



PETER NORTON'S®

Introduction to Computers



- Web integrated activities
- Self-assessments to reinforce main concepts
- Online Resource:
www.mhhe.com/peternorton

McGraw-Hill Technology Education

Chapter 10B

Doing Business in the Online World

Consumer E-Commerce

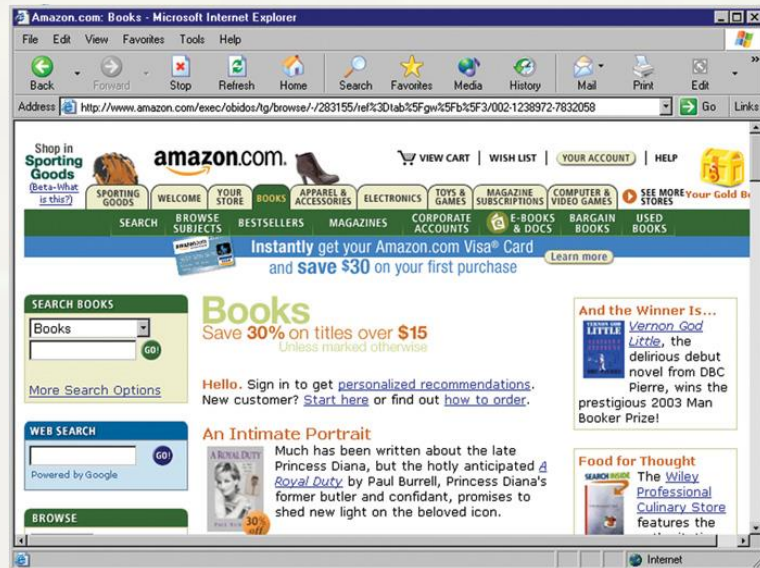
- Online shopping
 - Purchasing through a web site
 - Also called Business to Consumer (B2C)
 - List of products is nearly endless
 - Features
 - Searchable catalog
 - Secure checkout
 - Customer support page

Consumer E-Commerce

- Online stores versus brick and mortar
 - Brick and mortar implies a physical store
 - Brick and mortar properties
 - Limited hours
 - Salespeople can offer assistance
 - Customers can handle the merchandise
 - Online store properties
 - Store is open 24 x 7
 - Salespeople usually not available
 - Can only view the merchandise

Online vs. Brick and Mortar

Online store catalog



Brick and mortar store experience



Consumer E-Commerce

- Using online catalogs
 - Good online stores have a catalog
 - Products are often arranged by category
 - Products can be found by keyword

Consumer E-Commerce

- Paying for purchases
 - Vendors accept several payment methods
 - Credit cards
 - Paypal
 - Electronic Fund Transfer
 - May need to create an account
 - Simplifies shipping
 - Encourages repeat shopping

Consumer E-Commerce

- Getting customer service
 - Needed to resolve problems
 - Understand the policies before ordering
 - Contact information
 - How you contact the vendor
 - Return policies
 - Availability and fee for returning items
 - Shipping policies
 - Charges and fees
 - Convenience fees

Consumer E-Commerce

- Online banking
 - Most teller services handled online
 - Balances can be obtained
 - Bills can be paid
 - Access is typically very secure
 - Not available at all banks

Consumer E-Commerce

- Online finance
 - Broker and investment services
 - Costs less than a traditional broker
 - Stocks and bonds can be traded
 - Loans can be procured
 - Tax returns can be filed

Business E-Commerce

- Business to business (B2B)
 - Business transaction between companies
 - Accounts for the majority of e-commerce
 - Initially private networks were used
 - Common transactions
 - Reorder inventory
 - Purchase stocks
 - Credit checks

Business E-Commerce

- Intranets and extranets
 - Business partners must work together
 - Networks must work together
 - Intranet uses Internet technologies
 - Only internal workers can access resources
 - Use a standard browser to access resources
 - Extranets open the Intranet to clients
 - Clients have password level access
 - Allows the same abilities as employees
 - Very simple to use and setup

Business E-Commerce

- Telecommuters
 - Employee working outside of the office
 - Connects to the office through technology
 - Several technologies are used
 - Home computer and the Internet
 - Key card changes passwords often
 - Encryption is used to protect data



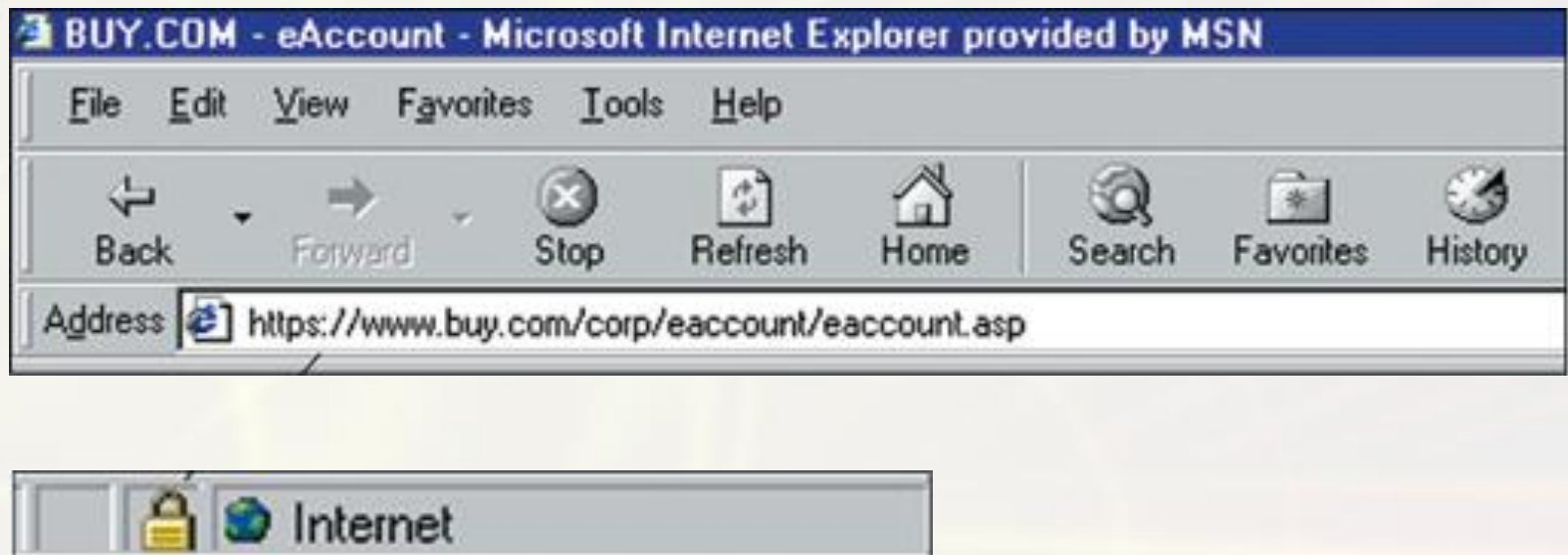
Security

- Improved security measures
 - Before 1998, Web security was nonexistent
 - Now safer than restaurant purchases
 - All reputable sites protect their customers

Security

- Secure web pages
 - Allows safe transmission of credit card
 - Use the secure socket layer (SSL)
 - Encrypts data transmission to the server
 - Secure pages are easily identified
 - URL uses https://
 - Browser status bar shows a closed lock

Secure pages



Chapter 10B

End of Chapter