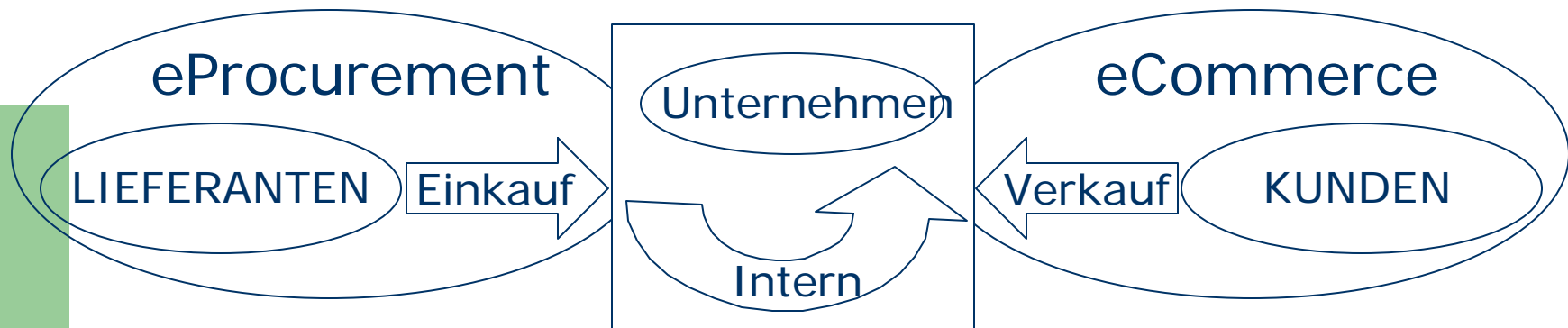


# B2B ...or not to be ?

Michael Klemen  
Krems, 08.10.2001

## The e-business world...



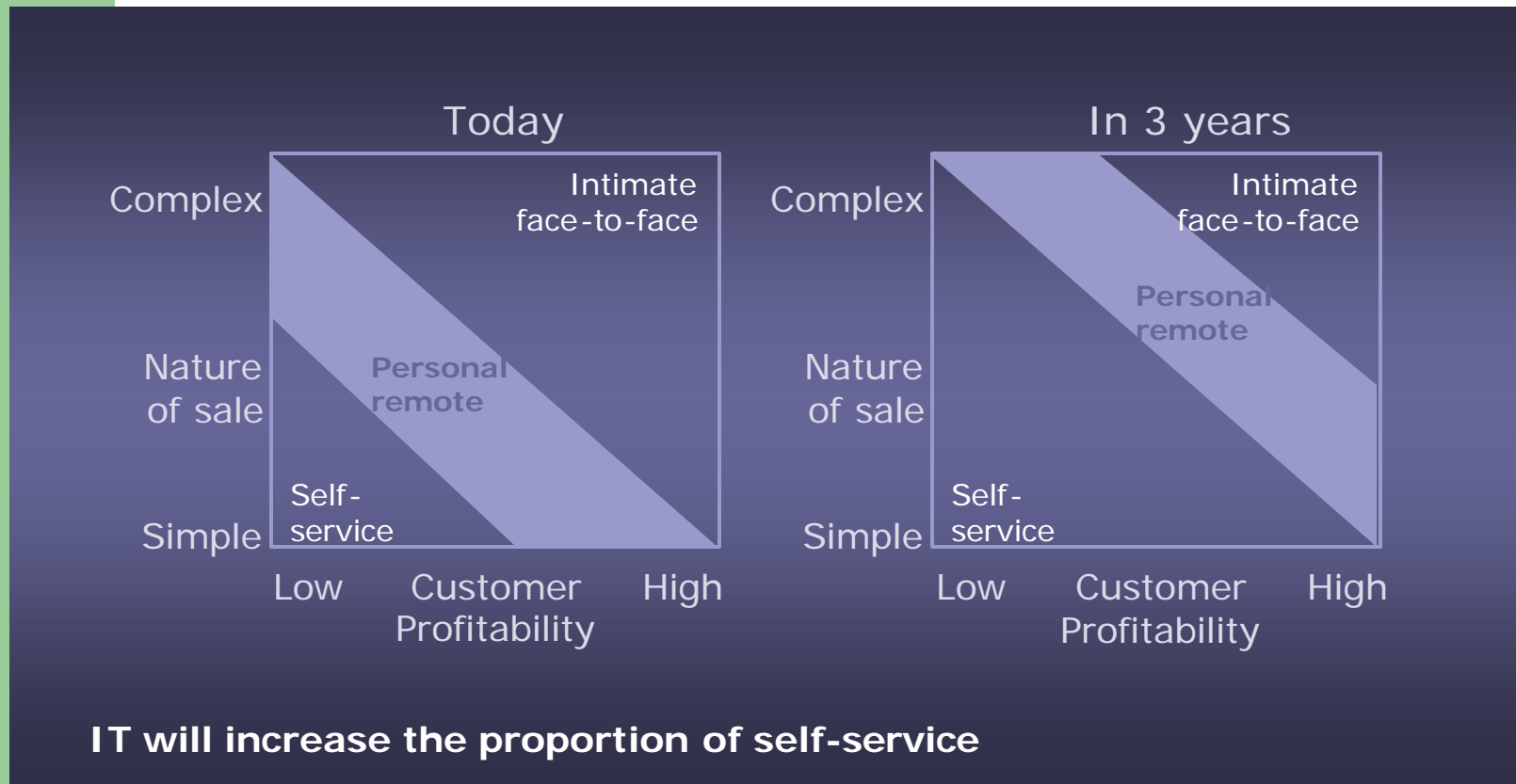
- eProcurement
- Auktionen
- Web-basierte Einkaufsunterstützung
- eMarketplaces
- ePortale

- eSupply Chain Mgmt
- Collaboration/Groupware
- Sales Force Automation
- Work Flow
- eControlling

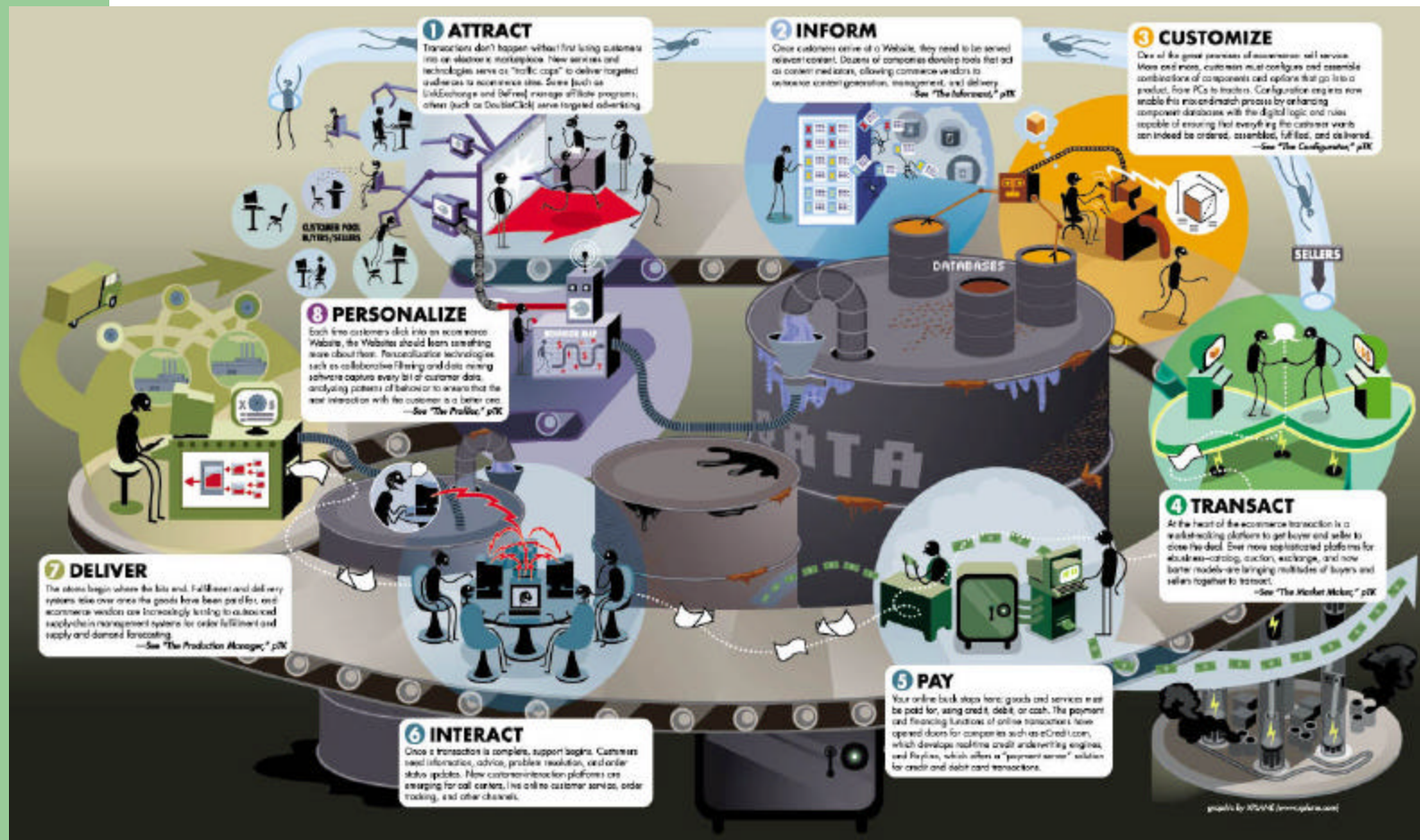
- eMarketing
- eCustomer Relationship Management
- Shops und Kataloge
- Web Publishing
- ePortale

Source: Die Presse

# Self-service evolves...



# How e-biz works today...



# The eight C's of the web

- Community:** I can meet and interact with people like me
- Continuity:** I can go from one session to the next easily, no matter how much time has elapsed.
- Convenience:** I can get what I'm looking for quickly and intuitively.
- Customization:** I want to see what I want, I don't want to see what I don't want - most of the time.

Source: Futurize Your Enterprise / David Siegel

# The eight C's of the web

- Commerce:** The web makes transactions easier.
- Content:** I want very deep content, and I want to be able to mine it to get what I'm looking for.
- Commitment:** I want to know that you will help me in the future. If you don't have, what I'm looking for, you'll go get it for me.
- Control:** I want to control our relationship. I want to turn it on or off, and anything you do with my information should be with my permission.

Source: Futurize Your Enterprise / David Siegel

# The Customer lifecycle functionality

Customer view

Customer lifecycle

find      attract      engage      manage      fulfil      service/support

7 Functional content

- Campaign templates
- Web campaigns
- E-mail campaigns
- Newsletter services

- Web Analysis
- Lead & Prospect Generation
- Customer Monitoring
- Partner & Alliances Search
- Supplier Evaluation
- Company Evaluation M&A
- Competitive Analysis
- Search for Investors

- Contact Management
- Calendar / Scheduling
- Campaign Management
- Telemarketing / Telesales
- Lead Tracking
- Opportunity Management
- Account Management
- Sales Management
- Order Processing
- Automation Management
- Analysis / Reporting
- Decision Support

- Service Management**
- E-Service Mgmt
  - Service Provisioning
  - Mobile Service Mgmt
  - Service Monitoring and Reporting
  - Intelligent Pricing and Bidding
  - IT Procurement
  - Workflow Mgmt
  - Billing Interfaces

- Organization Management**
- Organizational Infrastructure Mgmt
  - External Provider Mgmt
  - Outsource Mgmt
  - Approval / Authorization of Service
  - Service Delivery Team Mgmt
  - Workflow Mgmt
  - Multi Language / Multi Currency

- Employee Management**
- Individual Service Portal
  - Personal Resource Mgmt
  - Individual Calendar Mgmt
  - Timesheets
  - Workflow Mgmt
  - Multi Language / Multi Currency

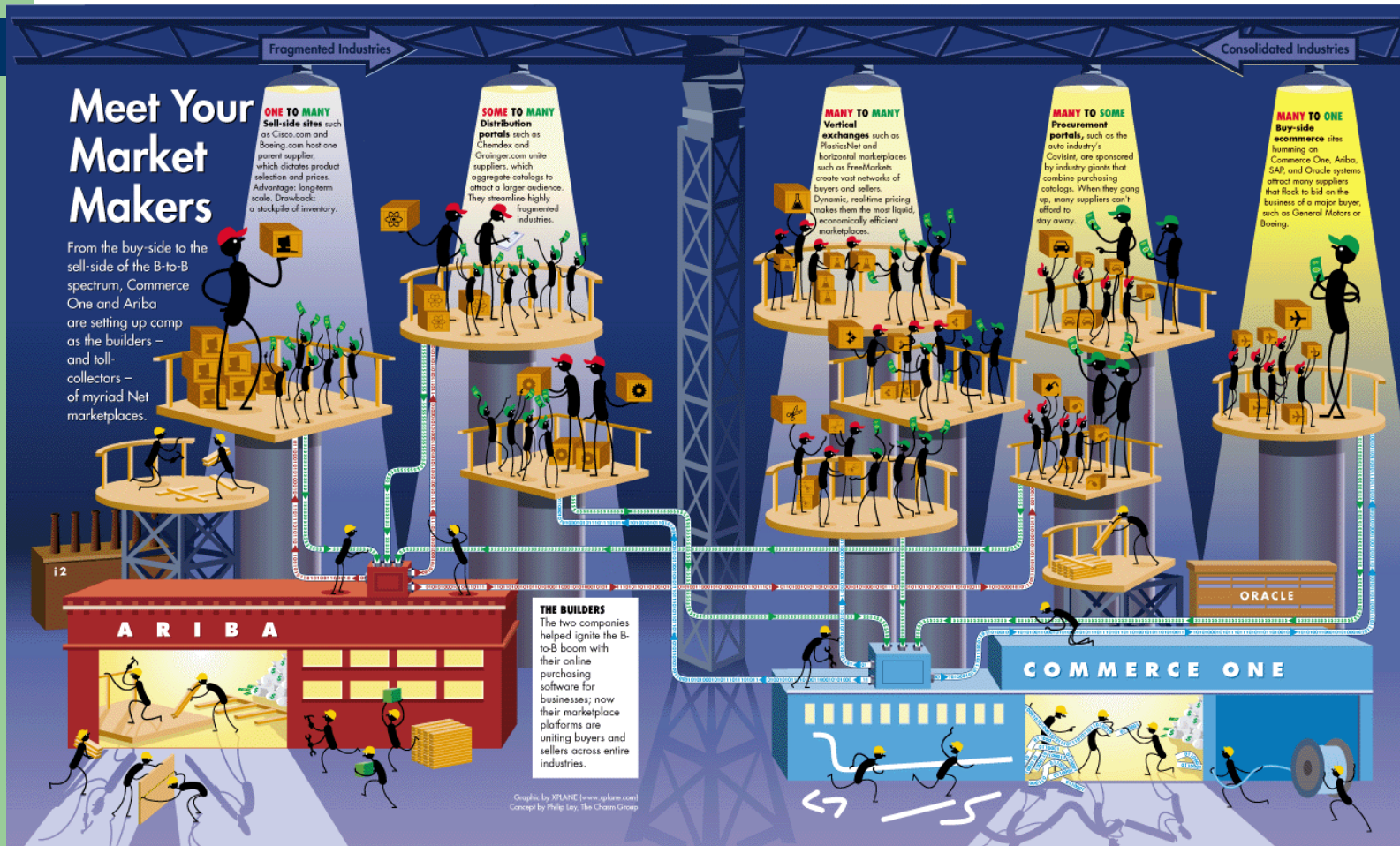
- Project Management**
- Service Delivery Project Mgmt
  - Workflow Mgmt
  - Multi Language / Multi Currency

- Quality Management**
- Helpdesk
  - Complaint Mgmt
  - Service Level Agreement Mgmt
  - Trouble Ticketing
  - QA Certification
  - Configuration Mgmt
  - Workflow Mgmt
  - Multi Language / Multi Currency

# Der Beschaffungs-Kreislauf



# The B2B scenery



# Various Kinds of E-Marketplaces

- **Enterprise E-Marketplaces/  
Private Exchanges**

- Integration of internal systems
- Aggregation of data from different systems, locations
- Management reporting for better decision making
- Single on-ramp to supply chain & marketplaces

- **Industry E-Marketplaces**

- Automate organizational processes on an industry basis through hosted applications
- Set industry standards
- Content & catalog management
- Market intelligence

- **Regional E-Marketplaces**

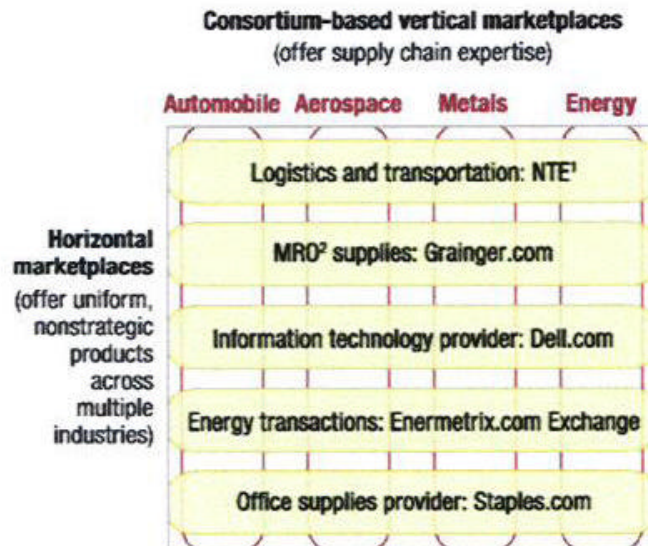
- Local process & intelligence
- Aggregation of supply and demand
- Regional content on tax & trade Regulations & customs

- **Horizontal E-Marketplaces**

- Logistics services
- Financial services
- Insurance services

# Horizontal vs. Vertical

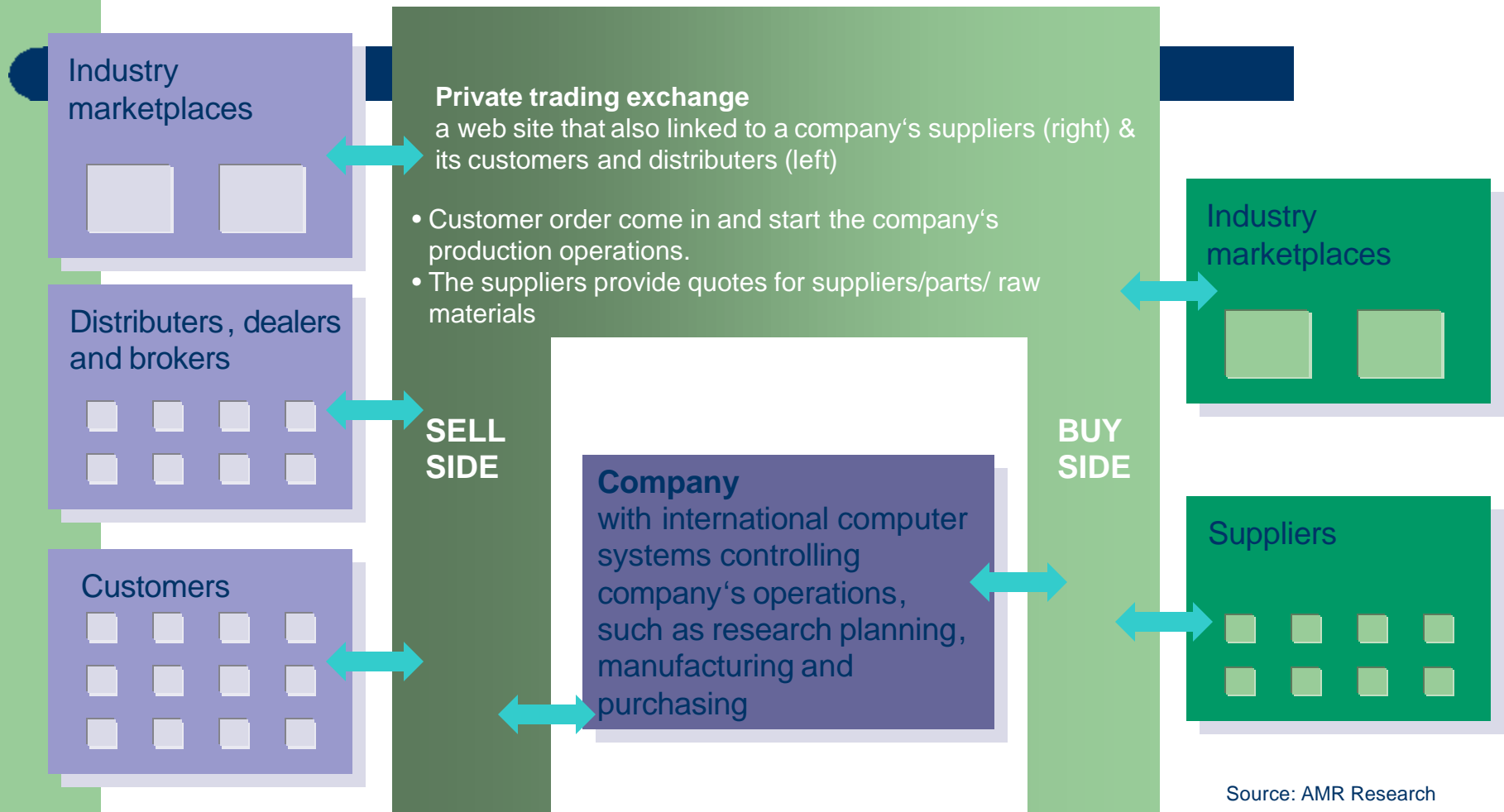
## Division of talent



<sup>1</sup>National Transportation Exchange.

<sup>2</sup>Maintenance, repair, and operations.

# How a Private Trading Exchange Works

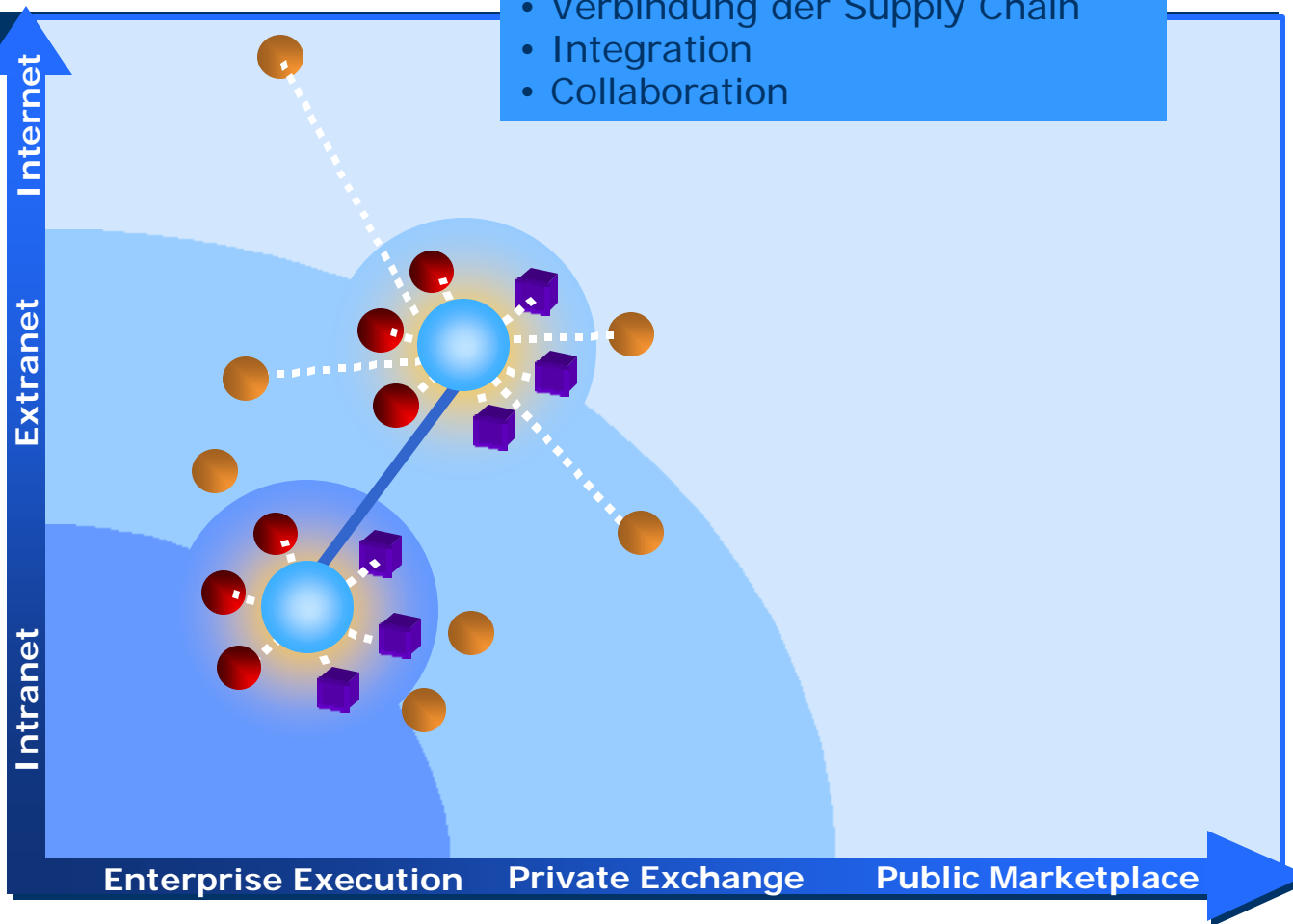


Source: AMR Research

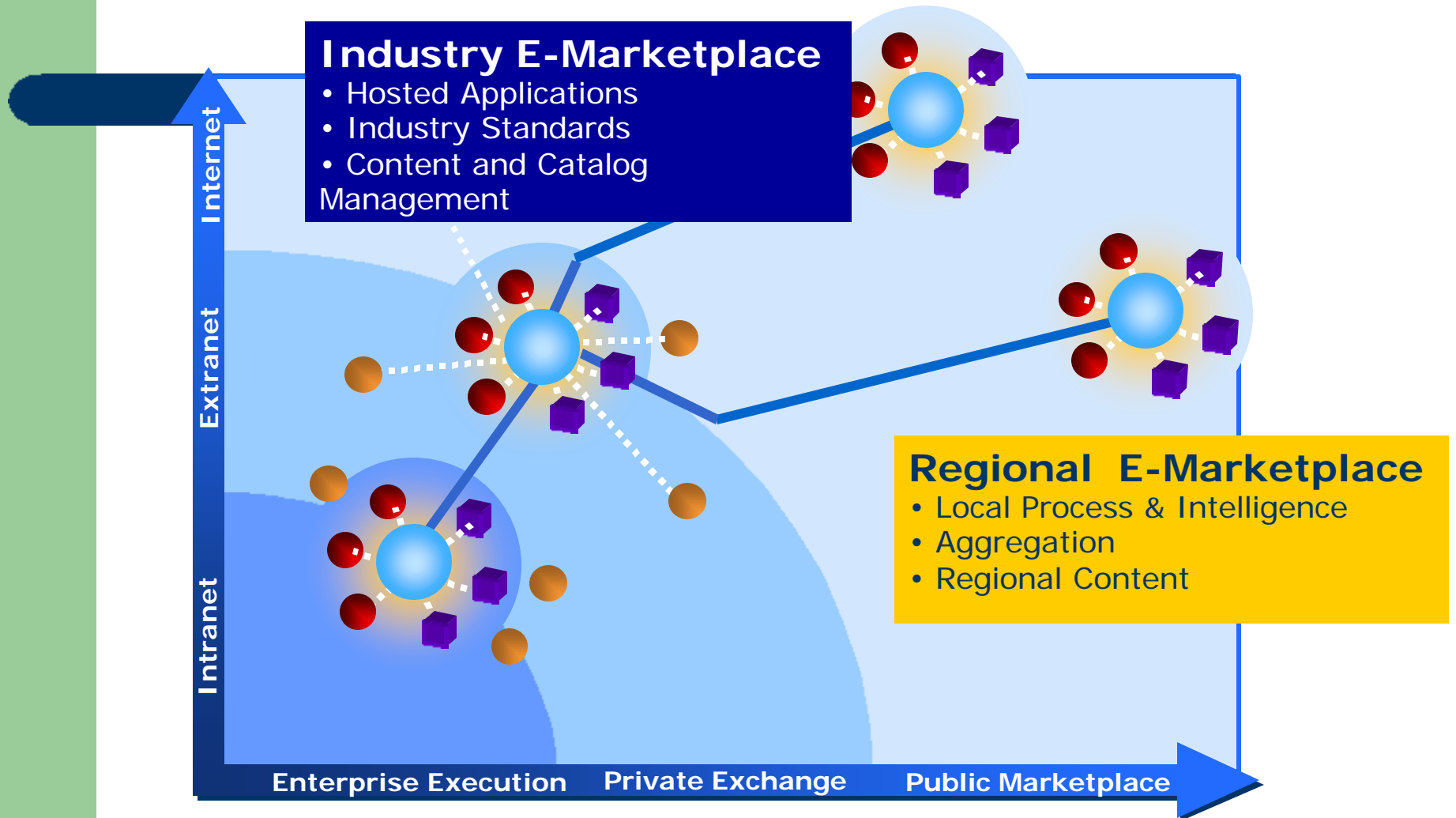
# Private Exchange

## Private Exchange

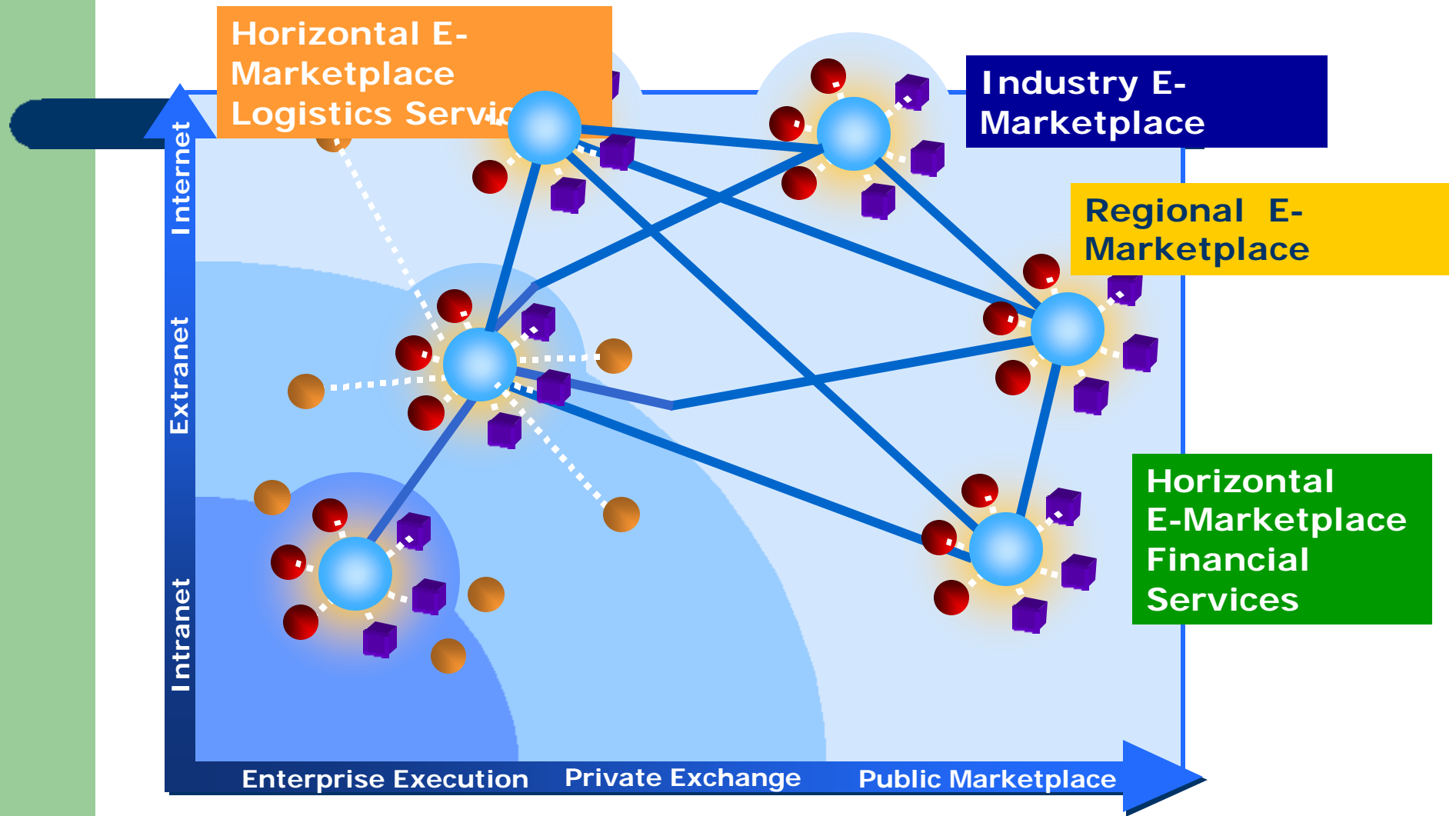
- Verbindung der Supply Chain
- Integration
- Collaboration



# Connection to others



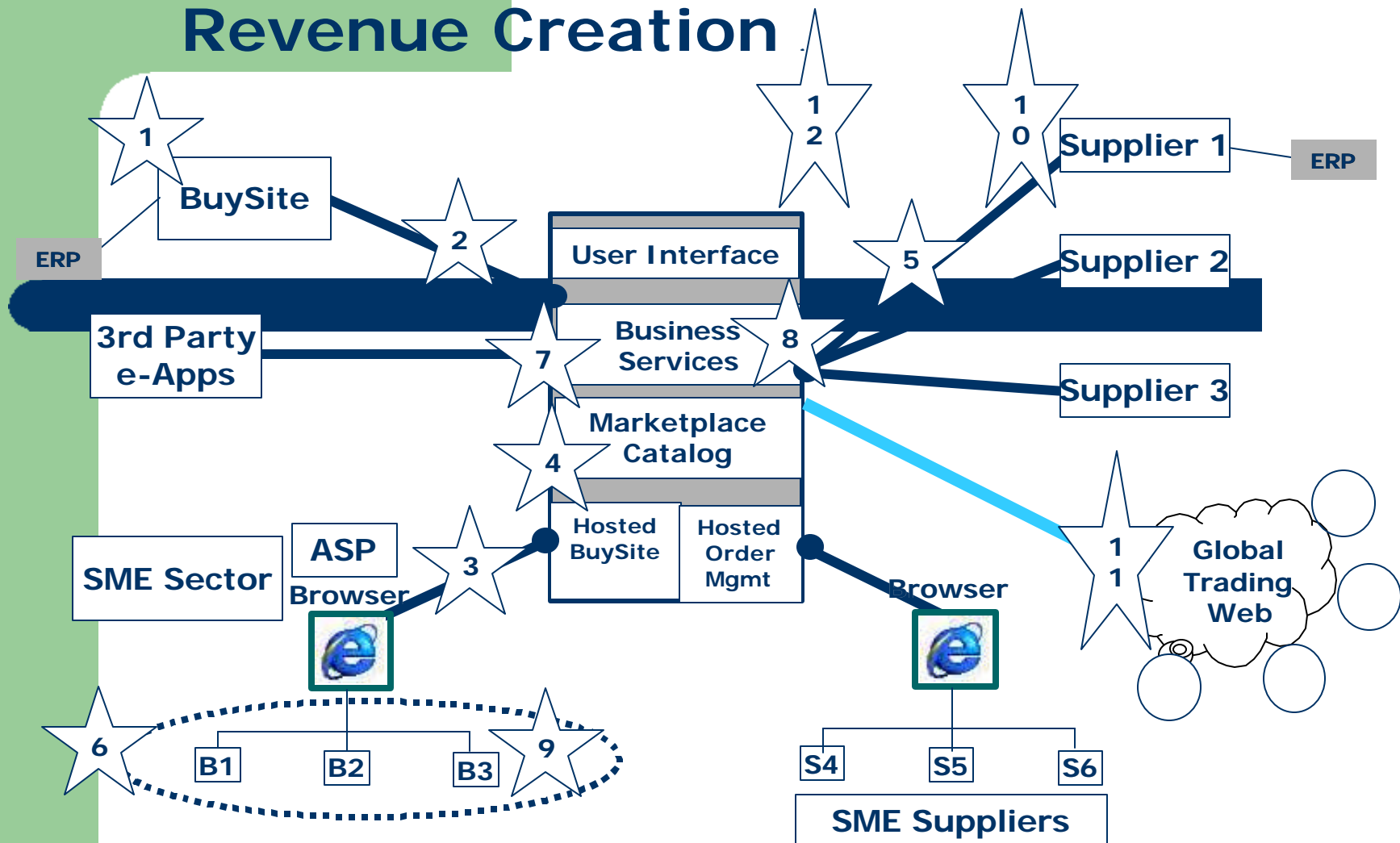
# And Horizontal E-Marketplaces





# Revenue Streams & Value Generation

# Revenue Creation



1. BuySite Licenses

2. MarketSite Access Fees

3. Hosted Subscriptions

4. Content Service Fees

5. Transaction Fees

6. Volume-based Rebates

7. Commissions (Auctions)

8. Business Services

9. Setup Fees

10. Integration Services

11. Connection Services

# Value generation

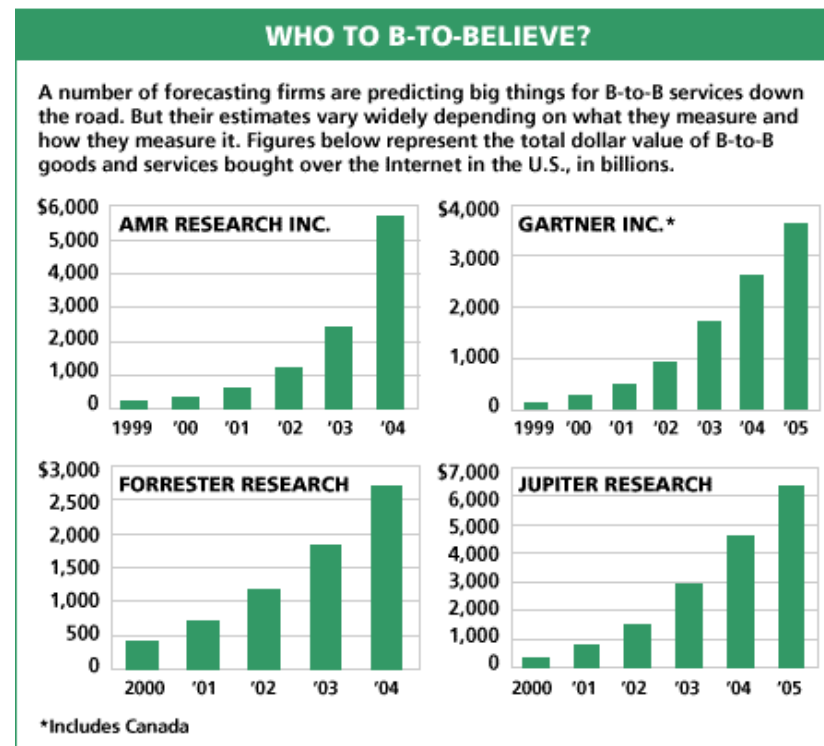
## Who benefits from value creation ?

	Buyers	Sellers	Visitors/ surfers	E-commerce Advertisers partners
Provide access to information, best practices	1			
Expand market reach	4	2 Subscription fees		3 Advertising, sponsorship and promotional fees, Up-front and click through fees, royalties
Improve speed, accuracy	5	6 Transaction, subscription, licensing, or professional-services fees		
Lower cost of buyers' operations		7		
Generate lower prices for buyers	8 Transaction and usage fees			

# Visit some B2B marketplaces:

- **AEROSPACE**  
Exostar - [www.exostar.com](http://www.exostar.com)
- AGRICULTURAL**  
Farmgate - [www.farmgate.co.uk](http://www.farmgate.co.uk)
- CONSTRUCTION & ENGINEERING**  
ASITE - [www.asite.com](http://www.asite.com)  
Constructeo - [www.constructeo.com](http://www.constructeo.com)  
eBuildSMART - [www.buildsmart.co.za](http://www.buildsmart.co.za)
- EDUCATION**  
AquireX - [www.aquirex.com](http://www.aquirex.com)  
GOT School, Inc. [www.gotschool.com](http://www.gotschool.com)  
Simplexis - [www.simplexis.com](http://www.simplexis.com)
- ENERGY**  
Pantellos - [www.pantellos.com](http://www.pantellos.com)
- FOOD**  
foodconnex worldwide - [www.foodconnex.com](http://www.foodconnex.com)
- HEALTHCARE**  
Medibuy - [www.medibuy.com](http://www.medibuy.com)  
Omnicell - [www.omnicell.com](http://www.omnicell.com)
- METALS & MINING**  
Quadrem - [www.quadrem.com](http://www.quadrem.com)
- PROCESS MANUFACTURING**  
Commerx - [www.commerx.com](http://www.commerx.com)
- SERVICE**  
LiquidMedium - [www.liquidmedium.com](http://www.liquidmedium.com)
- **TECHNOLOGY**  
Compaq - [www.compaq.com](http://www.compaq.com)
- TELECOMMUNICATIONS**  
Concert - [www.concertglobalmarket.net](http://www.concertglobalmarket.net)
- TEXTILES**  
Textile Global Trade Cooperation - [www.tgtweb.com](http://www.tgtweb.com)
- TRANSPORTATION**  
Truckxchange - [www.truckxchange.com](http://www.truckxchange.com)
- CROSS-INDUSTRY**  
Answork - [www.answork.com](http://www.answork.com)  
BayanTrade Dotcom, Inc. - [www.bayantrade.com](http://www.bayantrade.com)  
BT MarketSite - [www.btmarketsite.net](http://www.btmarketsite.net)  
Cable & Wireless Optus - [www.cwomarketsite.com](http://www.cwomarketsite.com)  
Endesa Marketplace - [www.opciona.com](http://www.opciona.com)  
eScout - [www.escout.com](http://www.escout.com)  
GTWeb Korea - [www.gtwebkorea.com](http://www.gtwebkorea.com)  
HubStorm - [www.hubstorm.com](http://www.hubstorm.com)  
MarketSite Africa - [www.marketsiteafrica.com](http://www.marketsiteafrica.com)  
Mitsubishi - [www.mitsubishi.co.jp](http://www.mitsubishi.co.jp)  
NTT Communications - [www.marketcrosssite.net](http://www.marketcrosssite.net)  
PT Prime Tradecom - [www.tradecom.pt](http://www.tradecom.pt)  
PeopleSoft MarketPlace - [www.peoplesoftmarketplace.com](http://www.peoplesoftmarketplace.com)  
PepMarket - [www.pepmarket.com](http://www.pepmarket.com)  
Seat Pagine Gialle Group - [www.mondus.it](http://www.mondus.it)  
SESAMi - [www.sesami.com](http://www.sesami.com)  
Siemens - [www.click2procure.com](http://www.click2procure.com)  
Sterling Commerce - [www.sterlingcommerce.com](http://www.sterlingcommerce.com)  
TD MarketSite - [www.tdmarketsite.com](http://www.tdmarketsite.com)
- OTHER**  
[www.gofish.com](http://www.gofish.com)  
[www.partminer.com](http://www.partminer.com)  
[www.dat.com](http://www.dat.com)  
[www.converge.com](http://www.converge.com)

# Who to B-to-Believe



Source: WSJ, Monday, May 21, 2001

**FOR MORE INFORMATION, see:**  
<http://interactive.wsj.com/pages/ecommerce2001-4.htm>

<http://interactive.wsj.com/pages/ecommerce2001-6.htm>

# Site Inspection : B2B vs B2C visitors

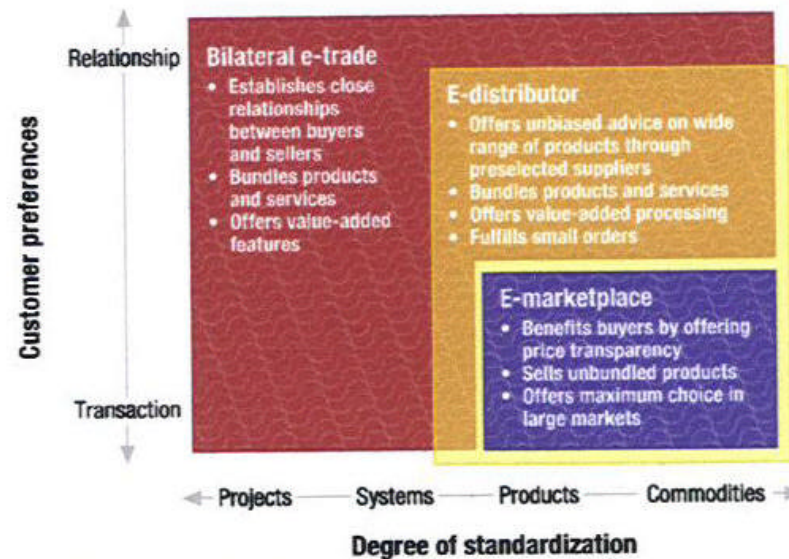
Business Sites	Unique Visitors (in millions)	Avg. Time Online
UPS.com	2.84	10:45
HP.com	2.81	15:25
Dell.com	2.62	23:55
Officedepot.com	2.07	11:54
Compaq.com	1.47	16:02
Fedex.com	1.39	30:02
IBM.com	1.31	24:52
Gateway.com	1.27	8:42
Intel.com	0.79	7:48
OfficeMax.com	0.64	9:33
<b>Consumer sites</b>		
eBay.com	14.23	1:48:50
Amazon.com	13.82	12:47
Lowestbids.com	5.04	1:27
Travelocity.com	4.65	16:03
Expedia.com	4.11	15:36
CDnow.com	3.56	11:09
Barnes & Noble.com	3.46	8:20
BMGmusicservice.com	2.85	11:18
Artistdirect.com	2.41	7:49
Apple.com	2.34	5:07

# Site Inspection : B2B vs B2C Online Revenue

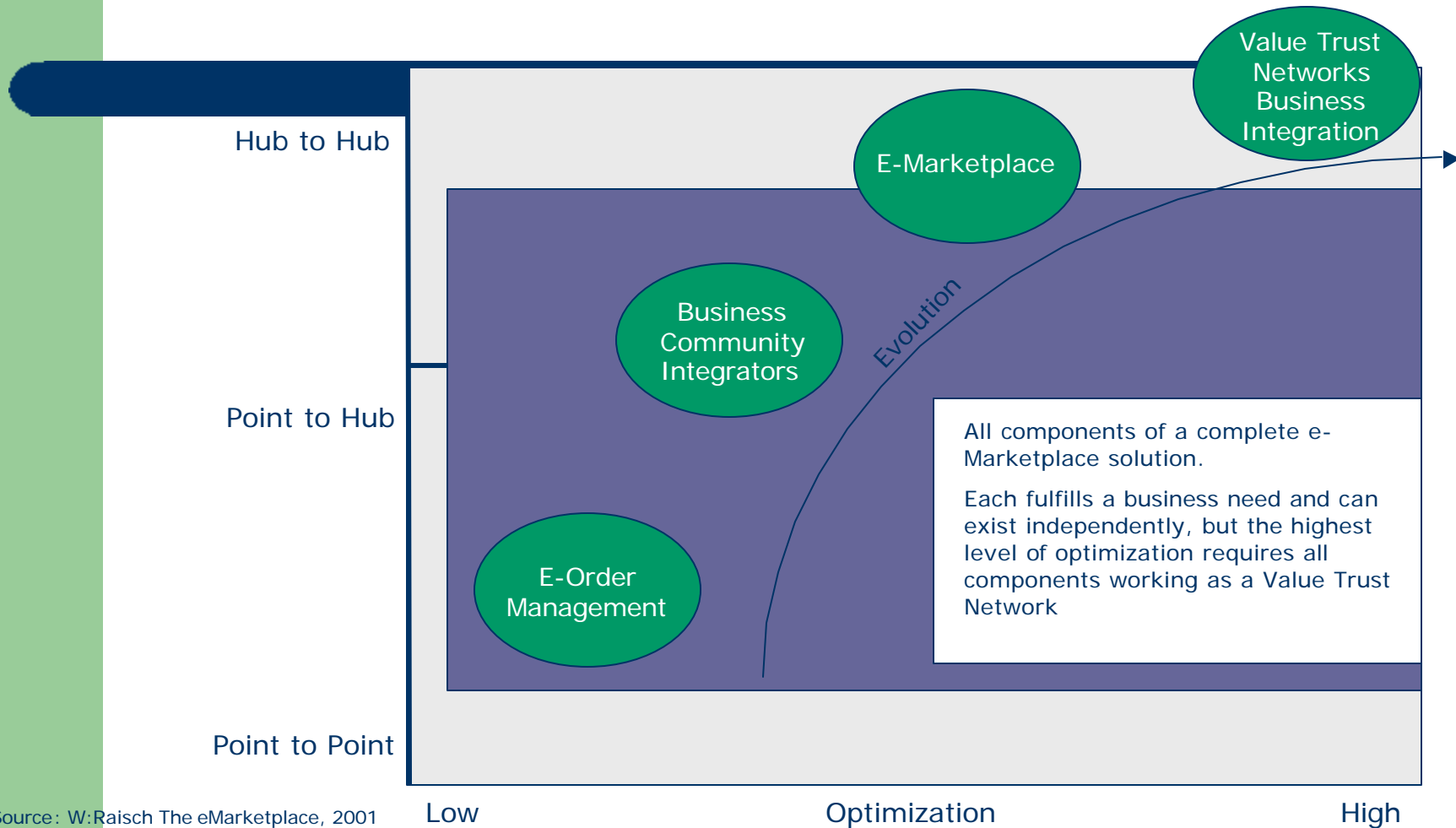
<b>Business sites</b>	<b>Online Revenue (in billions)</b>
Intel.com	\$23.80
IBM.com	17.00
Cisco.com*	15.00
Nortel.com*	15.00
Dell.com*	13.50
GE.com*	7.50
Ingrammicro.com	6.00
WorldCom.com	6.00
UPS.com	5.35
Lucent.com	5.00
<b>Consumer sites</b>	
AOL.com	\$6.48
Schwab.com*	2.27
Amazon.com	2.18
ETrade.com	1.17
TDWaterhouse.com	1.00
Southwest.com*	1.00
Priceline.com	0.99
Yahoo.com	0.85
Delta.com	0.85
Buy.com	0.76

# Relationship vs. Transaction

## E-distributors: The third option



# The Evolution of value trusted networks



Source: W:Raisch The eMarketplace, 2001

**Danke schön**