

eBusiness Strategies and Architectures

- Basic framework for discussion
- eBusiness strategies
- Enterprise versus eBusiness applications
- Examples of ebusiness applications
- What is application (re)engineering for eBusiness

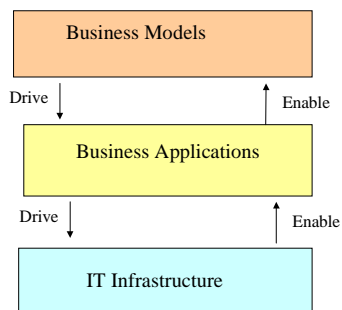
Amjad Umar

Driving Questions

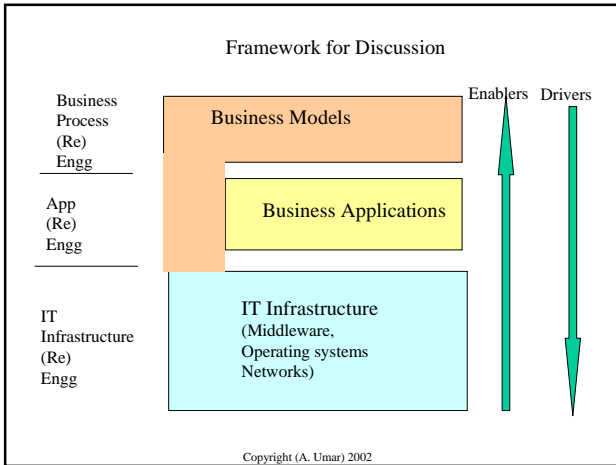
- What is the basic framework that ties business strategies to applications
- What are the key ideas of ebusiness strategies and how do they translate into ebusiness design to align IT with business needs
- What are enterprise applications and how do they relate to eBusiness applications
- What are typical examples of ebusiness applications in terms of C2B, B2B, and other common business strategies
- How do different dimensions such as volume of transactions, value of transactions, and number of business partners impact enterprise applications
- What is application (re)engineering for eBusiness, how does it interrelate to business process reengineering and what are its core activities

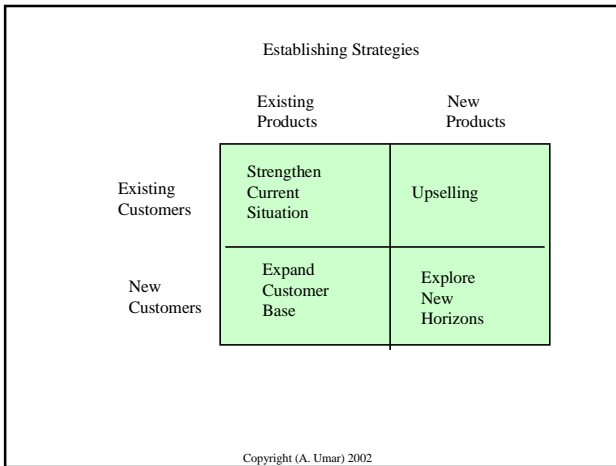
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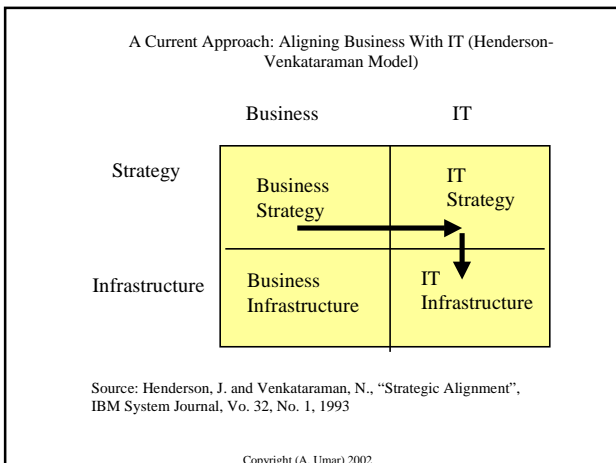
Framework for Discussion

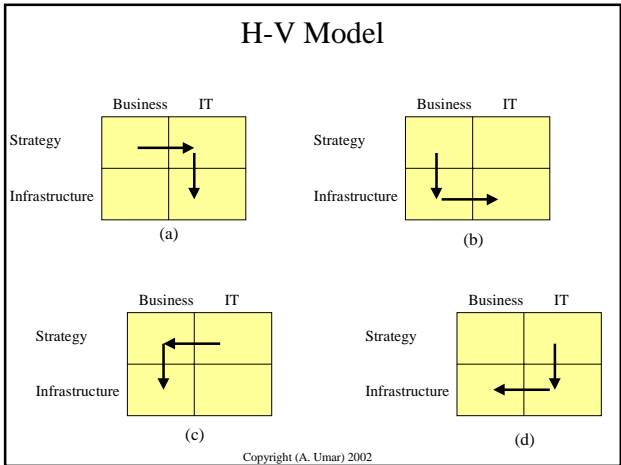


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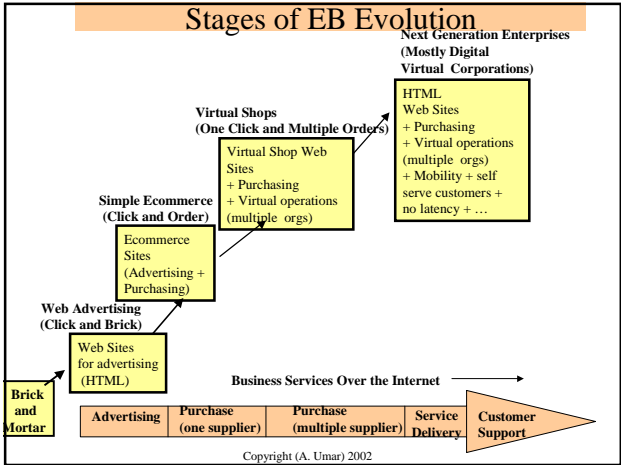




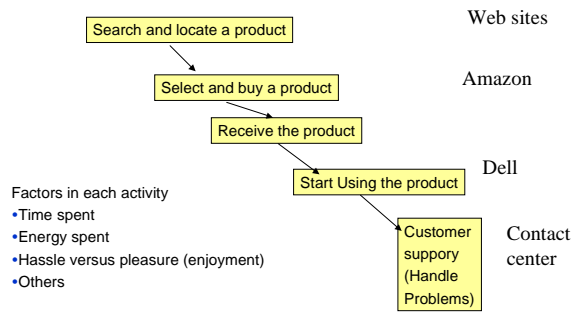




- The Rules of e-business**
1. Technology is not an afterthought but a cause and a driver
 2. Streamlining the flow of information is more important than that of products
 3. Inability to overthrow outdated business design often leads to business failure
 4. New business designs should outsource for cost reduction and customer delight
 5. EC is enabling companies to listen to their customers
 6. Use technology to innovate, entertain, and involve the customer experience
 7. Business design of future should be highly reconfigurable
 8. Task of management is to align business strategies, processes, and applications fast, right, and all at once.
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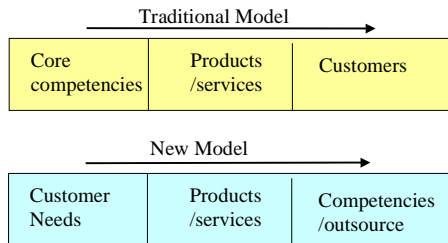


Analyzing Customer Behaviour



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Outsourcing: View from Business Design



- Both models work at different times (what works when)
- Second model heavily relies on outsourcing
- Views on outsourcing have changed (Ford example)

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Examples of eBusiness Design

- American express
 - Segmentation of customers
 - Tailoring services to customer segments
- Dell Computers
 - Low cost manufacturing
 - End to end time reduction (from order to use)
- Cisco: Focus on continuous innovation
 - Build on change (not stability)
 - Based on interdependencies of partners (not self-sufficiency)
 - construct on technological advantage (not brick and mortar)
 - Use technology to aid business design

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Business Process Reengineering

- Fundamentally change business practices for organizational effectiveness
- Key steps
 - Identify key business processes
 - Study flows between business process
 - Isolate the resources needed by the processes
 - Modify/reengineer/reinvent the business processes to
 - Improve “product velocity”
 - Reduce costs
 - Improve organizational efficiency
- Key issue: BPR must be tied into:
 - Application (Re)engineering
 - IT Infrastructure (Middleware, networks, etc)

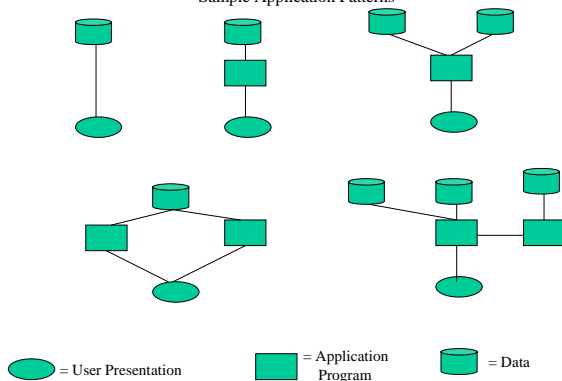
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Driving Questions

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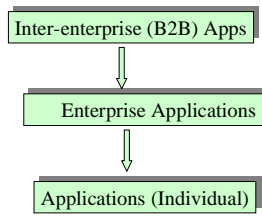
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Sample Application Patterns



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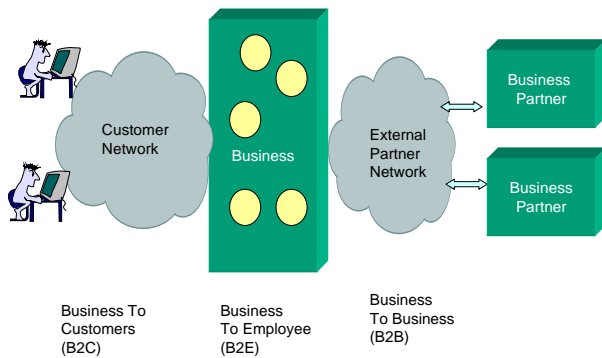
Application Levels



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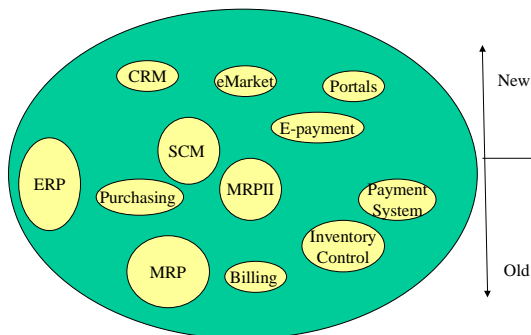
eBusiness Applications

Customers

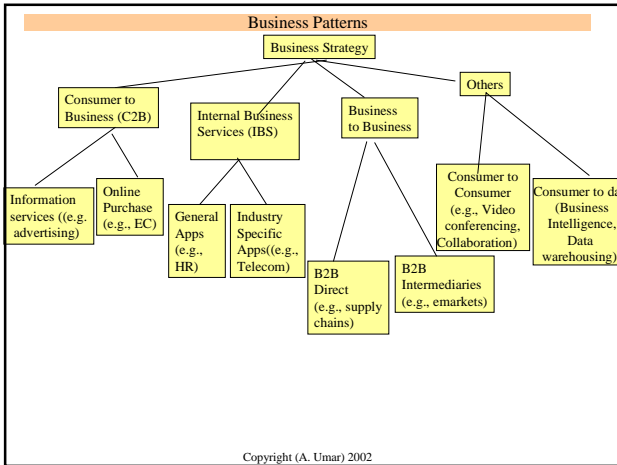


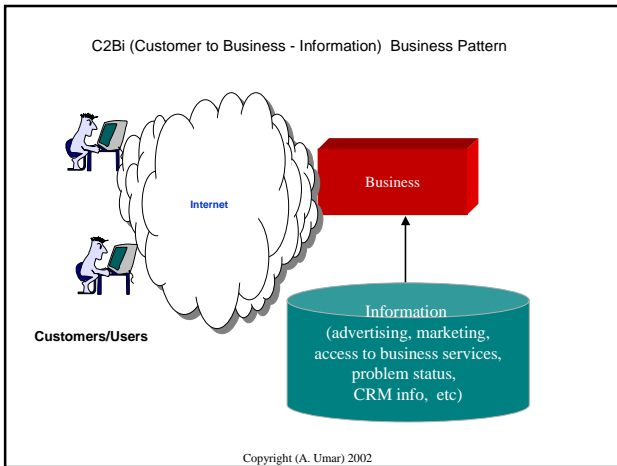
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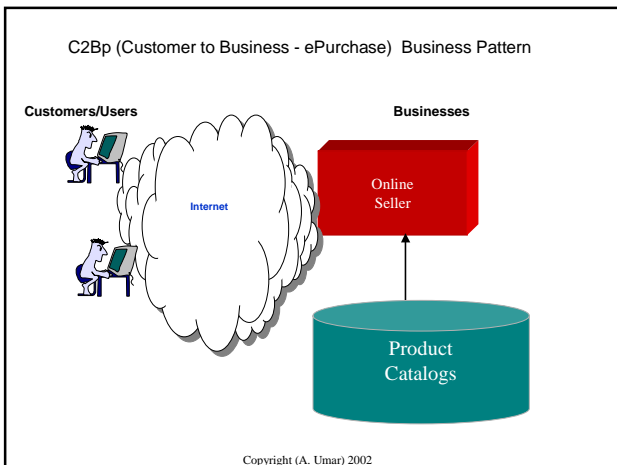
Ebusiness requires a combination of several new and old applications

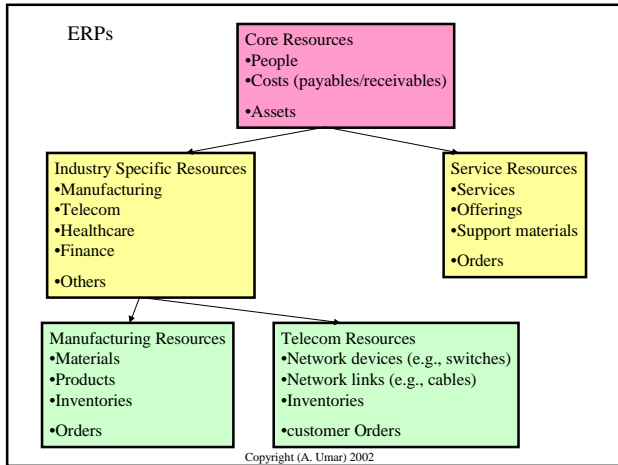


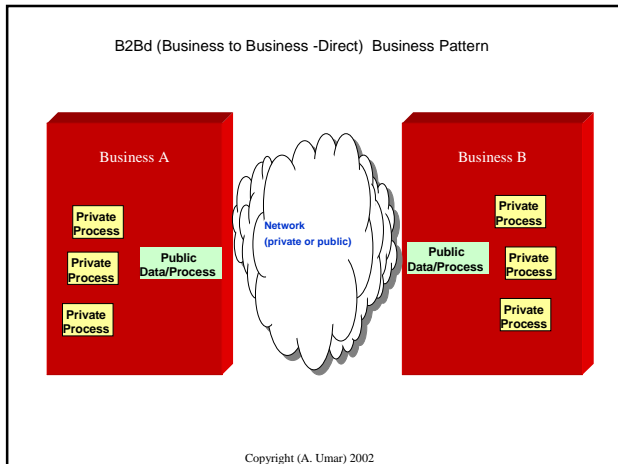
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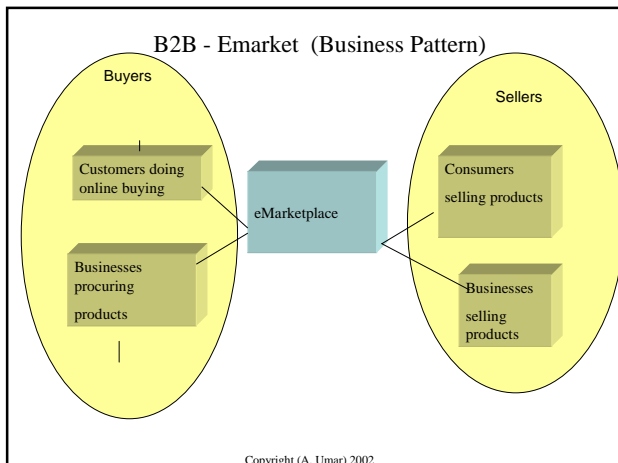


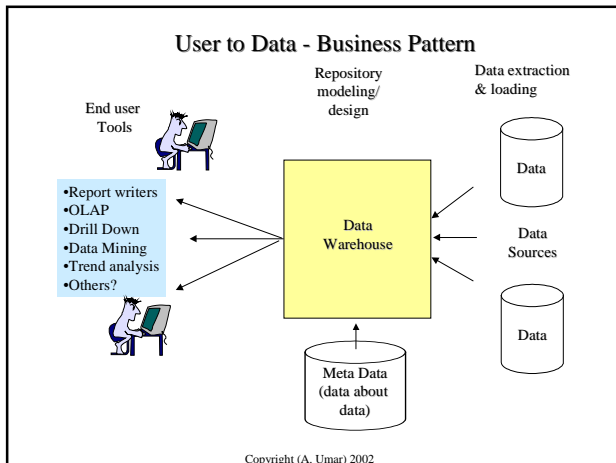


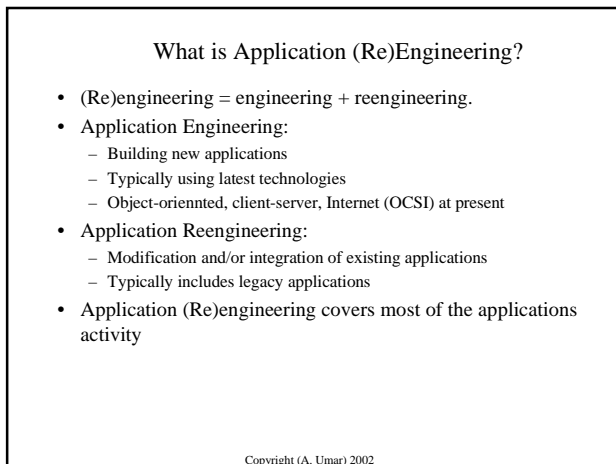


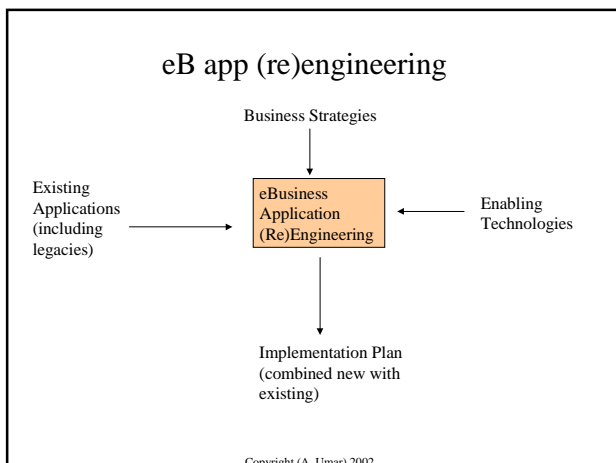




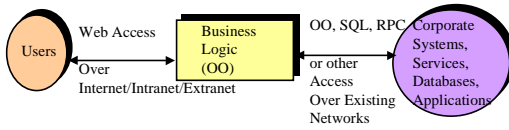








General View of New Apps



- * Web user layer = hyperfine structure + mobile code + distributed object technology
- * Service and business layers will be internal/internet workflows
- * Clients will be updated and re-programmed via applets
- * Client applications will be dynamically installed and incrementally updated via push technology
- * Mobile clients will be supported by WWW/wireless protocols
- * Web clients will run multimedia applications

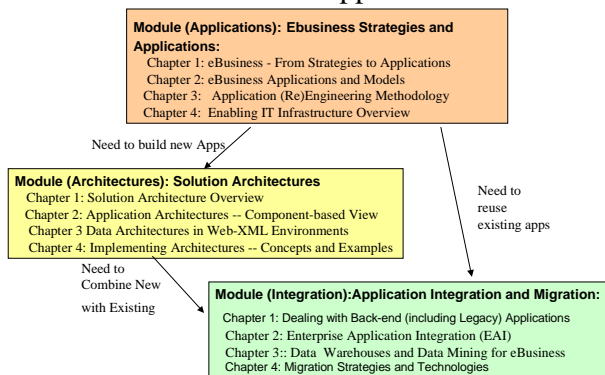
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Legacy Systems Characteristics:

- Crucial to the day-to-day operation.
- Large (millions of lines of code)
- Old (5 to 10 years, some older)
- Used heavily (1000s of transactions/day)
- Inflexible, costly, time-consuming.
- Risky to maintain and change.
- Based on older database technology (IMS)
- Sometimes uses no DB tech at all (VSAM/ISAM files)
- Written in older languages (COBOL, PL1)
- Text-based interfaces (3270) not GUI
- Vertically integrated and monolithic
- Reflect old business methods and rules

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An Overall Approach



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