

Introduction to Information Systems

Essentials for the Internetworked E-Business Enterprise

Eleventh Edition

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8

Chapter

Electronic

Commerce

Systems

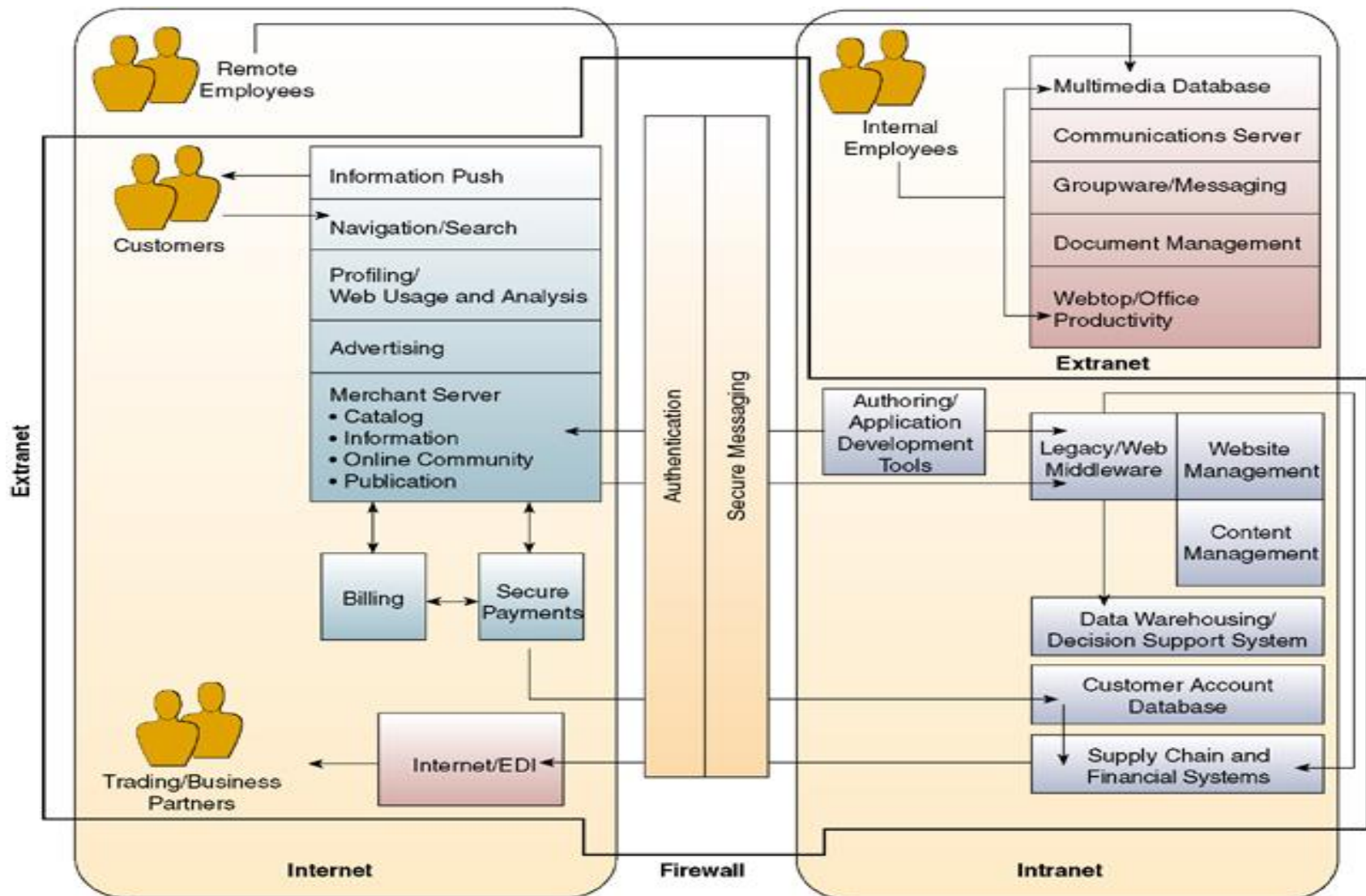
Chapter Objectives

- Identify the major categories and trends of e-commerce applications.
- Identify the essential processes of an e-commerce system, and give examples of how they are implemented in e-commerce applications.

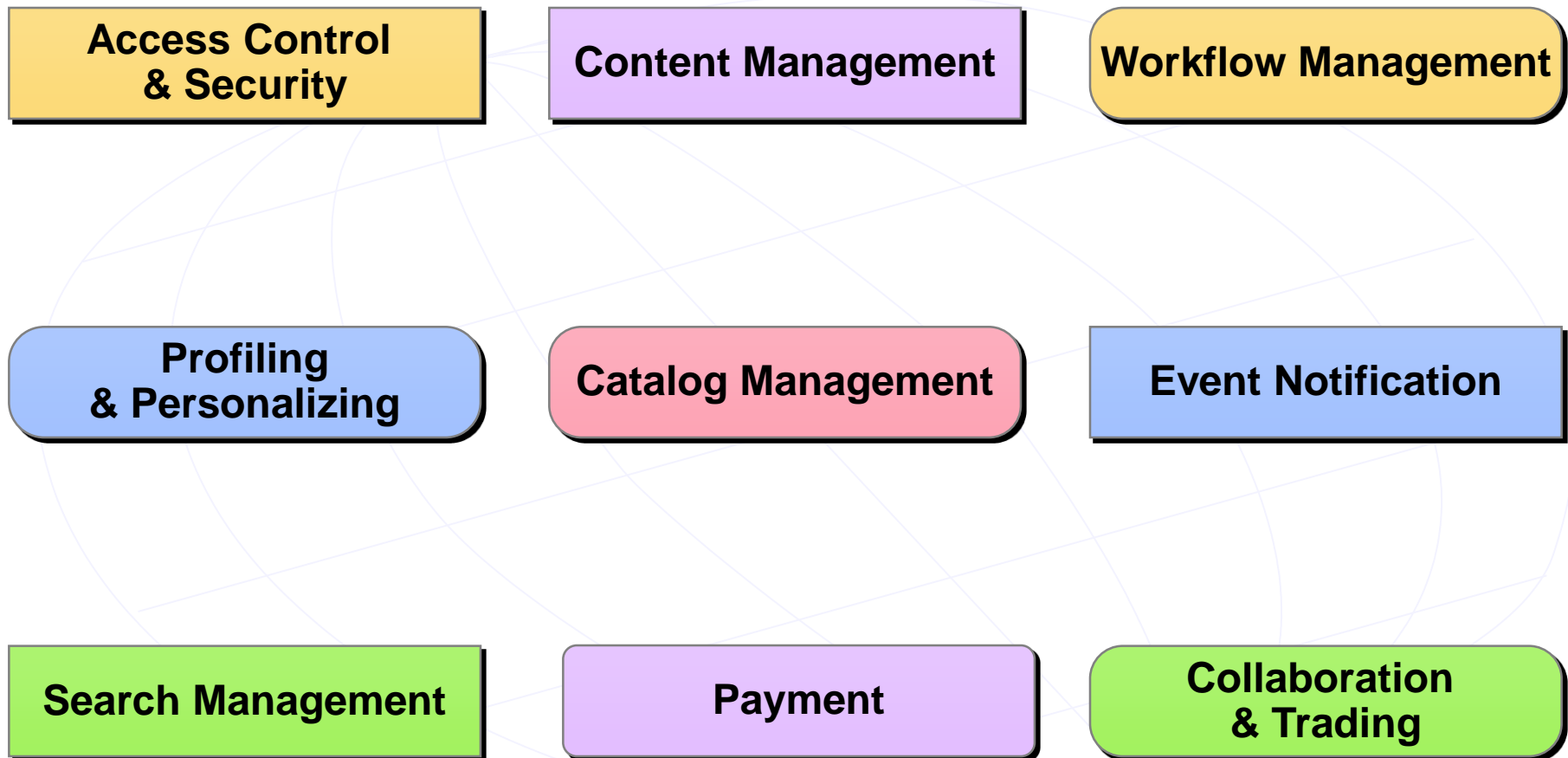
Chapter Objectives

- Identify and give examples of several key factors and Web store requirements needed to succeed in e-commerce.
- Identify and explain the business value of several types of e-commerce marketplaces.
- Discuss the benefit trade-offs of several e-commerce clicks and bricks alternatives.

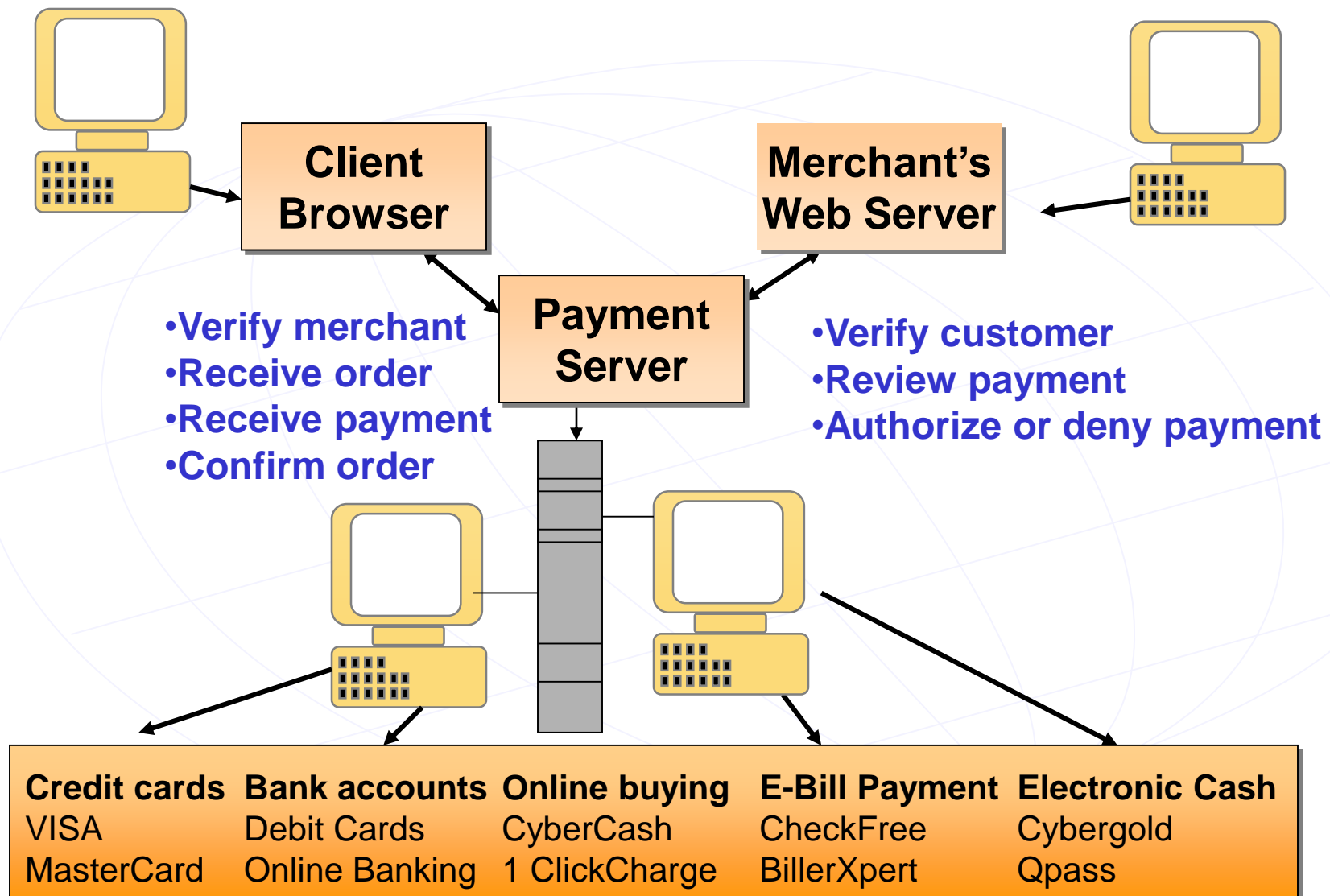
Electronic Commerce Technologies



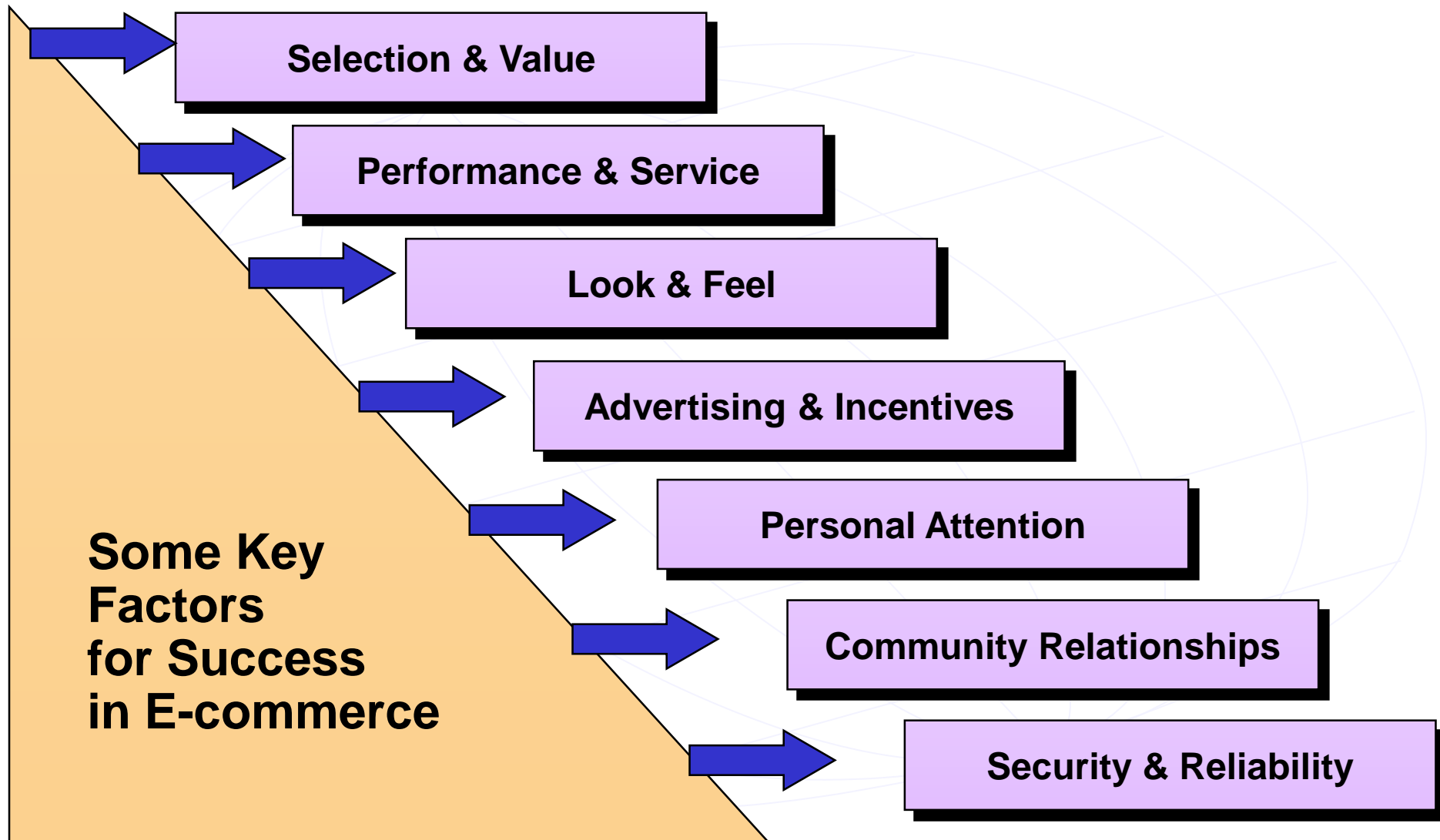
Process Categories of e-Commerce



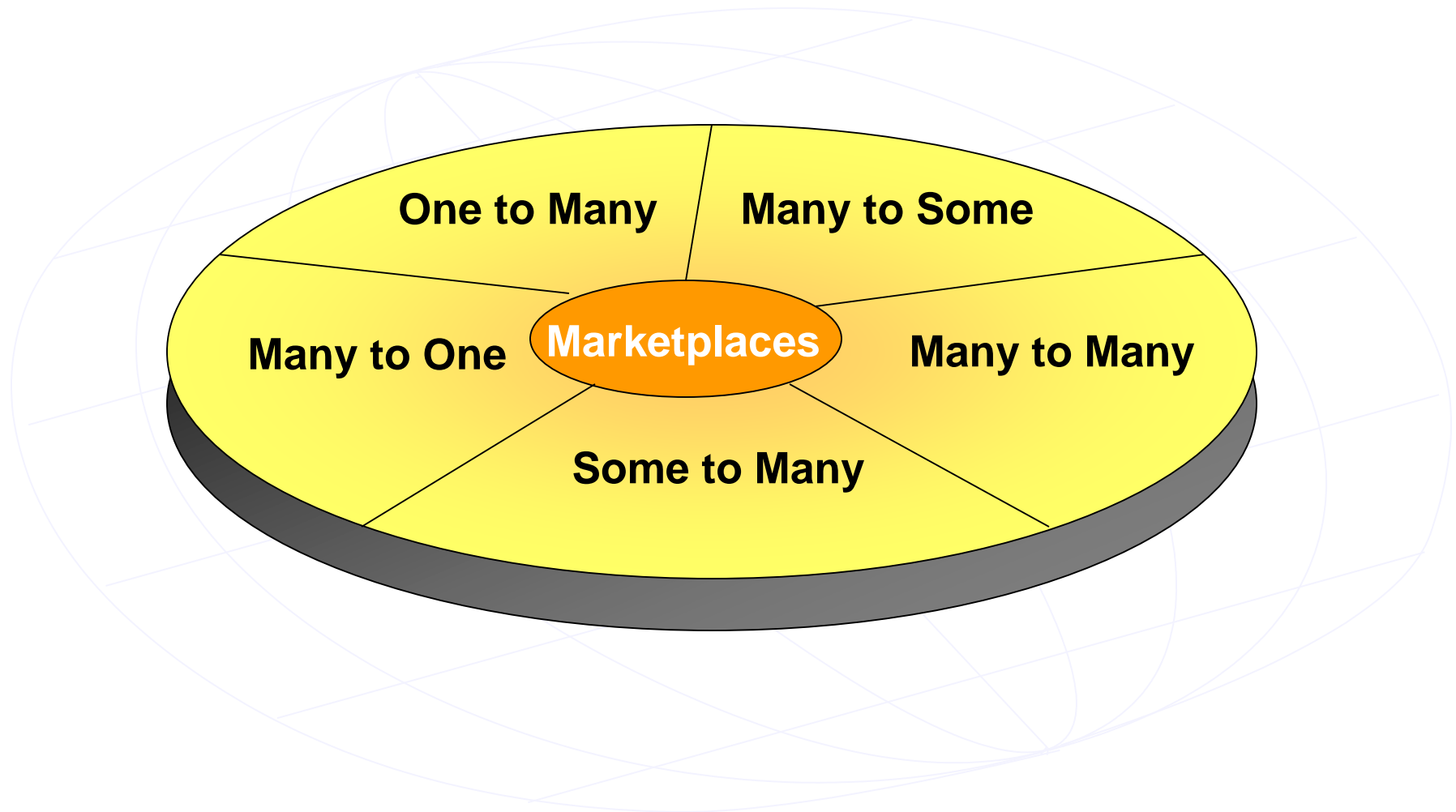
Electronic Payment and Security Systems



e-Commerce Success Factors



e-Commerce Success Marketplaces



Chapter Summary

- **Electronic commerce encompasses the entire online process of developing, marketing, selling, delivering, servicing, and paying for products and services.**
- **Basic categories of business and technology platforms for e-commerce marketplaces include: B2C, B2B, C2C.**
- **Many e-business enterprises are moving toward offering full-service B2C and B2B e-commerce portals supported by integrated customer-focused processes and internetworked supply chains.**

Chapter Summary (cont)

- **B2C e-Commerce:** Businesses typically sell products and services to consumers at e-commerce websites that provide attractive Web pages, multimedia catalogs, interactive order processing, secure electronic payment systems, and online customer support.
- **B2B e-Commerce:** Business-to-business applications of e-commerce involve electronic catalog, exchange, and auction marketplaces that use Internet, intranet, and extranet websites and portals to unite buyers and sellers.