



Unit – I

Trends Driving E - Business

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E – Business Trends

Trend Category	Trend
General technology	<ul style="list-style-type: none"><li data-bbox="1123 344 1870 401">• Wireless Web applications<li data-bbox="1123 496 2163 625">• Handheld computing and information appliances<li data-bbox="1123 725 1888 782">• Infrastructure convergence<li data-bbox="1123 878 1939 935">• Application service providers

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❑ **Wireless Web Applications: m-Commerce**

- Business of the future will be mobile, integrated, and personal. With the widespread rollout of a wireless infrastructure, a new wave of consumer and business applications will begin using airwaves for much more than just phone calls.
- These powerful, convenient wireless applications and the decreasing cost of wireless use will increase the efficiency of performing everyday tasks, such as organizing business and personal affairs, sending e-mail, making phone calls, and even finding the best restaurant within walking distance.

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- ❑ The following trends are paving the way for m-commerce.
 - More applications and higher access speed.
 - Integrated devices.
 - Wireless personal-area networks.

The demand for being more mobile and productive, supported by this emerging wireless technology, will create tremendous demand for m-commerce applications.

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❑ **Handheld Computing and Information Appliances**

- The handheld computing and information appliance industry is growing rapidly. Mobile users increasingly demand easier access to critical personal and professional information, interaction with Internet-based information resources, and mobile voice and data communications.
- This increased need for productivity and connectivity "anywhere, anytime" has led to a wide array of handheld devices.

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❑ **Integrated Enterprise Applications: Connect the Corporation**

The following are key factors driving widespread consumer adoption of handheld computing and communications devices:

- Demands of a mobile society.
- Need for mobile Internet and intranet access.
- Improvement in wireless communications enable compelling applications.
- Growing developer community.

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❑ Infrastructure Convergence: Voice, Data, and Video

- A major trend in the infrastructure for e-business is the convergence of various data and voice networks.
- Worldwide telephone, cable TV, wireless, and computer data networks are ceasing to be separate, isolated systems.
- Instead, they're converging into a powerful, unified network based on the Internet Protocol (IP), the packet-switching network layer that has proved to be a versatile workhorse that can transmit any kind of information quickly and cheaply.

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❑ Application Service Providers (ASPs): Software as Rentable

- The decision to make versus buy has become that of make versus buy versus rent. Until recently, companies wanting to implement Internet applications had to develop their own software applications or customize existing packages, making each implementation unique and costly. This approach also made implementation time frames and costs unpredictable.
- Recently, customers have forced software vendors to lower the cost of implementation by offering standardized packages accessible via the Internet.

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Reference

- ❑ E-Business 2.0, Roadmap for Success by Dr. Ravi Kalakota & Marcia Robinson, Pearson Education. 2nd Edition.





Thank You