Learning Objectives

Upon completion of this unit, students should be able to:

1. Describe a plan to minimize the risks involved with the launch phase of an e-business application.
2. Explain process for the effective maintenance of an e-business system.
3. Create a simple web page with links to other pages.
4. Assess a plan to measure the effectiveness of an e-business application.
5. Describe the main issues implementation and maintenance of e-business systems raises for management.
6. Explain the actions that a company can take to minimize the risks of implementation.
7. Differentiate between critical and non-critical success factors.
8. Describe how to achieve transition from previous systems to a new e-business system and the techniques available to measure the success of implementation.

Unit Summary

This final unit will wrap up our discussion of the effects the Internet and the World Wide Web have had on businesses. File-transfer technology, streaming audio and video, bandwidth advancements, set-top boxes and video-on-demand are just a few examples of how technology is changing the way people do business.

The Web itself is a form of entertainment that is constantly evolving and influencing traditional media. The relationships between the Internet, film, music and television are becoming more closely intertwined. In the future, we will see a media convergence that allows consumers to design their own television channels, pick their own sound tracks and surf the Internet over a wireless network.

There are approximately 40,000 career-advancement services on the Internet today and these services include large, comprehensive job sites, such as Monster.com, as well as interest-specific job sites such as JustJavaJobs.com. Companies can reduce the amount of time spent searching for qualified employees by building a recruiting feature on their sites or establishing an account with a career site. This results in a larger pool of qualified applicants, as online services can automatically select and reject resumes based on user designated criteria. Online interviews, testing services and other resources also expedite the recruiting process.

This unit is intended to highlight some of the practical issues in implementing e-business solutions. For this reason, a basic introduction to HTML coding is given.
A basic knowledge of HTML coding can be used to assist you in building simple web sites that give a practical expression based on applying the principles of user interface design discussed in previous chapters.

Implementation is placed in the context of the systems development lifecycle. Implementation (labeled as development and testing) occurs in parallel with analysis and design as part of prototyping. When acquiring e-business systems there are many alternatives for systems and the integration or tailoring of off-the-shelf components is the most common approach utilized.

When developing web-based content, whether for business or personal reasons, HTML can be used to accomplish your goals. Think about these tools when creating a PowerPoint presentation or any type of online training or tutorial. Measurement is becoming increasingly important as companies want to assess their return on investment in e-business. For companies such as easyJet, for whom a high proportion of revenue and customer service occurs online, it is even more important to focus on the types of issues that need to be measured.