34

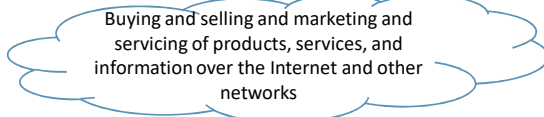## E-Business

- The use of the Internet and other networks and information technologies to support
  - e-commerce,
  - enterprise communications and collaboration, and
  - Web-enabled business processes,
- both within a networked enterprise and with its customers and business partners.

Buying and selling and marketing and servicing of products, services, and information over the Internet and other networks

---

35

Systems for Collaboration and Social Business

- Collaboration:
  - Working with others to achieve shared and explicit goals
  - Short lived or long term
  - Informal or formal (teams)

- Growing importance of collaboration:
  - Changing nature of work
  - Changing organization of the firm
  - Changing scope of the firm
  - Emphasis on innovation

36

Systems for Collaboration and Social Business

- Social business
  - Use of social networking platforms, internal and external
  - Engage employees, customers, and suppliers
  - Goal is to deepen interactions and expedite information-sharing, innovation, and decision making
  - A key word in social business is "conversations"
  - Requires information transparency
    - Driving the exchange of information without intervention from executives or others

---

37

Applications of Social Business

Social Business Application	Description
Social networks	Connect through personal and business profiles
Crowdsourcing	Harness collective knowledge to generate new ideas and solutions
Shared workspaces	Coordinate projects and tasks; co-create content
Blogs and wikis	Publish and rapidly access knowledge; discuss opinions and experiences
Social commerce	Share opinions about purchasing or purchase on social platforms
Social marketing	Use social media to interact with customers; derive customer insights
File sharing	Upload, share, and comment on photos, videos, audio, text documents
Communities	Discuss topics in open forums; share expertise

38

Systems for Collaboration and Social Business

- Business benefits of collaboration and teamwork
  - Investments in collaboration technology can bring organization improvements, returning high ROI
  - Benefits:
    - Productivity
    - Quality
    - Innovation
    - Customer service
    - Financial performance
      - Profitability, sales, sales growth

39

Systems for Collaboration and Social Business

- Tools for collaboration and teamwork
  - E-mail and instant messaging
  - Wikis
  - Virtual worlds
  - Collaboration and social business platforms
    - Virtual meeting systems (telepresence)
    - Cloud collaboration services (Google Apps, online storage)
    - Microsoft SharePoint
    - Enterprise social networking tools
  - List of online collaboration tools: https://online-collaboration-tools.zeef.com/robin.good

---

40

Systems for Collaboration and Social Business

- Enterprise social networking software capabilities
  - Profiles
  - Content sharing
  - Feeds and notifications
  - Groups and team workspaces
  - Tagging and social bookmarking
  - Permissions and privacy

41

Systems for Collaboration and Social Business

- Two dimensions of collaboration technologies
  - Space (or location)—remote or co-located
  - Time—synchronous or asynchronous

42

The Time/Space Collaboration Tool Matrix

	Same time synchronous	**Different time** asynchronous
Same place colocated	**Face to face interactions** decision rooms, single display groupware, shared table, wall displays, roomware,…	**Continuous task** team rooms, large public display, shift work groupware, project management,…
Different place remote	**Remote interactions** video conferencing, instance messaging, charts/MUDs/ virtual words, shared screens, multi-user editors,…	**Communication + coordination** email, bulletin boards, blogs, asynchronous conferencing, group calenders, workflow, version control, wikis,…

Time/Space Collaboration Tool Matrix