

Project World 2001 Workshop

Presenter: Yogi Schulz

e-Business Projects



Managing e-Business Projects: Risks, Issues & Solutions

E-Business Parts List

Yogi Schulz



Leading Vendors for every component

Components of the e-Business Parts List

e-Business Projects



- ❑ **Infrastructure - technologies & services**
 - hardware
 - software

- ❑ **Applications - software & services**
 - feature/function
 - management

- ❑ **Integrations - tie traditional functions together**
 - sales
 - manufacturing
 - financials

Adapted from:
eCompany Now
Owner's Manual 2001

eCompany
NOW

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e-Business Parts List

Infrastructure

Components and Vendors

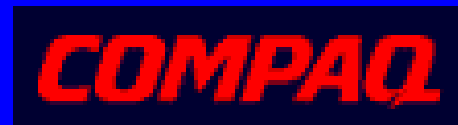
Server

e-Business Projects

Hardware to house web site and applications

- ❑ **Compaq Computer**

 - www.compaq.com



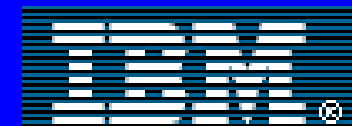
- ❑ **Hewlett-Packard**

 - www.hp.com



- ❑ **IBM**

 - www.ibm.com



- ❑ **Sun Microsystems**

 - www.sun.com



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Operating System

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System software for servers

❑ Microsoft - Windows 2000

– www.microsoft.com



❑ Various - Linux

– www.calderasystems.com

– www.redhat.com

– www.suse.com

– www.valinux.com

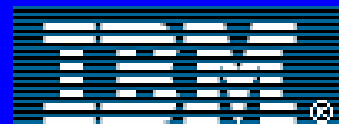


❑ Various - Unix

– www.hp.com

– www.ibm.com

– www.sun.com



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Hosting Center

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Co-location facilities & services for hosting equipment

❑ **Exodus Communications**

– www.exodus.com



❑ **Genuity**

– www.genuity.com



❑ **Worldcom – UUNet**

– www.uu.net



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Telecommunications Carrier

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Industrial-strength Internet connections

- **AT&T**

- www.att.com



- **SBC Communications**

- www.sbc.com



- **Worldcom**

- www.worldcom.com



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Router

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Hardware to transmit and switch IP packets

- ❑ **Cisco Systems**
 - www.cisco.com
- ❑ **Juniper Networks**
 - www.juniper.net
- ❑ **Nortel Networks**
 - www.nortelnetworks.com



Web Server

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Software to deliver HTML web pages

❑ Apache Software Foundation - Apache

– www.apache.org



❑ Microsoft - IIS

– www.microsoft.com

Microsoft



Reference:

Flashline Application Server Software

Comparison Matrix

www.flashline.com/components/appservermatrix.jsp

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Application Server

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Software to deliver dynamic content

❑ **Bea Systems - WebLogic**

– www.beasys.com



❑ **IBM - WebSphere**

– www.ibm.com



❑ **Microsoft - Commerce Server**

– www.microsoft.com



❑ **Oracle Corporation - iAS**

– www.oracle.com



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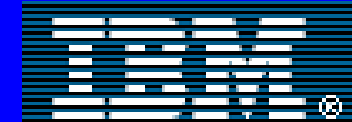
Database Server

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Software to manage dynamic content

- ❑ **IBM - DB2, Informix**

 - www.ibm.com



- ❑ **Microsoft - SQL*Server**

 - www.microsoft.com



- ❑ **Oracle - Oracle 9i**

 - www.oracle.com



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Storage System

e-Business Projects

Smart, high-capacity disk drives

❑ **Compaq Computer – StorageWorks**

– www.compaq.com



❑ **EMC – Symmetrix**

– www.emc.com



❑ **Hewlett-Packard – SureStore**

– www.hp.com



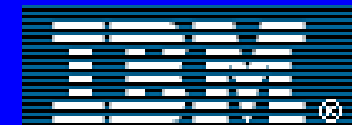
❑ **Hitachi Data Systems**

– www.hds.com



❑ **IBM – Shark**

– www.ibm.com



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Load Balancing

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Allocate/balance page requests among web servers

- ❑ **Cisco Systems - LocalDirector**

 - www.cisco.com



- ❑ **F5 Networks – Big-IP Load Balancer**

 - www.f5.com



- ❑ **Nortel Networks – Alteon WebSystems**

 - www.alteonwebsystems.com



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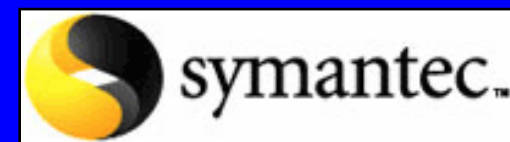


Security

e-Business Projects

Firewall software to protect against intrusion & data theft

- ❑ **Checkpoint**
 - www.checkpoint.com
- ❑ **Internet Security Systems**
 - www.iss.net
- ❑ **Network Associates**
 - www.nai.com
- ❑ **Symantec**
 - www.symantec.com



Caching

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Software to manage frequently accessed pages closer to end-user

❑ **Adero - GlobalWise**

– www.adero.com



❑ **Akamai - FreeFlow**

– www.akamai.com



❑ **Digital Island - Footprint**

– www.digitalisland.com



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Managed Service Providers

e-Business Projects

Outsourced web infrastructure management services

❑ **Forsythe Technology – Nuclio Fusion**

– www.nuclio.com



❑ **MimEcom - Totality**

– www.mimecom.com



❑ **SiteLite - eSAM**

– www.sitelite.com



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e-Business Parts List

Application

Components and Vendors

Content Management

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Software to create and organize content

- ❑ **Documentum – Web Content Management Edition**

- www.documentum.com



- ❑ **Interwoven - TeamSite**

- www.interwoven.com



- ❑ **Vignette – V/5 Content Management System**

- www.vignette.com



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Personalization

e-Business Projects

Software to capture and manage end-user profiles

❑ **Art Technology Group – Dynamo Customer Management**

– www.atg.com



❑ **BEA Systems – WebLogic Personalization Server**

– www.bea.com



❑ **BroadVision – One-to-One Enterprise**

– www.broadvision.com



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Transaction Engines

e-Business Projects



Software to capture orders and authorize credit cards

❑ Blue Martini – Customer Interaction System

– www.bluemartini.com



❑ Intershop Communications – Enfinity

– www.intershop.com



❑ InterWorld – Commerce Exchange Retail

– www.interworld.com



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Open Source E-Commerce Software

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❑ **Red Hat - E-Commerce Suite**

– www.redhat.com



❑ **Components:**

- E-commerce platform Interchange 4.8
- CommerceLauncher - configuration tool
- Secure Apache Web server
- Red Hat Database
- Red Hat Linux 7.1
- Red Hat Network subscription service

Ad Serving

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Software to integrate third party advertising into web pages

- ❑ **DoubleClick**
 - www.doubleclick.net
- ❑ **Engage**
 - www.engage.com
- ❑ **24/7 Media**
 - www.247media.com



Site Analysis

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Software to analyze page view data

Accrue Software – Hit List

– www.accrue.com



NetAcumen – MarketingAcumen

– www.netacumen.com



SAS Institute - WebHound

– www.sas.com



WebTrends – Enterprise Reporting Server

– www.webtrends.com



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Campaign Management

e-Business Projects

Software to manage marketing campaigns

- ❑ **Broadbase Software – E-Marketing**

 - www.broadbase.com



- ❑ **E.Piphany – E.5**

 - www.epiphany.com



- ❑ **NCR – CRM Solution**

 - www.ncr.com



- ❑ **Xchange Applications – Xchange 4.0**

 - www.xchange.com



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Customer Support

e-Business Projects

Software to enable online interactive help

❑ **Alcatel – Genesys Suite G6**

– www.genesyslab.com



❑ **Delano Technology – Customer Velocity**

– www.delanotech.com



❑ **Kana Communications – Kana Service**

– www.kana.com



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Portals

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Software to manage end-user access to a business's applications and resources

❑ Epicentric - Portal Server

– www.epicentric.com



❑ Plumtree Software - Corporate Portal

– www.plumtree.com



e-Business Parts List

Integrations

Components and Vendors

Application Integration

e-Business Projects

Software to integrate non-web applications with web site

❑ **BEA Systems – eLink**

– www.bea.com



❑ **SeeBeyond – e*Xchange eBI Suite**

– www.seebeyond.com



❑ **TIBCO Software - ActiveEnterprise**

– www.tibco.com



❑ **WebMethods – Solution Suite**

– www.webmethods.com



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Sales Integration

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Software to forecast demand track customer buying

❑ Oracle – Sales Online

– www.oracle.com



❑ PeopleSoft – Open Integration Framework

– www.peoplesoft.com



❑ Siebel Systems

– www.siebel.com



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Supply Chain Integration

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Software to automate supplier transactions

- ❑ **Ariba – B2B Commerce Platform**

 - www.ariba.com



- ❑ **Commerce One – Net Market Maker**

 - www.commerceone.com



- ❑ **i2Technologies – TradeMatrix**

 - www.i2.com



- ❑ **SAP – MySAP Supply Chain Management**

 - www.sap.com



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Financial

e-Business Projects

Software to integrate web transactions with financials

- ❑ **Oracle – Oracle Financials**

 - www.oracle.com



- ❑ **PeopleSoft – Financials**

 - www.peoplesoft.com



- ❑ **SAP – MySAP Financials**

 - www.sap.com



Fulfillment

e-Business Projects

Software to manage shipping, pickup and delivery

- ❑ **Descartes Systems Group – e-Scheduler**

 - www.descartes.com



- ❑ **EXE Technologies – EXceed Fulfill Suite**

 - www.exe.com



- ❑ **Manhattan Associates – PkMS**

 - www.manhattanassociates.com



- ❑ **McHugh Software International**

 - www.mchugh.com



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Components of the e-Business Parts List

Wrap UP

e-Business Projects



- ❑ **Infrastructure - technologies & services**
 - hardware
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- ❑ **Integrations - tie traditional functions together**
 - sales
 - manufacturing
 - financials

“This looks easy to me!”



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Managing e-Business Projects: Risks, Issues & Solutions

e-Business Projects

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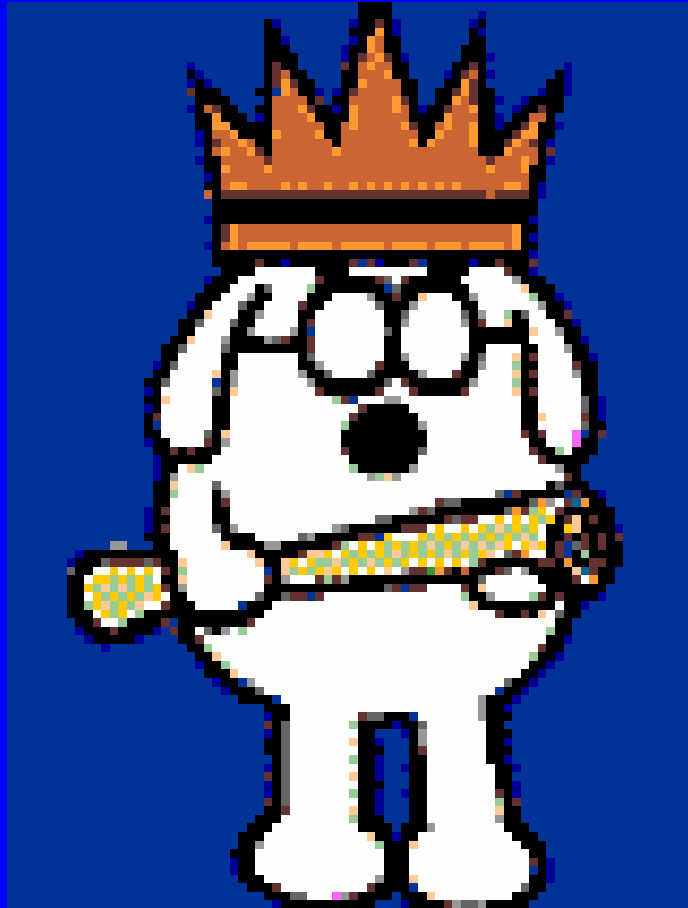
- **President of Corvelle Management Consultants**
- **Information technology related management consulting**
- **Project management and systems development**
- **Computing Canada & Calgary Herald columnist**

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Any Questions?

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Dogbert
will explain it
to you

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Advertising Formats

The thought

3COM

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❑ Banner

– rectangular ad at top of content web page

❑ Pop-up

– full-page ad in a dedicated browser session web page

❑ Skyscraper

– long vertical ad at right of content web page

❑ Page transition

– full-page ad displayed between two content web pages

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Multi-Media Data Types

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- ❑ **Text**
 - multiple fonts/colors/sizes
- ❑ **GIF/JPEG/BMP**
 - static graphics
- ❑ **GIF animation**
 - simple dynamic graphics
- ❑ **Audio**
- ❑ **Video**
- ❑ **Flash**
 - use of extensive animation and visual effects



Ten Keys to building a Collaborative Enterprise

PeopleSoft CEO Craig Conway

e-Business Projects



- ❑ **Standardize business processes**
- ❑ **Obtain a pure Internet architecture**
- ❑ **Minimize customization**
- ❑ **Accommodate multiple databases**
- ❑ **Hold vendors responsible**
- ❑ **Use highly scalable applications**
- ❑ **Run a multi-lingual, multi-currency business**
- ❑ **Ensure interoperability with internal information**
- ❑ **Take advantage of embedded business analytics**
- ❑ **Use fewer vendors with broader products**

PeopleSoft Connect in Atlanta, Georgia
in August 2001

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