

Link 10.3 Answers to Cloze Exercise 10.1

E-business uses Internet technology to support business processes beyond the completion of ONLINE transactions. The business model can be used to help identify potential RELATIONSHIPS which could be strengthened by the use of e-business technology. Historically the introduction of information systems and IT in organizations has been INTERNALLY-focused. E-business inverts traditional IT maturity models and first focuses IT EXTERNALLY before using Internet technology to transform internal information systems.

The INTERNET is a network that provides the technical infrastructure for information resources which form the WWW. The Internet information ARCHITECTURE refers to the physical structure of the information presented on an Internet site. It includes NAVIGATION and search systems to locate information on a site. However, natural language is AMBIGUOUS and individuals organize information in different ways. A controlled VOCABULARY, based on the data dictionary, ensures that terms are used and interpreted consistently.

An INTRANET is a computer network which is only accessible to employees and approved partners of an organization. It provides a means of DISSEMINATING information and facilitates access to internal information systems. An intranet EDITOR defines the strategy and policy for an intranet site. The intranet PUBLISHER approves the information to be included on the site.

An EXTRANET extends an organization's intranet to enable external access to its information systems. A COLLABORATIVE system joins together the information systems of two or more organizations and requires agreement of the information to be shared. Customer relationship management (CRM) assesses the VALUE of a customer to the organization and seeks to maintain profitable interactions with customers. It includes customer acquisition, RETENTION, and extension. CRM is dependent on the organization's ability to integrate and analyse data about its customers irrespective of the TOUCHPOINT used.

Supply chain management coordinates activities between organizations relating to the [ACQUISITION](#) of resources through to the consumption of the final product or service. [LOGISTICS](#) coordinates resources within an organization. Sharing [INFORMATION](#) in the supply chain enables each partner to gain a better understanding of the needs of others in the chain. The volume of email received can contribute to information [OVERLOAD](#). Email poses a threat to information [SECURITY](#) as information may be disclosed through thoughtless or careless acts. Information is at the core of e activities; information management needs to ensure that e-business activities do not pose a threat to the [INTEGRITY](#) of the organization's information.