

Using a case study, discuss the roles of Human resource and finance departments in the implementation of intranet commerce*

10 points

CASE STUDY: CARE'S HUMANITARIAN INTRANETS

Care Canada's Intranet Portal provides access to documents from many different sources for authorized CARE staff members throughout the world.

CARE is trying to cope with supplying its workers with the information and communication capabilities they need by using two closely linked intranet portals. CARE Canada implemented an intranet for collaboration and storing documents that has evolved into a global portal with more than 1,000 users throughout the entire CARE federation.

This intranet uses OpenText Livelink groupware software for streamlined collaboration. It is accessible directly from the Web using standard Web browser software, so relief teams can use this tool wherever they are located without installing any special software on their computers.

FINANCE

Many organizations have extensive transaction processing systems (TPS) that collect operational data on financial and accounting activities, but their traditional management reporting systems, such as general ledger systems and spreadsheets, often cannot bring this detailed information together for decision making and performance measurement. Intranets are very valuable for finance and accounting because they can provide an integrated view of financial and accounting information online in an easy-to-use format. For example, Charles Schwab's SMART reporting system provides managers with a comprehensive view of Schwab's financial activities, including a template to help them evaluate nine categories of risk. The Schwab intranet also delivers General Ledger reporting in an easy-to-digest format.

HUMAN RESOURCES

Principal responsibilities of human resources departments include keeping employees informed of company issues and providing information about employees' personnel records and benefits. The human resources function often uses intranets for online publishing of corporate policy manuals, job postings and internal job transfers, company telephone directories, and training classes. Employees can use an intranet to enroll in health care, employee savings, and other benefits plans if the intranet is linked to the firm's human resources or benefits database, or employees can use it to take online competency tests. Human resources departments are able to deliver information about upcoming events or company developments to employees rapidly using newsgroups or e-mail broadcasts. For example, TransCanada Pipeline employees use the company intranet to process timesheets and expense reports as well as manage their own pension and benefit accounts.

Discuss payment systems*

1. Large Value Payment System: Large value systems typically process high-value critical payments. It is an essential payment system that ensures the smooth functioning of the economy and the financial system. If this system fails, it could trigger disruptions or transmit shocks within the economy. These systems mostly relate to interbank / inter-financial institutional transactions. Generally, these large value systems are strictly regulated by the Central Banks of respective countries and are electronic-based. . These systems enable payments to be made electronically and instantly in real-time. They offer speed, reliability, safety, convenience, cost, and accuracy. Some examples of Large Value Payment Systems are:

Inter-Bank Cheques Clearing Systems (the Inter-bank Clearing)

High-Value Cheques Clearing System (the High-Value Clearing)

Government Securities Clearing System (the G-Sec Clearing)

Foreign Exchange Clearing System (the Forex Clearing)

Real-Time Gross Settlement (RTGS) System

Systemically Important Payment Systems (SIPS)

FIJICLEAR to make large value payments in Fiji

SWIFT (Society for the Worldwide Interbank Financial Telecommunication)

Large Value Transfer System (LVTS) in Canada

2. Retail Payment System:

Trends Banking teaser Retail payment systems generally cater to the payment of transactions related mainly to settlement of obligations arising from the purchase of goods and services. This payment system is as important as the large-value payment system and has a larger user group. They typically handle transactions that are low in value, but very large in number, relating to individuals firms and corporates. The retail payment systems in any country comprise both paper-based as well as electronic-based systems. A person with a payment card of any kind is part of the retail payment system. At the retail level, most transactions involve cash, cheques, cards or electronic transfers. Retail payments can be classified as:

Cash Payment

Paper-Based Payments

Card-Based Payments

Electronic Payments and Remittances

Discuss Content Development Infrastructure of an ecommerce platform*

a) Intranets

An intranet is a private network accessible only to an organization's staff. Unlike the Internet, an internal intranet provides a wide range of information and services to employees of an organization but these tools and information are unavailable to the public. A company-wide intranet is an important focal point of internal communication and collaboration, and can provide a business with a single starting point to access both internal and external resources. Larger businesses allow users within their intranet to access the public Internet through firewall servers. Because businesses have the ability to screen both incoming and outgoing traffic, they are able to keep the security of the intranet intact. In its simplest form, an intranet is established with the technologies for local area networks (LANs) and wide area networks (WANs).

b) Extranets

In some cases organizations make the decision to allow external parties such as customers and suppliers to have access to their intranet. When these outside parties are provided access to a subset of the information accessible from an organization's intranet the intranet becomes an extranet. For example a large construction company may share drawings with architects or inspectors, photographs to their customers and loan documents to their bankers by implementing online applications that allow these external parties to access and even mark-up and make changes to documents. One of the biggest advantages of establishing an extranet is that a business can share large quantities of data using EDI or electronic data interchange.

c) Customer data

Ecommerce Customer data is all the information of customers, collected and stored by businesses (Personal, behavioral, and demographic data).

The benefits of collecting customer information are vast. One benefit of having this data is that it allows businesses to give shoppers a more personalized shopping experience by understanding their likes and dislikes. In addition, businesses can learn from their past mistakes from customer data and make their business better for future customers.

d) Transactional data

Transactional data support ongoing business operations and are included in the information and application systems that are used to automate an organization's key business processes such as online transaction processing (OLTP) systems.

e) Clickstream data

Clickstream data is a record of each click a consumer makes while browsing online. Tracking all these actions can help brands form an accurate understanding of the consumer journey.

Clickstream data can be used to map out how someone progressed from seeing an ad or searching Google to the point where they bought a product. It can show you the sites they visited, the pages they landed on and what they clicked next. This path is called the clickstream.

Clickstream data can highlight the different paths visitors take to reach a particular product page, landing page or the checkout process.

This allows brands to spot patterns and identify trends. With this information, they can then take action to streamline the user experience.