

Case Studies and Examples

- Short Examples of eBusiness Strategies (“Snippets”)
- Ecommerce/eBusiness Examples
- Ecommerce - Online Purchasing Examples
- A Financial Marketplace
- Insuring Outsourced Enterprises in eCommerce -- A Methodology
- An Integrated Manufacturing System
- A Customer Relationship Management Portal -- A Technical View
- Migration of a Project Management System
- Examples of Networks
- Older Case Studies -- HP's C/S Architecture

Amjad Umar

Very Short Cases (“Snippets”)

- Nestle Corporation
- Visteon
- Wired Wellington -- Wiring up New Zealand's Capital
- Stock Research Group (SRG)
- Auto-by-Tel
- Charles Schwab
- Dell Computers
- Miller Industries
- Northern Telecom
- Synchronized Supply Chains

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EC/EB Examples

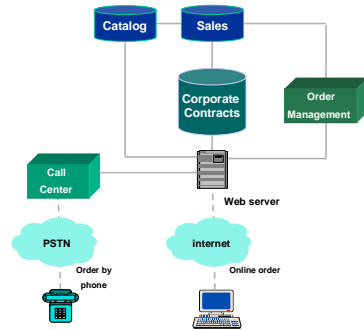
- Xerox Corporation
 - Document Processing Equipment
- Amp Inc.
 - Electronic Connectors
- W.W. Grainger, Inc.
 - Facilities Management Supplies
- Cisco Systems Inc.
 - Data Communications Equipment
- Amazon.Com
- Mitre Corp - DISCUSS

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Xerox Corporation

Document Processing Equipment

- World's largest retailer of cut sheet paper, toner, document processing systems, services. Leases large copy machines
- Products sold directly or through resellers
- Pricing: uniform, but some accounts have special pricing agreements



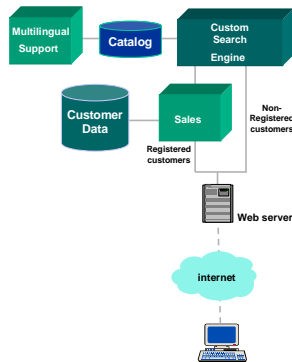
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Amp Inc.

Electronic Connectors

- Designs, manufactures and sells electrical, electronic and optical connectors
- Primarily sells its own products, but also uses distributors
- Huge product base: around 145,000 SKUs (stockkeeping units), continuously changing
- Historically, company spent \$8.7 million annually on paper catalogs
- Multi-lingual support
- 3D images

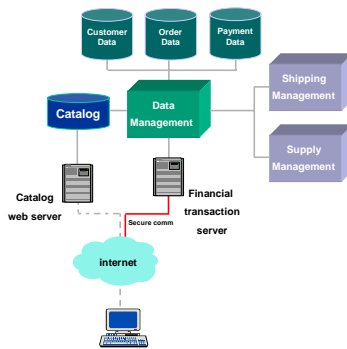


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W.W. Grainger, Inc.

Facilities Management Supplies

- Leading distributor of maintenance, repair and operations (MRO) supplies in North America
- Growth depends primarily on service, supplier partnership
- 220,000 repair and replacement parts from 550 suppliers
- Business characteristics : High-volume, low-value purchases, repeated business with same customers and high ordering costs. 95% of transaction through open accounts
- separate server for financial transactions**

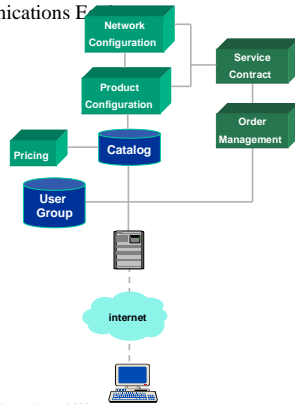


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Cisco Systems Inc.

Data Communications E

- Supplies 80% of the Internet backbone equipment: LAN and WAN switches, routers, network management tools
- Services include network design, maintenance and support
- Its market includes enterprise and large organizations that span many locations, service providers as well as small businesses.
- Cisco sells its products and services either directly or through distributors and value-added resellers



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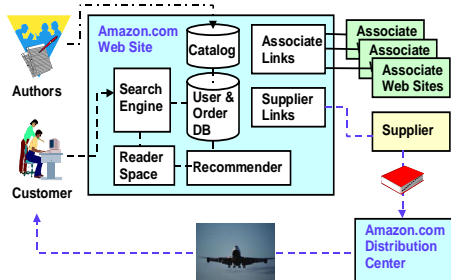
Example: Amazon.Com

- Big success story in consumer to business (C-B) EC
- Does not maintain large physical inventories
- Exercises virtual enterprise:
 - Several bookstores and publishers partners
 - When a book is ordered, the site closest to the customer is searched for available items
 - Available items are shipped from the closest site to the customer
 - Complex B-To-B agreements for service levels

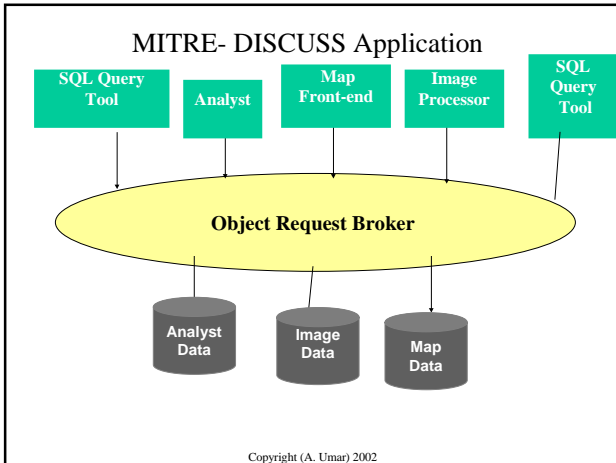
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Amazon.com example

New attackers use friendly customer-facing web interfaces to attack existing players with high costs



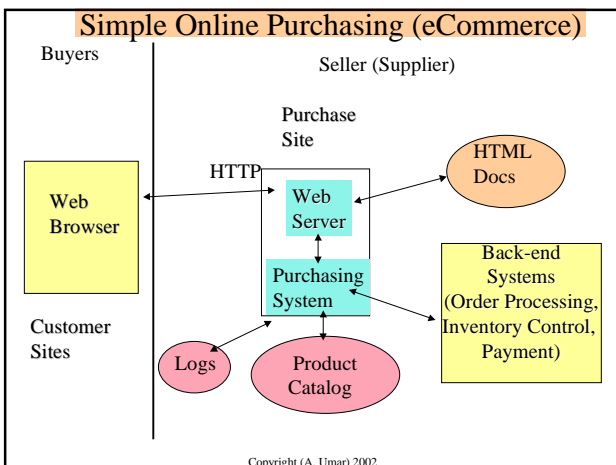
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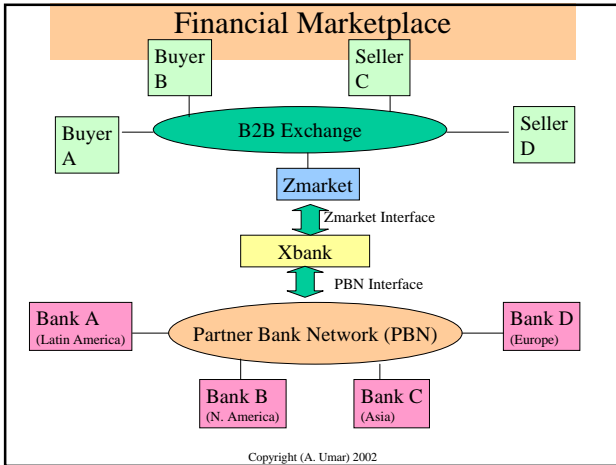


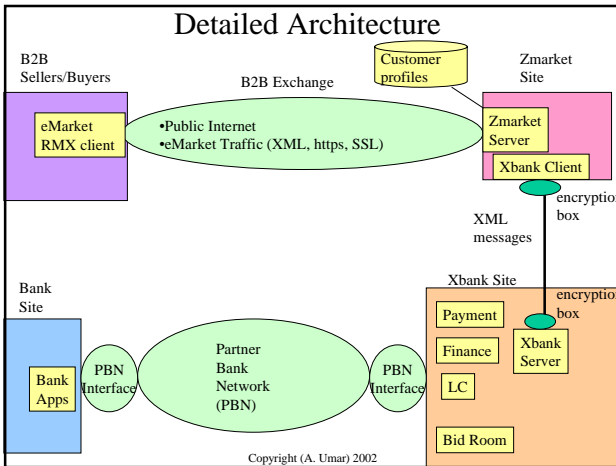
Simple Ecommerce Example

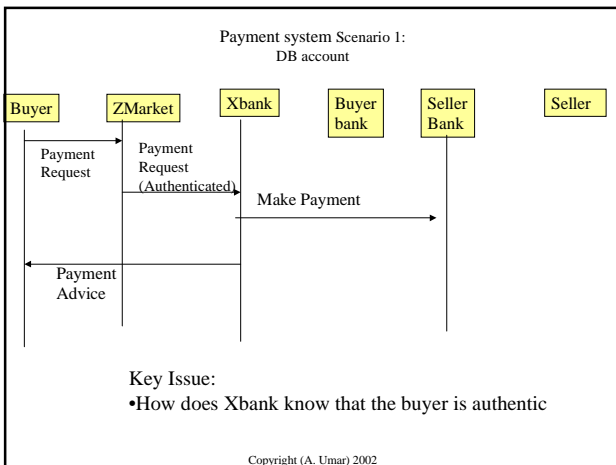
- Getting a domain name:
 - www.allwhois.com - searches for desired name and contact info if name is taken
 - www.networksolutions.com - purchase a domain name (roughly \$35 per year)
- Set up a web site (can outsource to Web hosters)
- Shopping cart: can build or outsource (ecommerce.about.com)
- Payment System through Credit Cards (how do I get paid)
 - Credit card processing (www.cybercash.com)
 - Need a merchant account to transfer money into (Banks, cybercash, authorize.net)
- Payment systems through other means (beyond the scope of this talk)
 - Banks - EFT, letter of credit, loan
 - Purchase orders
 - Others
- Can buy ecommerce platforms (e.g., IBM Websphere, Oracle Ecommerce Platform, Microsoft EC Site Server,,)
- Can outsource the entire process: www.webhostdir.com

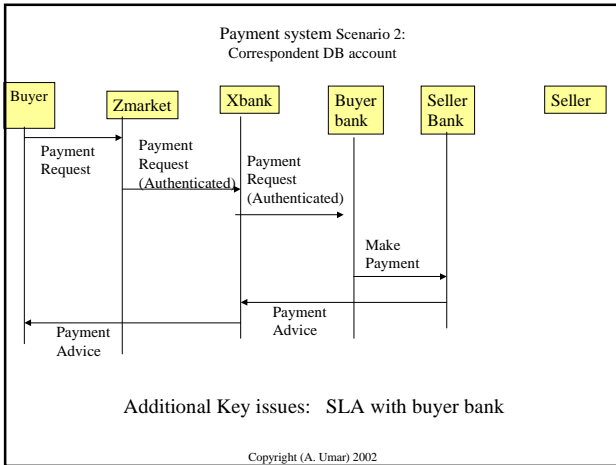
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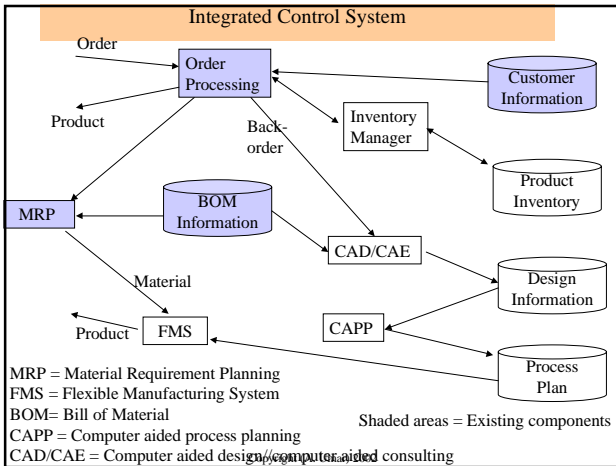


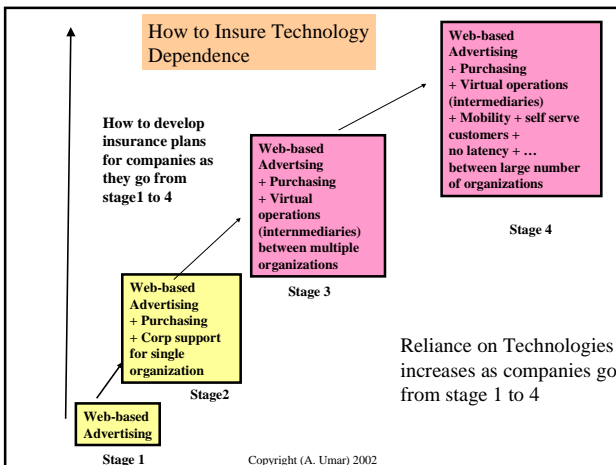


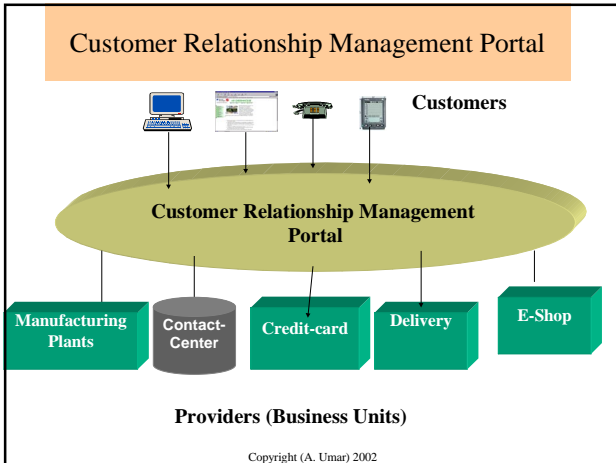


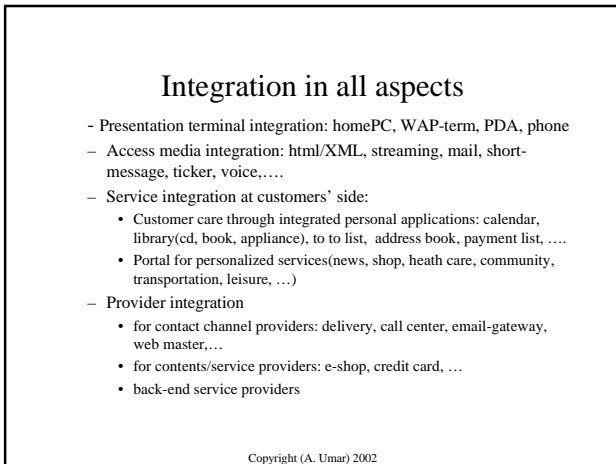


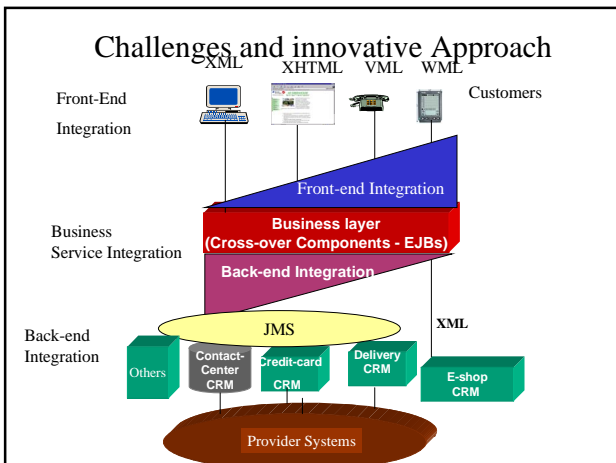


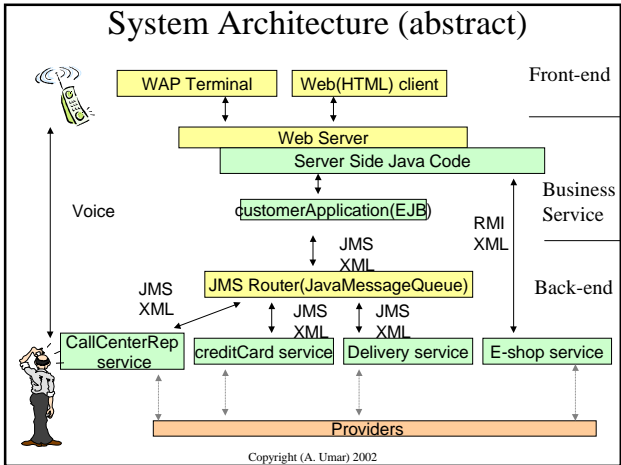


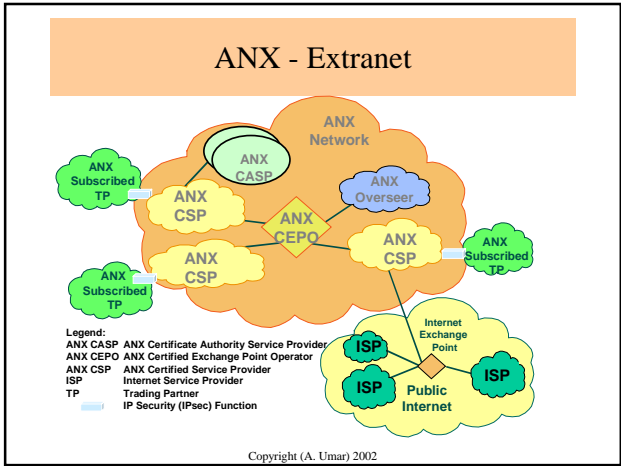


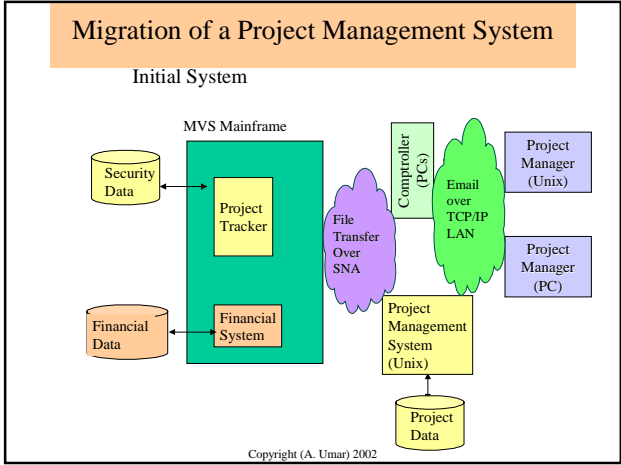


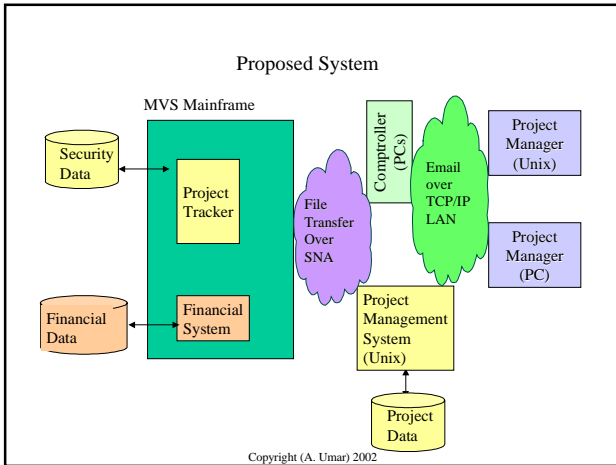


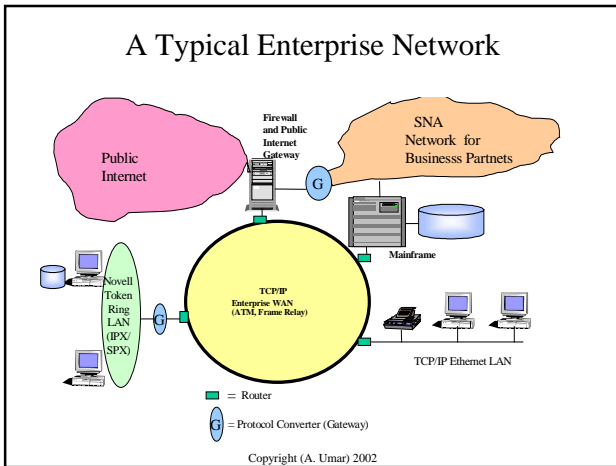


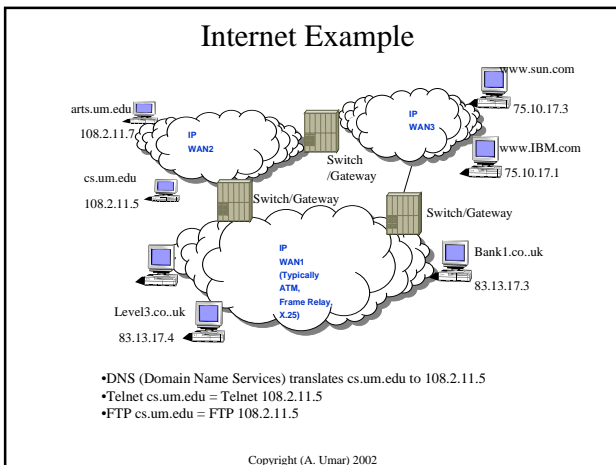




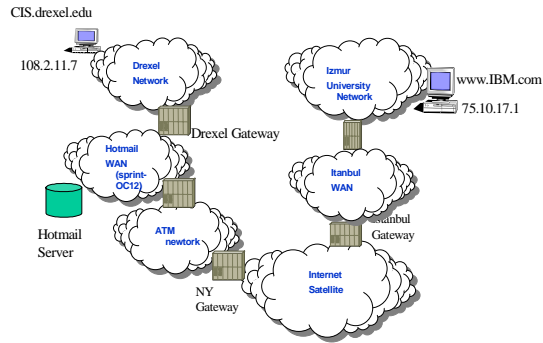






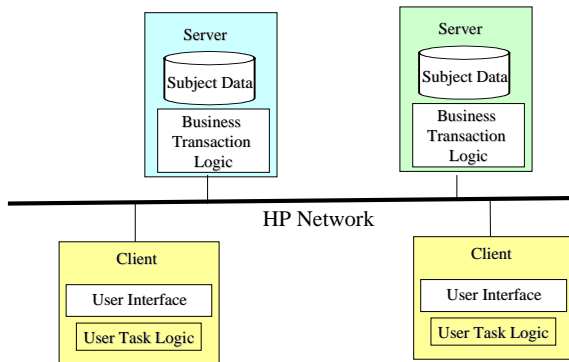


Network Connectivity from Drexel to Izmir (Turkey)



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HP's C/S Architecture



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