


**Week 3:**  
**Internet in business organization**  
The logo for Stamfordonline, featuring a stylized orange and blue swirl to the left of the text "stamfordonline" in blue and orange, with the tagline "EDUCATION BEYOND BORDERS" in grey below it.  
**DBA 303**  
**Business Information System**

# Learning Outcome

- Student will be able to describe the technologies used in telecommunication system.



# Definition of Internet

- The Internet is a collection of interconnected computer networks that transmit data using the standard Internet Protocol (IP).
- It is a "network of networks" that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services, such as electronic mail, online chat, file transfer, and the interlinked web pages and other resources of the world wide web.

- Internet main functionality:

- Communication

- Information sharing

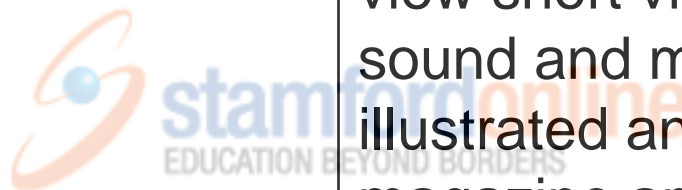
- Online business



# Functions of internet

<b>Functions</b>	<b>Description</b>
<b>Communicate and collaborate</b>	Send electronic mail message; transmit documents and data; participate in electronic conferences.
<b>Access information</b>	Search for documents, databases and library catalogs; read electronic brochures, manual, books, etc.
<b>Supply information</b>	Transfer computer files of text, computer programs, graphics, animations or videos.

<b>Functions</b>	<b>Description</b>
<b>Participate in discussion</b>	Join interactive discussion groups; conduct primitive voice transmission.
<b>Find entertainment</b>	Play interactive video games; view short video clips, listen to sound and music clips, read illustrated and animated magazine and books.
<b>Exchange business transaction</b>	Advertise, sell and purchase goods and services.



# Connecting to the internet

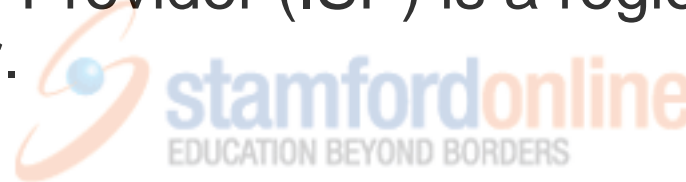
- Data sent travels via many networks & communication media.
- 2 types to access internet
  - Dial up access
  - Broadband
- Types of high speed broadband internet access
  - DSL
  - Cable Modem
  - Fixed Wireless
  - WiFi
  - Satellite modem



- **DSL (Digital Subscriber Line)**
  - Provides high-speed Internet connection using regular copper telephone lines.
- **Cable Modem**
  - Allow access to high speed Internet services through Cable Television Network
- **Fixed Wireless**
  - Using 'disk-shape' antenna attached to building to communicate via radio signal
- **WiFi (Wireless fidelity)**
  - Network that uses radio signals to provide internet connection to wireless computer @ devices
- **Satellite Modem**
  - Communication to provide high-speed internet connection via satellite

# Access Provider

- Is a business that provides individuals and companies access to the internet for free or for a fee.
- Internet Service Provider (ISP) is a regional or national access provider.
- Users access the internet through regional or national ISPs, online service provider, and wireless Internet service provider.
- Examples of Internet Service Provider:
  - TMNet, TimeNet, Jaring, Maxis.net



# Online Business and Electronic Commerce



# Benefits of online business

- Universal & easy to use set of technology
- Referring to one technology standard, although different types of technology platform
- Lower cost
- Easier to coordinate activities



# Internet business models

- Category:
  - Virtual Storefront
  - Information broker
  - Transaction broker
  - Online marketplace
  - Content provider
  - Online service provider
  - Virtual community
  - Portal



# Electronic Commerce

**Definition :** The **process of buying & selling goods electronically** with computerized business transaction using the internet.

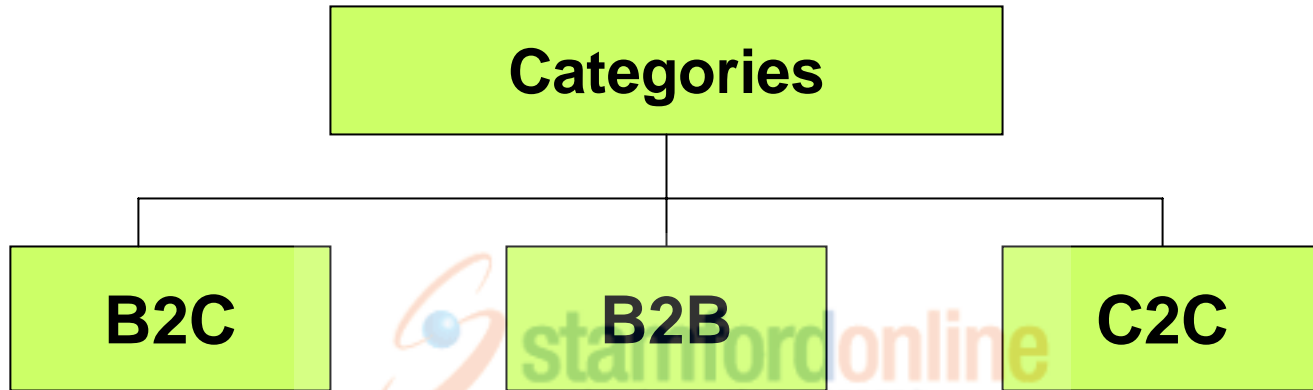


# Benefits of e-commerce

- Improved service especially to customers
- Improves relationship to suppliers and the financial communities
- Increased return on stockholder and owner investment.

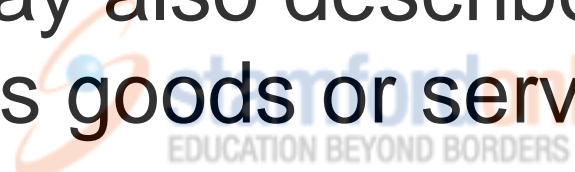


# E-commerce category



# Business to Customer (B2C)

- A transaction that occurs between a company and a consumer.
- The term may also describe a company that provides goods or services for consumers.

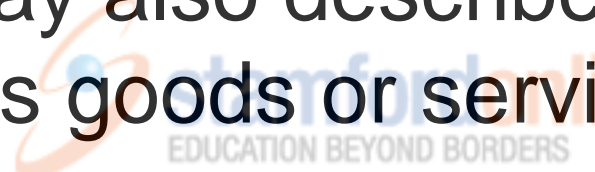


# Business to Business (B2B)

- A transaction that occurs between a company and another company, as opposed to a transaction involving a consumer.
- The term may also describe a company that provides goods or services for another company.
- The volume of B2B transactions is much higher than the volume of B2C transactions.

# Customer to Customer (C2C)

- A transaction that occurs between a consumer and another consumer.
- The term may also describe a consumer that provides goods or services for another consumer.



# Challenges of e-commerce & e-business

- Unproven business model
- Business process change requirement
- Channel conflicts
- Legal issues
- Trust, security & privacy



# Intranet & Extranet in modern organization

- **Intranet**

- Organization that uses Internet networking standards & web technology to create private network within the organization.
- Provide data access across the enterprise.
- Protected by a **firewall** – to prevent outsiders from invading the private network.



- **Extranet**

- Limited access of outsiders into the private network.



- Used to link organization with suppliers, customers or business partners.