

## 1.3. Benefits & Advantages of e-Business

# To E or not to E—That is the question?

- Competitive Edge
- Global Accessibility
- Culture and Leadership
- Channel Conflict
- Shortage of skills
- Lack of ICT Infrastructure
- Physical Customer interaction

# The Disruptive Technology which changes the Strategic Thinking

Old Rule	Disruptive Technology	New Rule
Information-In one place at one time	<b>Shared Databases</b>	Information appears in multiple places simultaneously
Only experts can perform complex tasks	<b>Expert Systems</b>	A generalist can work of an expert
Businesses must choose Centralisation or not?	<b>Telecommunications Networks</b>	Businesses benefit from centralisation and decentralisation
Managers make all decisions	<b>Decision Support Tools</b>	Decision making is part of everyone's job
Field staff need offices to get/give information	<b>Wireless/Mobile Computers/ Internet</b>	Field staff connectivity where ever they are
Best contact with buyer is personal contact	<b>Internet World Wide Web</b>	Best contact with buyer is effective contact

# Some Benefits of eBusiness

**Proactive decision-making**

**Increase quality of service**

**Increase market share**

**Reduce unnecessary costs**

**Reach new customers**

**Eliminate bottlenecks**

**Gain advantage  
over competitors**

**Improve on supply chain mgt.**

**Improve on technology**

**Benefits  
to the  
Organization**

**Advertise globally**

**Improve on financial mgt.**

**Accept online ordering**

**Accept online payment**

**Improve on Customer relationship**

**Cut down on delays**

**Improve on efficiency**