

E-Business
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Lecture 11
Connecting with Stakeholders

Once again I welcome you to this course on e-business. So far we have been talking about how to connect to the internal stakeholders of the organization?

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In this context last class we discussed about the ERP system, the (enter) (en) enterprise resource planning system which actually connects all the internal business processes and thereby automates it and connect with the internal stakeholders. Now who are the internal stakeholders? Your internal stakeholders are your employees, your management and the owner of the company.

Today's class we are going to discuss how to connect with the stakeholders who are external to the organization and to the internal to the organization through something called (en) enterprise portal. So in particular in this lecture we are going to learn the difference between the corporate website and enterprise portal, the typical features of an enterprise portal, typical features of a corporate website and trends in website design.

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We are going to learn

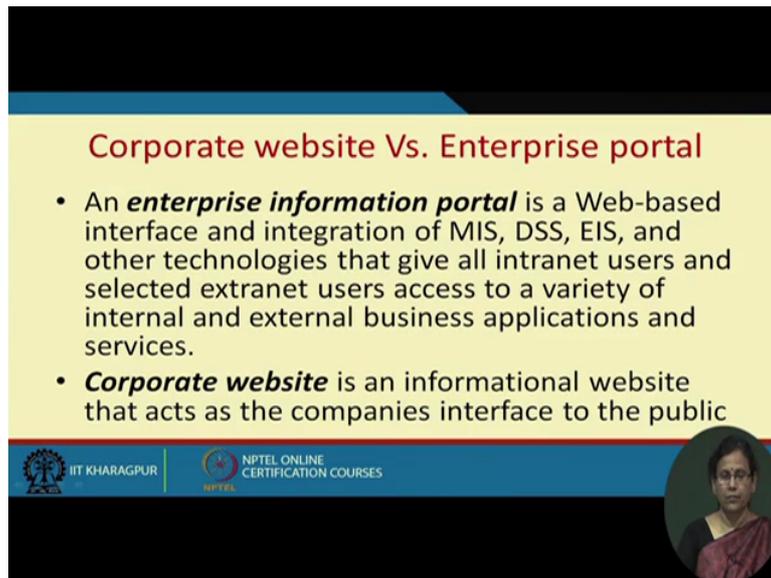
- The difference between the corporate website and enterprise portal
- Typical features of an enterprise portal
- Typical features of a corporate website
- Trend in website design

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When it comes to the difference between corporate website and enterprise portal initially it appears to be same. And in fact many of the companies actually merge these two ideas together and they make one website which acts as the enterprise portal as well as the corporate website. However these two are conceptually different. Coming to the internal information portal which is for the (in) internal use of the internal stakeholders as well as some of the selective external stakeholders.

So this is a web based interface and which integrates MIS, DSS and EIS and other technologies that give all the intranet users and selected extranet users access to a variety of internal and external business applications and services. So corporate website is an informational website that acts as the companies interface to the public.

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Corporate website Vs. Enterprise portal

- An **enterprise information portal** is a Web-based interface and integration of MIS, DSS, EIS, and other technologies that give all intranet users and selected extranet users access to a variety of internal and external business applications and services.
- **Corporate website** is an informational website that acts as the companies interface to the public

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So the difference here is the enterprise information portal is also a web based system which actually connects to the internal stakeholders and some selected external stakeholders who are basically the partners of the business. Whereas corporate website is actually open to the public. Now let us try to see what are various applications available by one internal enterprise portal for consumption of its internal stakeholders.

So these are actually access to the email, access to various other project websites, access to (dis) discussion forums, human resources web self services such as applying for leave, looking at your salaries, etc those services which are otherwise offered by a by the ERP system they can also be accessed here. Then the customer inventory and other corporate databases, decision support systems and knowledge management system.

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Enterprise portal-Internal applications

- Access to e-mail
- Project Web sites
- Discussion groups
- Human resources Web self-services
- Customer, inventory, and other corporate databases
- Decision support systems
- Knowledge management systems

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Now here I would like to tell you, you can also see that decision support system, knowledge management system, management information system and various transaction processing databases which were otherwise available from ERP system. Now this is you can say one additional layer over ERP which uses the database created by the ERP and has many more application area such as for example your access to email. Your ERP system does not provide.

ERP system basically connects the main functional areas. But let us say human resource web self services. This is actually applying for leave, then looking at your salary details, looking at your savings details, etc. So by saving I mean your pension or other benefits that you get from the organization, those details.

Those you can actually access from this enterprise portal. So actually this enterprise portal provides you one unique opportunity where the facilities which you were getting the data in output which you were getting from enterprise system that you get along with other facilities. Now for the external stakeholders it provides various other facilities like industry, (fi) financial and other internet news services related to the company.

It links to the various other industry discussion groups of the company. The company belongs to a specific industry. For that segment if there is any discussion group you can actually participate so that web portal. Then it also links the customers and suppliers internet and extranet websites if the company allows.

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Enterprise portal-External applications

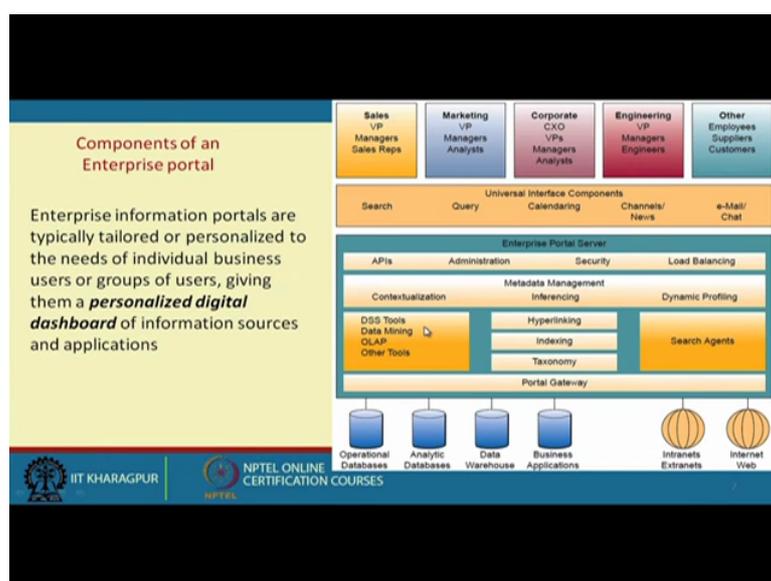
- Industry, financial, and other Internet news services
- Links to industry discussion groups
- Links to customer and supplier Internet and extranet Web sites.

So if you look at this, this is the typical content of an enterprise information portal. Actually, this (enterprise) if you look at this, this enterprise information portal has access to many of the databases. Operational databases, analytics databases, then data warehouses, other business applications and it is also connected to the internet as well as the intranet of the company.

Then through the portal gateway it has the facility for many DSS tools, data mining tools, OLAP tools and other tools. In fact, about all this we have discussed in last class. And gets the data to be displayed on demand on the enterprise portal.

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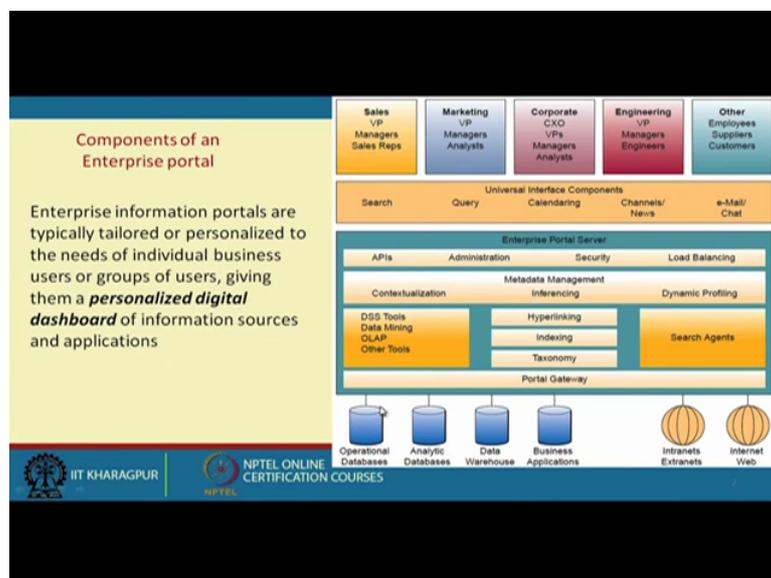


And similarly it also has certain search agents that search agent from the intranet as well as the internet collects selective news items which are flashed on the desktop of the person who is using such a system. So it has various APIs, security features, load balancing. About all this may be this technical terms will be little difficult to understand now but later on we will be actually discussing when we go to the technical details part.

One important thing I would like to highlight here is this corporate website is actually not personalized which is for public. However this enterprise information portal is actually personalized. By personalized I mean look this website is open to everybody in the organization, starting from operational level managers to higher level managers. So all the information requirement of each level and each type of manager is actually different.

So therefore based on their need and their access permission, based on their role in the organization they can login and once they login they will be getting selective items which is specifically meant for them or whatever they ask for. And see look at here through this website though you connect to various databases every part of the data may not be I mean the person who is accessing this database through the corporate enterprise portal may not have the permission to view all this data.

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So based on his role he will be actually selectively using some of these data. Now what is the benefit of this (cor) corporate enterprise portal? here the benefit is it is more specific and selective for individual business users. That I already told you. Suppose somebody is in the

marketing department so he need not have access to data in the operations and manufacturing division.

In fact if at all he requires some data from operations and manufacturing division it is very selective depending on his role. So he may not also like the information overload coming from various sources. So selectively he personalizes his own page or as a policy of the enterprise portal the selective information is provided to him. Then the second benefit is it provides easy access to the corporate intranet website resources. So in one place you have only one gateway to get all the corporate information that is required by you.

You do not have to see look at if at all you are using ERP system there also are web based ERP systems as well where as a functional (manag) manager of a particular functional area you can get selective information. But here at one place you are not only getting the decision support that you are otherwise getting from ERP but additionally you are getting connected to many other information that is internal or external to the organisation.

For example sometimes you will be pushed in with the news items related to your particular industry sector. So you do not have to really go through the websites to find out those (new) news items. So it provides direct access to the industry and business news. It allows access to company data for selected customers, suppliers and business partners.

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Benefits of Enterprise portal

- More specific and selective information to business users
- Easy access to key corporate Intranet Web site resources
- Direct access to industry and business news
- Access to company data for selected customers, suppliers, or business partners.
- Avoiding excessive surfing by employees across company

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I have already told you last class that ERP is a software where you do not provide access to all your partners and that is mostly because of you know you need to maintain certain level of

security with your internal data. However because of proper access control and one more level of abstraction now some of the selective partners of your company like suppliers, customers, with whom you closely work can actually get access to the information which is required by them.

So it is not that once they get access they will be able to see all the information available in the website. No it is not that. They will be actually getting the information for which they are entitled to. Then one very different kind of benefit is with this you actually make your employees avoid excess surfing.

So it helps avoiding access surfing by the employees across the company because say in the enterprise information portal you are actually providing the relevant news items etc which are specifically for your business. So there is no need to browse any other random thing and in that way employees time can be managed better. Then the another thing is actually your corporate website.

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Corporate Website - Typical contents

- Homepage
- An "about us" section
 - A summary of company operations, history, and mission statement
- A list of the company's products and services
- A "people" section
 - with biographical information on founders, board members, and/or key executives.
 - Sometimes provides an overview of the company's overall workforce.
- A "news" section
 - containing press releases, press kits, and/or links to news articles about the company
- An "investor" section
 - describing key owners / investors of the company
- A list of key clients
 - suppliers, achievements, projects, partners, or others
- Pages of special interest groups
 - An employment section where the company lists open positions and/or tells job seekers how to apply
 - Investor pages with the annual report, business plan, current stock price, financial statements, overview of the company structure, SEC filing or other regulatory filings
 - Pages for employees, suppliers, customers, strategic partners, affiliates, etc.
- Contact information
 - Different contacts for various issues
 - Sometimes includes a feedback form by which visitors may submit messages
- A terms of use document and statement of intellectual property ownership and policies as they apply to site content
- A privacy policy

https://en.wikipedia.org/wiki/Corporate_website

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Now what is a corporate website? A corporate website as I have told you it is actually your gateway to the external world. So what are the typical content of a corporate website? The typical content of a corporate website are the homepage, the starting page of the site which gives certain very important news items etc about the company along with the links to relevant pages. Then you also have one about us section where the summary of the company operation, history, mission statement, etc are given.

So again (web) this website also lists companies products and services and it may have a people section where the biographical information of the founder, board members and key executives are given. It also sometimes provides an overall overview of the company work force. It may have also a new section where the recent press releases, your press kits and links to various news articles about the company appearing in the (oth) other places in the internet can appear.

Then it also has one investor relation section which describes the key owners and investors in the company and it provides the relevant information about the company as well. Then it has a list of key clients. It may have a list of key clients so which includes the suppliers, the major achievers, the various projects, about the partners and other people who are important to the company.

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https://en.wikipedia.org/wiki/Corporate_website

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Then it may have also pages for special interest groups. So here you can have one employment section where the jobs available in the company, how to apply for the job? Etc are given. Similarly for the investor you may have also one have investor page where the annual report, business plan, etc will appear. Then company will have its (com) contact information available on the corporate website.

So again within this contact if it is a very big company for various kinds of queries most of the time you get a form through which the user is diverted to various persons who are actually responsible for (())(15:59). Suppose you have a query in the marketing area so you will be (di) diverted to the marketing department. If you have certain queries on your, you are

a supplier you have certain queries about what is the status of the quotation that you have sent to the company?

So your query can be diverted to the appropriate section. Again in the product category the company has various products lines so further your query can be diverted to the appropriate product line. Then besides this the website also provides the terms of use of the documents, statements of intellectual property and policies as they apply to the website content. So and additional they also have a privacy policy given on the websites.

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 - An employment section where the company lists open positions and/or tells job seekers how to apply
 - Investor or pages with the annual report, business plan, current stock price, financial statements, overview of the company structure, SEC filing or other regulatory filings
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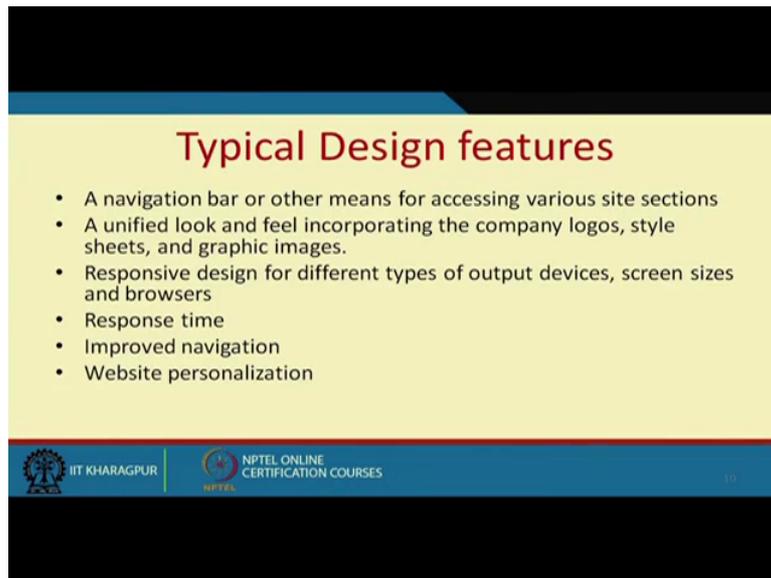
So these are the typical features. Additionally the companies may have many more features. So now when it comes to typical design features besides the main content the site will have navigation bar or other means for accessing various website sections. Then it should be using appropriate kind of style sheets, graphics, logos, etc to give a uniform look and feel for all the pages to make it I mean to have a very professional look of the website.

Then the third thing is also quite important nowadays because the corporate websites are typically accessed by people using different kinds of output devices. It can be mobile phone, it can be your desktop, it can be any other kind of reading device. So the website has to be responsive enough to show its content appropriately based on the nature of and the size of the output device. Then when a corporate website is accessed it is accessed by the general public.

So there is a 30 second (1u) rule in the industry that is somebody accesses your website and if the response time is more than 30 seconds it will likely that the person will leave your site. So

which means when your corporate website is your face to the public your response time should be appropriately low.

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Typical Design features

- A navigation bar or other means for accessing various site sections
- A unified look and feel incorporating the company logos, style sheets, and graphic images.
- Responsive design for different types of output devices, screen sizes and browsers
- Response time
- Improved navigation
- Website personalization

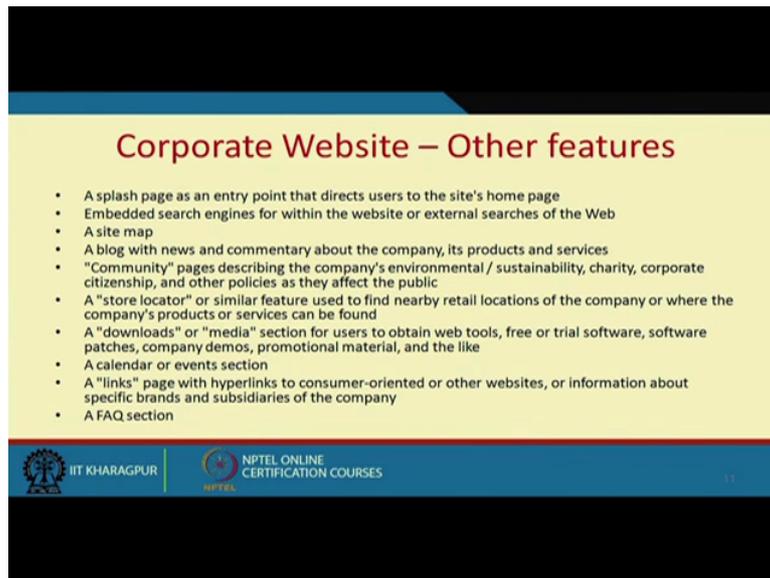
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Then your navigation should be improved. By improved navigation we mean it is not that the time taken to get a response should be very less but the user should be able to get the appropriate information in as less time as possible. For example suppose you keep your main product of your website which the user can access after 10 clicks, do you think that the user is going to browse 10 pages to see that product information? No.

Usually after 3 or 4 clicks if the user does not find the information he will leave. So your navigation should be improved. Then another feature many times is provided is website personalization. See this website personalization many times your website will be accessed by your customers and they would like to see it in a way they like to see. So according to the taste it should be able to personalize itself. Then there are many more other features of corporate website.

Sometimes when you access a corporate website you are first shown a page which gives a very conceptual idea about the company and it gives the instruction by clicking that page only you enter into the home page of the site.

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Corporate Website – Other features

- A splash page as an entry point that directs users to the site's home page
- Embedded search engines for within the website or external searches of the Web
- A site map
- A blog with news and commentary about the company, its products and services
- "Community" pages describing the company's environmental / sustainability, charity, corporate citizenship, and other policies as they affect the public
- A "store locator" or similar feature used to find nearby retail locations of the company or where the company's products or services can be found
- A "downloads" or "media" section for users to obtain web tools, free or trial software, software patches, company demos, promotional material, and the like
- A calendar or events section
- A "links" page with hyperlinks to consumer-oriented or other websites, or information about specific brands and subsidiaries of the company
- A FAQ section

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So this may or may not exist, such a facility may or may not exist depending on the companies requirement. For example if you are a design company or if you are an architecture firm so probably in the very first page you would like to show your design. Some of your important designs you would like to show. So the first thing when the user enters into the site is able to see some of the best designs offered by you. Then he is allowed to press certain button to enter into the home page.

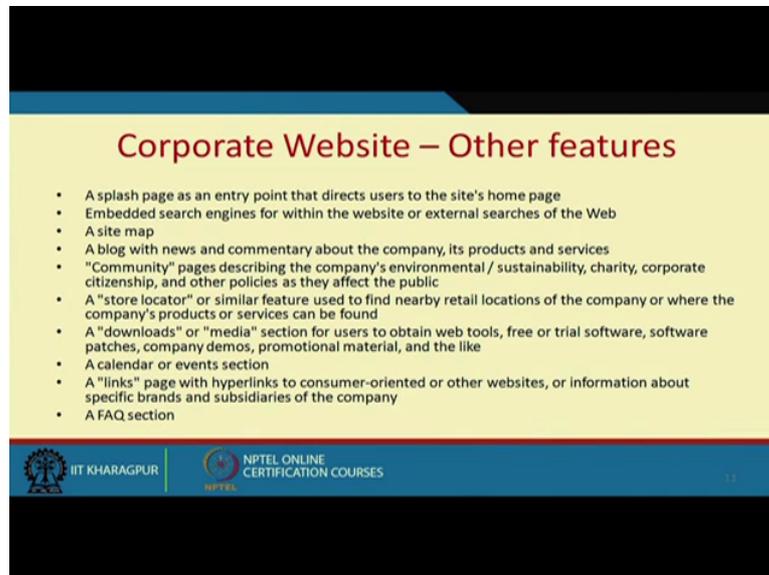
Then websites may have embedded search engines and through these search engines you can actually find out the information within the website or you can find information which is external to the website. Then occasionally it also has a (we) sitemap. This website map is a very important thing and it actually connects all the pages in a (heirarcha) hierarchical manner and show it to the user.

So if a particular user is not able to find a website for a particular information of which he requires he may visit the sitemap and looking at all the pages which available in the site he may be directly going to that particular page. So many times now the companies actually provide facilities for blogs with news and commentary about the company, about its product and its stakeholders.

In fact they will have different threads across which the (cust) (prospec) prospective customers and other stakeholders can actually participate in certain discussion forums. And I was telling you in one of the last classes such discussion forums actually generate huge amount of data and that data is actually unstructured.

So this unstructured data most of the times now by the companies are being used for taking improve decisions about the company policy.

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Corporate Website – Other features

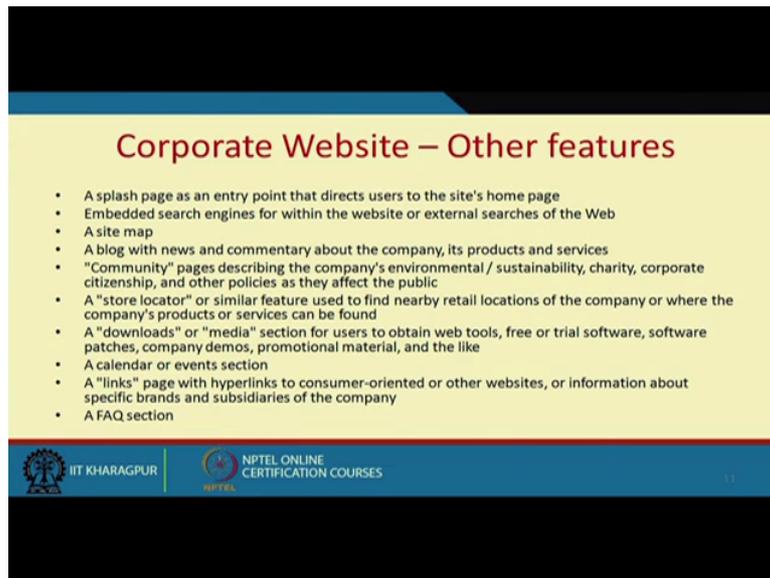
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Then the companies may also have a community page which describes the company environmental and sustainability charity and basically corporate social responsibility kind of details available for the general public. Then if you are a retailer then (occ) occasionally you will also have your store locators across the country. And you provide the maps to go to the respective stores.

Then many times the companies also provide certain download options for downloading the media related to the company, related to their products and so on. And they can also have one calendar and event section that happens within the company. Then they can also link to the pages to other consumer related websites so that the consumers can conveniently move from their website to the other website of their choice. Then many website also have a frequently asked questions section.

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Corporate Website – Other features

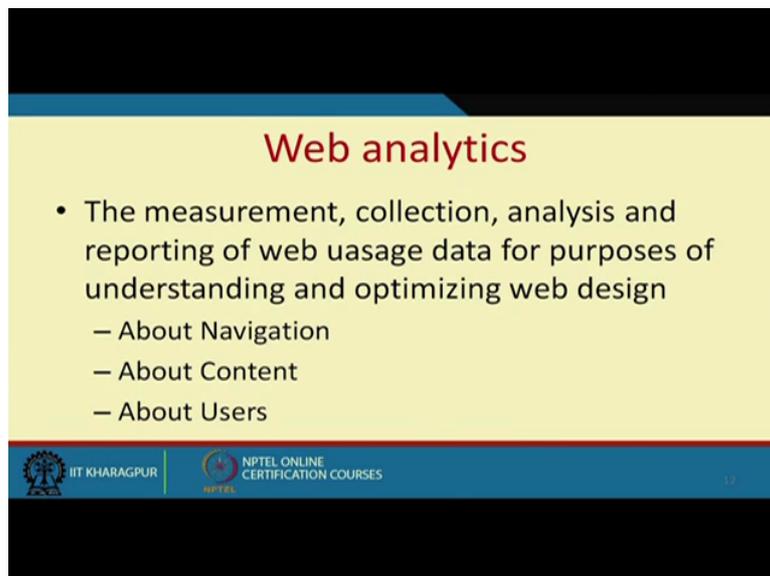
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Then when the visitors actually come to the website their footprints are left in your website. By footprints I mean their access pattern is actually collected by your website. Now web analytics is about the measurement, collection, analysis and reporting of web usage data for purpose of understanding and optimising web design and thereby improving the experience of the web user.

So this web analytics you can be actually be talking about you (ca) will be able to get the data about their navigation pattern, how exactly they are accessing your content? Who are users? Where from they are coming? And so on.

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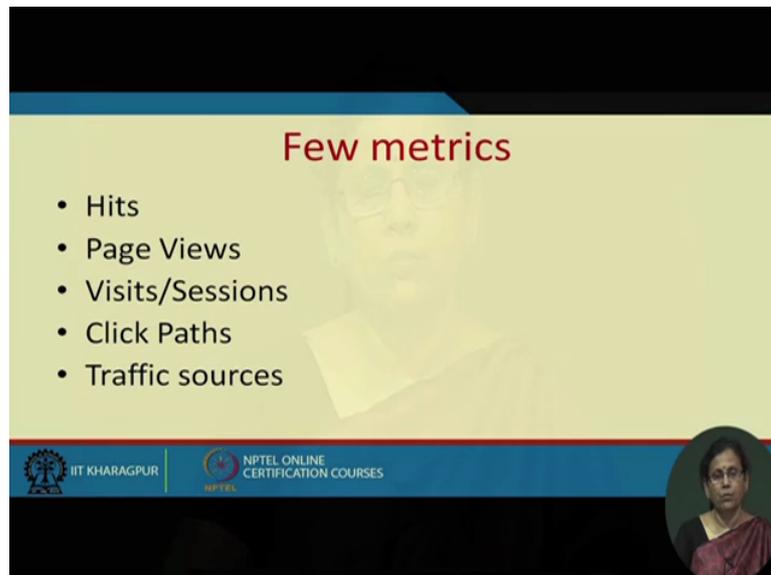
Web analytics

- The measurement, collection, analysis and reporting of web usage data for purposes of understanding and optimizing web design
 - About Navigation
 - About Content
 - About Users

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So the kind of metrics that you can get from this analytics are the number of hits in your website, number of page views, then your number of visits and sessions, then the click path through which the visitors reach at a particular page and various traffic sources from which geographical region the traffic is actually coming. So those details you can get from this data.

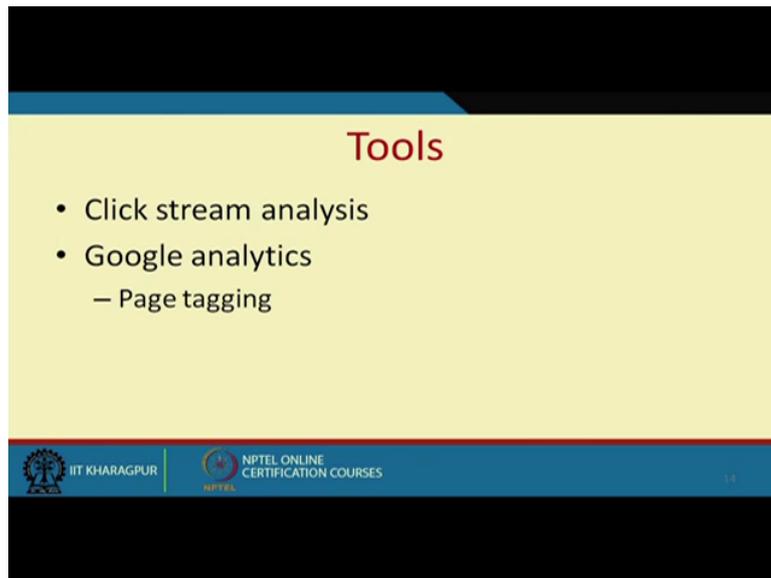
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Now what is the data source? The data source is actually the weblog. What is weblog? Weblog is a text file basically where whenever a user, in fact about the web log analysis we will be talking at a later stage when we talk about various decisions of applications will be talking about weblog analysis as well. At least some introductory lectures will be there on weblog analysis but this weblog actually exist in your website and they capture the navigation pattern of the user.

So analyzing this weblog data which is otherwise also called the click stream data you use many click stream analysis programs. And besides that there are some readymade tools are also available. For example Google analytics is a tool of this type.

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Tools

- Click stream analysis
- Google analytics
 - Page tagging

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So what this Google analytics does? Google analytics provides you with certain code or snippet specifically a JavaScript code snippet which is to be embedded within your page so that whenever the users view your page it is recorded by the Google and from this data Google can provide you various details about the website. So we will also in some (sub) certain subsequent lectures we will also be talking about this particular tool. Thank you very much. From next class onwards we will be talking about the e-procurement system.