

E-Commerce

PERSONAL (e)TOUCH TO CUSTOMERS BY JYOTINDRA ZAVERI



What is a Cookie?

Cookies are small text files that some websites put on your computer to store a variety of information about you and your preferences.

When you visit a site that uses cookies, the site might ask browser (e.g. Firefox or I E) to place one or more cookies on your hard disk

Cookie

Later, when you return to the site, browser (Firefox or I E) sends back the cookies that belong to the site

This allows the site to present you with information customized to fit your needs

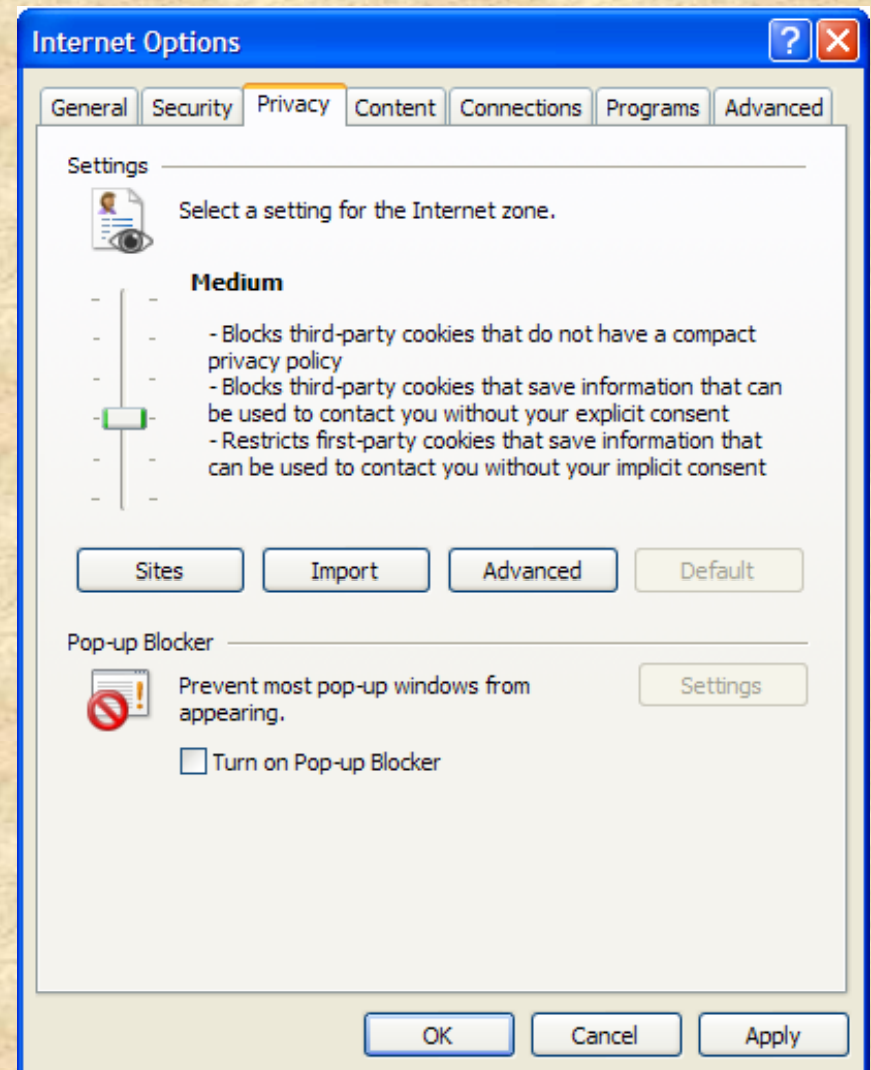


What are cookies used for?

- Websites use cookies to offer a personalized experience to users and to gather information about website use
- Many websites also use cookies to store information that provides a consistent experience between sections of the site, such as a shopping cart or customized pages
- With a trusted website, cookies can enrich your experience by allowing the site to learn your preferences or allowing you to skip having to sign in every time you go to the website
- However, some cookies, such as those saved by banner ads, might put your privacy at risk by tracking sites you visit.

Can I block cookies?

- Yes, you can block or allow cookies on all websites or you can choose which websites' cookies are allowed
- In Internet Options → set privacy settings



Where are cookies stored?

- Cookies are stored in a folder named Cookies which is stored inside the Documents and Settings folder. By default, the path is C:\Documents and Settings*your user name*\Cookies

Cookie settings

When you use the default cookie settings, this activity is invisible to you, and you won't know when a website is setting a cookie or when browser is sending a website its cookie

However, you can set your cookies options preferences, in browser, so that you will be asked before a cookie is set

E-CATALOGUE

- DATABASE
 - SEARCH ON THE WEB



STEP-BY-STEP ELECTRONIC COMMERCE

4. PAYMENT
GATEWAY

3. ACTIVE
WEBSITE

2. PASSIVE
WEBSITE

1. ERP

E-COMMERCE

MOST COMMON
EXAMPLE

LEGACY BANKING

Vs. NET-BANKING

(Now only one watchman is
attending the ATM)



Why e-Business

- Shared visibility across supply chain - Sales (POS), Inventories
- Shared measurement of SC performance and identification of issues



- Improved understanding, forecasting and analysis of consumer demand
- Improved capability to respond and react to changes
- Improved stability, predictability and efficiency of supply chain operations



- Improved order fulfilment
- Improved on-shelf availability
- More effective demand generation activities

Increased Sales



- Reduced lead times
- Reduced inventories

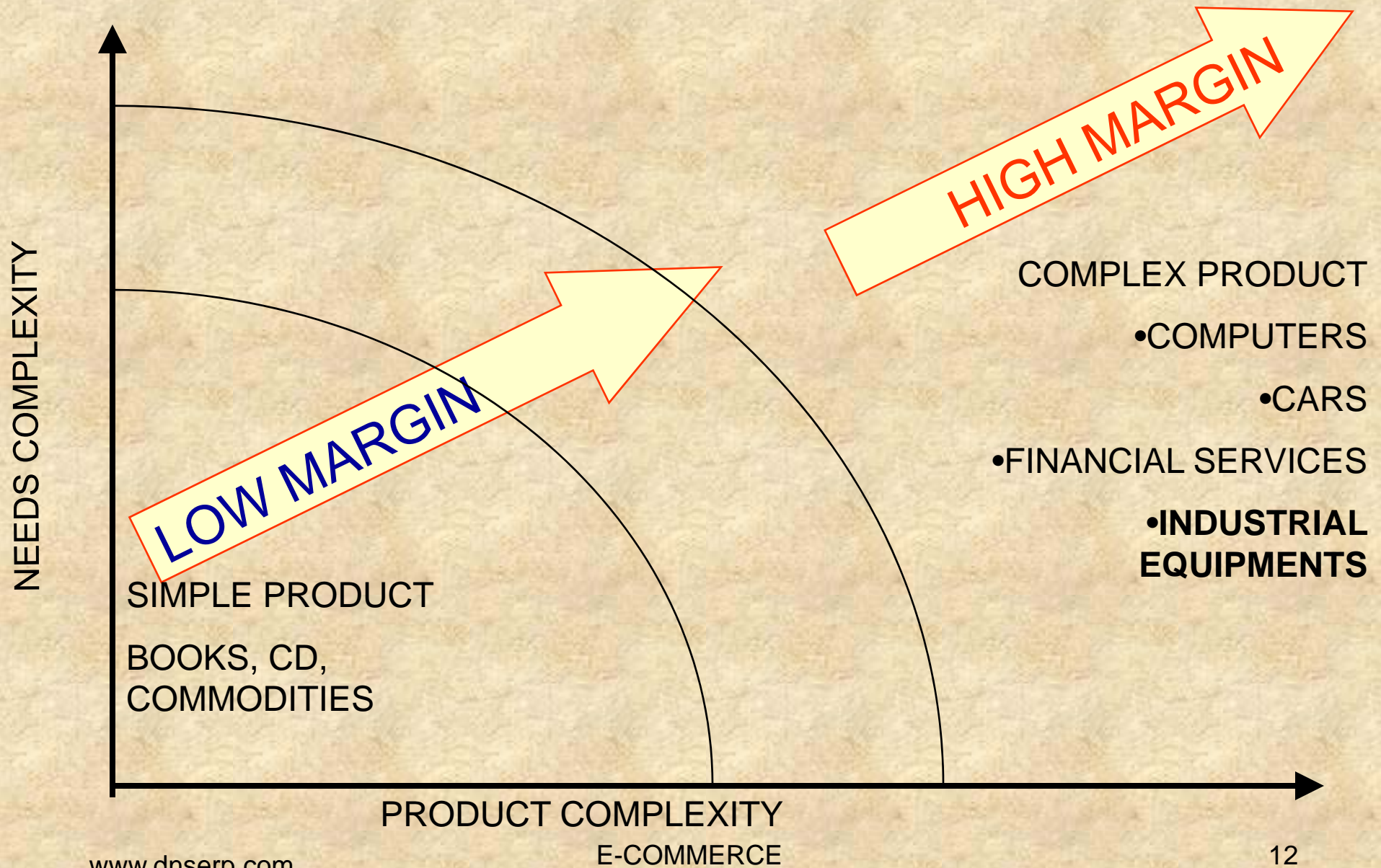
***Reduced
Inventory
Carrying cost***



- Smoother SC execution
- More efficient processes
- Reduction of costs for handling returns

***Reduced
Expenses***

MORE COMPLEX → MORE REWARD



Business benefits of e-commerce

- 24 X 7 OPERATION
- GLOBAL REACH
- CHEAPER TO ACQUIRE NEW CUSTOMER OVER THE NET
- e-CRM
 - RETAINING CUSTOMER'S LOYALTY WITH MINIMAL INVESTMENTS

What is new?

Website on cell
phone will be the
next step

Buying and selling
from anywhere,
anytime, anything



WHAT IS e-COMMERCE ?

- E-Commerce is referring to buying and selling using the Internet
- It ranges from businesses receiving orders via their website through to automated systems to control the supply chain from the initial customer contact right through to management of suppliers.



Nothing can stop automation





THANK YOU

PRESENTATION BY
JYOTINDRA ZAVERI
(Computer Engineer, Germany)
I. T. CONSULTANT SINCE 1975

email j.zaveri@dnserp.com
www.dnserp.com
98909 42042

Question / Answer
session