



Electronic Business Systems

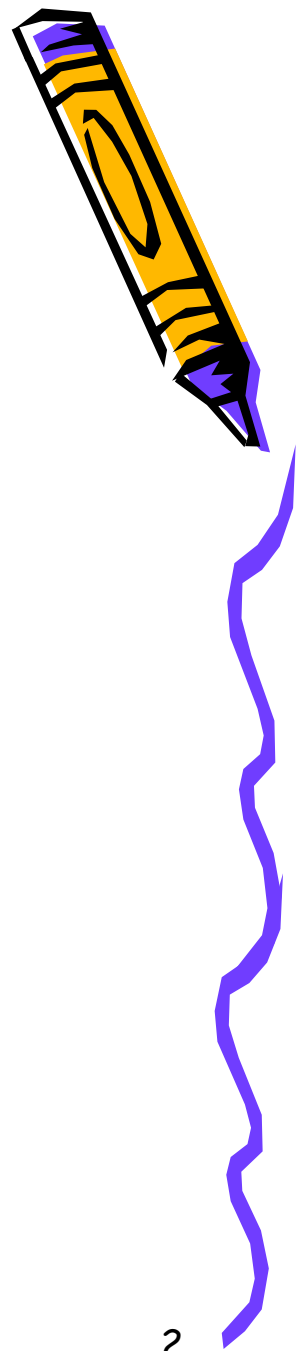
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(11)

12 Elements for the Designing, Development and Implementation of Global EBS

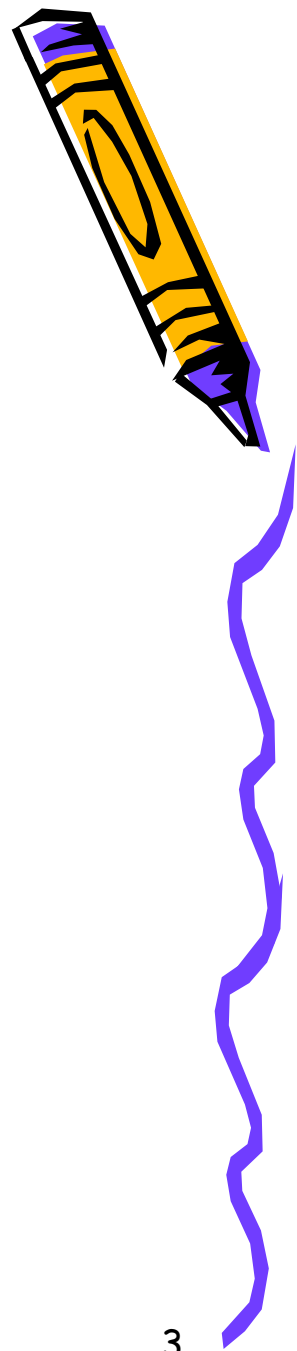


1. Enterprise Architecture and Strategic IS planning
2. The Electronic Process (e-Process)
3. Utilisation of Company's Capabilities
4. Sourcing eProcess
5. Efficiency and Simplicity

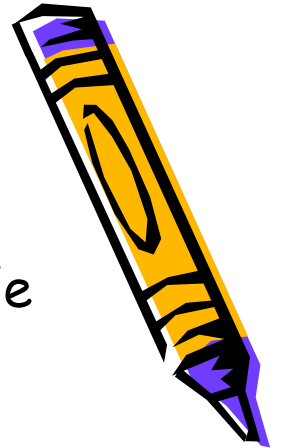


12 Elements for the Designing, Development and Implementation of Global EBS - cont.

6. Target relationships
7. Utilisation of Value Networks
8. E-Commerce Relationships
9. Relationships and Personalising Content
10. Embedded Rules
11. Relationships and Personalise Content
12. Competitive Edge



Viabile Enterprise System

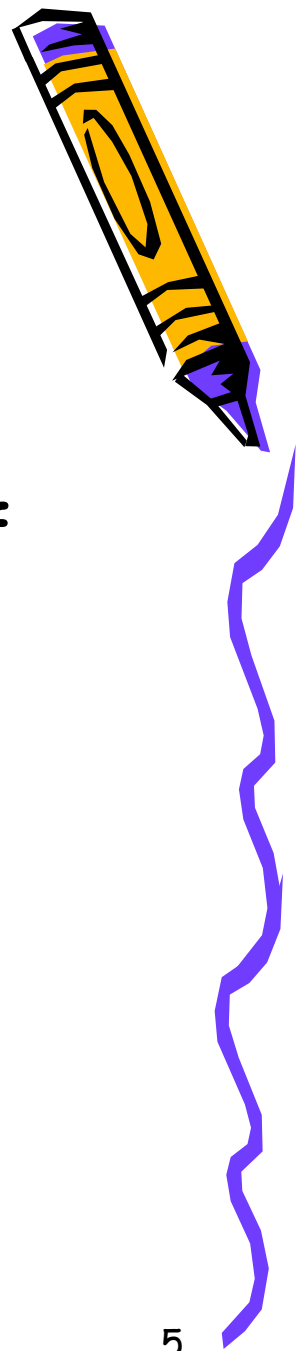


- A viable system needs to evolve and adapt during its life cycle
- No system is perfect at its inception
- By integrating and enhancing environment monitoring tool, internal communication infrastructure Viability can be Assured
- A prosperous and successful business system therefore evolves into a **Viabile Enterprise**



How to plan for a successful Enterprise System

Enterprise Architecture that is capable of
implementing our business model



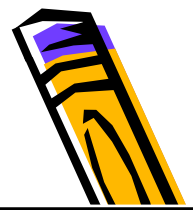
1. Enterprise Architecture



- We get our inspiration from Zachman (1987)
- We look at it from two perspectives *functionings* and *perspective* (also see Giachetti 2012)



An Interpretation of Zachman's Framework



Functionings Perspectives	Data (What?)	Function (How?)	Network (Where?)	People (Who)	Time (When?)	Motivation (Why?)
Scope (Planners)	Business Data	Business Functions	Locations for business operations	Individuals and Their Roles	Business Events	Enterprise Objectives
Enterprise Model (Owners)	Information and Knowledge Structure	Business Process Model	Business Components & their Interrelationships	Organisation Chart	Strategic Planning and Time Frames	Business Plan
Systems Model (Designers)	Enterprise Resource Model	Functions and Activities	Distributed System Architecture	Job Descriptions and Responsibilities	Business Schedule	Business Rules and Policies
Technology Model (Engineering)	Physical Enterprise Model	Data Flow Diagram	ICT Architecture	The People	Control structure	Reward and Management System
Technology Components (Implementation)	Data Dictionary	Process Specification and Coding	Network & Communication Infrastructure	The People	Timing and sequence of Operations	Supplier Contracts and Performance Measures



Enterprise Framework *Perspectives*



Row1. Scope: set out strategies, objectives, purpose and boundaries.

Row2. Enterprise Model: Business owners views, functions, structure and interfaces

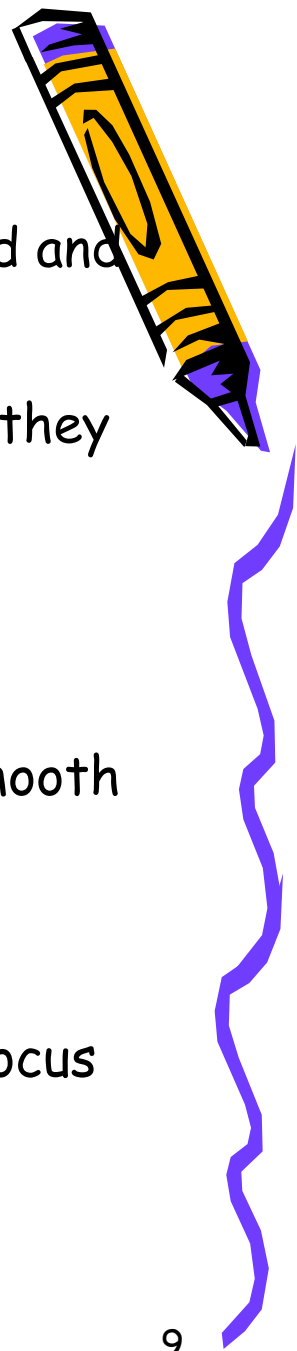
Row3. Systems Model: Scope and business model from subjective point of view.

Row4. Technology Model: The physical model of the business processes

Row5. Technology Component: Hardware and software suite of technologies that enable business processes



Enterprise Framework *Functionings*



Col1. Data: units of raw information, gathered, processed and modelled to facilitate decision making

Col2. Functions: Interrelationship between data and how they are put together to create functionalities.

Col3. Network: Describes the topology of the business functions and their relationships.

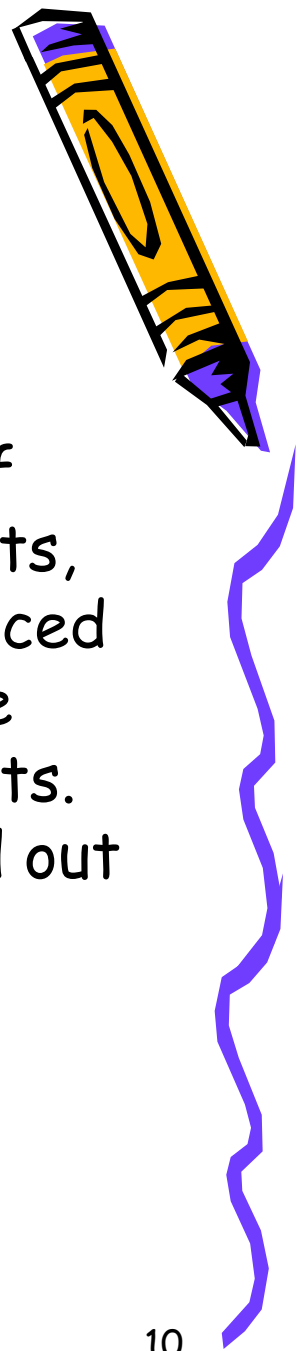
Col4. People: The responsible entities that ensure the smooth functioning of business processes.

Col5. Time: The timescale for things to be done and objectives achieved.

Col6. Motivation: goals, aspirations, strategies helps to focus efforts



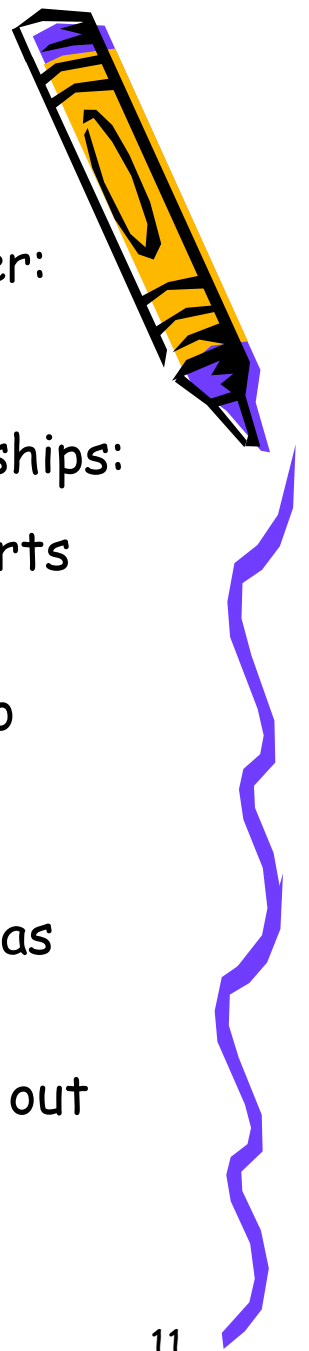
Strategic IS for Global E-Commerce



GEC can be **complex and risky** due to lack of expertise, computing and networking constraints, cultural differences, and security issues. Advanced computing and information technology can be purchased and installed at ever decreasing costs. Research and careful studies need to be carried out to evaluate the risks involved.



Planning Enterprise's IS



- Revolve your company's operations around your customer:
- Avoid falling into the trap of online price wars
- Build value networks that will consolidate your relationships:
- Your value network is like a process factory that supports your key relationships
- Design your enterprise with the flexibility to be able to respond to rapid growth or recess
- Your experience and customer knowledge provide a reservoir of competitive advantage that grows in value as you apply it [Keen 2000]
- With strategic alliances expand your market and reach out to potential customers



2. The Electronic Process



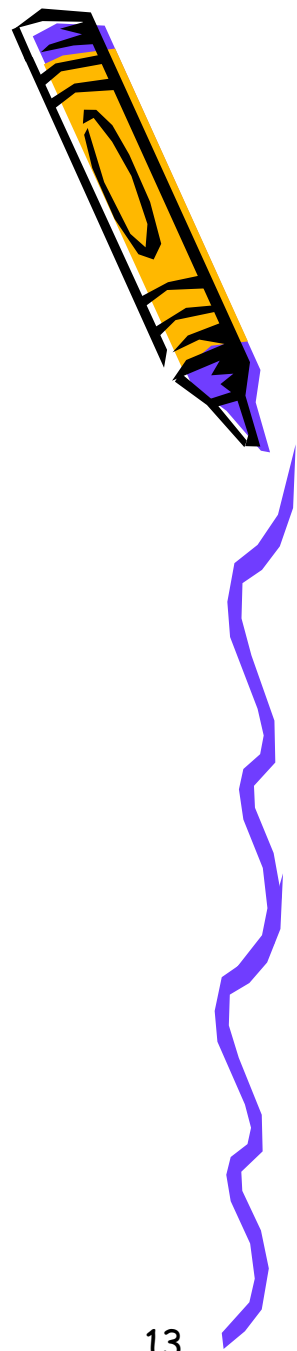
E-Process is primarily a matter of first **prioritising**, **coordinating and then sourcing process**, using a combination of:

- Software to convert business activities to **electronic format**.
- Creation of **electronic links** to business partners and associates, either to out-task a specific activity or in-source a new capability that enhances the relationship.
- Project management, ensure that the tasks are **scheduled and resources** are sufficiently allocated to deliver the product on time.
- **In-sourcing** is the activity to utilise the resources in the enterprise to conduct tasks without resorting to outside help.

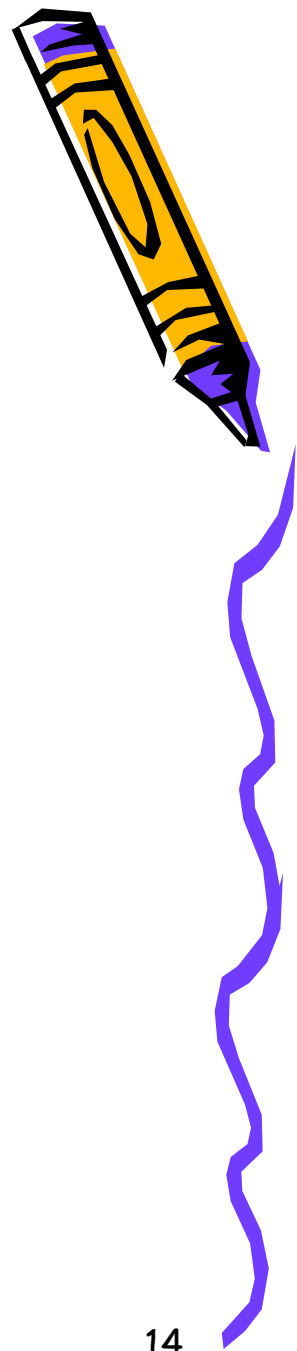


3. Utilisation of Company's capabilities

- Prioritising
- Sourcing and Coordinating Processes



4. Sourcing E-Process



- Embed process rules in the software interface
- Out-tasking processes and capabilities electronically
- Electronic in-sourcing for new capabilities
- Recovery and error handling



5. Efficiency and Simplicity



- E-Process enables you to create a platform for **horizontal allocation** of resources along the value network
- Better than vertical companies that have complex and costly sourcing structures
- Information at finger tip allows for choosing the **best combination of processes and relationships**



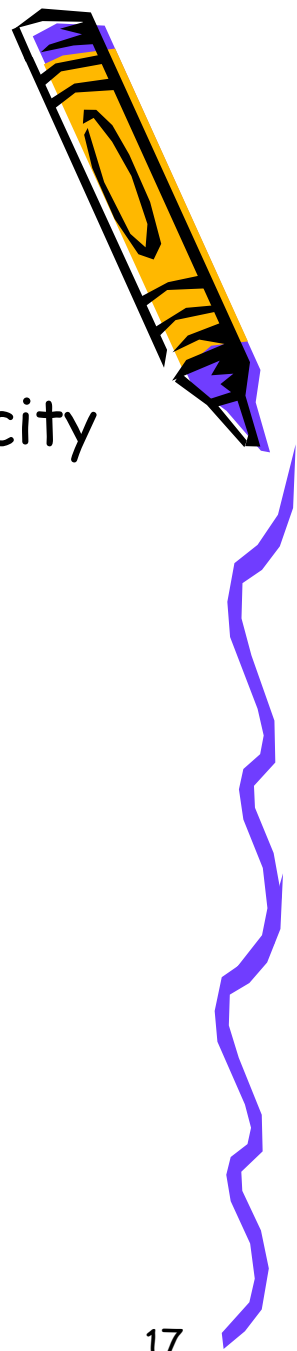
6. Target Relationships



- One of the most important factors is choosing the right relations
- Right relations help you form, grow, create brand and sustain added value for customers
- Just imagine amazon.com relationships



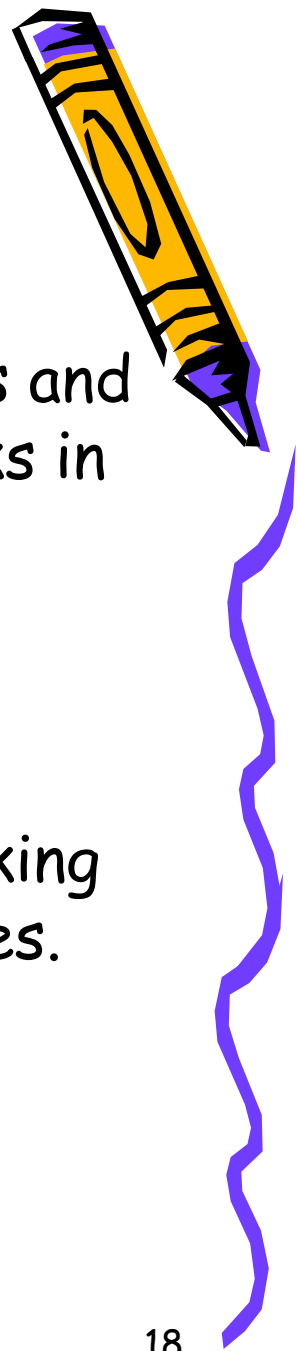
7. Targeting the right marketplace



- Make sure that the marketplace has the capacity and capability to accommodate your product
- Understand, the culture, trends, and political structures of your target market



8. Utilisation of Value Networks



- B-to-B supply chains, community-centred sites and portals are evidence of existing value networks in the internet
- They represent the evolving direction of the WWW
- Tools for value building (embedding rules, tasking and embedding in-house and external processes.



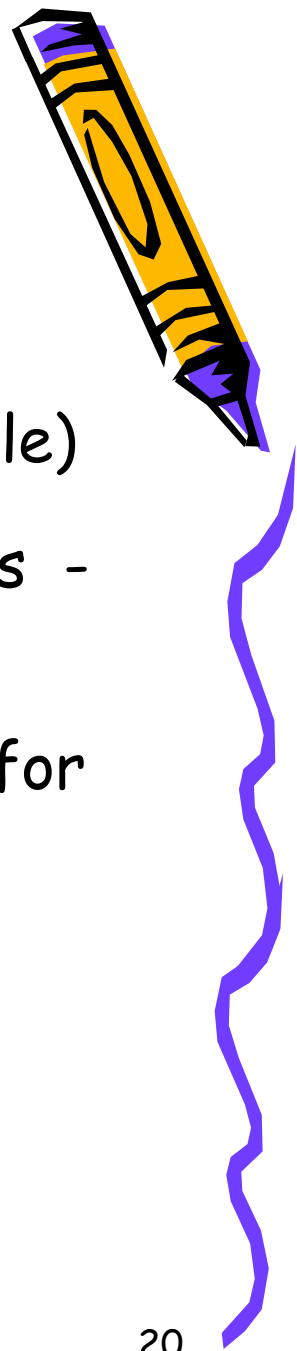
9. E- Commerce Relationships



- What makes your customers come back?
- What makes your business partners to work with you?
- **Transaction** is not relationship
- **Market Research** is not relationship



10. Relationships and Personalised Content



- Information Content (customised and adaptable)
- Applied knowledge contributes to relationships - Personalised vs. General content
- Texture and touch - Creating an environment for encouraging relationships



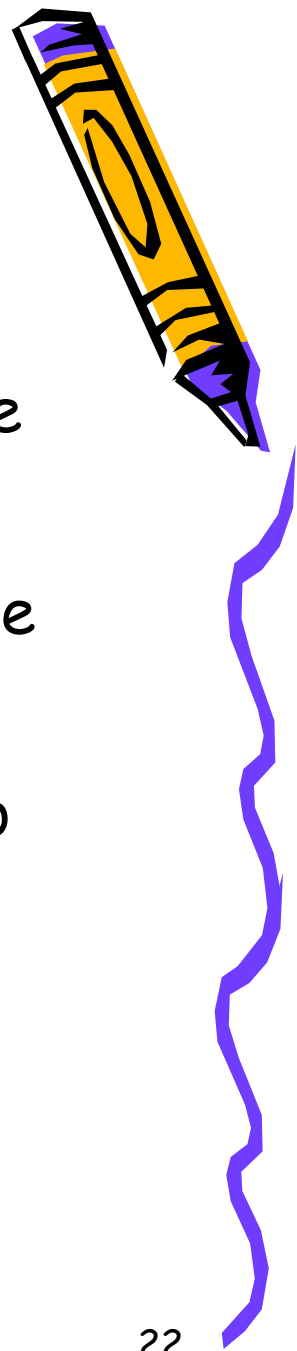
11. Embedded Rules



- Commerce is built coordination through a relationship interface of exchanging values (Keen 200)
- Internet technology allows you to achieve this (see enabling technologies section)
- Investing in software technology may at beginning be expensive, but maintaining and upgrading is relatively cost effective



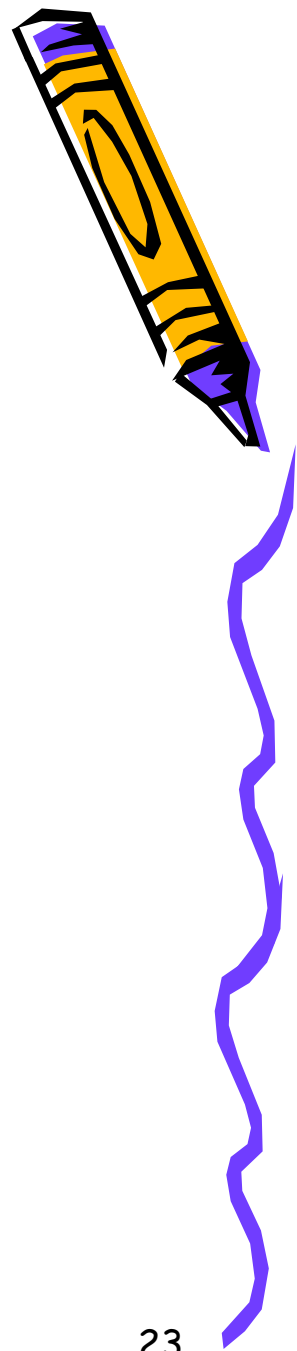
12. Competitive Edge



- Each enabling technology re-maps the distance between the enterprise, people and places
- The ability to restructure processes allows the enterprise to be competitive
- Individuals working for the system should also sign up to the philosophy and be trained frequently



Chapter 9 Case Studies



- Important for you to appreciate
- Methodic way to analyse a successful M&E enterprise

