



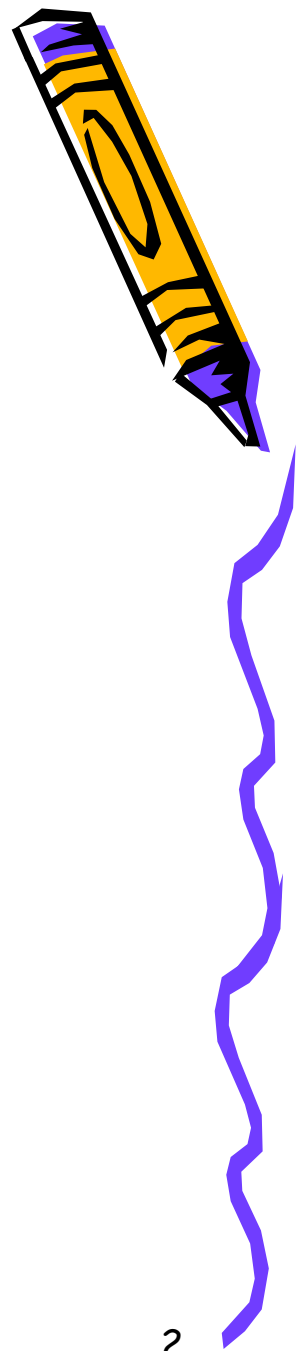
# Electronic Business Systems

School of Engineering & Design

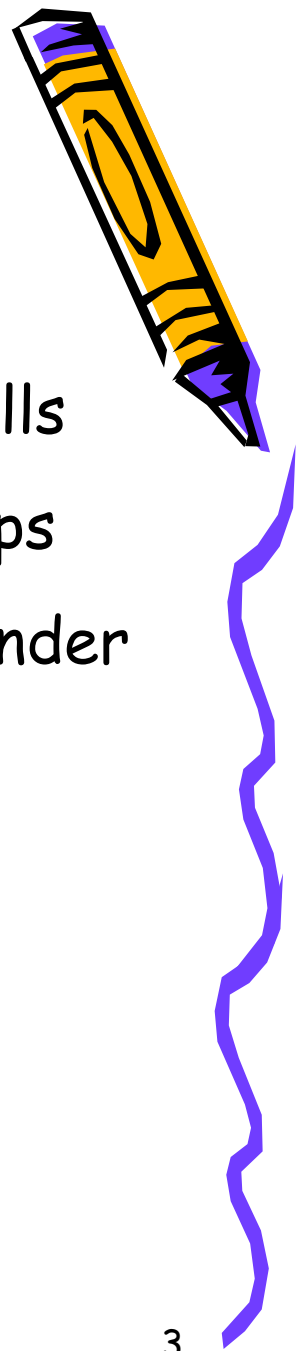
Alireza Mousavi <http://www.brunel.ac.uk/~emstaam/>

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# Classic M&E Business Models Continued

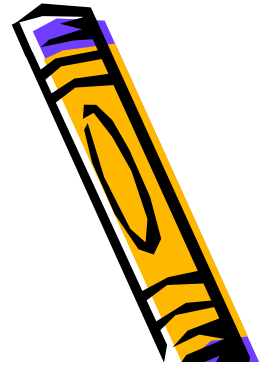


# E & M Malls

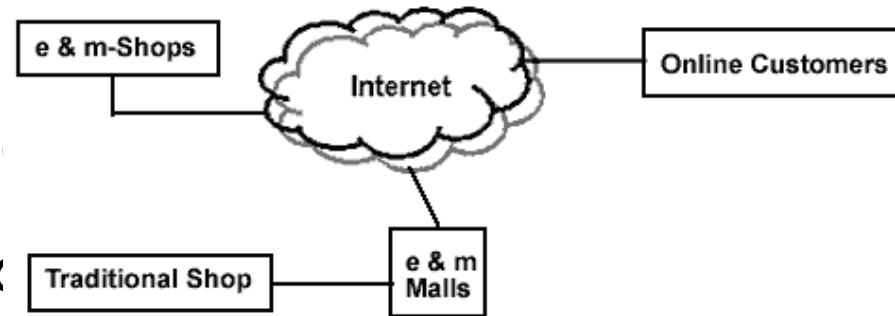


In addition to the features for E Shops, E Malls are marketspaces where a collection of E Shops or their products and services are gathered under a common umbrella

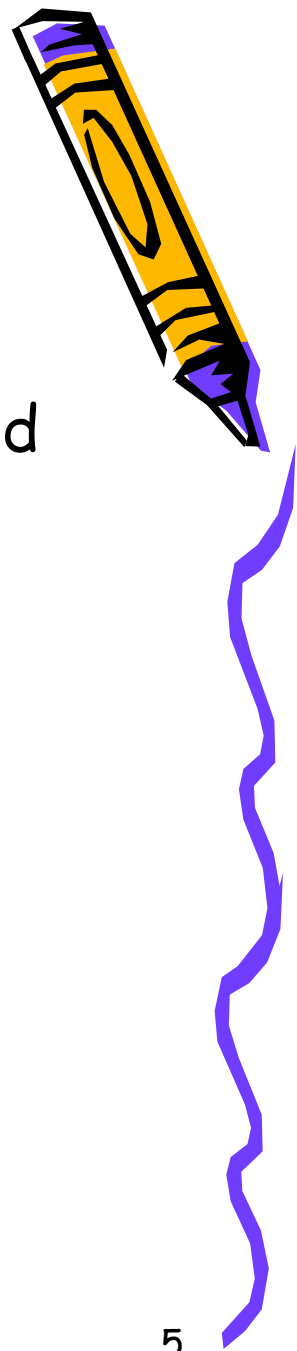
# Features of E Malls



- Branding
- Cost reduction
- Competition with traditional
- Instant commercial interaction
- Exposure to a wider market vs. inter-market competition
- Providing shopping consultancy



# E & M Auctions

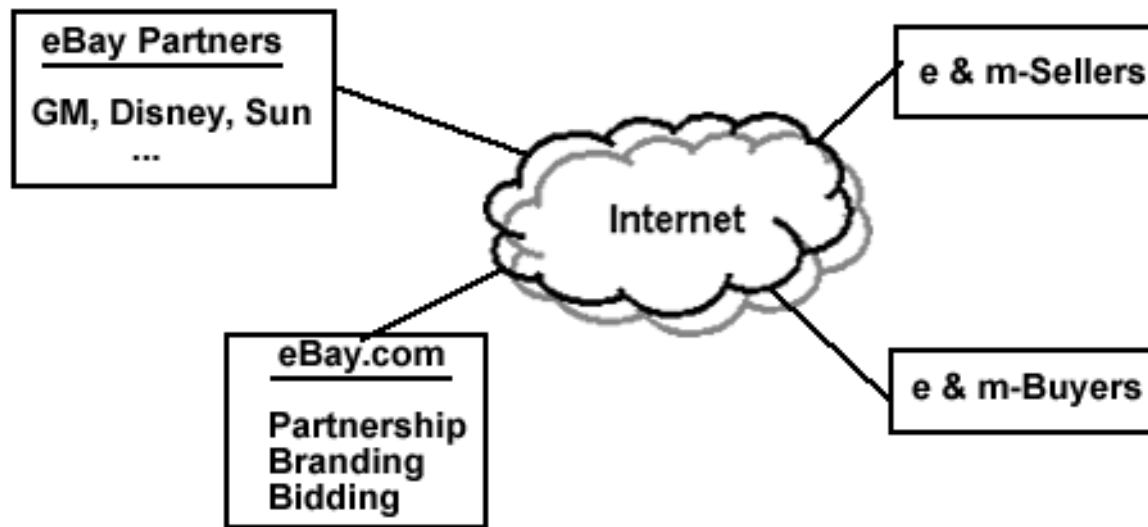


Similar to traditional auctioning uses embedded electronic capabilities to facilitate biddings and transactions

The main features:

- Provision of attractive products
- Community building
- Bidding facilities
- Validation and Verification
- Security

# Schematic overview of E & M Auction

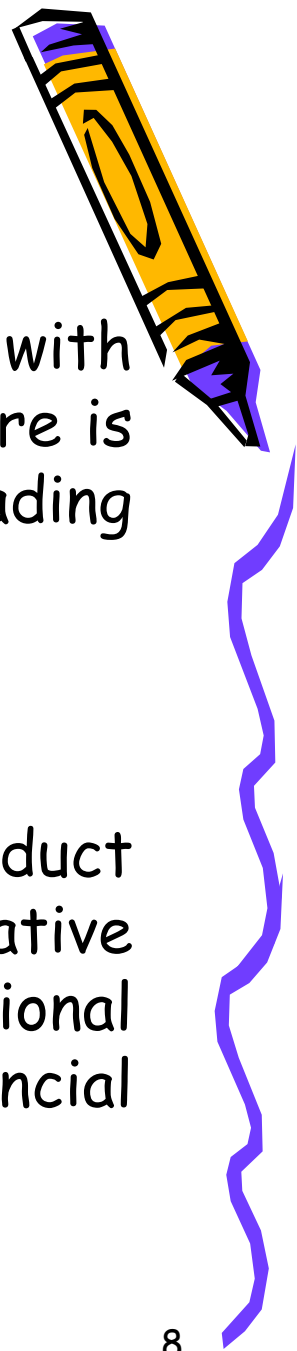


# E & M Value Chain Integrator



- The legacy of e-commerce is to rid of non-value adding middleman
- For example E& M VCIs such as online travel agencies:
  - Design package holidays
  - Provide special offers
  - Provide accommodation and recreational services by negotiating prices with service providers (lastminute.com)
- They save customers time, and money in finding the most efficient and desirable holidays or business venues/trips

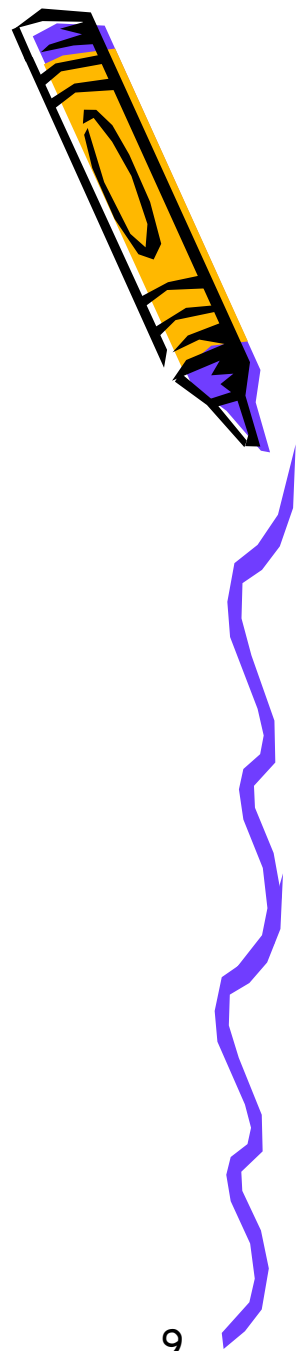
# E & M VCI product market strategy



- Focussing on current sales opportunities with emphasis on cost reduction. The objective here is to establish a market presence among the leading players.
- Using Internet technology for improved product or service presentations. It offers innovative marketing services such as multimedia, additional customer services, insurance, and financial arrangements.

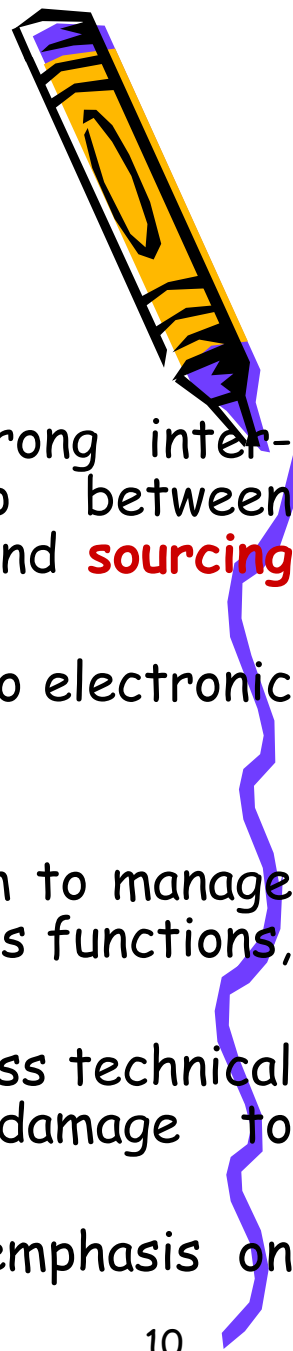


# E & M VCI sources of revenue



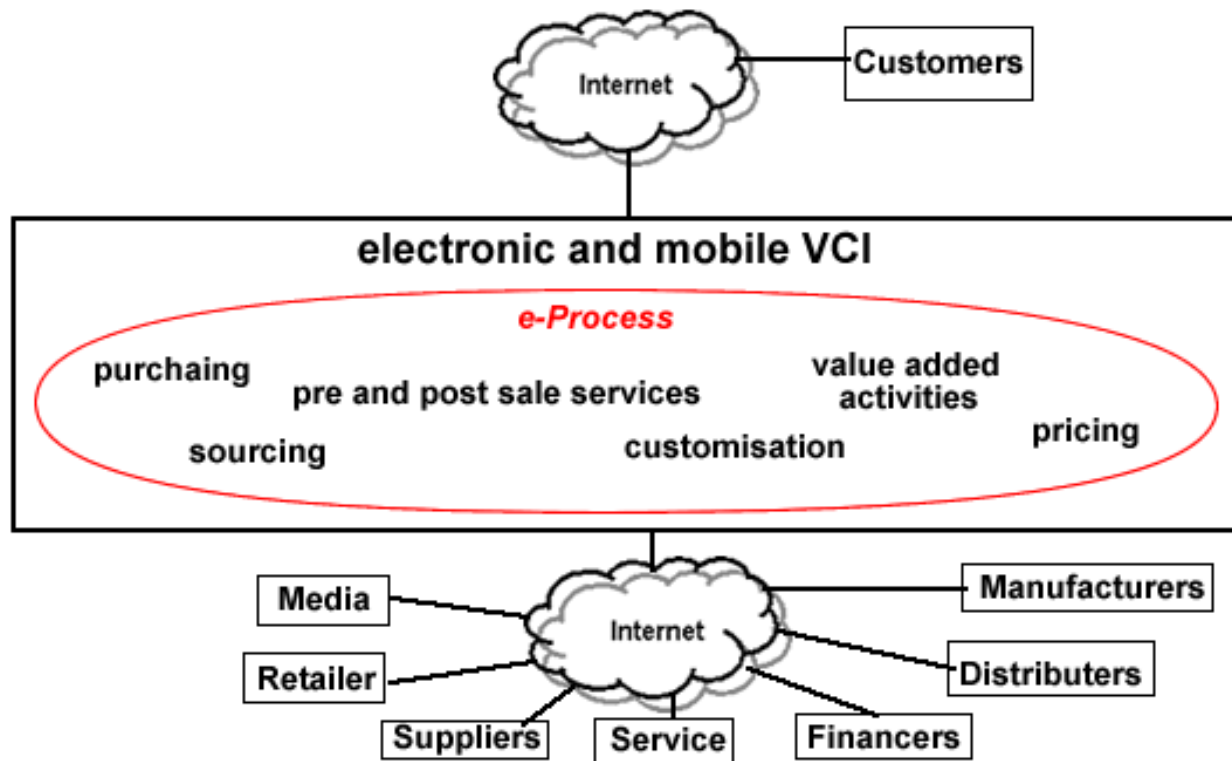
- Extra charges for added value activities
- Commissions from service/product suppliers (Partners)
- Customer subscription fees for specialised services

# E & M VCI features

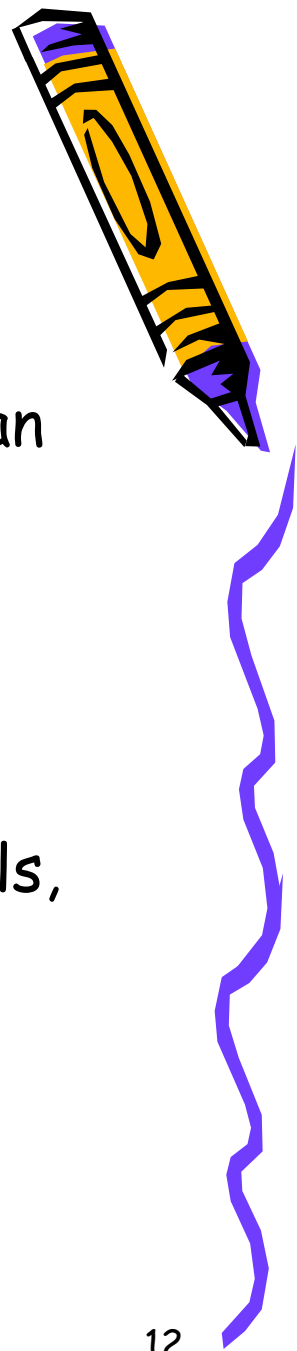


- Product customisation
- Wide choice of supplier
- Low purchasing cost
- Utilisation of Electronic Process (Keen et al): Strong inter-organisational and extra-organisational relationship between players. The emphasis is on **prioritising**, **coordinating** and **sourcing** using a combination of:
  1. software applications to convert business activities to electronic format, thus facilitating automation of processes,
  2. creation of electronic links to business partners,
  3. project management and resource allocation with aim to manage people, workflow and routines that constitute business functions, and
  4. exception and error handling, the capability to address technical and organisational shortcomings with minimal damage to reputation and business practices.
- Provide a platform for shorter lead-time with the emphasis on convenience for retailers, suppliers and customers.

# E & M VCI Schematic view

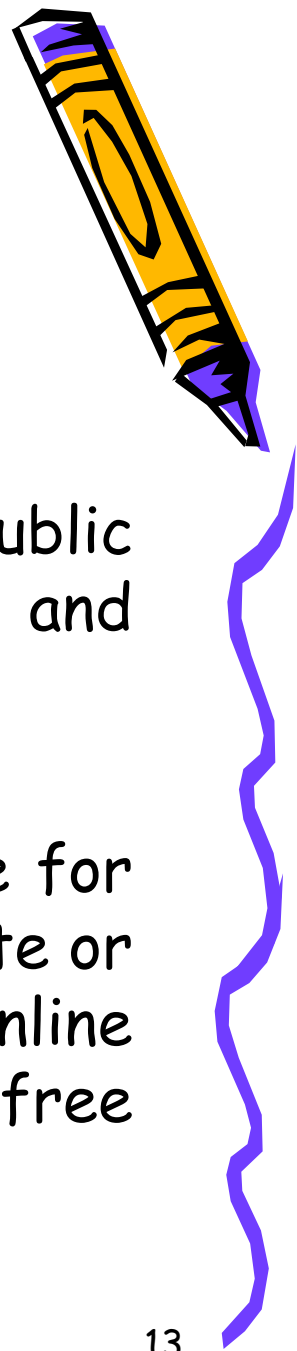


# E & M Content Provider



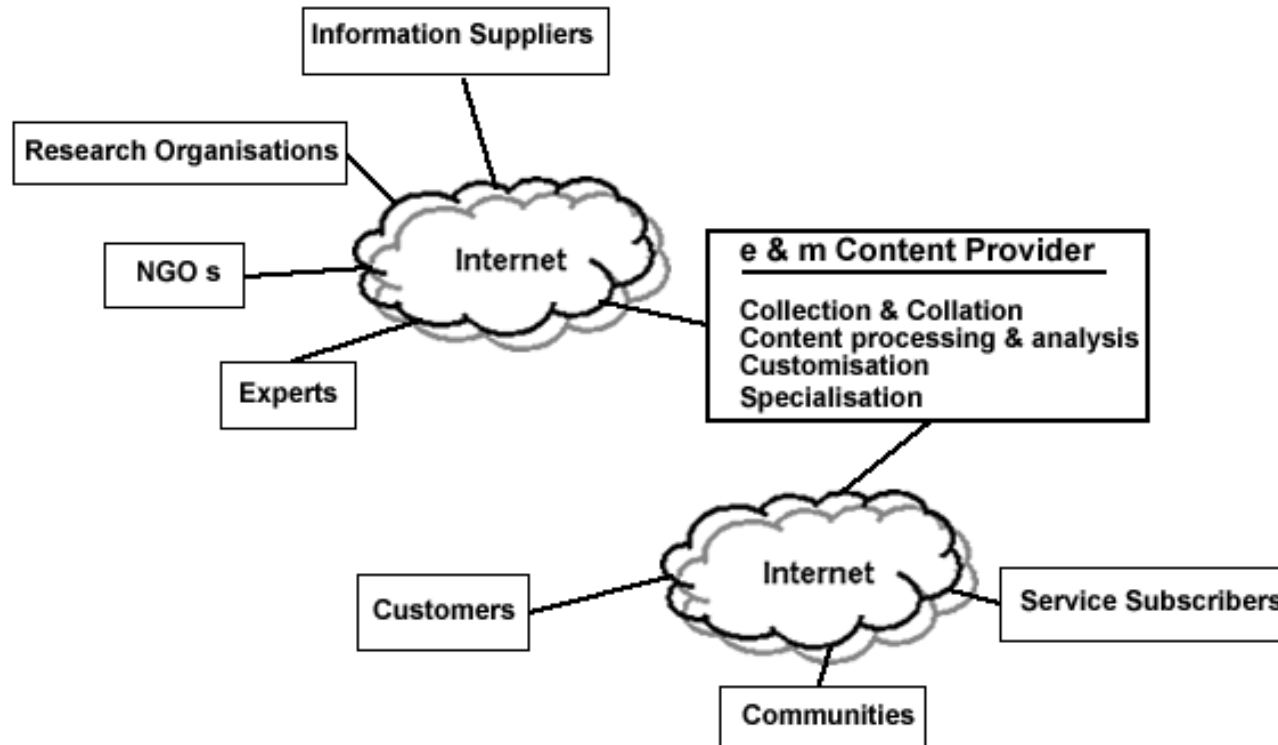
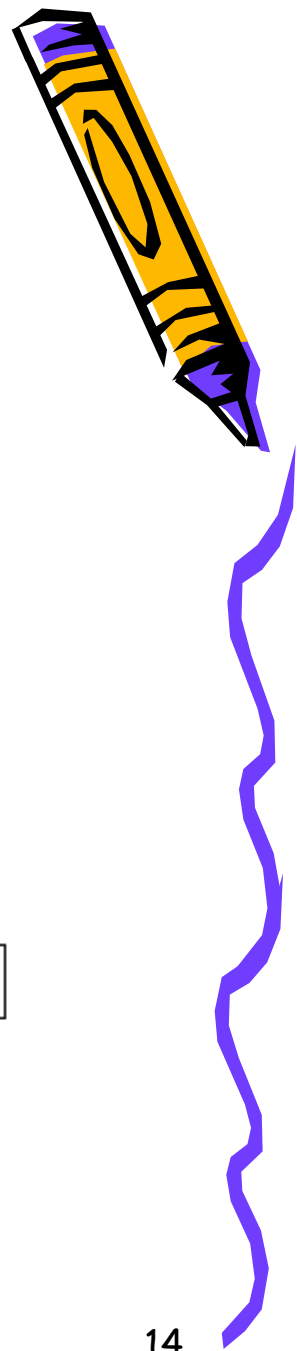
- Supply detailed and critical information with regards to products, services, communities, fan clubs, politics, religion, and politics
- May be free of charge
- Some examples can be NGOs, research councils, health advisors, unions, sports and music fans

# E & M Content Provider main features



- Rich in content
- Specialised with the aim to increase public awareness and contribute to knowledge and research.
- Powerful search engines: Embedded software for searching the WWW or the specialised website or sites. Google.com is one the most powerful online search engines that find and supply content free of charge.

# E & M Content Provider Schematic view



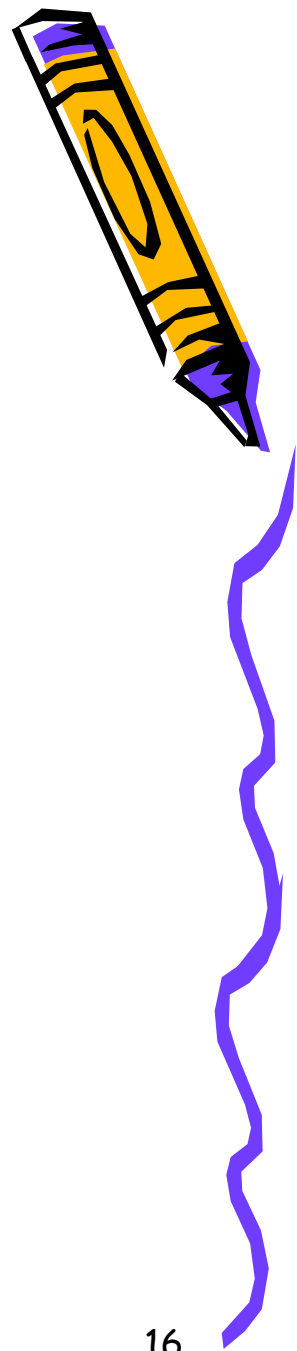
# E & M Financial Services



- Deals with online customer-oriented banking, investment and financial services.
- Customers are expecting to have instant access to financial services
- Traditional banks have realised the demand and potentials to improve customer relation and quality of service
- It helps traditional banks to reduce operational overhead costs

# E & M Financial Services

- Online Banking
- Online investment
- Online Shareholding





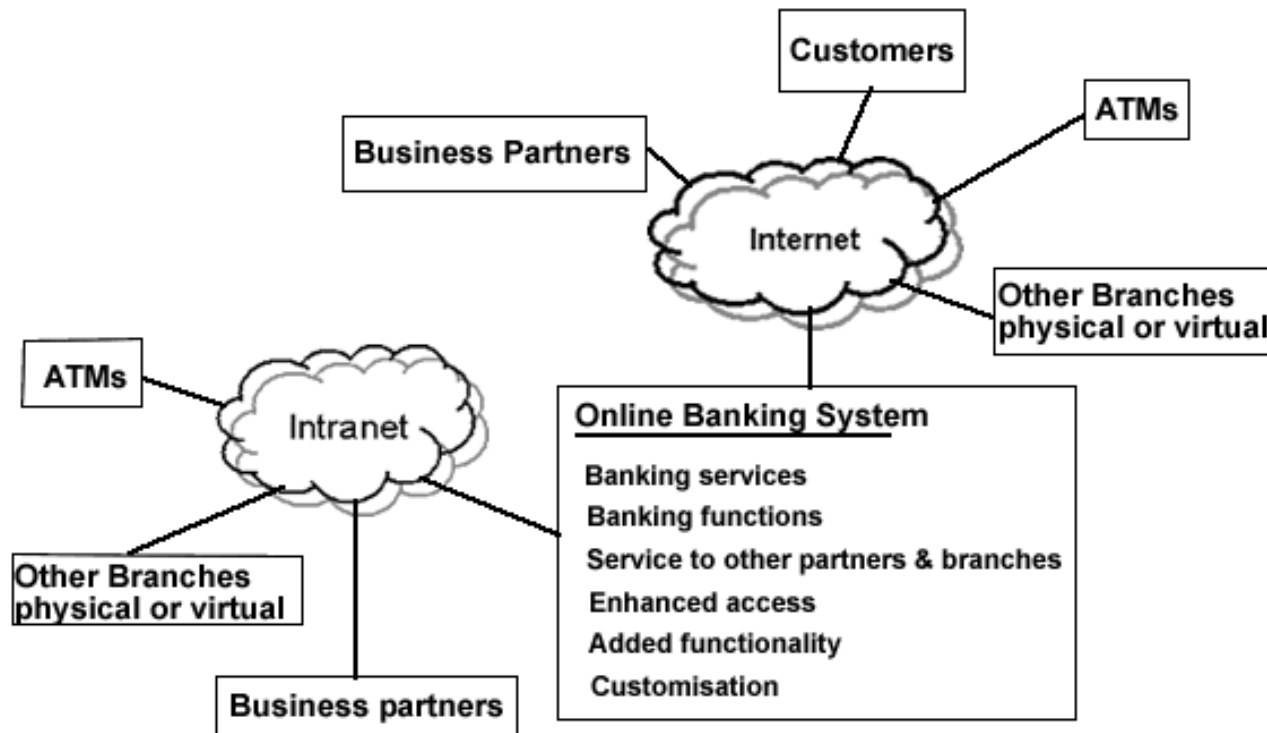
# E & M Financial Services (Online Banking)



- Online secure banking services and functions
- Cross branch networking and integration
- Enhanced access, added functionality and customisation:



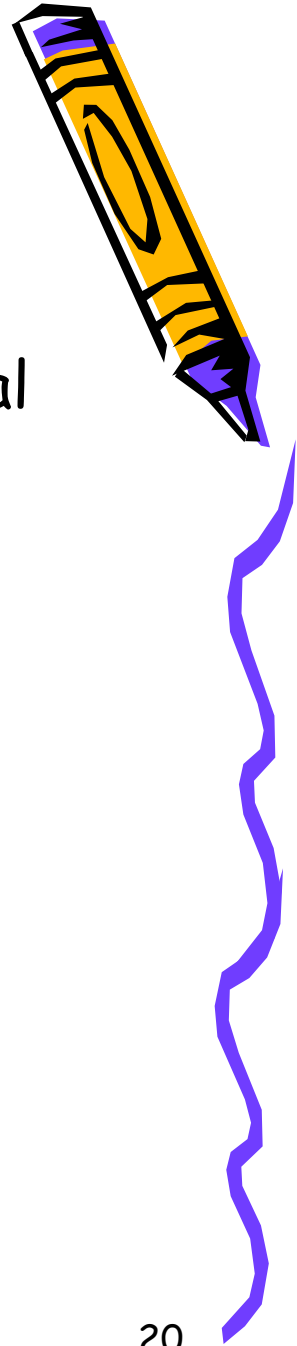
# Online Banking Schematic view



# E & M Financial Services (Online Investment)

- The additional edge that has made online financial systems attractive and ubiquitous is electronic investment and shareholding
- The value chain for investment services include: investment strategy, investment decisions, finance planning, trade execution, portfolio servicing (Westland 2000), and performance measurement (Capability paper).
- The value chain and value added activities for brokerage firms are: marketing, research provision, capability analysis, investment advice, trade execution, account servicing, financial planning, and asset management.

# Online Investment Systems features



In addition to general features of online financial services online investment exhibit some specific characters:

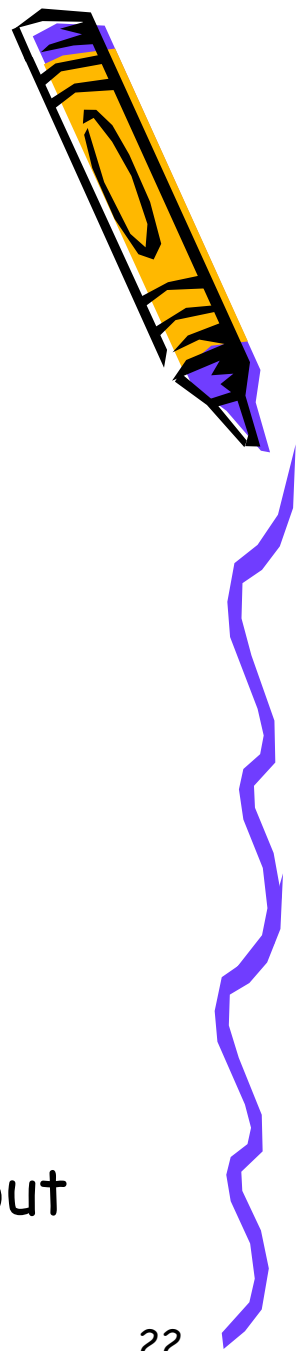
- Fairness
- Efficiency and Transparency
- Orderly

# E & M Financial Services (Online Shareholding)



- online stock trading encourages traders join the electronic shareholding to reduce traditional brokerage costs
- offers private investors the opportunity to hold shares in electronic form while retaining the full benefits of legal ownership
- With direct access to market information investors are able to observe various security process and forecasts.

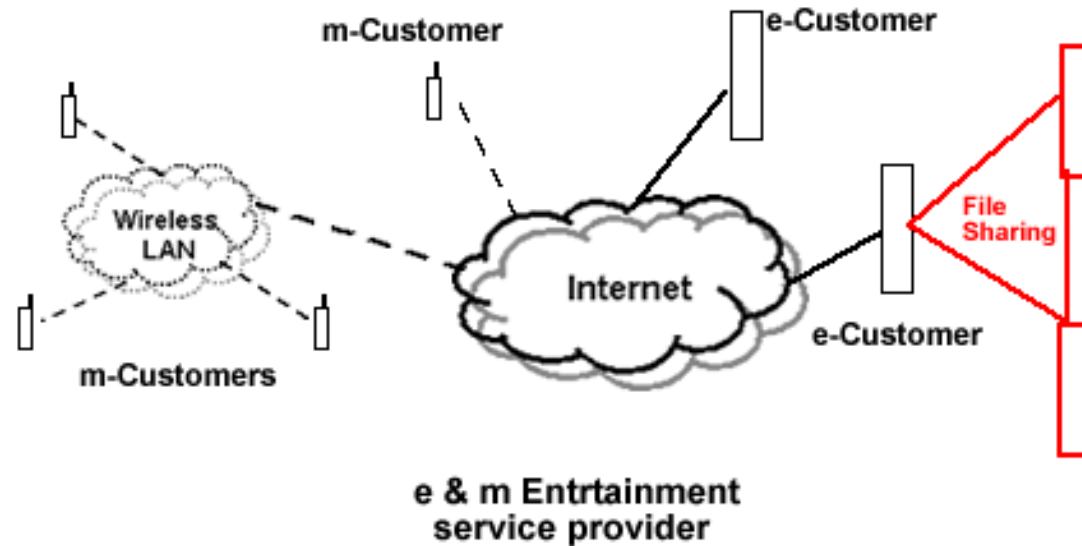
# E & M Entertainment



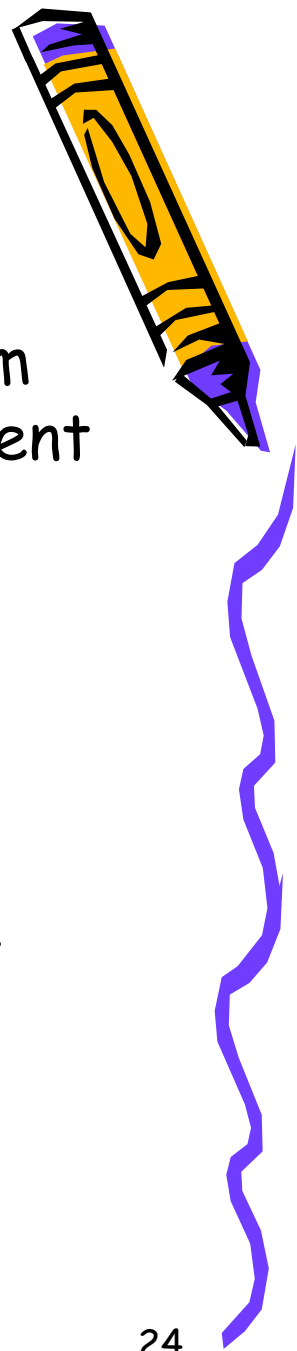
The E & M Entertainment include:

- Transmission of online services such as: radio, video, games, music, etc.
- In the case for mobile devices and their restricted computing and power capacity, ring tones and mobile games
- A major issue with online entertainment is copyright and piracy (The amount of loss associated with piracy in music industry is about 10% of the annual turn-over [source RIAA])

# E & M Entertainment schematic view



# Online Collaborative platform (OCP)



The rationale behind online collaboration platform business model is that companies form permanent (**strategic alliance**) or temporary (**alliance of convenience**) to **plan, control** and **reduce** procurement costs.

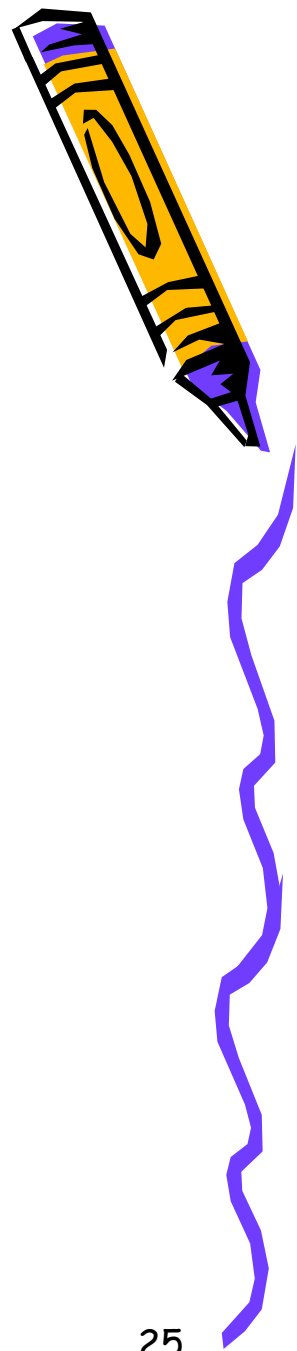
In this virtual world of cooperation large consortiums are built to bid for projects, huge purchases and research grants.

***“Size Matters”***

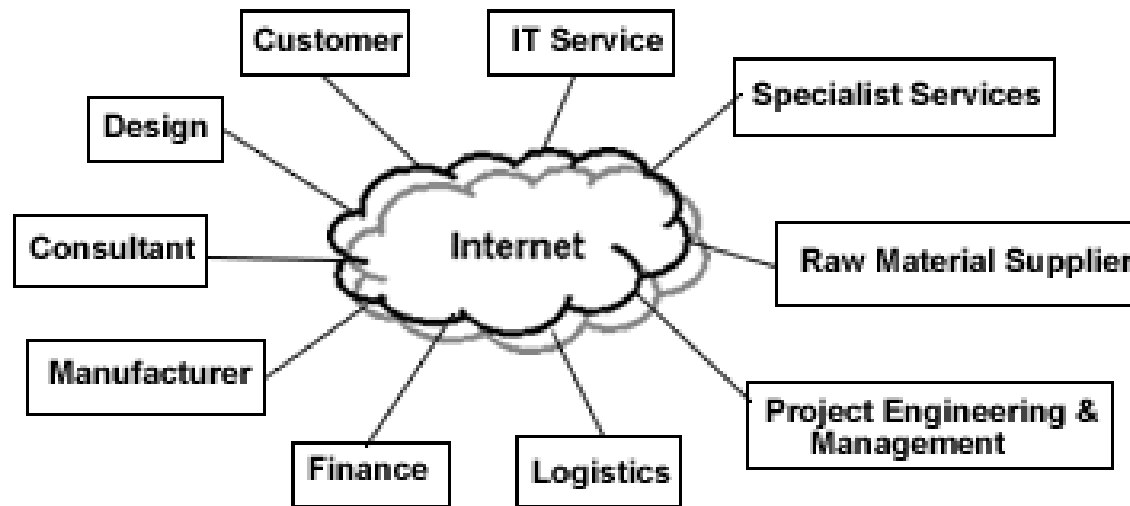


# OCP main features

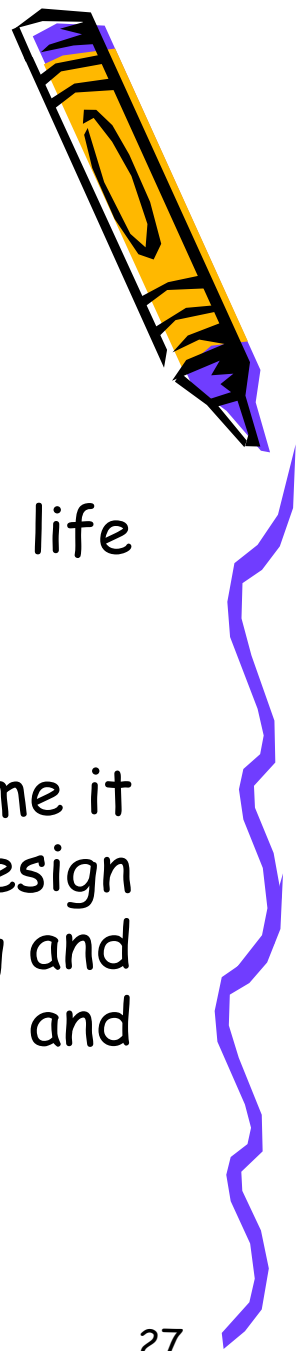
- Customer orientation
- Collaborative purchasing
- Collaborative engineering



# Schematic view of OCP



# Electronic Manufacture

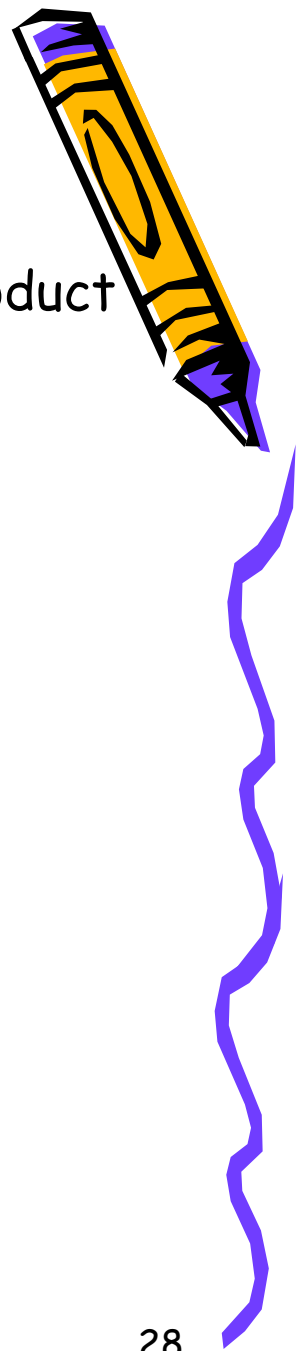


It is essential for any manufacturing system to:

- generate,
- store, support, and
- disseminate information during the product life cycle.

Production life cycle can be described as the time it takes from customer putting the order, design process, logistics, production process, testing and documentation, delivery, after-sale services, and regular updating of data.

# E Manufacture (Product Data Management)



PDM systems provide a structure in which all types of product information can be described in electronic format. For example:

- Production configuration
- Project plans
- Design data
- Product specifications
- CAD drawings and models
- Maintenance and service records
- Safety and regulatory requirements
- Engineering analysis and results
- Production Process Flowcharts
- Production Schedules
- Machine part specifications
- Robots, CNC and NC programs
- Bill of Material (BOM)
- And other

# Global Manufacturing System

