

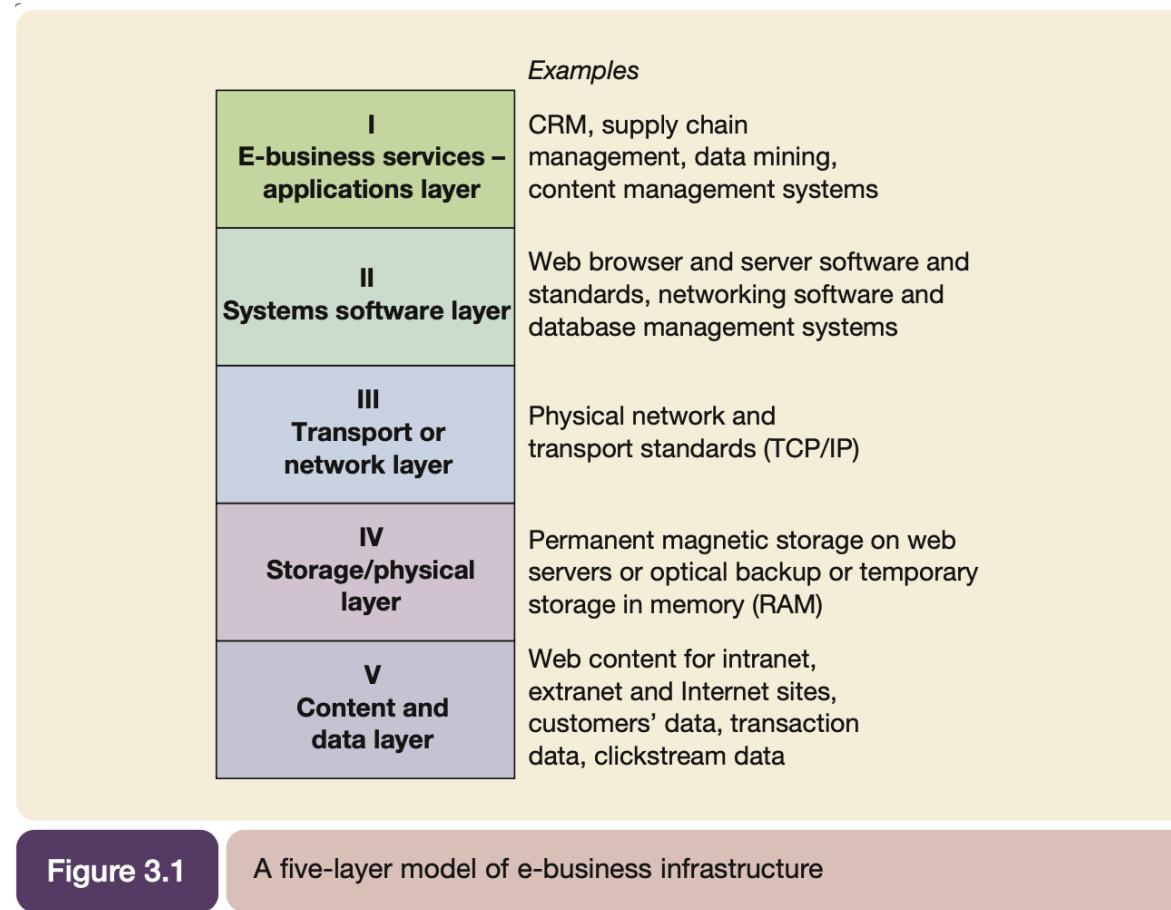
A group of business professionals in a meeting. A woman in a grey blazer is pointing at a tablet held by another person. A man in a dark suit is also visible, looking at the tablet. There are coffee cups on the table. The background is a bright, modern office space with large windows.

# E-Business Infrastructure

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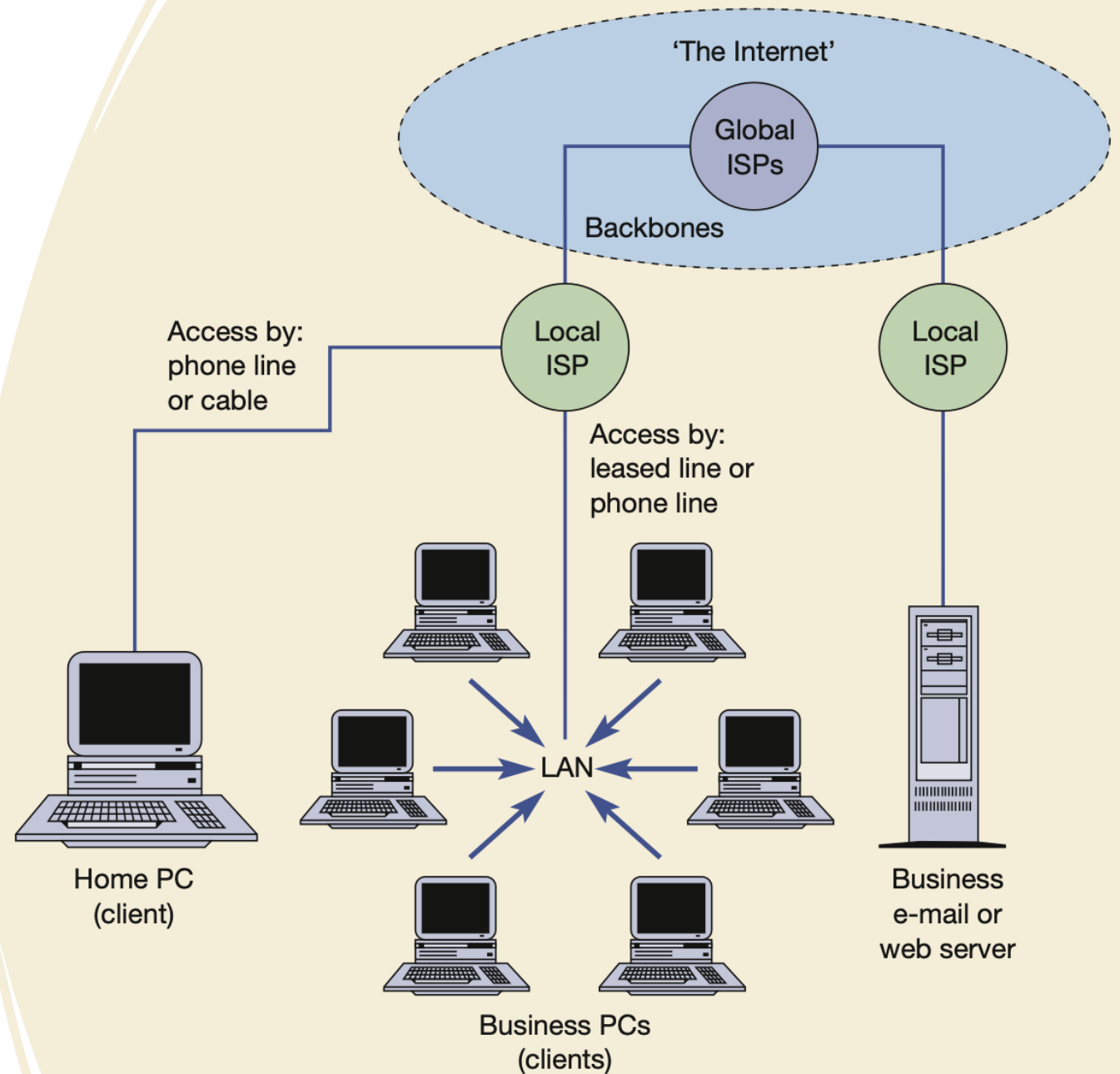
# 5 Layer Business Infrastructure



# E-Business Service

- CRM merupakan integrasi dari strategi penjualan, pemasaran, dan pelayanan yang terkoordinasi.
- Ada tiga tahapan CRM, yaitu (Kalakota dan Robinson 2001) :
  1. Mendapatkan pelanggan baru (acquire). Pelanggan baru didapatkan dengan memberikan kemudahan pengaksesan informasi, inovasi baru, dan pelayanan yang menarik.
  2. Meningkatkan hubungan dengan pelanggan yang telah ada (enhance). Perusahaan berusaha menjalin hubungan dengan pelanggan melalui pemberian pelayanan yang baik terhadap pelanggannya (customer service). Penerapan cross selling atau up selling pada tahap kedua dapat meningkatkan pendapatan perusahaan dan mengurangi biaya untuk memperoleh pelanggan (reduce cost).
  3. Mempertahankan pelanggan. Tahap ini merupakan usaha mendapatkan loyalitas pelanggan dengan mendengarkan pelanggan dan berusaha memenuhi keinginan pelanggan.

# Physical and network infrastructure



## Innovation at Google

- Google's mission is encapsulated in the statement *'to organize the world's information ... and make it universally accessible and useful'*.

Putting users first is reflected in three key commitments illustrated in the Google SEC filing:

1. *We will do our best to provide the most relevant and useful search results possible, independent of financial incentives. Our search results will be objective and we will not accept payment for inclusion or ranking in them.*
2. *We will do our best to provide the most relevant and useful advertising. Advertisements should not be an annoying interruption. If any element on a search result page is influenced by payment to us, we will make it clear to our users.*
3. *We will never stop working to improve our user experience, our search technology and other important areas of information organization.*

# Google Service

- Google Web Search
- Movie, Music and Weather Information
- News, Finance, Maps, Image, Book and Groups Information
- Google Image Search
- Google Book Search
- Google Scholar
- Google Base.
- Google Webmaster Tools.
- Google Co-op and Custom Search.
- Google Video and YouTube



# Google service



GOOGLE  
DOCS.



GOOGLE  
CALENDAR



GMAIL



GOOGLE  
READER.



BLOGGER.



GOOGLE  
DESKTOP.



GOOGLE GEO



GOOGLE  
MOBILE



# Domain name

- (i) **.com** represents an international or American company such as [www.travelocity.com](http://www.travelocity.com). (ii) **.org** are not-for-profit organizations (e.g. [www.greenpeace.org](http://www.greenpeace.org))
- (iii) **.mobi** – introduced in 2006 for sites configured for mobile phones
- (iv) **.net** is a network provider such as [www.demon.net](http://www.demon.net).

There are also specific country-code top-level domains (ccTLDs):

- (v) **.co.uk** represents a company based in the UK such as [www.thomascook.co.uk](http://www.thomascook.co.uk).
- (vi) **.au, .ca, .de, .es, fi, .fr, .it, nl**, etc. represents other countries (the **co.uk** syntax is an anomaly!).
- (vii) **.ac.uk** is a UK-based university or other higher education institution (e.g. [www.cranfield.ac.uk](http://www.cranfield.ac.uk)).
- (viii) **.org.uk** is for an organization focusing on a single country (e.g. [www.mencap.org.uk](http://www.mencap.org.uk)).

# broadband

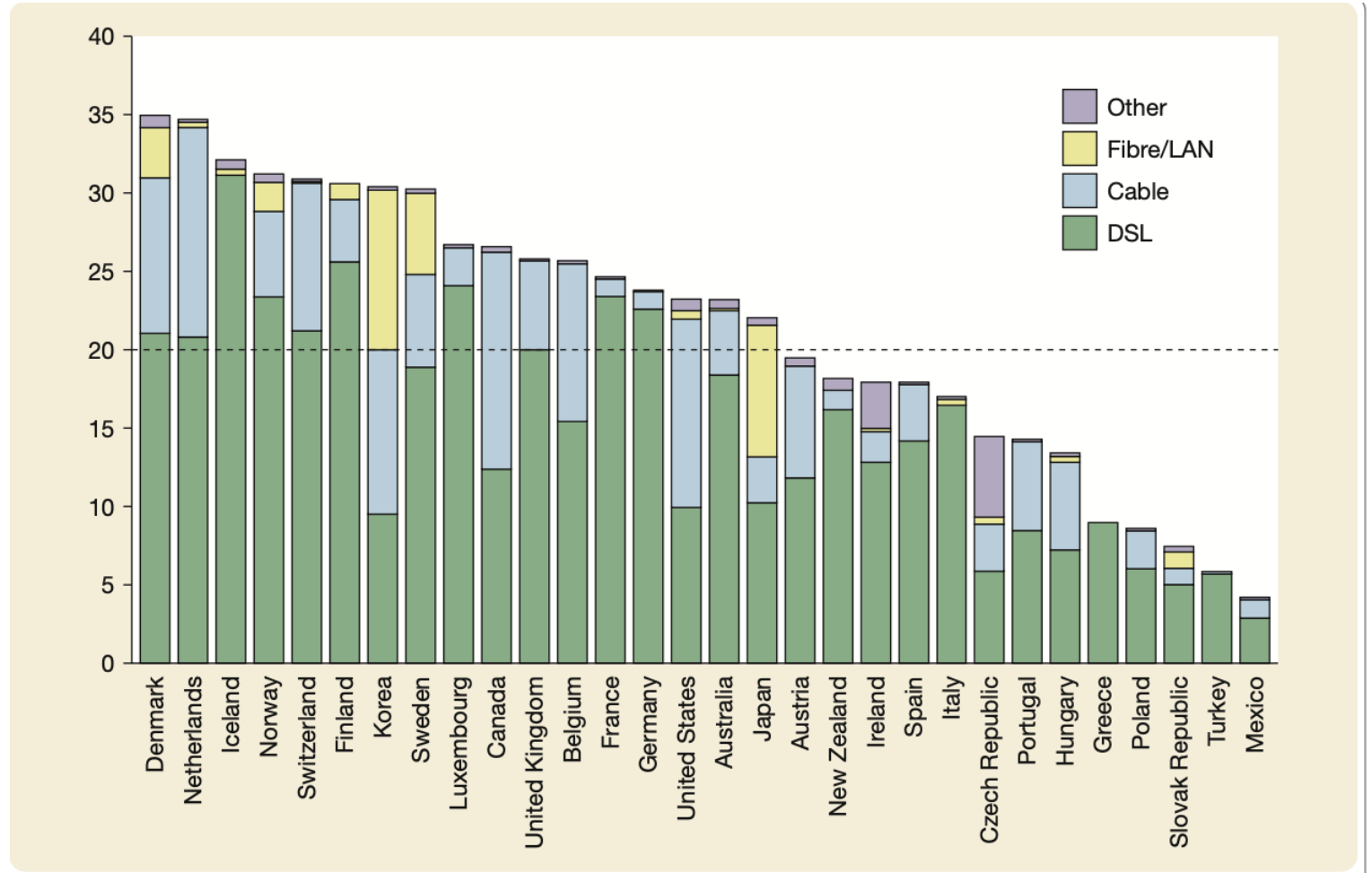
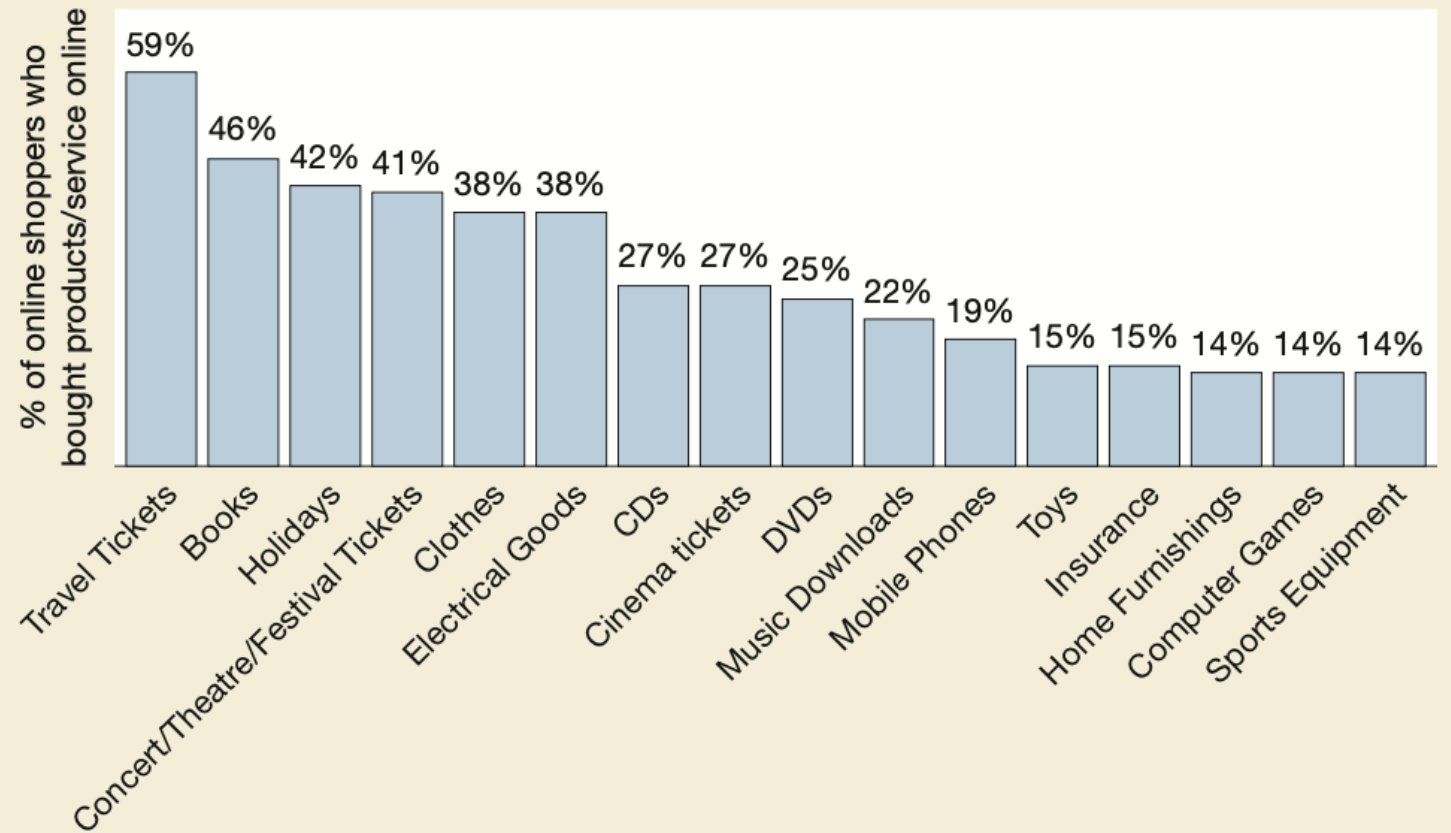


Figure 4.2

Variation in broadband subscribers per 100 inhabitants, by technology, December 2007  
Source: OECD ([www.oecd.org/sti/ict/broadband](http://www.oecd.org/sti/ict/broadband))

# Variation in purchase rates of online products and services in Europe

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Terima Kasih