strategy consulting
software development
interactive media
systems integration

the .com enablers

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leaders in e-business
and electronic commerce
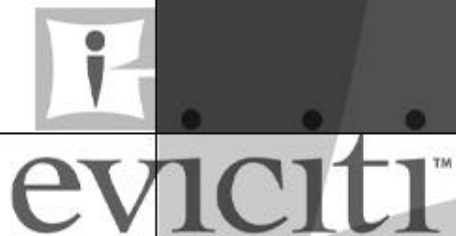
Internet
Intranet
Extranet
World Wide Web

1.877.eviciti
www.eviciti.com

business to business
and business to consumer...

communicate
collaborate

Strategies for e-business success!

Debi van Flymen

Eviciti Corp.

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Eviciti Corp.   Debi van Flymen

- Business to business and business to consumer communication, collaboration and commerce solutions for the internet economy
- Eviciti – the marriage of art and technology
- Indianapolis (HQ), Detroit, Chicago, Cincinnati,Mexico City & London

- 10+ years as an International Business and Training Consultant (with focus on strategy & technology & e-business)
- Launched first web site using Microsoft Site Server Commerce Edition
- Have been involved in more than 150 B2B and B2C projects

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Agenda

- **What is e-Business?**
- **What Does e-Business Do?**
- **How do I become an e-Business?**
- **Examples of Successful e-Business**
- **Q&A**

What is e-business?

What is e-business?

 e-business is what happens when you integrate your company's <u>value-chain</u> (e.g. - employees, customers, partners, stakeholders, prospects, operations, etc.), through traditional information systems and Internet, Intranet, Extranet and World Wide Web solutions.

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What Does e-Business Do?

e-business, and it's subset electronic commerce (the buying and selling of goods and services over the Internet), are the foundation for business to business (B2B) and business to consumer (B2C) communications, collaboration and commerce …

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What Does e-Business Do?

…from idea to product conception and prototyping … to human resources, to planning and project management … to marketing, sales, and customer relationships … to production, distribution and logistics … to purchasing, shipping and procurement ……...

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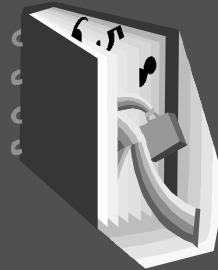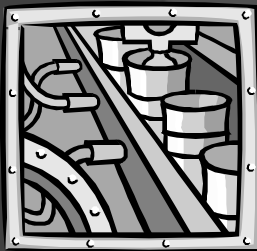
What Does e-Business Do?

… e-business changes the way we live, work and think … it empowers … enlarging our world, expanding our reach and significantly reducing the time, cost and frustration that it takes to get things done … it promotes teamwork, synergy and loyalty …

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What Does e-Business Do?

… it manages intellectual assets, directs contact and enhances overall human performance because there is no distance between two points … in the middle of nowhere … you can be anywhere, at anytime … making it the next best thing to mental telepathy.

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What Does e-Business Do?

Most important to the bottom line, e-business builds sales … reduces costs and increases customer service, corporate competitiveness, employee productivity, knowledge management and overall profits in ways previously impossible …

e-business is great business!

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It's About Business Not IT

- **Forecasting**
- **Inventory Management**
- **Customer Service**
- **Human Resources**
- **Sales/Production Cycle**
- **Business Intelligence**
- **Procurement**
- **Shipping/Distribution**
- **Order Process**
- **Other …………..**

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e-Business Lifecycle

Transform

core business processes

Build

flexible, expandable applications

Run

scalable, available, safe environment

Leverage

knowledge and information

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What Is The Value?

- **Conduct business on the web**
- **Sales, Customer Service, Support, Documentation**
- **Reduced operating costs, improved productivity**
- **New markets, distribution channels and customers**
- **Transform the way you do business**
- **Open 24/7/365**
- **Use what you already have**
  - **Existing Sales Collateral**
  - **Current Staff**
  - **In-House Applications**
  - **Existing Systems/Data**

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e-Business Constituents

Customers
From one transaction to lifetime loyalty

- Customer self-service
- Buying & selling
- Customer acquisition
- Personalized promotions
- Technical support & product information
- Loyalty & retention programs

Suppliers and Distributors
From independence to interdependence

- Procurement
- Inventory management
- Billing & payments
- Transportation & shipping
- Order management & fulfillment

Employees
From competence to expertise

- Product planning & development
- Human resources self-service
- Financial planning & administration
- Employee communication
- Sales force automation
- Customer/supplier value analysis

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Core Transformation Areas

Customer Relationship Management

Identify, select, acquire, develop and retain your most profitable customers

Supply Chain Management

Deliver the right product to the right place, at the right time, at the lowest cost

E-commerce

Deliver a more personalized higher-quality experience to suppliers, distributors and customers

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Skills Required *(left & right brain)*

- Business, Industry and Operations Expertise

- Software and Programming Talent

- Interactive Media & Marketing

- Technology, Systems Integration & Support

- Secure Hosting & Connectivity

- Education

- Vision … Energy … Commitment …

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**Who's Been Successful with e-Business?
Since Eviciti's helped hundreds ...
lets take a closer look at several
B2B and B2C examples ....**

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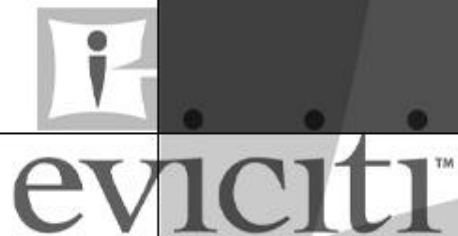
Challenge

- Enhance sales, decrease costs, improve productivity
- Build a reliable, scalable, easy to use online store to complement traditional mail order business
- Provide 24/7/365 customer service
- Facilitate up-sell and cross-sell of products
- Transition 1-800# call center orders online
- Migrate to an e-business company

eSolution

- Secure Internet Commerce Server using a smart user interface and intelligent shopping flow to address cross-section of users
- 1000's of accessories and like-products listed together
- Aggressive 6 month ROI goal achieved in just 2 months ($600,000 in online orders in first 2 months)
- Actual first 6 month gross profit was $2 million
- $350,000 to $500,000 a month in current online orders
- Increased customer satisfaction & repeat orders (30,000 true hits per day)
- Roll out new products and promotions faster and more cost-effectively
- Significantly increased market/book value of company via e-business and electronic commerce accomplishment … so much so that …....

SGI

Challenge

- Provide enhanced customer service to SGI's customers and partners at a reduced cost
- Build an online business to business Extranet for order entry, purchase orders, inventory control and package tracking
- Integrate web applications into SGI's production fulfillment and distribution system
- Create a payment solution which could support web-based and client server (offline) transactions
- Design an application that could support wide-cross section of Internet users

SGI

eSolution

- Real-time access to customer and inventory data
- Significantly reduced the traditional time and operating costs through a "just-in-time" web integrated solution with customers
- Leveraged in-house IT skills and hardware/software resources
- Facilitating multiple e-commerce implementations/transactions for each of SGI's business relationships (SteelCase, NCAA, etc.) on one in-house computer platform
- Set the stage for cost-effective, long-term, 24X7 e-business relationships based on a "win-win" foundation for both current and future customers

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NCAA SPORTS LIBRARY

<< SEARCH

Name	Customer #	Billable?	Type	Address 1	Address 2	City	State
Nicole Ardagna	P92822		NON	1716 Inez Ln		Chesapeake	VA
Nicole Bendt	P108848		NON	1500 Birchmont Dr. N.E.		Bemidji	MN
Nicole Berry	P93282		NON	1044 Stanton Terr		Pittsburgh	PA
Nicole Brandemarti	P112505		NON	C90 Bucknell University		Lewisburg	PA
Nicole Brownell	P106181		NON	4200 54th Avenue South		St. Petersburg	FL
Nicole Buist	P67293		NON	13 Sims Ave		Manasquan	NJ
Nicole Bunger	P1						
Nicole Coppola	P5						
Nicole D. Smith	P7						
Nicole Denis	P1						
Nicole Devaney	P8						
Nicole Dorn	P6						
Nicole Dubee	P8						
Nicole Duval	P8						
Nicole Grier	P9						
Nicole Hales	P9						
Nicole Hawkins	P9						
Nicole Izzo	P8						
Nicole Jerav	P6						

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Site Creation By The Allianc
Corporation.

Order Entry

Subscriptions

Shipping Inquiry

Home

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Order Detail Entry

Name: Nicole Bendt
Customer Type: Non-Member
Phone: 218- 755- 2773

Order Origin: US Mail

Bill To:

Name	Nicole Bendt
Address 1	1500 Birchmont Dr. N.E.
Address 2	
Address 3	
City/State	Bemidji, MN
Zip Code	56601-2699

Ship To:

Name	Nicole Bendt
Address 1	1500 Birchmont Dr. N.E.
Address 2	

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Challenge

- Architect, design, build, market and support a true e-business and DOT COM electronic commerce company (no physical offices)
- Develop multiple, profit generating lines of e-commerce
- Blend a robust technical infrastructure with an exciting, user-friendly interface embracing a flare for entertainment and education (edutainment)
- Deploy Internet, Intranet and Extranet solutions simultaneously
- IPO within first year of being an e-business

eSolution

- A secure, single server environment leveraging Groupware applications for calendaring, scheduling, e-mail, sales automation, business intelligence, etc.
- Contact Management System allows ExperienceART.com employees to easily track relationships with artists, inn keepers, partners, investors and each other
- Intranet allows collaboration between artists and ExperienceART.com internal staff
- Extranet allows pricing, placement, fulfillment, procurement and analysis of orders between customers and suppliers

Wabash Alloys

Challenge

- Decrease costs and the number of customer service calls handled by the Sales department and administrative staff

- Increase revenues and profits without adding additional personnel

- Provide business customers access to mission critical data, i.e.

  – Bills of Lading

  – Invoices

  – Order Status

  – Heat Composition

- Develop a highly secure solution to ensure that each customer could only access their specific business data

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Wabash Alloys

eSolution

- Consolidation of multiple Web Servers
- Robust and Scalable Groupware
- Secure Integration to Production/ERP systems
- Reduced the amount of time sales staff spent answering order status and basic inquiry questions, thereby allowing sales to focus on new opportunities
- Enhanced customer loyalty - Wabash Alloys was the first company in their industry to provide this information via the Internet
- Facilitated the web-enablement of additional business processes

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Wabash Alloys

- Sales
- Scrap Purchasing
- Technical Service
- About Us

Wabash Alloys

Log Out   Home

Extranet System

Main Menu

Welcome

Wabash Alloys

Log Out   Home

Extranet System

Certification

61 record(s) found for Customer - HONDA TRADING AMERICA-AHRESTY (264-090)

	Heat ID	CU	SI	FE	MN	MG	ZN	NI	PB	SN	TI	CR	NA	SR	CA	SB	P	LI	BE	OE	OT
1	D 6 2 53	2.7	10.59	1	26	.21	1.97	.06	06	.03	05	06	0	0	0	0	0	0	0	0	
2	D 6 2 60	2.77	11	93	23	.32	2.3	.07	09	.03	04	07	0	0	0	0	0	0	0	0	
3	D 7 2 2	2.58	10.5	94	23	.2	1.87	07	07	02	04	06	0	0	0	0	0	0	0	0	
4	D 7 2 6	2.66	11.13	9	23	.19	2.06	06	07	02	04	06	0	0	0	0	0	0	0	0	
5	D 7 2 8	2.94	10.89	89	23	.16	2.2	06	06	02	05	06	0	0	0	0	0	0	0	0	
6	D 7 2 11	2.35	10.88	9	2	.23	1.87	05	07	04	03	05	0	0	0	0	0	0	0	0	
7	D 7 2 14	2.23	10.92	92	24	3	2.07	08	06	03	04	06	0	0	0	0	0	0	0	0	
8	D 7 2 19	2.29	10.63	94	21	.26	2.15	08	07	02	04	06	0	0	0	0	0	0	0	0	
9	D 7 2 20	2.33	11.03	97	22	.14	2.1	07	07	02	04	06	0	0	0	0	0	0	0	0	
10	D 7 2 31	2.77	10.89	96	25	.2	2.1	.06	05	01	04	05	0	0	0	0	0	0	0	0	
11	W 5 5 6	2.46	11.16	8	26	.21	2.3	07	1	01	06	07	0	0	0	0	0	0	0	0	
12	W 5 5 15	2.58	11.26	95	27	.20	2.23	06	08	01	06	07	0	0	0	0	0	0	0	0	
13	W 7 5 16	2.64	11.17	9	26	.23	2.11	09	08	02	05	07	0	0	0	0	0	0	0	0	
14	W 7 5 28	2.62	11.07	92	26	.23	2.08	08	07	01	06	08	0	0	0	0	0	0	0	0	
15	W 7 10 1	2.13	11.08	97	26	.22	2.05	09	09	02	05	09	0	0	0	0	0	0	0	0	
16	W 7 10 5	2.39	11	95	27	.24	2.14	08	08	02	05	09	0	0	0	0	0	0	0	0	

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Challenge

- e-commerce to complement traditional retail and distribution
- Provide remote sales force and manufacturer representatives secure access to critical sales data
  - Inventory availability
  - Order status
  - Logo application configuration standards
- Allow sales force and manufacturer reps to access data offline
- Leverage existing investment in technology and applications
- Present information in simple, easy to use format for non-technical personnel

eSolution

- Secure Commerce Server with SSL and Firewall Encryption for credit card transactions and online commerce integrated with enterprise Groupware applications
- Provided remote sales force with access to critical sales data offline - sales force replicates sales data to their laptops so that they can access the information locally
- Allowed sales force ability to provide customers daily inventory availability and order status
- Leveraged existing IT investment and skillsets

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✔ FREE giveaways!!
✔ INSIDE information on our at
✔ TEAM products and more!!

Answer today's trivia question an
LogoAthletic Gear!

<< replay movie

help

Site creation by **Ex**

SALES FORCE AUTOMATION

	Head Representative Documents			
Application Configurations	**HeadRep Name**	**HeadRep ID**	**Rep. Name**	**Rep. ID**
	BARRY SHAIN	01351	JERRY KESSLER	01350
Inventory Search			BARRY SHAIN	01351
Inventory Reports	BILL MAREK	07000	BILL MAREK	07000
	BRIAN SULLIVAN	02250	BRIAN SULLIVAN	02250
Open Order Search			JOE SULLIVAN	02251
			SAL ALBANO	02254
Open Order Reports	CHUCK BAHN	02000	CHUCK BAHN	02000
	CLINT BONIFAY	01700	CLINT BONIFAY	01700
Home Page			ER ROBBIE MCCLOSKEY	01702
			STEVE EAVES	01703
	COLLEGIATE GRAPHIC	00400	COLLEGIATE GRAPHIC	00400
	DAVE KELLY	01910	DAVE KELLY	01910
			JIM PAGANO	01912
	ED MIES	01940	ED MIES	01940
			PAUL BERGGREN	01944
			DAVE ANSCHUETZ	01946
			TONY KABOORD	01947
			DAVE HEIDER	01948
	FRANK ROCHON	00610	FRANK ROCHON	00610

IBM
an e-business solut

Characteristics of Success

- **Minimal Application Scope: focused on targeted, defined departmental functions.**
  ➡ Start simple. Grow fast.
- **Maximum Portability: An application that has potential usage in other functions or departments.**
  ➡ It's about business, not just technology.
- **Maximum Extendibility: The application with logical functional extensions**
  ➡ Build on what you have

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Characteristics of Success

- **Matter** ... **matters less**
- **Time** ... **collapsing to insta-interactivity**
- **Distance** ... **it's vanished (the world is your customer and your competitor)**
- **Transactions** ... **it's a one-on-one game**
- **Impulse** ... **every product is available everywhere - at anytime - with a mouse click**

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Characteristics of Success

Aesthetic Technology (who said working information had to be dry and boring)!

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When You Net It Out

- According to A.D. Little, a 5% increase in customer loyalty via the web can generate a 25% to 70% increase in profits
- Workers using the Internet are 65 percent more productive than non-Internet users
- The average Intranet ROI is 55%
- Revenue per e-employee is $250K versus $160K per none e-business employee

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When You Net It Out

- The total e-business economy in the U.S. generated more than $300 billion in revenues and was responsible for 1.2 million jobs in 1998

- Forrester Research and Gartner Group predict B2B e-business will explode from $43 billion in 1998 to $1.3 trillion in 2003 … a 99% growth rate!

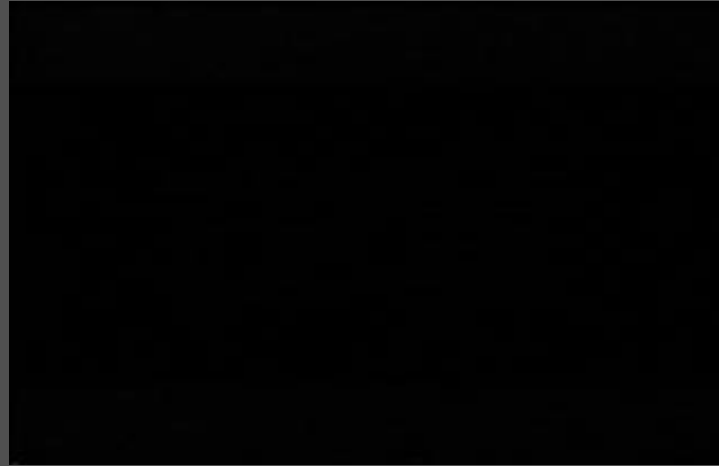## It's e-business now - or out of business then!

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Final Thoughts

- Revenues are nice but profits are nicer
- You never get a second chance to make a first impression in our sound-bite, just-in-time, bumper sticker world where perception <u>is</u> reality
- Patience is not a virtue of the Internet Economy
- There is no such thing as a perfect time,a perfect technology or a perfect plan …we live in dog eat dog world … act now!

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When You Net It Out ...

… think fast … move fast … make it happen!!

When You Net It Out ...

It's e-business -   or

out of business!

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