

# 1.1. Introduction to e-Business



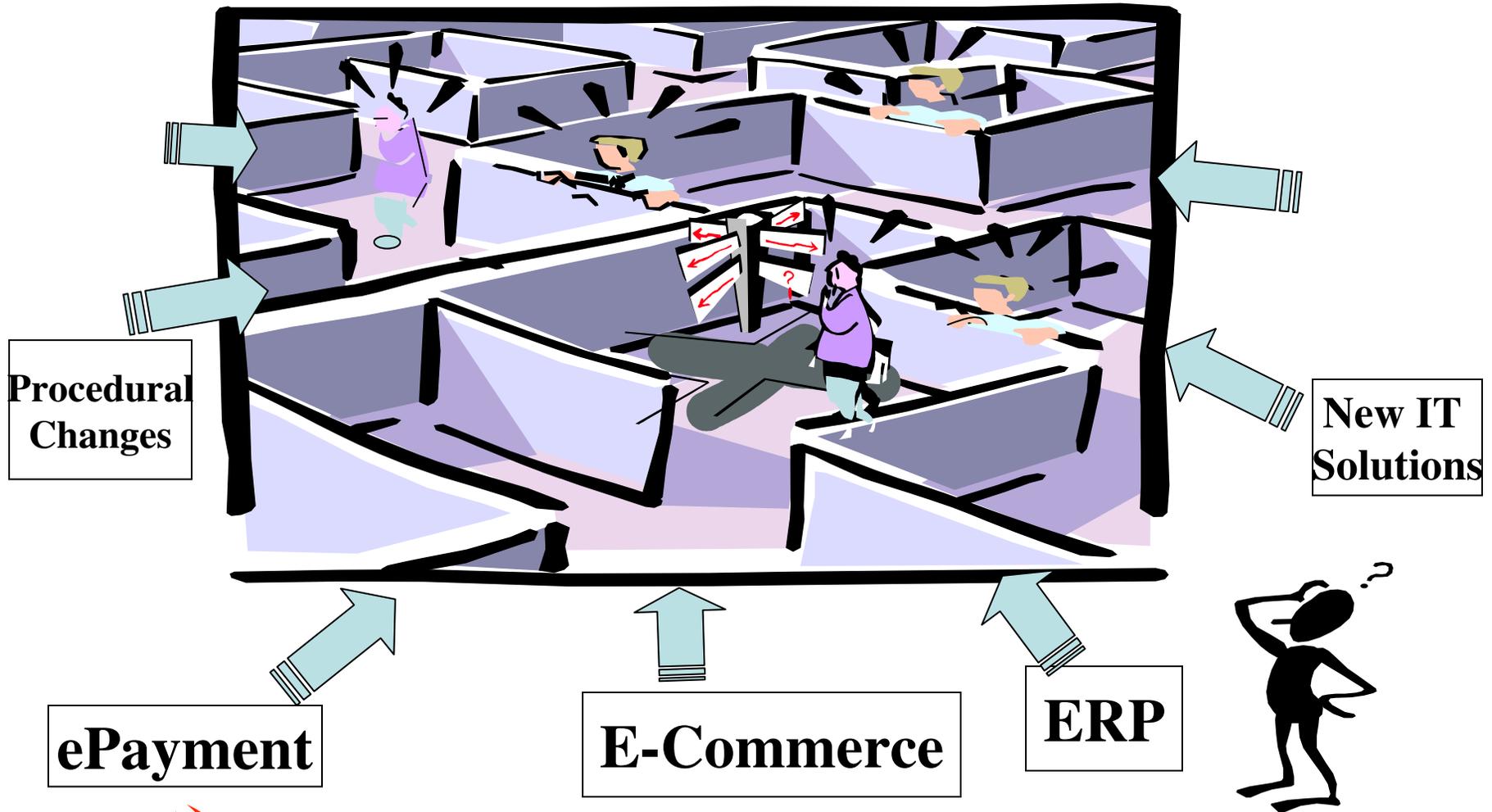
# What is eBusiness ?

- Doing business electronically by completing business processes over open networks, thereby substituting information for physical business process
- Marketing, buying, selling, delivering, servicing, and paying for products, services and information across (non-proprietary) networks linking an enterprise and its prospects, customers, agents, suppliers, competitors, etc.

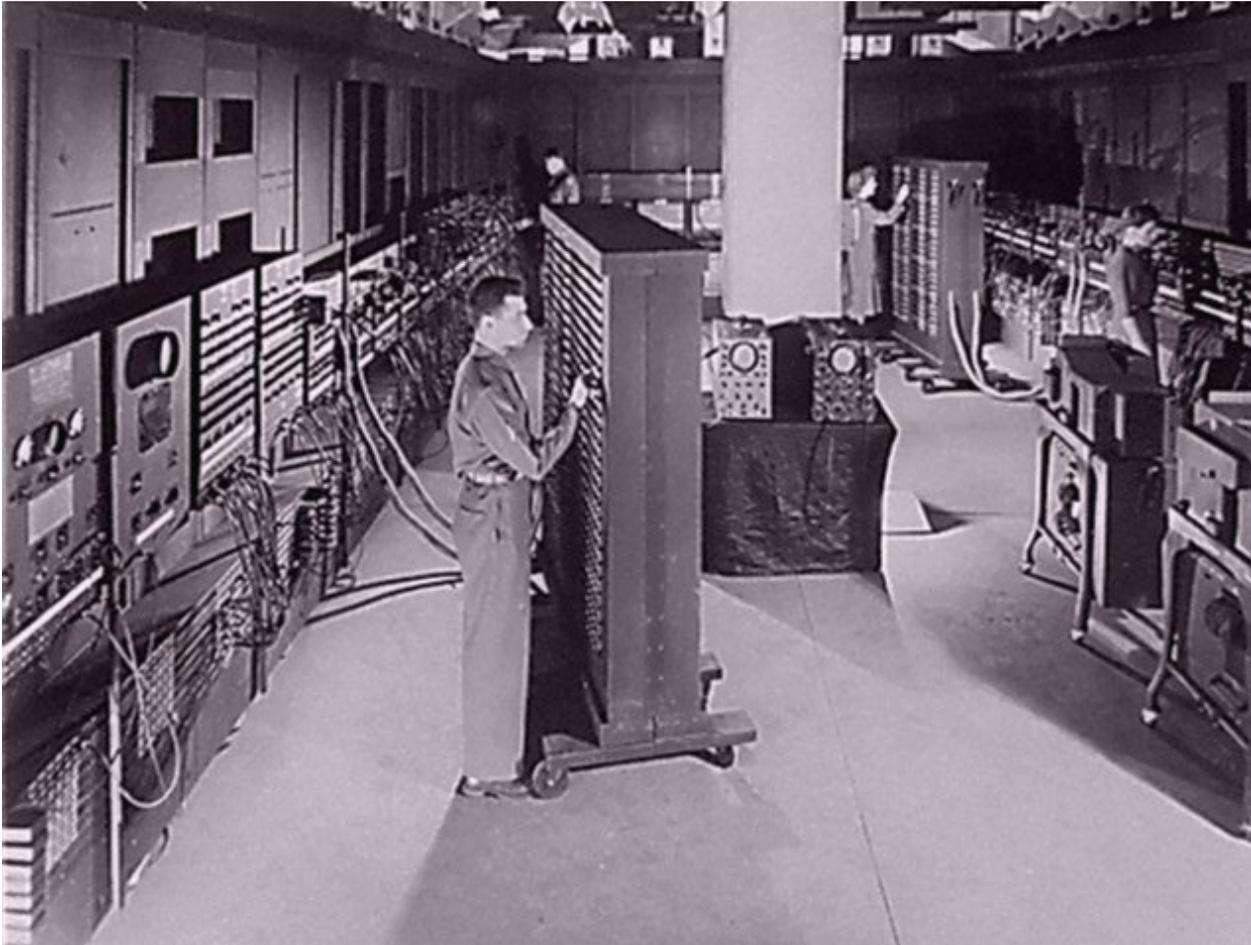
# What is eBusiness ?

- Doing business **electronically** by completing **business processes** over **open networks**, thereby substituting **information** for physical business process
- **Marketing, buying, selling, delivering, servicing, and paying** for products, services and information across (non-proprietary) **networks** linking an enterprise and its prospects, customers, agents, suppliers, competitors, etc.

# What E-Business should not be !



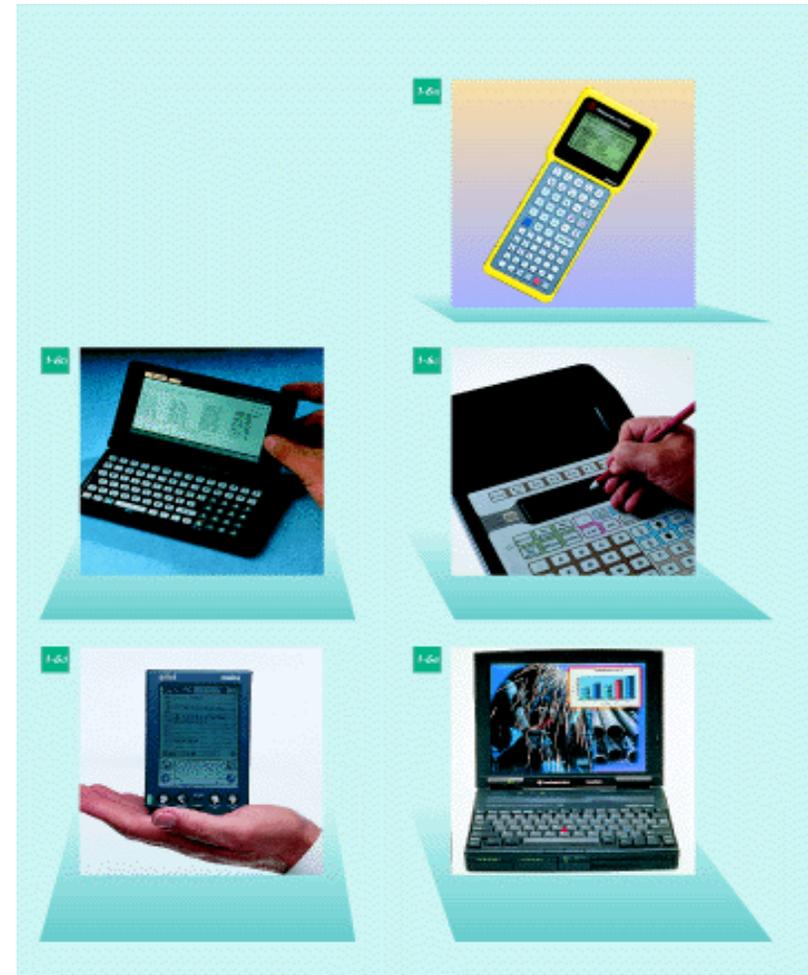
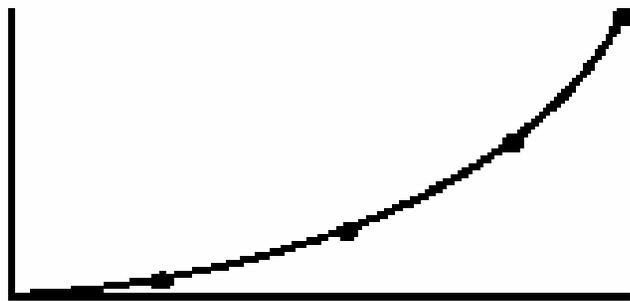
# ENIAC - 1946



The world's first electronic digital computer was developed by Army Ordnance to compute World War II firing tables.

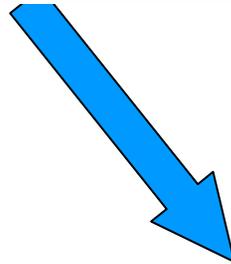
# Enabling Technologies: Computing Power

Microprocessor Power



# Storage Capacity and Bandwidth

Electrical and  
Electromagnetic



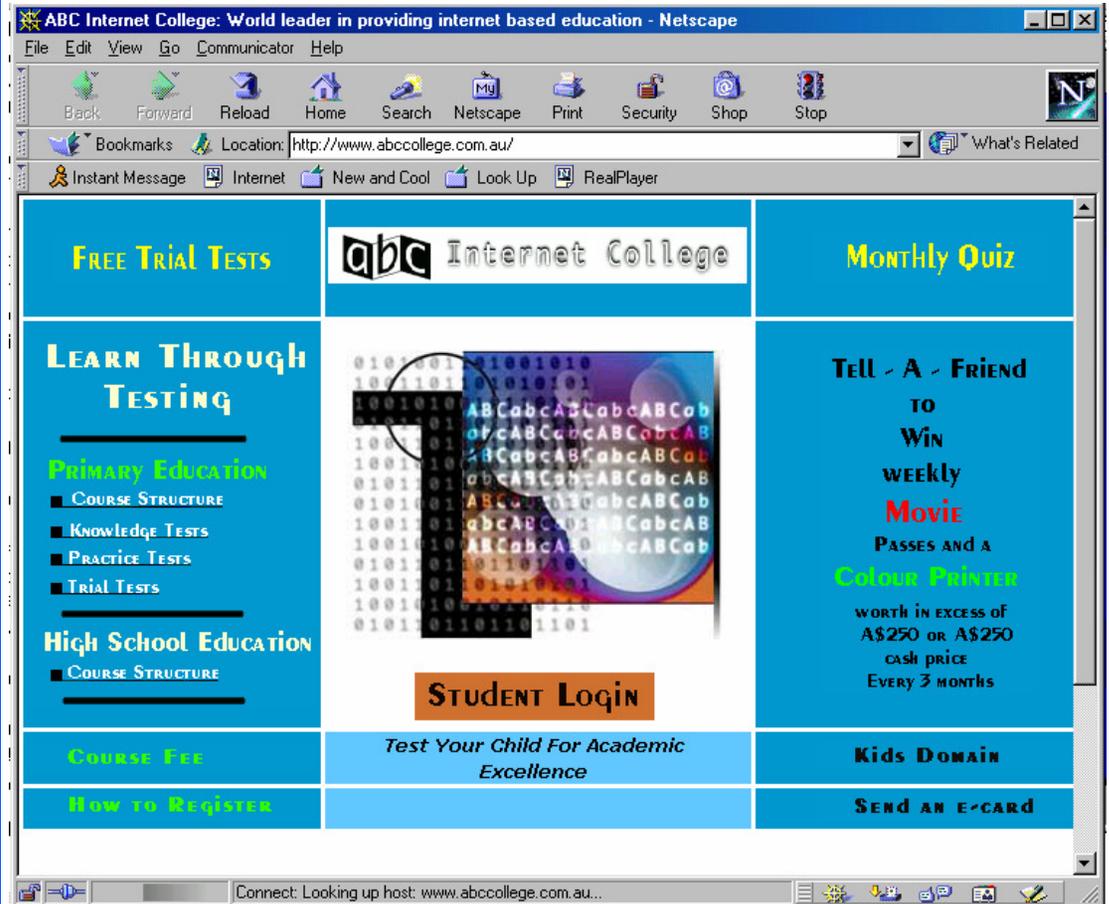
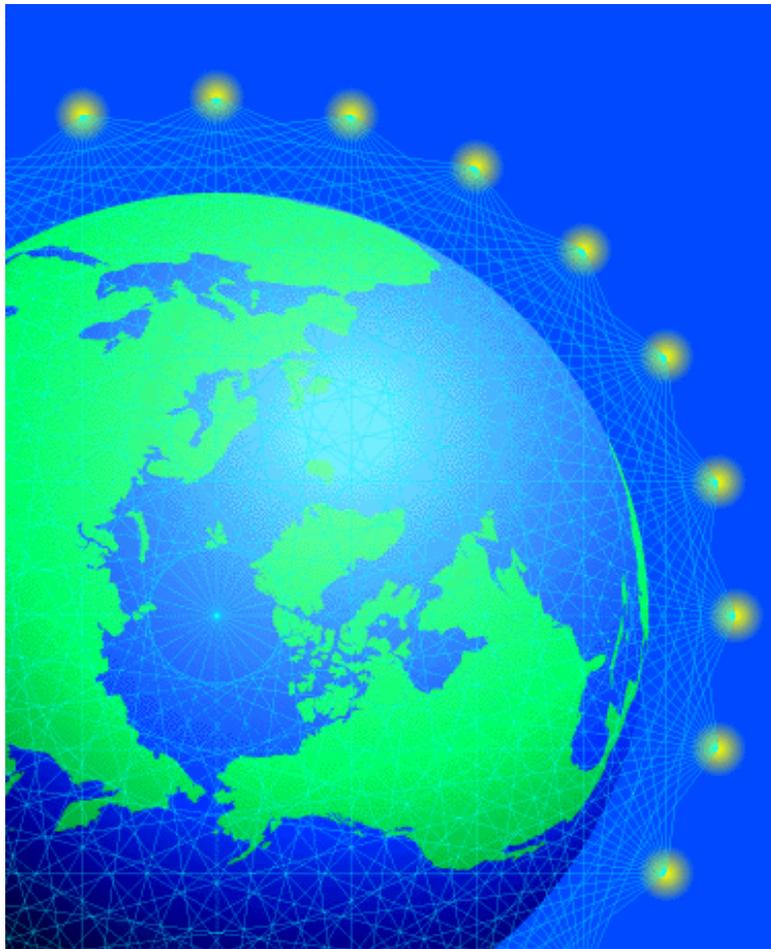
**X 10 to 10000**



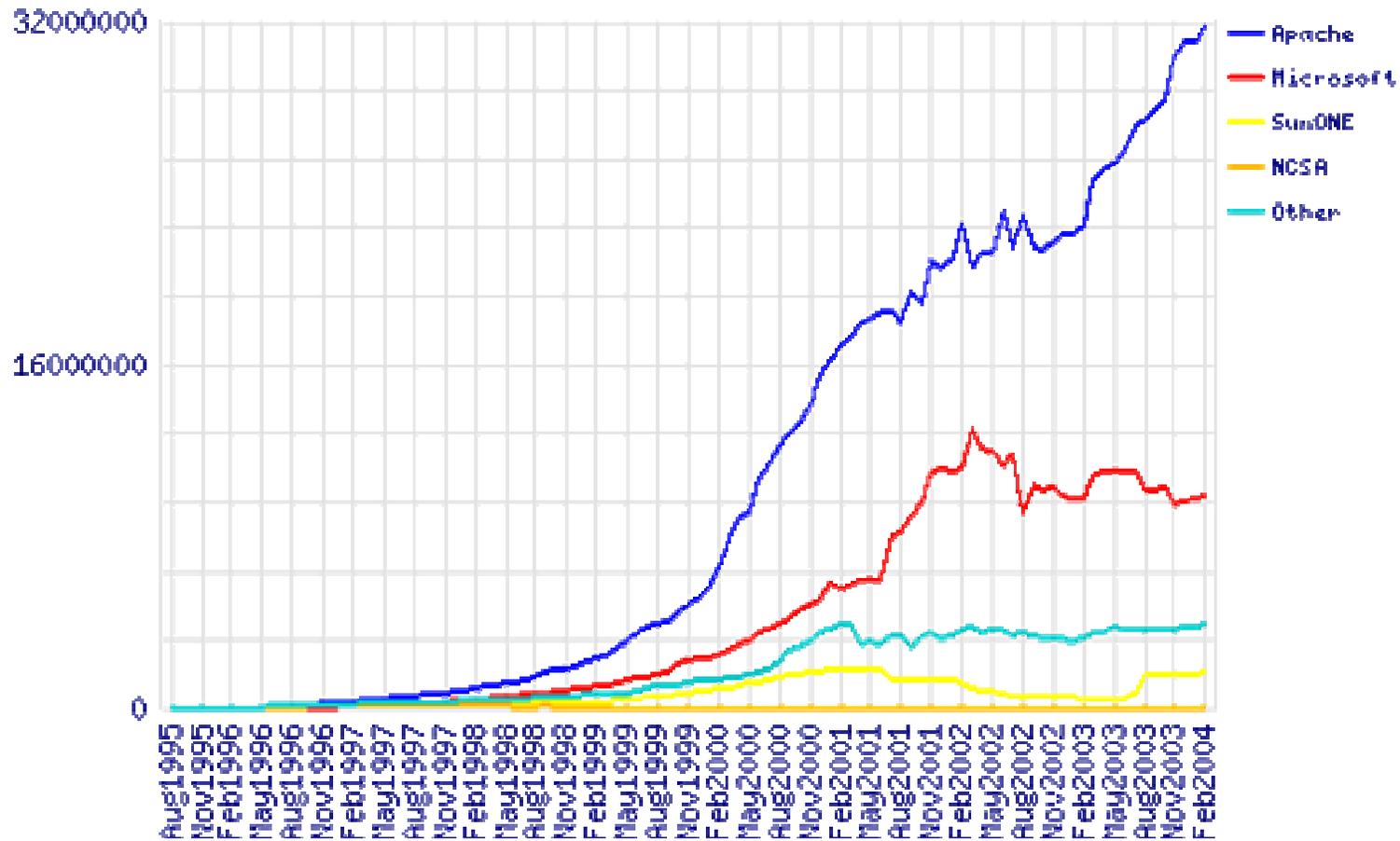
Optical



# The Internet and the World Wide Web



# Web Sites as at February 2004





# Intelligent Processing



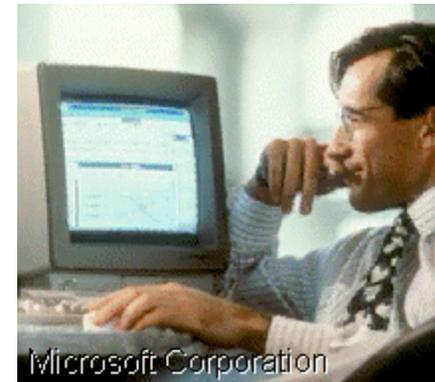
## Word of mouth

- Very limited in access
- Information is enriched and customised.



## Books

- Much wider access
- Information was passive



## Computers

- Global access
- Information can be enriched and customised

# Technological Breakthroughs



**Telephone**



**Radio**



**Television**

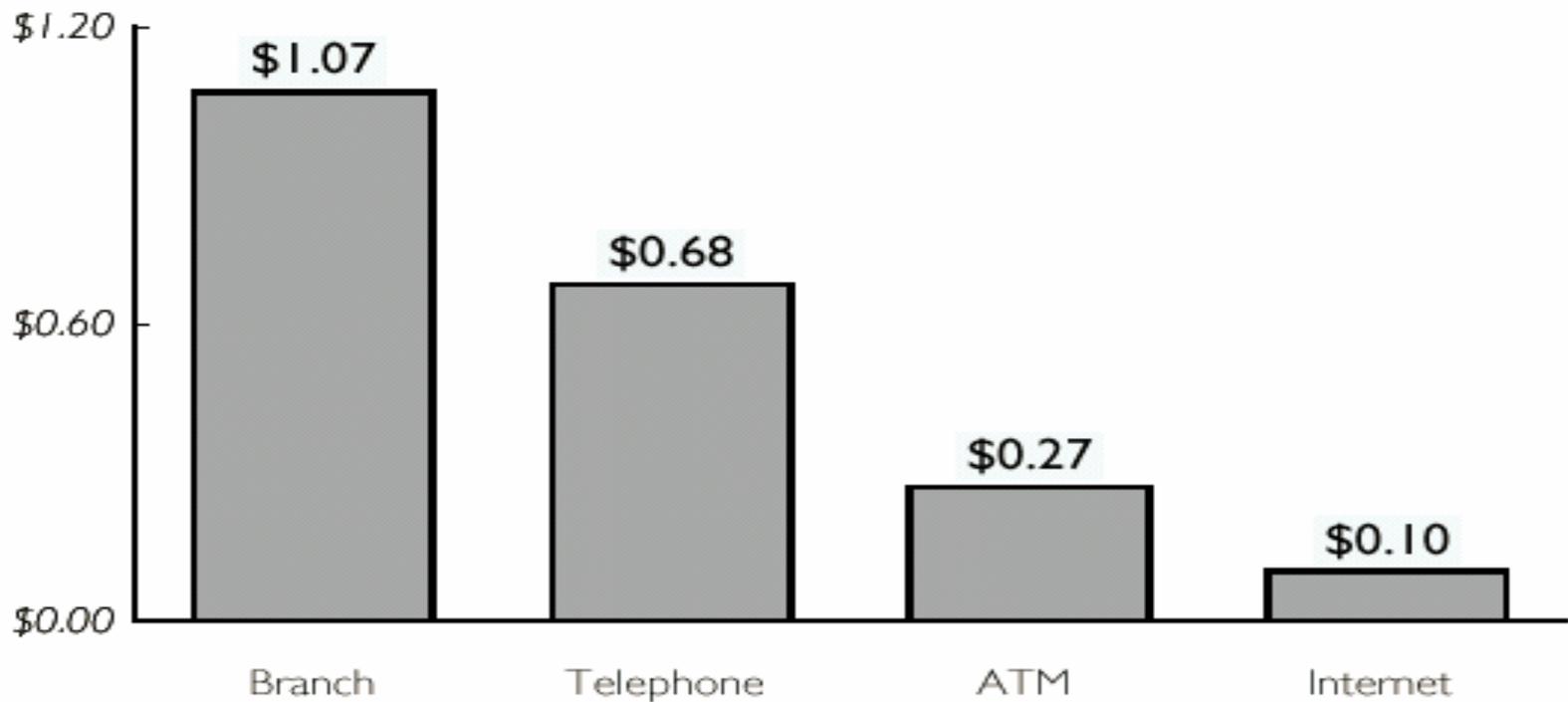


**The Web**

Time to reach 50 million people

# Plummeting Transaction Cost

Average Cost per Transaction  
*Retail Banking by Channel*



# The Implications

- Within the last few decades we have seen a massive change to the way we can communicate and share information.
- Most tasks we do today, whether it is manufacturing, education, healthcare, entertainment or business involves processing information in some form or another.
- Thus we are about to see significant changes to the way we do things.

# Internet Banking

The screenshot shows a Netscape browser window displaying the HSBC Sri Lanka website. The browser's address bar shows the URL <http://www.hsbc.lk/1/2/home-page>. The website header features the HSBC logo and the tagline "The world's local bank". Navigation tabs include Home, Personal Banking, HSBC Premier, Credit Cards, Corporate Banking, and Commercial Banking. A search bar is located in the top right corner. The main content area is titled "Welcome to HSBC Sri Lanka" and contains several promotional banners: "CHIP ENABLED" for credit cards, "Graduate with flying interest" for a 11.25% p.a. savings account, "0% Monthly instalment scheme at 0% interest exclusively for HSBC Credit Cardholders", "Very attractive interest rates on your Fixed Deposits", "The world is your child's playground" for Children's Savings Accounts, and "Business Solutions Centre" for growing businesses. A sidebar on the left lists various services like "SAVE YOUR MONEY", "TAKE A LOAN", "OBTAIN A LEASE", "RELATIONSHIP BANK", "SAMPATH CARDS", "ELECTRONIC BANKING", "CORPORATE BANKING", "SAMPATH TREASURY", and "FINANCIAL MODELING". The bottom of the browser window shows the Windows taskbar with several open applications and the system clock at 11:12 AM.