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Internet and digital technology use in e-commerce

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DESCRIPTION

The term E-business refers to the process of using the Internet and related technologies to transform every business process and enable every part of the organization's value chain, from acquiring, serving, and retaining customers to interacting with employees, partners, and the general public. All definitions that are currently available attempt to differentiate "E-business" from "E-commerce. It is acceptable to say that "E-commerce" is a crucial, although minor, component of the broader E-business architecture. A fundamental set of needs must be met by effective e-business architecture. These needs are covered in the following sections. While traditional channels have been replaced by the Internet as the primary point of contact with customers over the past ten years, businesses are increasingly realising that customers are using a variety of channels to meet their demands. The Internet, portable gadgets like Palm Pilots, mobile communication devices like cell phones, and cable set-top boxes fall within this category. Sales, marketing, order entry, delivery, customer service, buying of raw materials and supplies for production, and buying of indirect operating-expense items, such as office supplies.

Fundamental business sectors

Businesses that are handled online fall into two fundamental groups. Business-to-Consumer (B2C) is the first section, which comprises well-known, Wall Street-friendly companies like Amazon, E*Trade, etc. The second is the Business-to-Business (B2B) sector, which is eclipsing the B2C sector and includes companies like Chemtex and Auto Exchange. These two categories have quite different business structures, but they have one thing in common they all use internet technologies to run their operations. In order for businesses to successfully adopt any kind of business model they want, this article provides an integrated architecture for these Internet technologies.

Types of integration system

It also includes outward-facing processes that involve customers, suppliers, and external partners. It involves innovative business models and the possibility of generating additional money or losing some current revenue to rivals. Because there are only three different types of integration involved, it is both ambitious and relatively simple to implement vertical integration of front-end Web site applications to existing transaction systems; cross-business integration of a company with Web sites of customers, suppliers, or intermediaries like Web-based marketplaces; and integration of technology with lightly redesigned order handling, purchasing, or customer service processes. E-business includes internal operations including production, inventory management, product development, risk management, finance, knowledge management, and human resources in addition to e-commerce. E-business strategy is more sophisticated, more internally focused, and geared toward cost savings as well as gains in productivity, efficiency, and cost savings.

CONCLUSION

Every effective website has two main components the frontend, which deals directly with clients, and the backend, which automates the company's online operations without involving the customers directly. The actions that demand integrated systems are order placement *via* systems, product customization, tracking, and order fulfilment. The word "electronic business" is more general and includes expressions like "e-commerce" and "e-tailing." Electronic business procedures like customer relationship management, enterprise resource planning, and content management are becoming more crucial as more businesses perform their internal sales, marketing, and other business activities digitally. The increased security of internet transactions has also contributed to this transition.