eBusiness Technology

What do we mean by “digital?”

Being Digital

Stored/represented/transmitted in two discrete and well-defined states: 1 & 0 (bit)

Examples in communication systems?

-Dots & Dashes (Telegraphy)

-High & Low Voltage (electrical network)

-Light on & off (optical network)  
 Why digital?

|  |
| --- |
| Analog Digital  Noise resistance Poor Excellent  Security Some (Scrambling) Great (Encryption)  Compression No Yes  Management Difficult Easy (Software based) |

Benefits of marketing?

Moore’s Law

Intel co-founder Gordon Moore observed that each generation of computer memory chips – released about every 18 months – could pack the same technology into half the space.

Processor speed

Storage capacity

Digital environment

Convergence

Moore’s Law: So what

Input substitution

Use the cheapest input possible

Bits as a substitution

Bits vs. paper printing, gas, people

Examples?

Bits as access method

Examples?

New capabilities

Examples?

-Customization

-Intelligent targeting

-Product differentiation

-Etc.

Digital Environments

Technology allows users to create virtual spaces to display information, tell stories, educate or amuse.

-New ways to reach consumers and promote a product.

Examples?

Key Features of Digital Environments

Procedural

-All things are programmed.

Participatory

-Ease of use is the key.

Spatial

-Creates immersive experiences.

Encyclopedic

Digital Convergence

Merging of industries, technologies, and content.

-Content

-Distribution

-Platform

Increase flexibility in marketing message delivery.

Digitizing Marketing Processes

Business process point of view

-Break down an area to a dequence of value-creating steps.

-Explore digital substitution/redesign possibilities in each step.

Marketing Business Processes

First level

-Understand markets and customers

-Involve customers in product design

-Market and sell products

-Involve customers in product delivery

-Provide customer service

-Manage customer information

Second level

Understand market & customers

-Understand the market environment

-Understand customers’ wants and needs

-Segment customers

Review

What do we mean by “digital”? - 1 & 0

Moore’s Law – computing power every 18 months