availability of information
• Ease of ordering
• Posted privacy policies
• Quality of storefront/product representation
• Shipping
• On-time delivery
• Quality of customer support

Next  
p.10.22 Fig. 10-25

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

## Creating an Online Store

### What is electronic Customer Relationship Management (eCRM)?

- Service after a sale
- Combines personalized touch and customized service to customers
- Automatic e-mail to confirm orders, display FAQ, and send surveys

Next  
p.10.23 Fig. 10-26

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

## Creating an Online Store

### What is e-mail publishing?

- Process of sending newsletters via e-mail to large group of people with similar interests

Next  
p.10.24

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

## Creating an Online Store

### Selecting a domain name

- Name should correspond to business name or function
- Domain name is registered with various search engines

scsite.com
amazon.com
etrade.com
ebay.com
dell.com

Next  
p.10.24 Fig. 10-27

**Discovering Computers 2003** Concepts for a Digital World Web and XP Enhanced

## Creating an Online Store

### What is a submission service?

- Web-based business in which you typically pay a fee to register with hundreds of search engines

Next  
p.10.25 Fig. 10-28

**Discovering Computers 2003**  
Concepts for a Digital World  
Web and XP Enhanced

## Creating an Online Store

What is **spam**?

- Unsolicited e-mail messages or newsgroup postings
- Internet junk mail
- Usually generates antagonism instead of sales

**Alternatives to spam**  
Promote goodwill by providing information or services for groups and individuals

**Next**  
p.10.25

**Discovering Computers 2003**  
Concepts for a Digital World  
Web and XP Enhanced

## Summary of E-Commerce: A Revolution in the Way We Do Business

- What is e-commerce?
- E-commerce business models
- E-commerce revenue streams
- The e-retailing market sector
- Other e-commerce market sectors on the Web
- Creating an online store

**Chapter 10 Complete**



**Get more e-books from [www.ketabton.com](http://www.ketabton.com)  
Ketabton.com: The Digital Library**