

e-business

Gambaran Umum

E-business

E-business (bisnis elektronik) adalah kegiatan bisnis yang dilakukan secara elektronik, diawali dengan adanya pertukaran data elektronik.

Kasus bisnis e-business



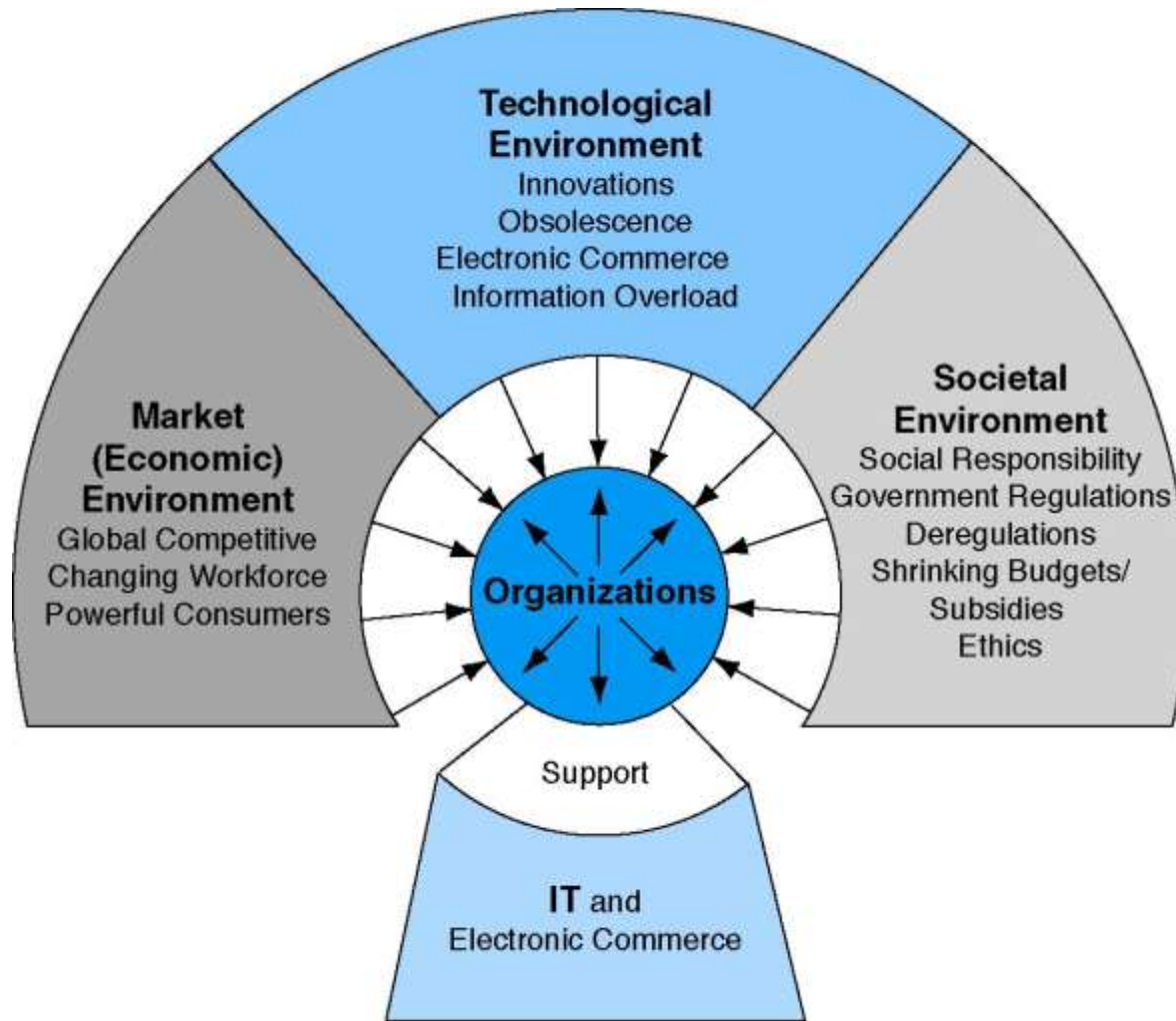
E-business menawarkan beberapa kemudahan:

- Proses bisnis yang terintegrasi
- Transaksi yang lebih cepat & fleksibel
- Peluang pasar yang lebih luas



Untuk perlu memahami kebutuhan e-business perusahaan, maka perusahaan perlu melakukan perancangan, analisis diri, analisis biaya-manfaat, dan pengelolaan perubahan agar dapat menentukan e-business yang paling *fit*.

Faktor Pendorong e-business



Teknologi e-business

Internetwork (berbasis
Internet Protocol [IP]):

Intranet

Ekstranet

Internet

Type e-business

E-commerce

Enterprise Resource Planning
Systems

Sistem Kolaborasi Bisnis

E-commerce

E-commerce adalah perdagangan yang dilakukan secara elektronik biasanya menggunakan internet sebagai media jaringannya.

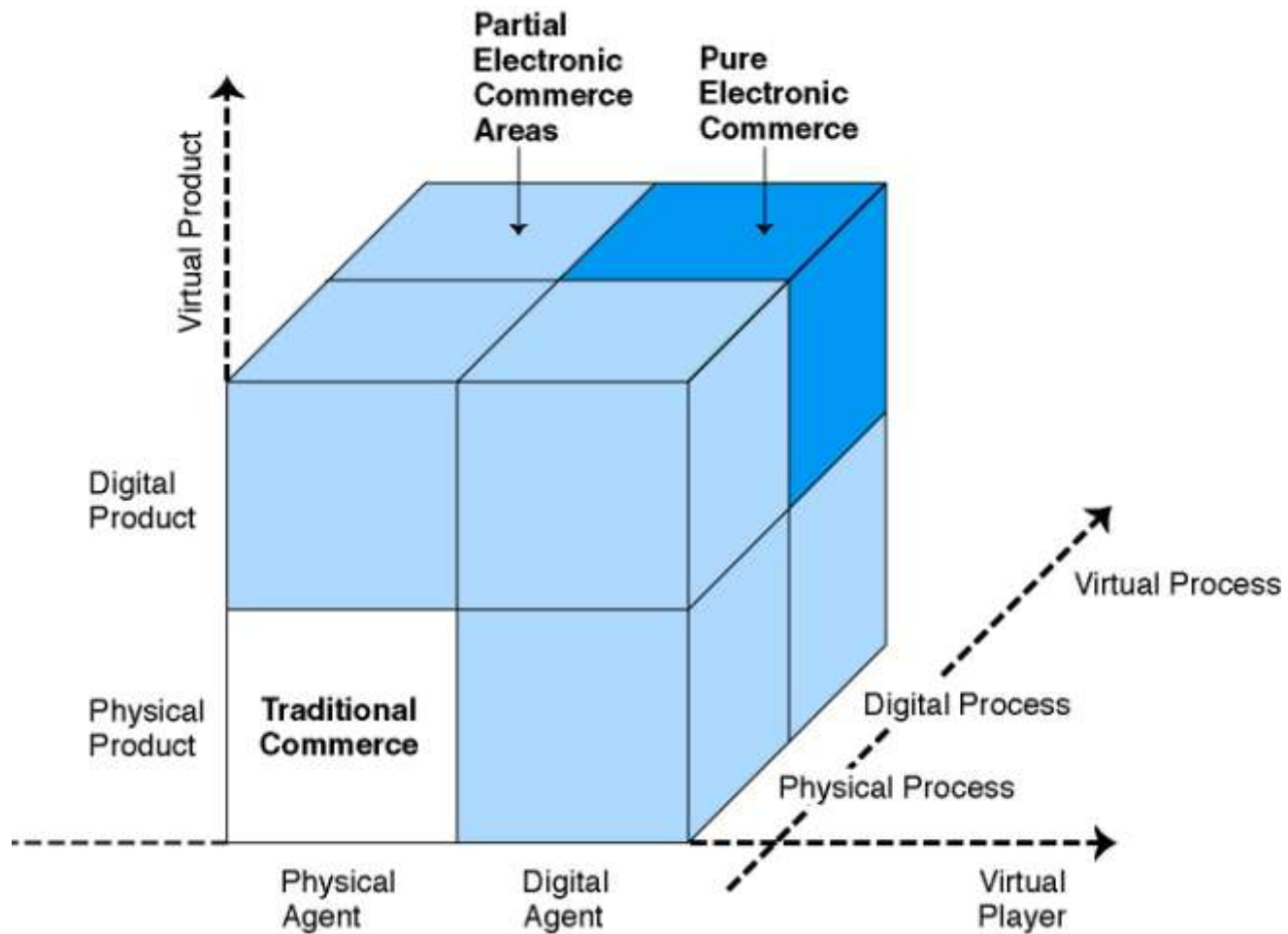
Bisnis e-commerce, menurut sumber dayanya dibedakan:

- E-commerce murni
- E-commerce sebagian

Menurut model bisnisnya:

- Bisnis ke konsumen (B2C)
- Bisnis ke bisnis (B2B)
- Konsumen ke konsumen (C2C)

Model e-commerce



E-commerce B2C

Model bisnis e-commerce yang paling umum dipakai, selayaknya toko yang menjual barang kepada pelanggannya, dalam bentuk elektronik via WEB.

Semua transaksi dalam model ini dilakukan secara elektronik, mulai dari transaksi pembelian barang hingga pembayaran.

≈ We Accept Paypal



≈ Pencarian

Cari

≈ Browse by Brand

- » Accoustic
- » ADS
- » ADX
- » Alpine



Daftarkan Diri Anda Sekarang Juga & Raih Hadiah Menarik..!



PEMBAYARA

Bayar Pakai Kartu Kredit

NEW Item

We Accept :



Pertama di Indonesia AudiomobilShop
Menerima Pembayaran Kartu Kredit
Secara Online Dan Mudah
Keterangan Details [Klik disini](#)
Bahkan TRANSFER BANK
Dari seluruh Indonesia.
NIKMATI LAYANAN COD (Cash On
Delivery) UNTUK WILAYAH JABOTABEK

Cari

» Browse by Brand

» Acoustic

» ADS

» ADX

» Alpine

» Apple

» ARC audio

» AVA

» AVX

» AVT

» Azayaka

» Blaupunkt

» CANON

» Clarion

» Clif Designs

» Code Audio

» Concept

» Critical Mass

» Cyber audio

» Online Shop

Online Shop

Keranjang Belanja

Cara Transaksi

Syarat Kondisi

FAQ

COD

Haloo Tamu AudioMobilShop.Com,
Berikut Adalah Isi Keranjang Belanja Anda

No.	Produk	Jumlah	Harga Satuan	Berat	Sub Total	Hapus
1.	LG - 42PC7R	<input type="text" value="1"/>	Rp. 9,499,000	50 Kg	Rp. 9,499,000	Hapus
					Total Belanja :	Rp. 9,499,000

[>> Continue Shopping](#)

[>> Check Out](#)



Pertama di Indonesia AudiomobilShop
Menerima Pembayaran Kartu Kredit
Secara Online Dan Mudah

Keterangan Details [Klik disini](#)

Bahkan TRANSFER BANK

Dari seluruh Indonesia.

NIKMATI LAYANAN COD (Cash On
Delivery) UNTUK WILAYAH JABOTABEK

Peta Lokasi [Klik disini](#)

Cara Bertransaksi »

- 1. Pilih produk** yang akan Anda beli, klik tombol **Add to Cart** untuk menambah produk ke keranjang belanja. Anda dapat melanjutkan belanja produk lain dengan mengklik tombol 'Continue Shopping'.
- 2.** Setelah mengisi Shopping Cart dengan barang yang akan anda beli lalu klik **Check Out** untuk selesai berbelanja, dengan **mengisi data** serta alamat pengiriman anda. Lalu klik tombol 'Kirim Pesanan', maka secara otomatis info pesanan akan dikirim untuk kami proses. Anda akan mendapatkan sebuah e-mail dari kami tentang pesanan anda.

E-commerce B2B

Perdagangan antar bisnis melalui WEB, biasanya dalam bentuk e-marketplace

- Public exchange
 - Vertical
 - Horizontal
- Private Exchange



Dalam perkembangannya, eB2B dapat berupa:

- Portal
- E-procurement
- ASP

Figure 9.19 Disintermediation Eliminates Unnecessary Intermediaries from Supply Channel

Distributor is "disintermediated" from supply channel when . . .

Buyer does not judge that value is added by dealing with a member of supply channel (e.g., a distributor).



Information technology provides effective means of interacting directly with other channel members, avoiding intermediaries.



Perdagangan

Produk

Permintaan

Perusahaan

Cari

Semua Hari

di

semua pilihan

Propinsi

Indonesia

Go!

- Penawaran Dagang -
Produk/Beli/Kerjasama

- [Agraris](#) 7372
- [Elektronik & Elektrik](#) 1661
- [Elektronik Konsumen](#) 862
- [Energi](#) 539
- [Keamanan & Perlindungan](#) 1022
- [Kebutuhan Industri](#) 2855
- [Kebutuhan Kantor](#) 1114
- [Kebutuhan Rumah Tangga](#) 1308
- [Kerajinan & Sovenir](#) 6355
- [Kesehatan & Kecantikan](#) 1831
- [Kimia](#) 603
- [Komputer & Software](#) 3435
- [Konstruksi & Real Estate](#) 1653
- [Layanan Bisnis](#) 2587
- [Lingkungan](#) 414
- [Mainan](#) 1941

Produk Terbaru



[Cheetah Type 188](#)
Propinsi: Jakarta
Harga: 290.000



[mozaic](#)
Propinsi: Jawa Tengah
Harga: negosiasi



[horizontal blind](#)
Propinsi: Jawa Barat
Harga: bisa diatur



[wood blind](#)
Propinsi: Jawa Barat
Harga: b



[folding door](#)
Propinsi: Jawa Barat
Harga: bisa diatur

[Cantumkan Produk Anda](#)

[\[lagi\]](#)

Perusahaan Baru

Jawa Barat, Indonesia

- [PT. CITRA KIMIA](#)
PERDAGANGAN KIMIA INDUSTRI yang beralamat di: CITRA KIMIA....

Banten, Indonesia

- [PT.CITRA BUANA MANDIRI](#)
Kami Perusahaan Trading Yang bergerak dibidang Perdagangan: 1....

Jawa Timur, Indonesia

- [faraflorist](#)
saat ini kami fokus dalam jual beli anthurium

Jakarta, Indonesia

- [PT. Spesialis Kontrol Fire....](#)
SERVICES. How much does your Haul Truck cost? The figures....

Jawa Barat, Indonesia

- [ANEKA RASA](#)
Menjual kodok lembu (Bull Frog) baik kodok hidup ataupun....

[Tampilkan situs perusahaan Anda.](#)

Jaringan ITradeMarket

- Internasional -

Bahasa

- English -

Masuk Menu Anggota

Anggota Baru: [Gabung](#)

Nama User:

Kata Sandi:

[Masuk](#)

[\[Lupa Kata Sandi\]](#)

Info Untuk Anda

Anggota Prioritas Indonetnetwork memperoleh fasilitas berikut:

- Berkomunikasi dengan rekan dagang anda melalui

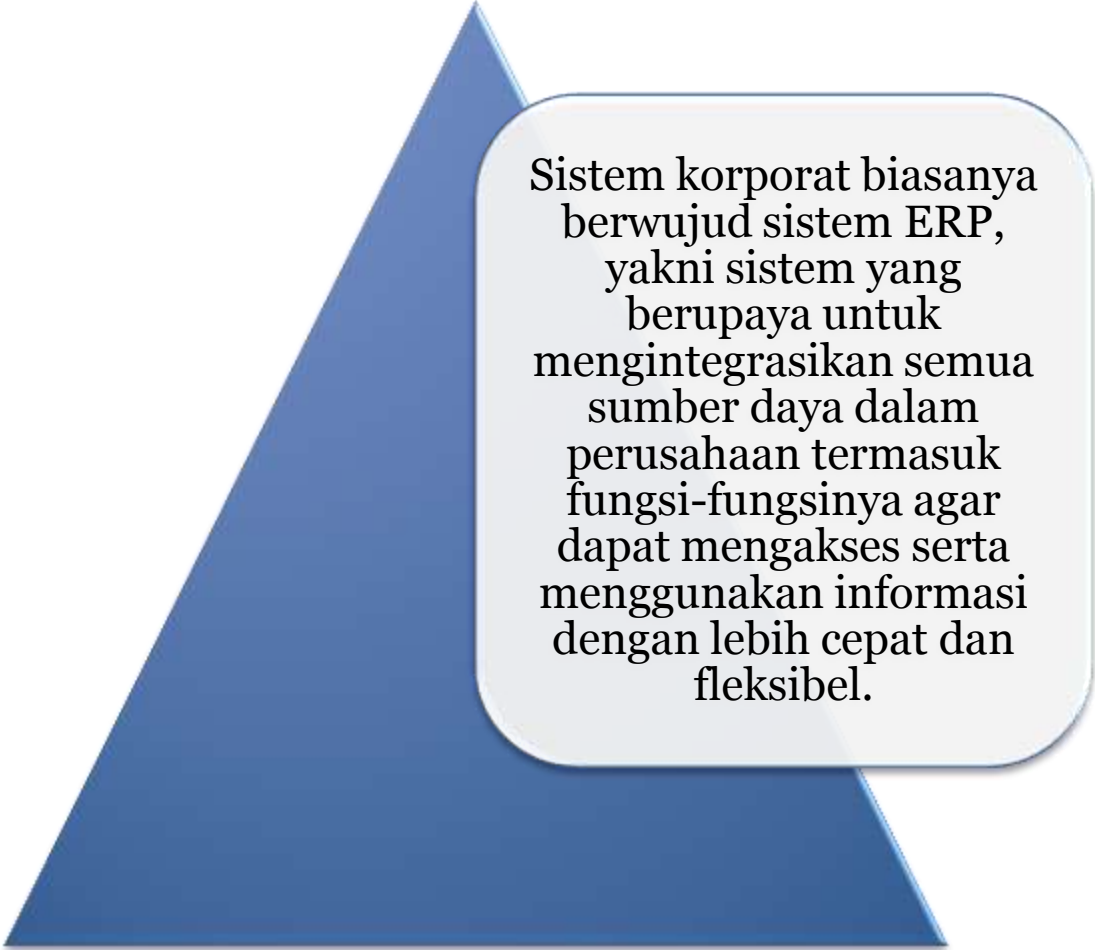
E-commerce C2C

E-Markets

- Auctions (lelang)
 - Forward
 - Reverse
 - Dutch



ERP Systems



Sistem korporat biasanya berwujud sistem ERP, yakni sistem yang berupaya untuk mengintegrasikan semua sumber daya dalam perusahaan termasuk fungsi-fungsinya agar dapat mengakses serta menggunakan informasi dengan lebih cepat dan fleksibel.

TABLE 1-2 Before and After ERP: Systems Standpoint

	<i>Before ERP</i>	<i>After ERP</i>
Information systems	Stand-alone systems	Integrated systems
Coordination	Lack of coordination among business functions (e.g., manufacturing and sales)	Supports coordination across business functions
Databases	Non-integrated data; data have different meanings (e.g., customer); inconsistent data definitions	Integrated data; data have the same meaning across multiple functions
Maintenance	Systems are maintained on a piecemeal basis; inconsistencies result; it is costly to maintain separate legacy systems	Uniform maintenance; changes affect multiple systems
Interfaces	Difficult to manage interfaces between systems	Common interfaces across systems
Information	Redundant, inconsistent information	Consistent real-time information (e.g., about customers, vendors)
System architecture	May not be state of the art	Relies on a client-server model
Processes	Incompatible processes	Consistent business processes which are based upon an information model
Applications	Disparate applications (e.g., many different purchasing systems)	Single applications (e.g., a common purchasing system)

TABLE 1-5 Business Benefits of ERP

<i>ERP Performance Outcomes</i>	<i>Examples</i>
Quickened information response time	<ul style="list-style-type: none"> • Responses to customer billing inquiries occurred in real-time as opposed to 15–20 minute response time at IBM Storage Products Company (Jenson and Johnson, 1999)
Increased interaction across the enterprise	<ul style="list-style-type: none"> • Simplification of processes at Boeing (Jensen and Johnson, 1999) • Growth in interfacility coordination at Owens Corning (Palaniswamy and Frank, 2000) • Real-time access to data across the organization at Diebold (Palaniswamy and Frank, 2000)
Improved order management/order cycle	<ul style="list-style-type: none"> • 90% reduction in cycle time for quotations from 20 to 2 days at Fijitsu (Jensen and Johnson, 1999) • Faster, more accurate order processing at Valenite (Palaniswamy and Frank, 2000) • Time for checking credit upon receiving an order was reduced from 15–20 minutes to instantaneous at IBM Storage Products Company (Jenson and Johnson, 1999)
Decreased financial close cycle	<ul style="list-style-type: none"> • 50% reduction in financial closing time from 10 days to 5 days at Fijitsu (Jensen and Johnson, 1999)
Improved interaction with customers	<ul style="list-style-type: none"> • Lead times to customers were reduced from 6 weeks to 2 weeks at Par Industries (Bingi, Sharma, and Godla, 1999)
Improved on-time delivery	<ul style="list-style-type: none"> • On-time product delivery rate increased to 90% at Earthgrains (Bingi, Sharma, and Godla, 1999) • Delivery performance improved from 80% on-time to more than 90% on-time at Par Industries (Bingi, Sharma, and Godla, 1999)
Reduced direct operating costs	<ul style="list-style-type: none"> • Operating margins improved from 2.4% to 3.9% at Earthgrains (Bingi, Sharma, and Godla, 1999)
Lowered inventory levels	<ul style="list-style-type: none"> • Inventory levels were reduced significantly at Owens Corning (Palaniswamy and Frank, 2000) • Lower levels of inventory at Valenite (Palaniswamy and Frank, 2000) • Work-in-process inventory dropped almost 60% at Par Industries (Bingi, Sharma, and Godla, 1999)

Teknologi ERP

Internetwork

Integrasi fungsi ke
dalam suatu DATABASE

Tantangan ERP

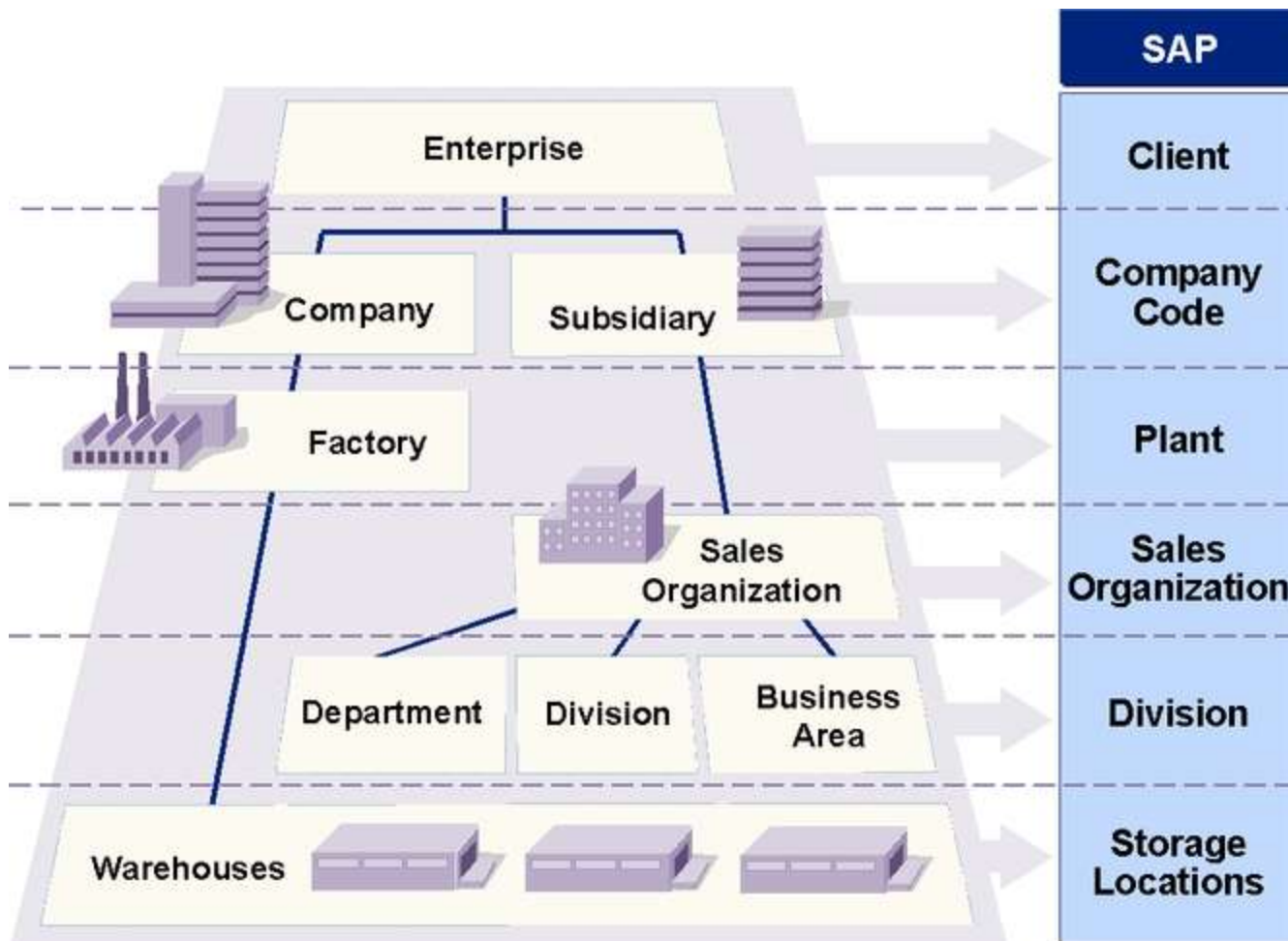
Tantangan
bisnis
penggunaan
ERP

- Perencanaan
- Kompleksitas ERP
- Konversi sistem
- *change management*

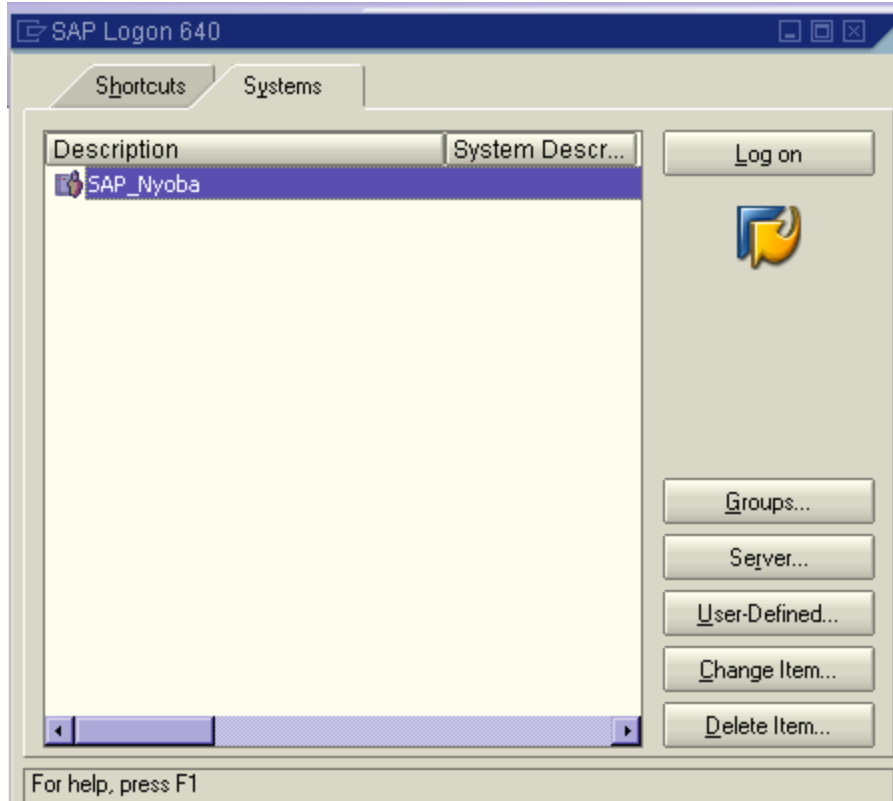
Contoh ERP

- No 1. ERP
 - SAP
 - *Systeme, Anwendungen und Produkte in der Datenverarbeitung* "Systems, Applications And Products in Data Processing"

SAP at a Glance



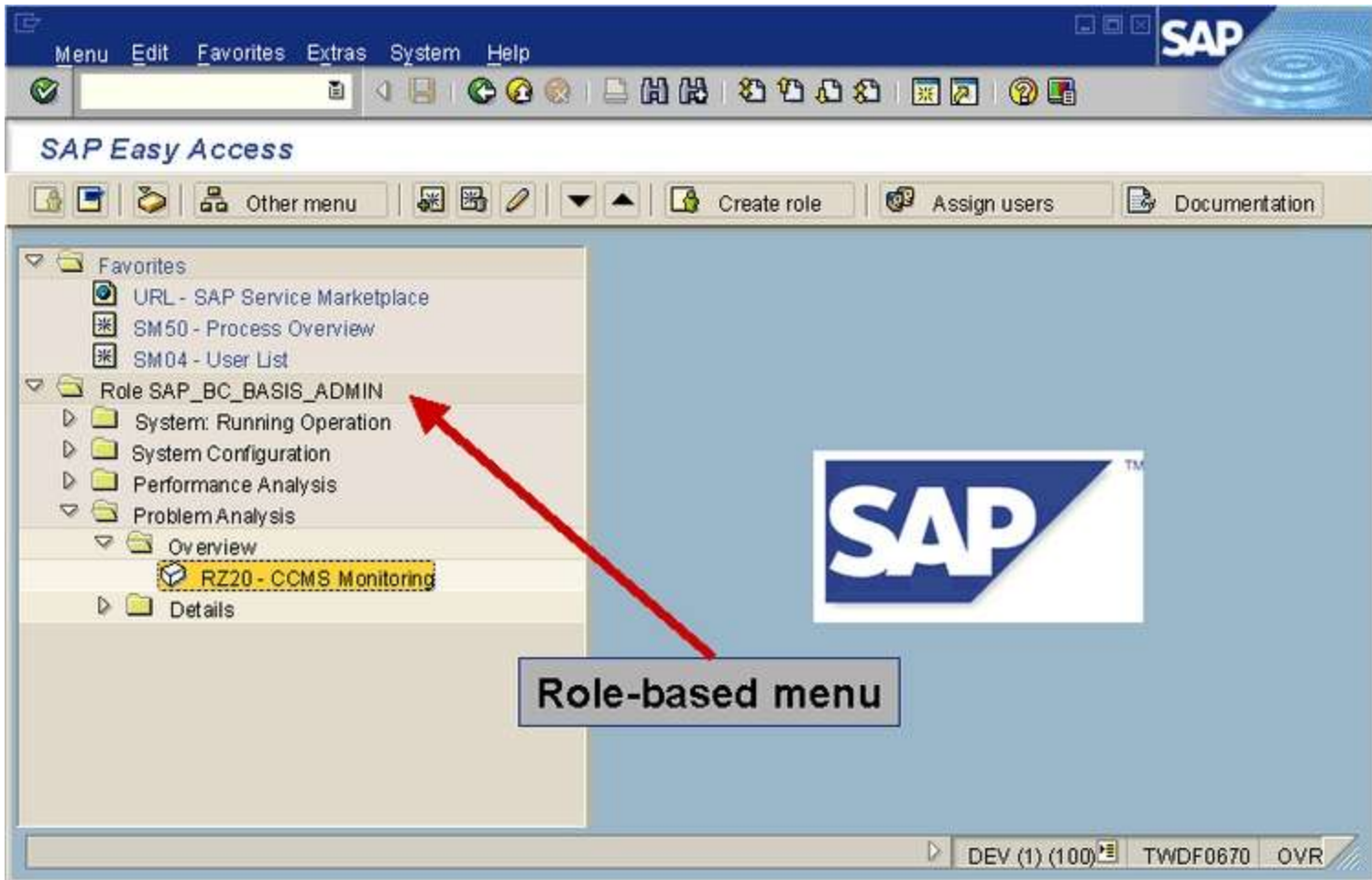
SAP at a Glance



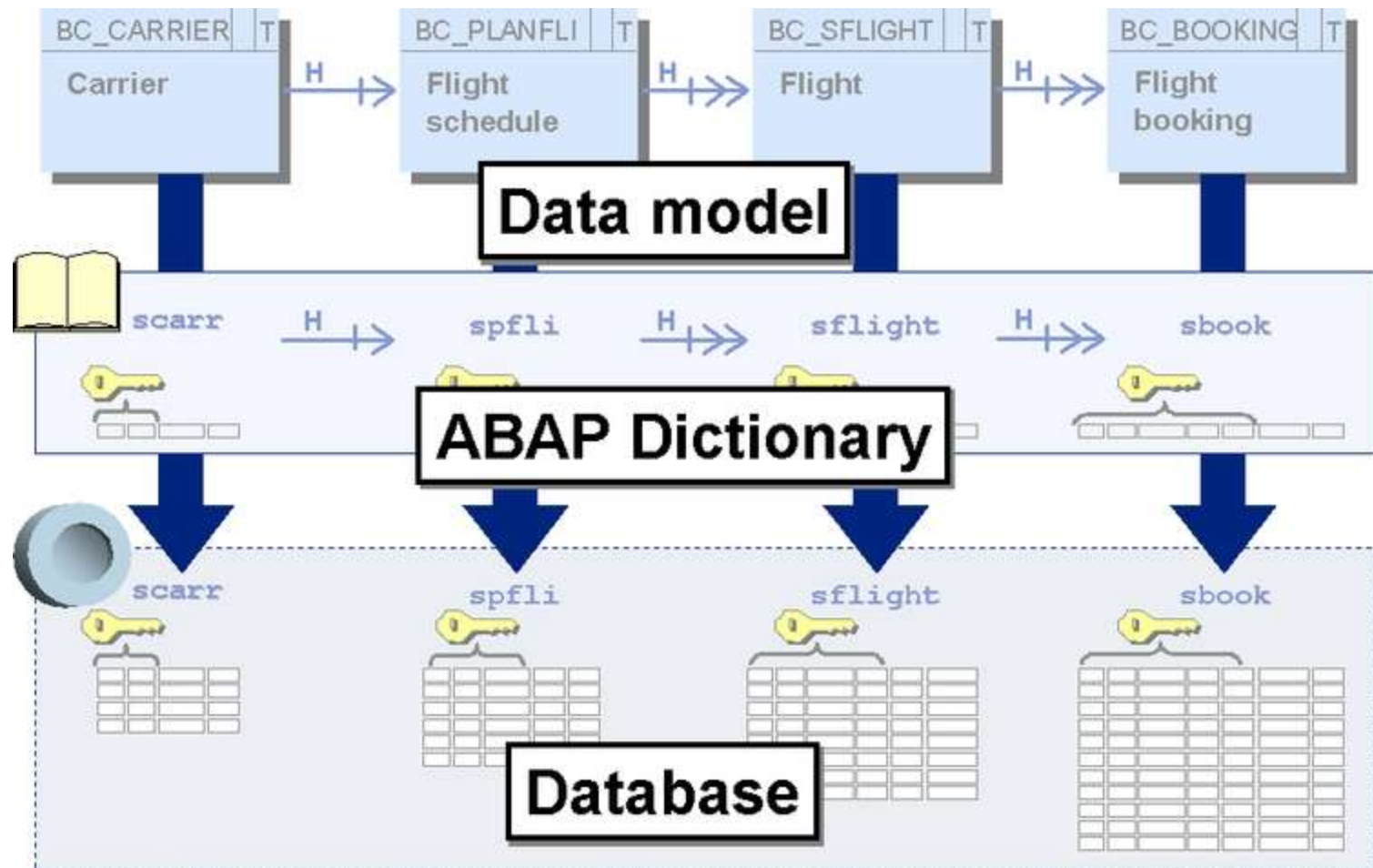
SAP at a Glance

The image shows a screenshot of the SAP 'New Password' dialog box. At the top, there is a menu bar with 'User', 'System', and 'Help'. Below the menu bar is a toolbar with a green checkmark icon, a document icon, a left arrow, and a save icon. The main title of the dialog is 'SAP' in blue. Below the title is a light gray bar with the text 'New Password'. The main area of the dialog is light blue and contains four input fields: 'Client' with a yellow dropdown arrow, 'User' with a yellow text box and a checkmark icon, 'Password' with a yellow text box containing eight asterisks, and 'Language' with a yellow dropdown arrow.

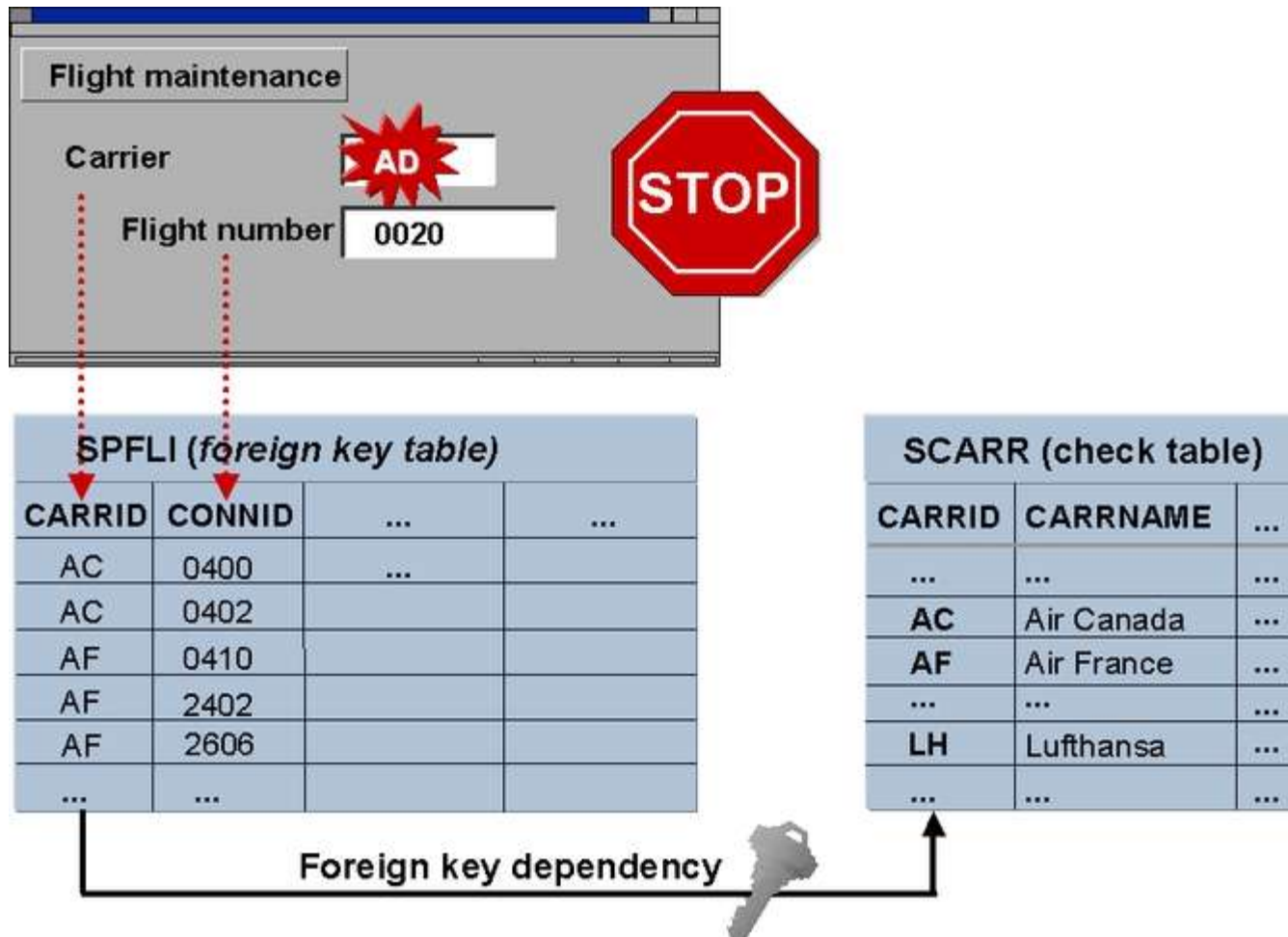
SAP at a Glance



SAP menggunakan Database



SAP menggunakan Database



2007 Theme & beyond*

“The most dynamic and innovative growth in software will be for users and vendors in mid-market ERP”

*taken from Forrester Research

Kunci penyebab

Pasar UKM yang terus tumbuh

Vendor ERP besar terus melakukan konsolidasi dan akuisisi untuk merebut pasar UKM

Middleware untuk komunikasi antar sistem ERP

Sistem Kolaborasi Bisnis

Kolaborasi antar perusahaan

EDI

ebXML

Kolaborasi dalam perusahaan

Business warehouse

Business workflow