

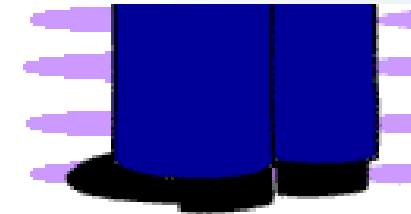
Presenter: Yogi Schulz

Business 2 Business 101

Roadmap to Self-education



**"Get me to the Web
on time or else!"**





Management Consultants

- **President of Corvelle Management Consultants**
- **Information technology related management consulting**
- **Project management and systems development**
- **Computing Canada & Calgary Herald columnist**
- **Industry presenter:**
 - Project World
 - CIPS Informatics
 - PMI - Information Systems SIG
 - Convergence

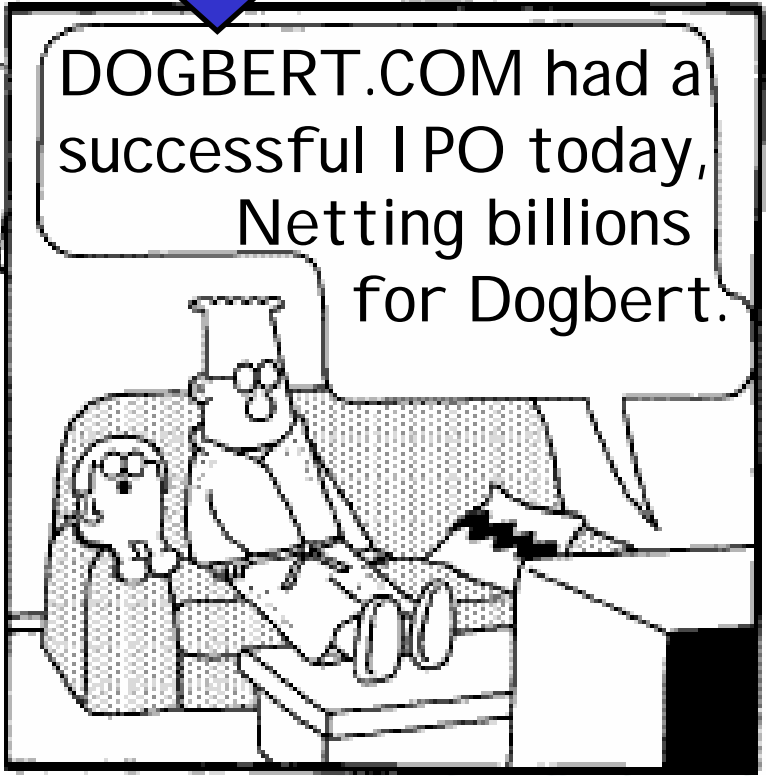
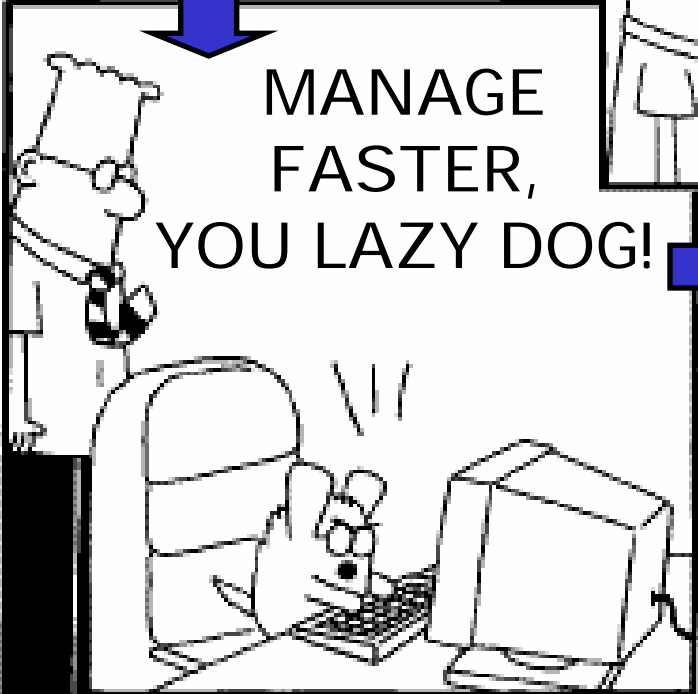
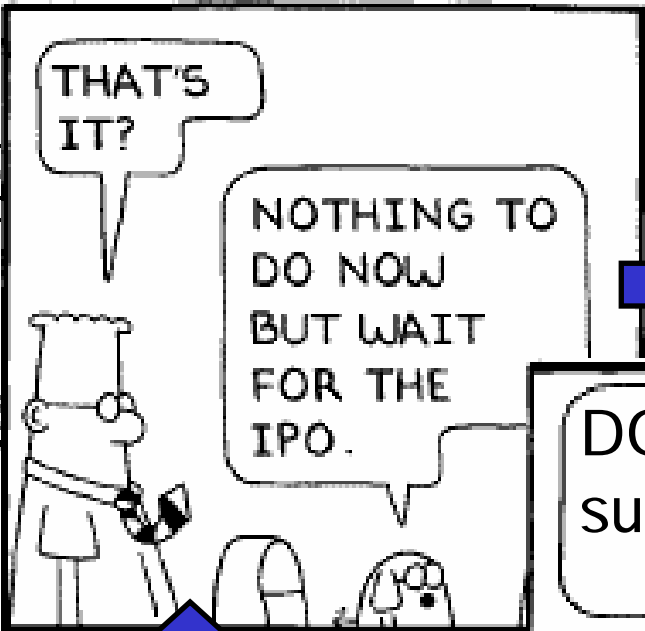
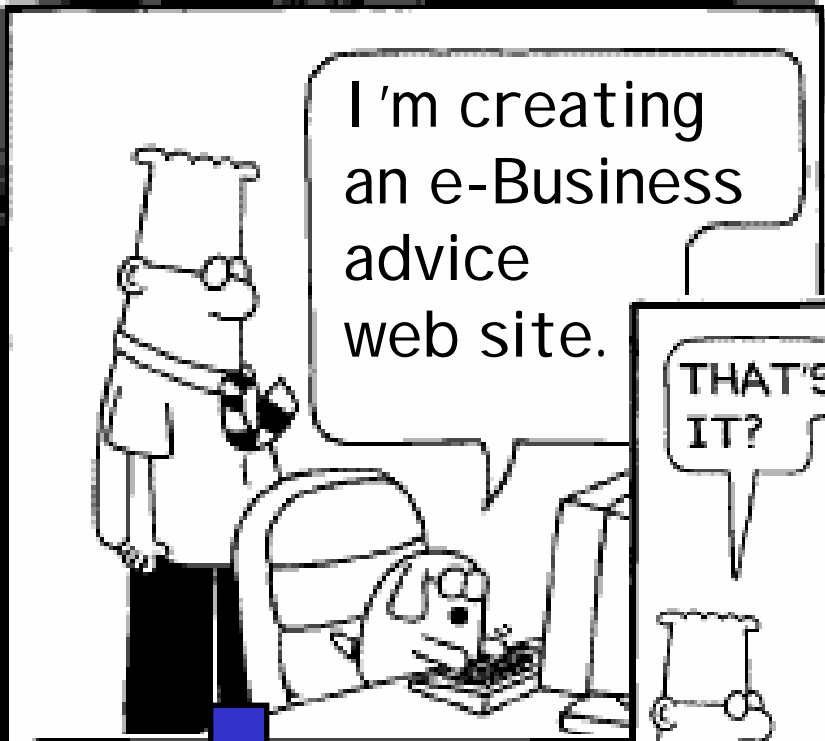
Presentation Outline

- **Introduction**
- **Importance of the Internet**
- **B 2 B Major Applications**
- **B 2 B Benefits**
- **e-Business publications**
- **Questions & Answers**



ION OF
TE TRAVEL
YES

Using the Web for Business Success



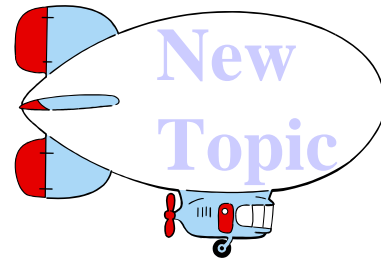
Presentation Objectives

Why don't you already understand all this stuff?

- **Build an understanding of business-to-business application:**
 - categories
 - benefits
 - success criteria
- **Build awareness of available resources**

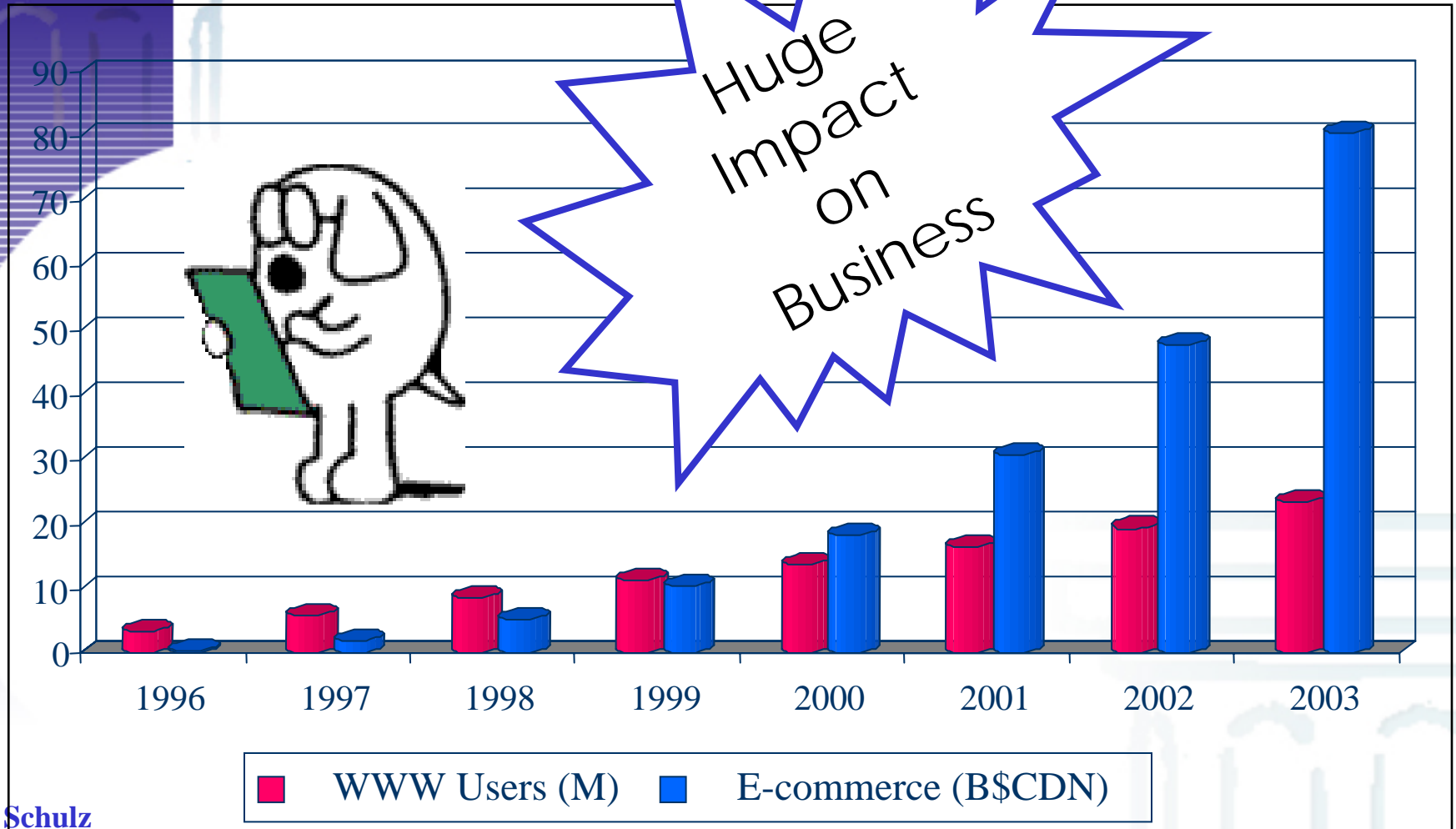


Importance of the Internet



- **E-mail surpassed the telephone as the most frequently used tool for business communication in 1998.**
 - Frost & Sullivan 1999
- **Corporate spending on Web-based technology will jump to \$203 billion by 2002.**
 - International Data Corp. 1999
- **71% of Internet users spend over 1/2 hour online each day.**
 - Pew Research Center 1999
- **77% of all employed people use the Internet at work.**
 - U.S. Dept. of Commerce 1999

e-Business in Canada



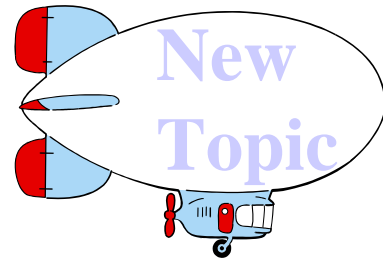
Business-to-Business



- **Conducting business transactions:**
- **electronically**
 - not fax/phone/mail/in-person
- **online**
 - typically through the web or EDI
 - not via e-mail
- **between two businesses**
 - not with consumers or government

Old vs. New Economy influenced by David Barry

Characteristics	Old	New
Currency	Money	High tech stocks
Stock exchange	NYSE	NASDAQ
Key activity	Make products	Buy/sell stocks
Owner	All of us	Bill Gates
Communication	Telephone	Voice mail
Product liability	Ridiculous	None
Distribution channel	Bricks & mortar	Fedex
Strategy	Make money	Spend money
Meeting communication	Talk	Pocket PC



Major Applications Software Packages

- **Procurement**
- **Marketplaces**
- **Content Management**
- **Marketing**
- **Supply Management**
- **Content Distribution**
- **Commerce**
- **Customer Support**

Reference:

Business Week E.BIZ

11 December 2000

page EB 32+

- **Description:**
 - enables automated purchasing
- **Leading supplier - Ariba**
 - www.ariba.com
- **Key competitors:**
 - Oracle
 - SAP
 - Commerce One
 - upstarts



Marketplaces

- **Description:**
 - creates online exchanges to link buyers and sellers
- **Leading supplier - Commerce One**
 - www.commerceone.com
- **Key competitors:**
 - Ariba
 - FreeMarkets



Content Management

- **Description:**
 - manages thousands of pages on web sites
- **Leading supplier - Vignette**
 - www.vignette.com
- **Leading supplier - Interwoven**
 - www.interwoven.com
- **Key competitors:**
 - IntraNet Solutions
 - Plumtree



- **Description:**
 - tracks customer buying patterns
 - predicts what and when they'll buy
- **Leading supplier - E.piphany**
 - www.epiphany.com
- **Key competitors:**
 - Siebel Systems
 - SAP
 - Art Technology Group



Supply Management

- **Description:**
 - connects a company's Web operations with its suppliers
- **Leading supplier - i2**
 - www.i2.com
- **Emerging competitors:**
 - Oracle
 - SAP



Content Distribution

- **Description:**
 - accelerates content availability to end-users
- **Leading supplier - Akamai**
 - www.akamai.com
- **Leading supplier - Inktomi**
 - www.inktomi.com
- **Expected competitors:**
 - Oracle
 - Cisco



- **Description:**
 - builds/maintains product catalogues
 - creates orders/returns
 - collects payments
 - tracks deliveries
- **Leading supplier - BEA Systems**
 - www.beasys.com
- **Key competitors:**
 - BroadVision
 - IBM
 - Art Technology Group

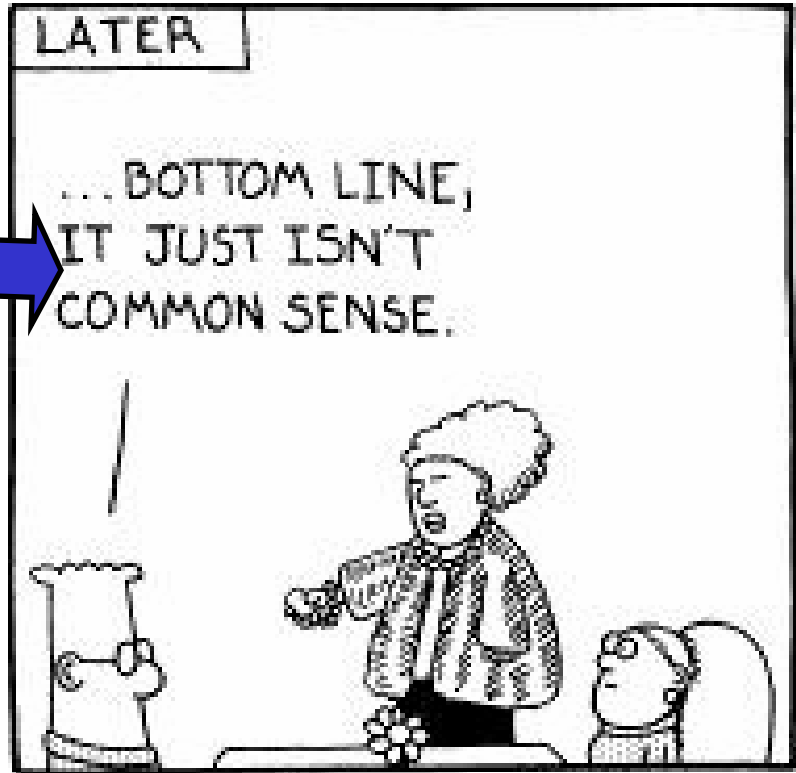
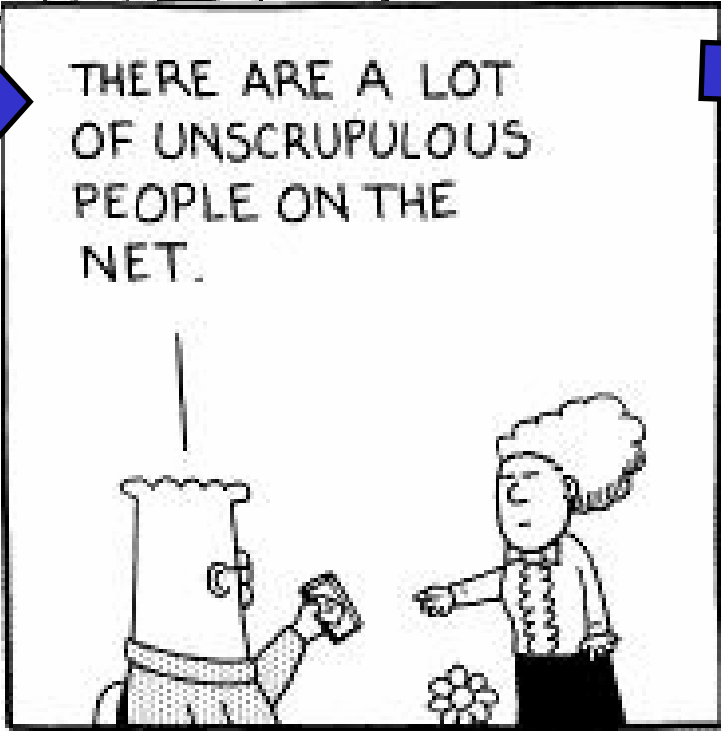


Customer Support or Relationship Management

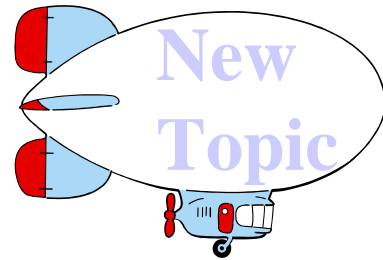
- **Description:**
 - automates online customer service
- **Leading supplier - Kana Communications**
 - www.kana.com
- **Leading supplier - Ask Jeeves**
 - www.askjeeves.com
- **Key competitor - Siebel Systems**



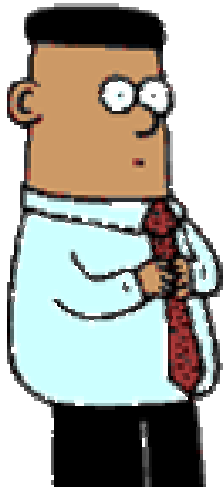
Safe Credit Card Use



B 2 B Benefits



- **Sellers**
- **Buyers**
- **Market Makers**



"You mean there was a time
before the Web?"

B2B Benefits Sellers

- **Lower costs in:**
 - marketing
 - administration
 - order fulfillment
- **Access new customers**
- **Extend market reach still further by:**
 - creating and leveraging close collaboration among trading partners
 - tightening the relationship between supplier and buyer
 - promoting price discovery and spend aggregation
 - slashing supply chain costs

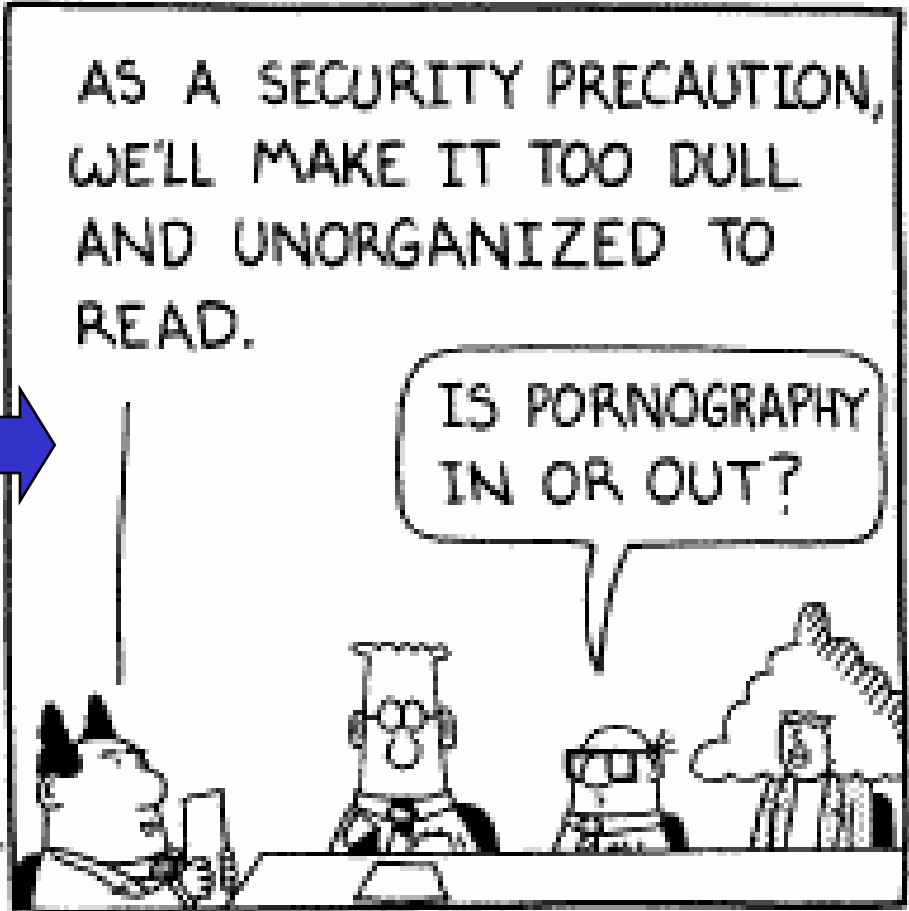
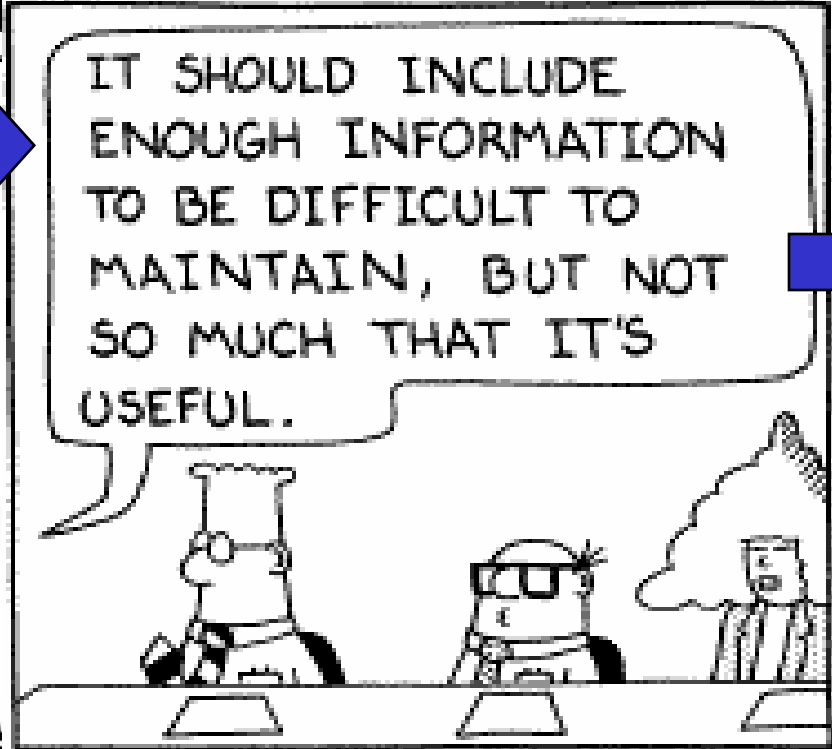
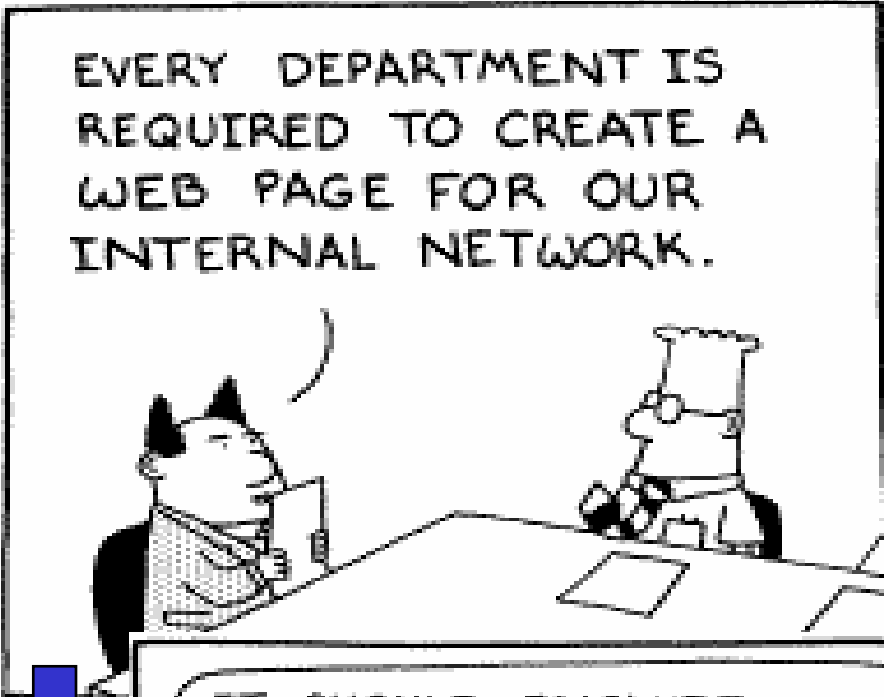
Return 15-27% back in reduced costs **Buyers**
- AMR estimate 1999

- **Reduce direct and indirect supply chain costs by:**
 - leveraging their global scale
 - focusing their spend on preferred suppliers
 - taking advantage of dynamic models such as auctions and bid-quote for efficient sourcing and spot buying
- **Utilize new tools for logistics and payment creating new opportunities to:**
 - build transparency in the supply chain
 - decrease logistics costs
 - increase inventory turns
 - improve the overall performance of the manufacturing and procurement processes

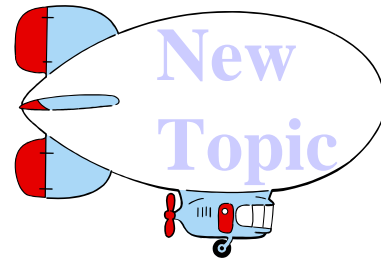
B2B Benefits Market Makers

- **Catalyze the growth of the B2B economy by:**
 - leveraging their domain expertise, customer relationships and supply chain strength
- **Reap substantial rewards by:**
 - delivering incredible value
 - sharing in the returns achieved by buyers and suppliers

Create Memorable Web Sites

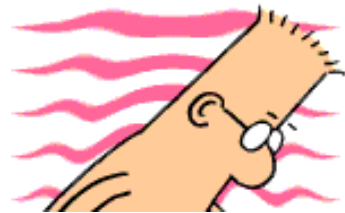


E-Business Publications



- **Senior management**
- **IT research organizations**
- **Government**

"Customers won't see me
with my pants down!"



Senior Management Publications

- **Business.Com**
 - www.business.com
- **CIO Canada**
 - www.itworldcanada.com/cio
- **CIO Magazine**
 - www.cio.com
- **Commerce Net**
 - www.commerce.net
- **InfoSystems Executive**
 - www.plesman.com/ise/home.html
- **NDU IRM College**
 - www.nduknowledge.net



IT Research Organizations - 1

- **Electronic Commerce Research Laboratory**
 - elabweb.com
- **Forrester**
 - www.forrester.com
- **Gartner Group**
 - gartner5.gartnerweb.com/public/static/home/home.html
- **Giga Information Group**
 - www.gigaweb.com



IT Research Organizations - 2

- **IDC**
 - www.idc.com
- **Meta Group**
 - www.metagroup.com
- **Round Table Group**
 - www.round.table.com
- **Yankee Group**
 - www.yankeegroup.com
- **Xephon**
 - www.xephon.com



U. S. Government e-Business Sites - 1

- **Center for Research in Electronic Commerce**
 - cism.bus.utexas.edu
- **Federal Electronic Commerce Program Office**
 - www.ec.fed.gov
- **Electronic Commerce Policy**
 - www.ecommerce.gov
- **Electronic Commerce Resource Center**
 - www.ecrc.ctc.com
- **The Framework for Global Electronic Commerce**
 - www.whitehouse.gov/WH/New/Commerce



U. S. Government e-Business Sites - 2



- **Government Technology**
 - egov.govtech.net
- **National Electronic Commerce Coordinating Council (NECCC)**
 - www.ec3.org
- **Electronic Commerce Knowledge Center**
 - www.knowledgecenters.org
- **Office of Information Technology**
 - www.itpolicy.gsa.gov



Canadian Government e-Business Sites

- **Canadian E-business Opportunities Roundtable** **THE BOSTON CONSULTING GROUP**
 - www.bcg.com/practice/ecommerce_canadian_roundtable.asp
- **Electronic Commerce Canada Inc.**
 - www.ecc.ca/Index.html
- **Electronic Commerce in Canada**
 - **Industry Canada** *Electronic Commerce in Canada*
 - e-com.ic.gc.ca/english



Canadian Government Industry Canada - e-Business Sites

Office of Consumer Affairs
>>> CONSUMER CONNECTION

- **Consumers and Electronic Commerce**
 - strategis.ic.gc.ca/SSG/ca00622e.html?pacregion=bcecomnet
- **Electronic Commerce** 
 - strategis.ic.gc.ca/sc_indps/sectors/engdoc/ecom_hpg.html
- **The Electronic Market Place**
 - strategis.ic.gc.ca/SSG/mi06840e.html



- **Net Gain – Business on the Internet**
 - strategis.ic.gc.ca/sc_indps/sectors/engdoc/gain_hpg.html
- **Retailing Resource Centre** 
 - strategis.ic.gc.ca/engdoc/retailer.html

Wrap UP



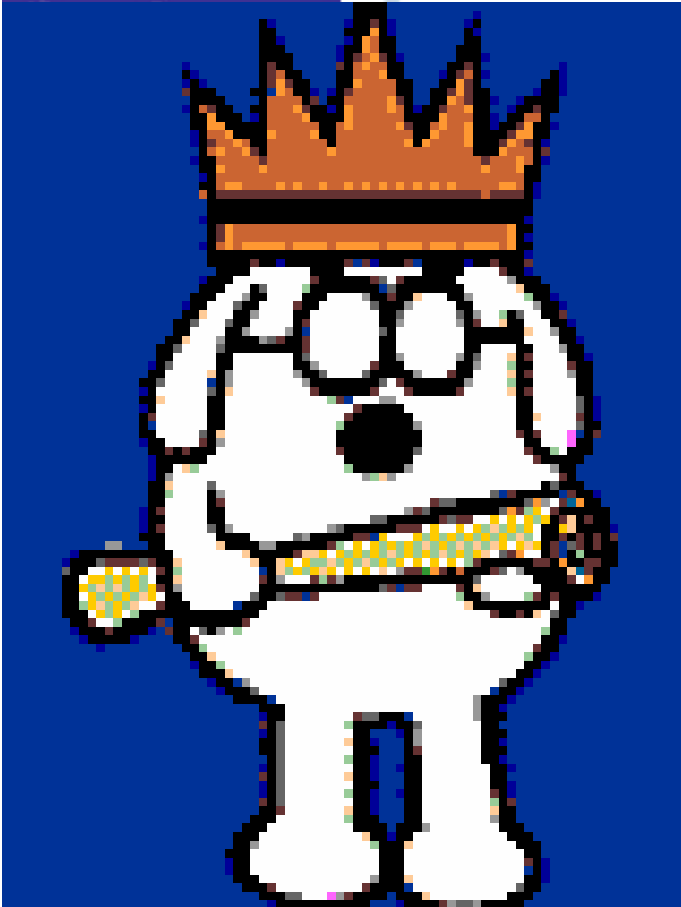
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- B 2 B Major Applications
- B 2 B Benefits
- e-Business publications

“With these ideas you can
succeed

and still sleep in your cubicle!”

Any Questions?

**Dogbert
will explain it
to you**



Business 2 Business 101

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- Project management and systems development**
- Computing Canada & Calgary Herald columnist**