

E-Commerce is
NOT
a Technology Issue

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THE

BIG

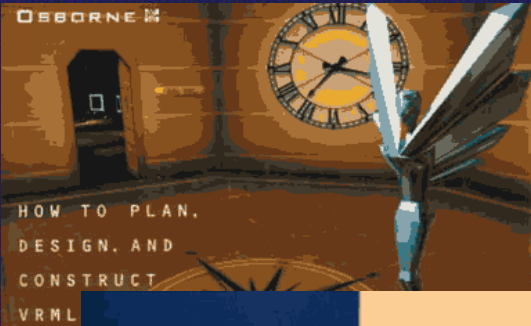
...idea

*“Hey, I ought to sell
my products on the web!”*

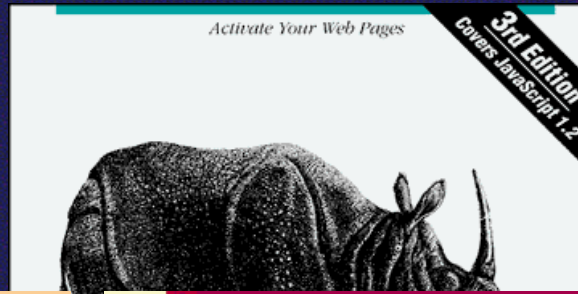
...problem

How?

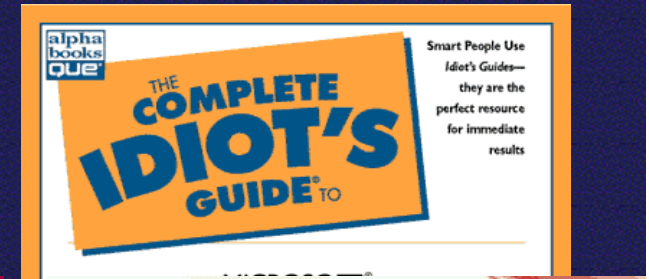




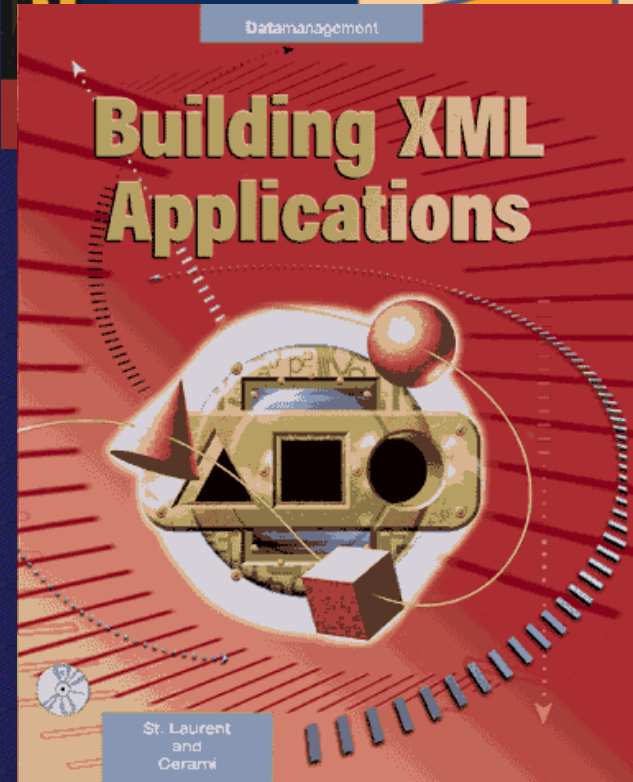
OSBORNE
HOW TO PLAN,
DESIGN, AND
CONSTRUCT
VRML
BU **FIVE-DAY
COURSE** DDC



Activate Your Web Pages
3rd Edition
Covers JavaScript 1.2
WILEY
ActiveX
Controls
Inside Out



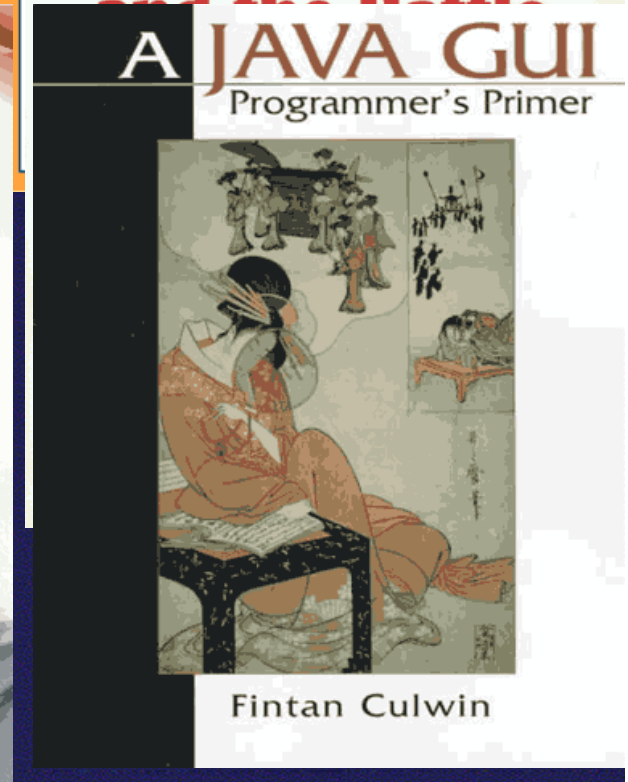
alpha books
WILEY
**THE COMPLETE
IDIOT'S
GUIDE TO**
COM+
and the Battle



Data management
**Building XML
Applications**
St. Laurent
and
Cerami

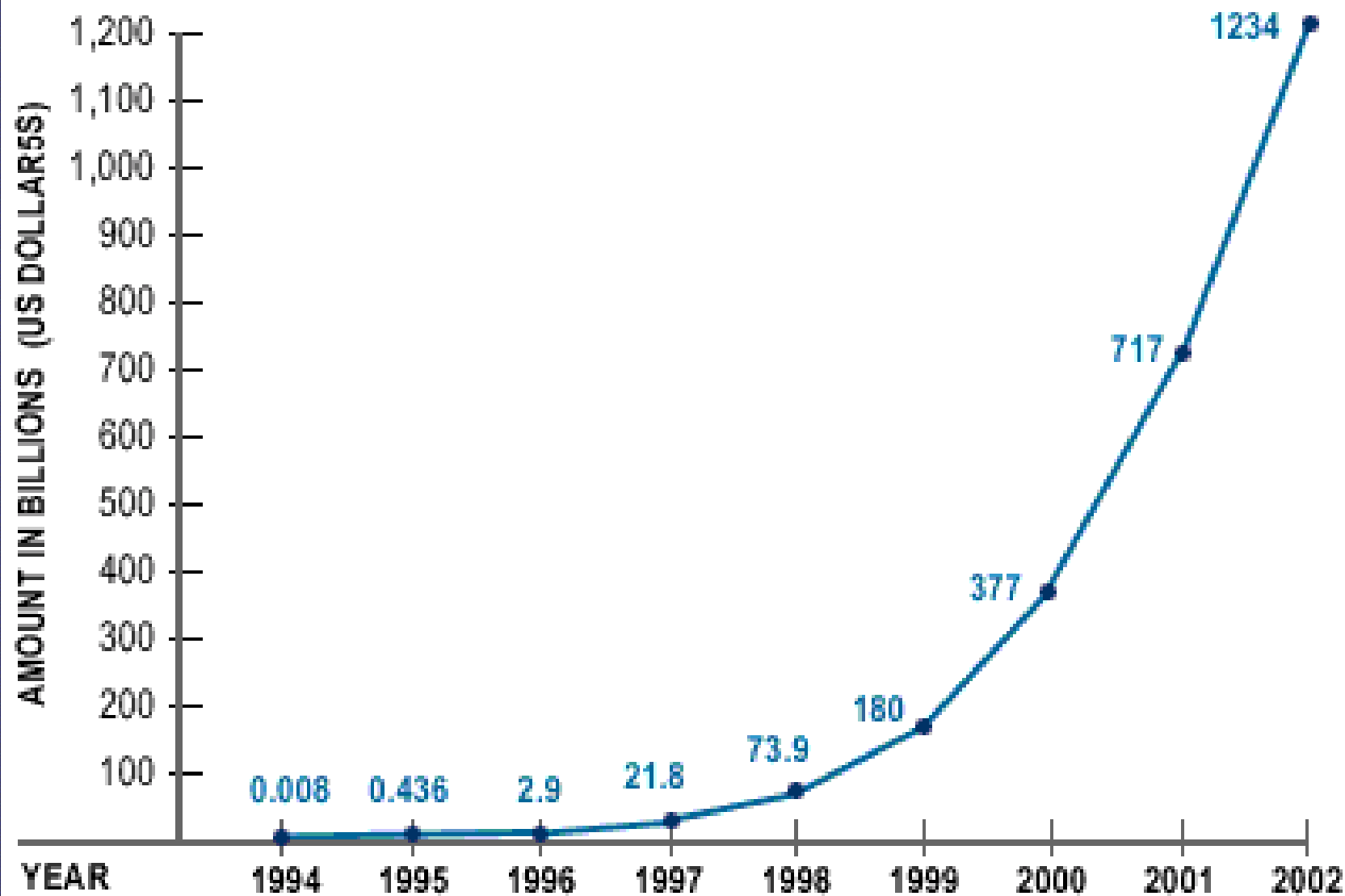


WILEY
Building
**Microsoft®
SQL Server® 7
Applications**
with COM
Sanjiv Purba



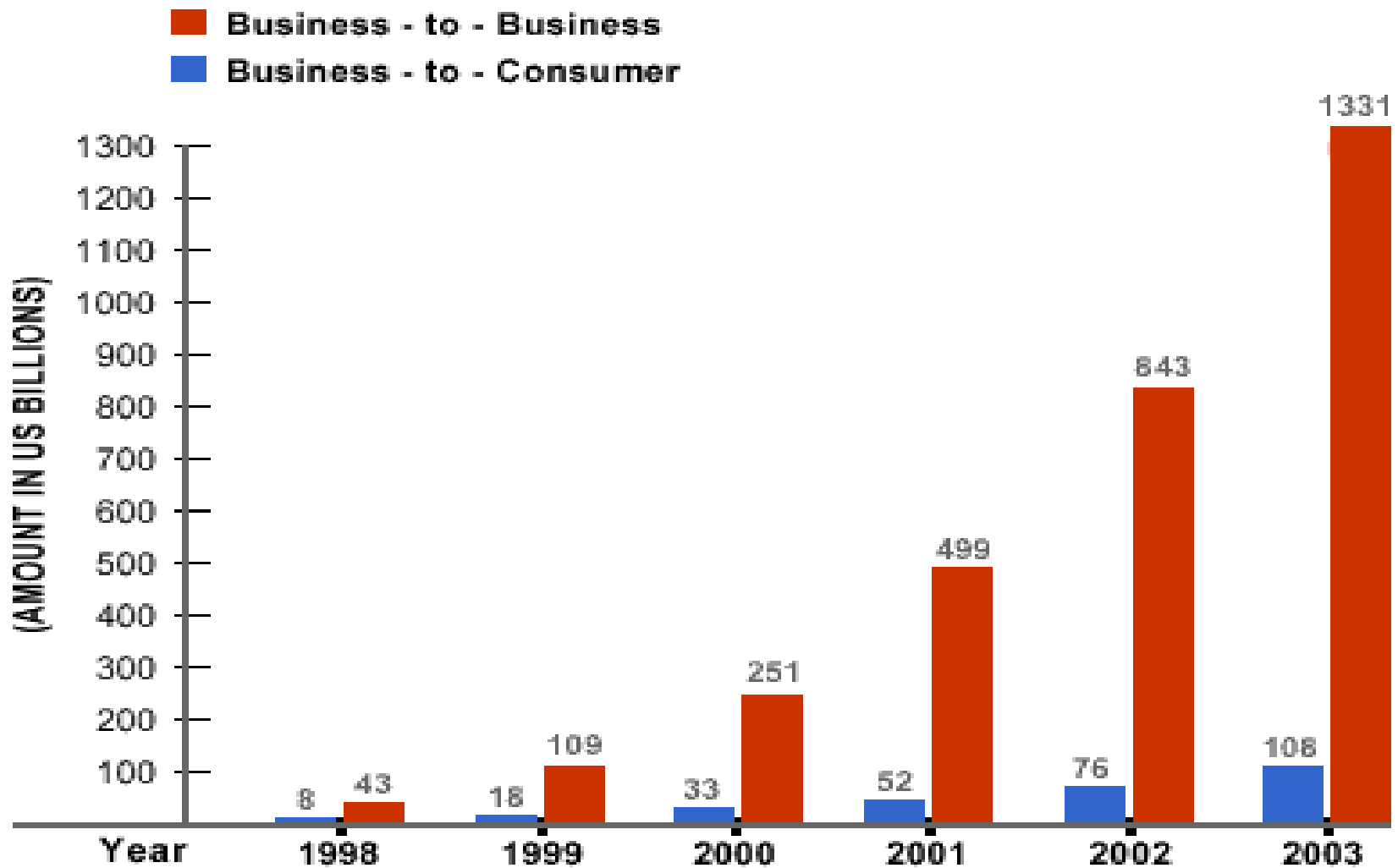
WILEY
A JAVA GUI
Programmer's Primer
Fintan Culwin

Internet generated revenue 1996 - 2002



(Source: ActivMedia)

US ECOMMERCE 1998 - 2003



(Source: Forresster Research)

Why should you be interested??

“Within 18 months, all our suppliers will supply us on the Internet, or they won’t do business with us”

Jack Welch, G.E. 9/27/99

“B2B in 1999 should be \$100 Billion, by 2003 potentially \$1.3 Trillion”

Forrester Group 9/99

“65 percent of US companies do not have a coherent e-commerce strategy”

Cutter Group 9/15/99

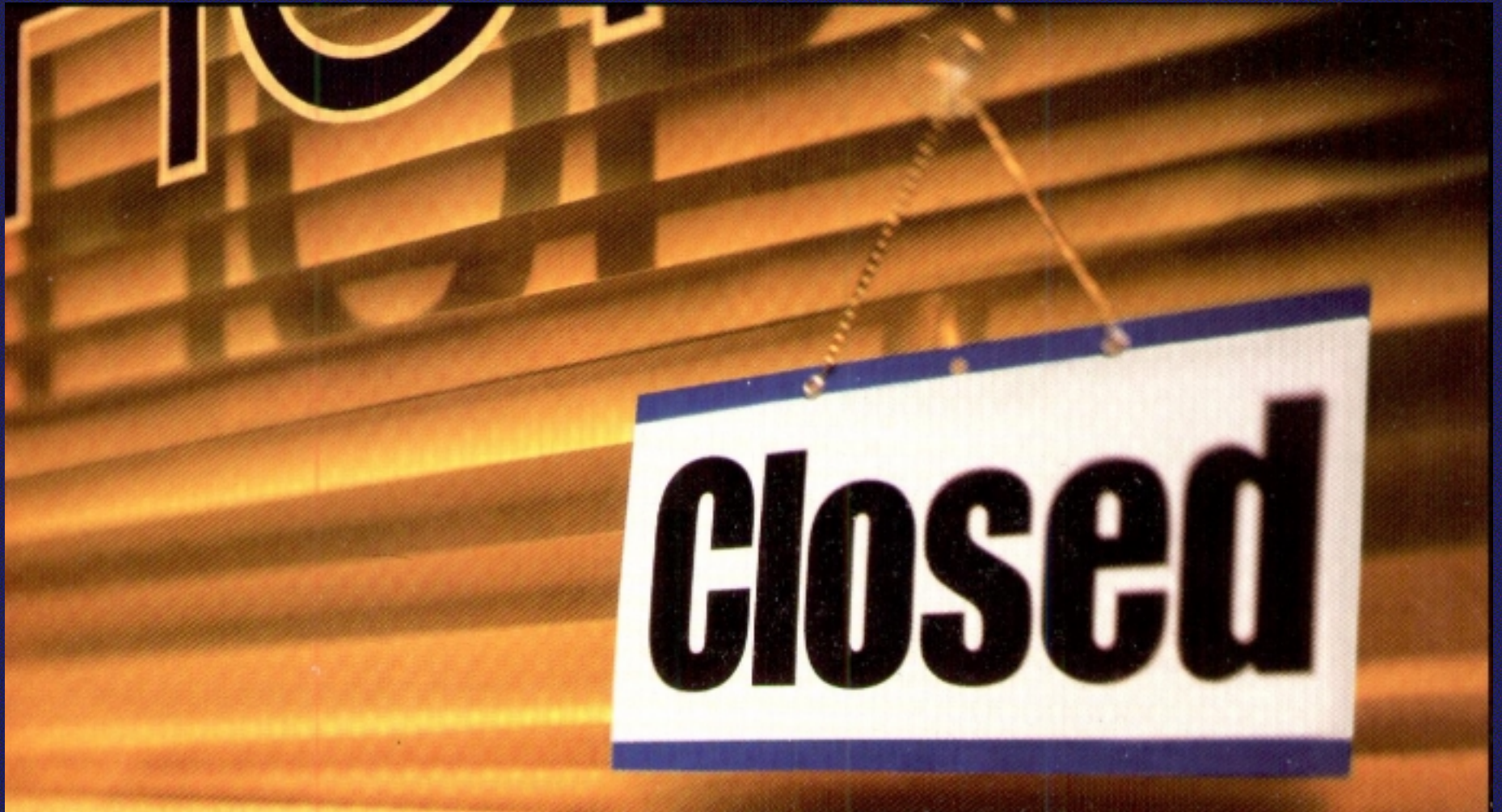
“There will be an estimated 717 Million people on-line by 2005...”

Computer Industry Almanac 9/21/99

Why should you be interested??

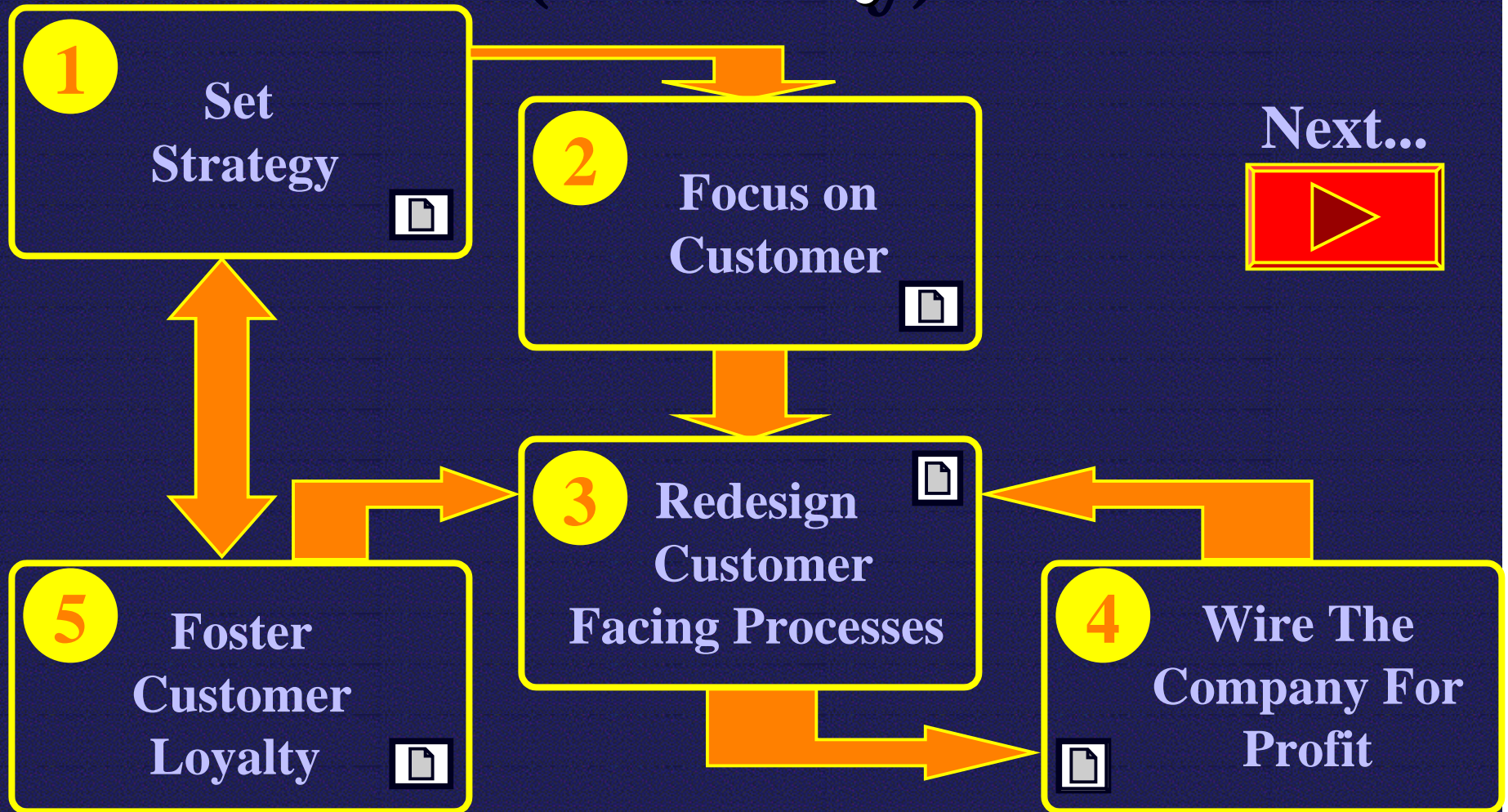
"..because your competitors are only a mouse click away...!"

www.getlost.com



Five Steps to Success

(the theory)



1. Set Strategy

- Make it easy for customers to do business with you
- Don't waste your customers time
- Make it easy to order your products
- Provide excellent service
- Offer customized products & service

2. Focus on the Customer

- **Identify End-Customer and their needs**
- **Build loyalty and community**
- **Distinguish from Channel Partners**
- **Identify Key Stakeholders**

3. Redesign Customer Facing Processes

- Design processes from the customers perspective
- Determine the role of the middleman
- Determine your business events

4. Wire Company For Profit

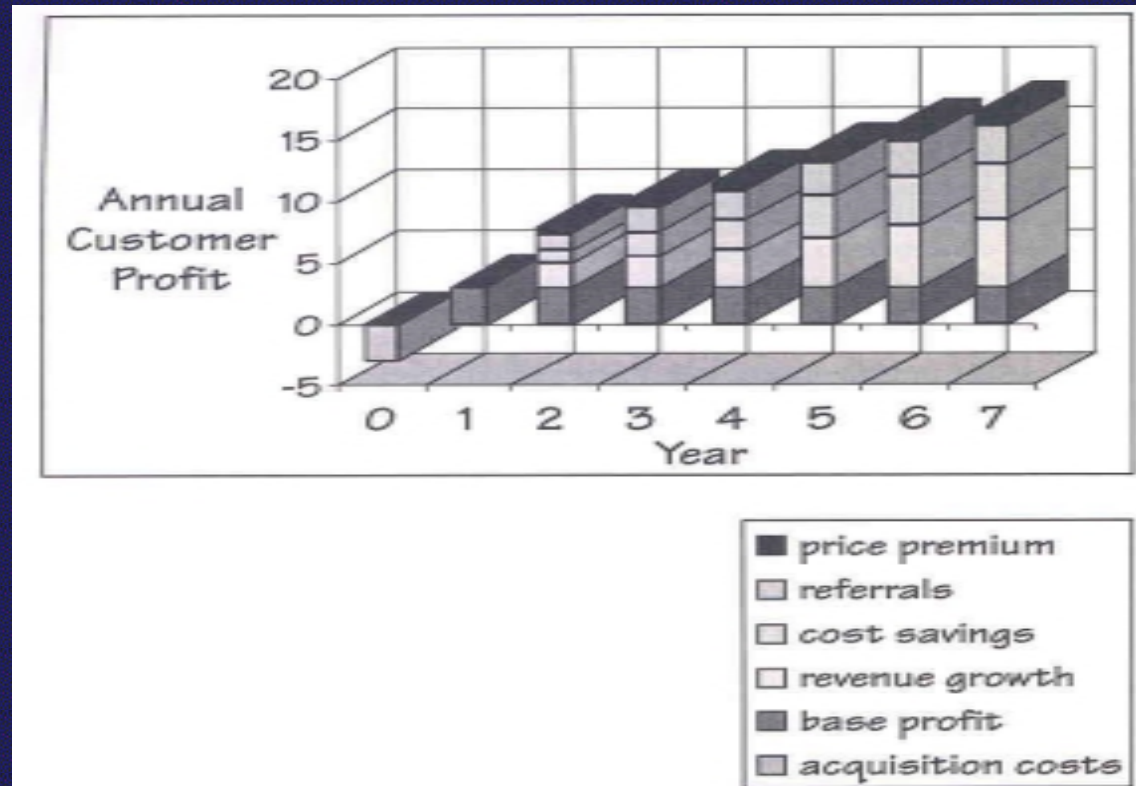
- Determine who owns the customer
- Integrating information and applications
 - Customer profiles - Business rules
 - Business events - Business objects

4. Wire Company For Profit

- 5 stages of e-commerce
 - ◆ Brochureware web site
 - ◆ Provide customer support interactions
 - ◆ Support electronic commerce
 - ◆ Personalized interactions with customers
 - ◆ Fostering community

5. Foster Customer Loyalty

- Loyal customers are profitable ones



From the loyalty effect by Frederick F. Reicheld (Boston, MA, 1996)

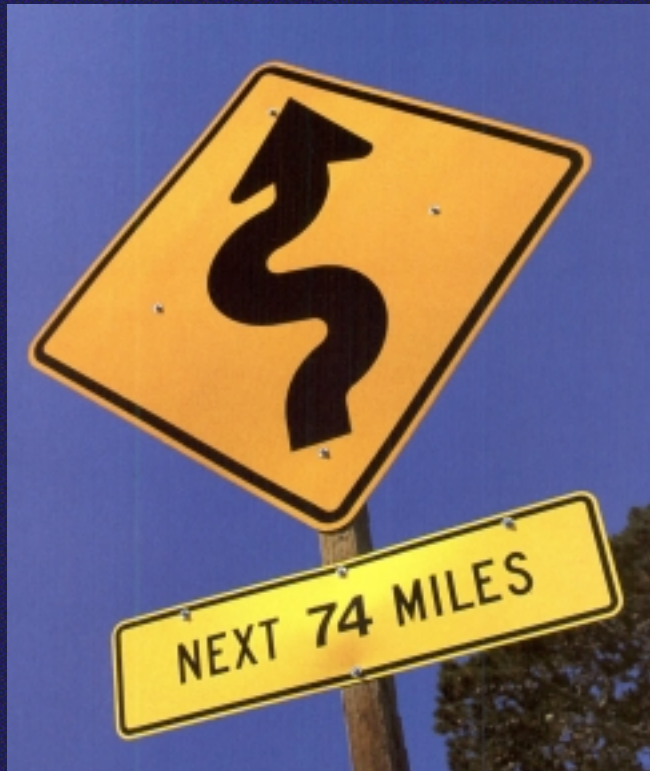
5. Foster Customer Loyalty

- **Measure Customer Profitability**
 - ◆ Find a keep the right customers
 - ◆ 117/22 rule
- **Move from a product centric to a customer centric model**
- **Remember focus on the customer!**

“The ability
to convert
visions to things
is the secret
of success.”

Henry Ward Beecher

So where do we go from here??



The Deadly e-Sins

- Failing to link web initiative to existing business strategy
- Assuming “If we build it, they will come.”
- Failing to provide proper resources to manage e-Commerce initiative

The Deadly e-Sins

- **Failing to learn from your experiences**
- **Defining the website as an IT responsibility**
- **Going it alone - find a partner**
- **Forgetting the phone number**

Summary of Findings

- **E-Commerce is not merely a technology issue**
- **If you build it, they may not come**
- **The game will be won by the quick and nimble**
- **The rewards are there...**

Your Customers Are Happy. Your Suppliers
Are Happy. Hey, Even **YOU** Are Happy.

