

IT ARCHITECTURE

E-BUSINESS / E-COMMERCE
SYSTEM ARCHITECTURE

Willy Sudiarto Raharjo

Teknik Informatika
Universitas Kristen Duta Wacana

Traditional Market



New Business Model





E-Business Models

- E-Shops
- E-Commerce
- E-Procurements
- E-Malls
- E-Auctions
- E-Learning
- Brokerages
- Virtual Communities
- Collaborations Platforms
- Third Party Marketplaces
- Value-Chain Service Providers
- Telecommunication
- Subscriptions



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Email/Username: Password:

Log in



Love is one click away!
Find your soulmate on match.com

Username:

Password:

Email address:

Birthdate: Year Month Day

I am a: ☒ Man ☐ Woman

Seeking: ☐ Man ☒ Woman

Your country:

State / Province:

☒ Send me photos of compatible matches, tips, announcements and special offers from Match.com. (Recommended!)

I affirm that I have read and agree to Match.com Indonesia's [privacy policy](#) and [terms of use](#). I also affirm that I am at least 18 years of age.

Registration (Free)

Web-based email, calendar, and documents for teams

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Google Apps Vault: Helps protect your business from legal risks

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10 reasons to use Apps

[Things to consider](#) before setting your IT strategy for 10 years.



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[Join the 40 million active users and 4 million businesses](#) who use Google Apps.



Google Cloud Connect

[Bring multi-user collaboration](#) to your familiar office software.



Cloud for your business

[Work better together](#), anywhere and at any time.



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FREE Two-Day Shipping: See details

Shop by
Department ▾

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Hello, **Willy**
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Wish
List ▾

Sell Your Stuff



Sell a little, sell a lot, or build your own [WebStore](#)

powered by Amazon technology. Read about selling on [Amazon.com](#).

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Amazon Marketplace

About the Amazon Marketplace

Amazon Marketplace offers millions of new and used items offered by a huge selection of sellers. Purchase the product you want and choose the seller with the best price, shipping rate, and service.

Amazon Marketplace sellers often participate in Amazon Prime or feature their own competitive shipping rates. Our sellers come in all flavors and sizes and are awarded great ratings for providing a high level of service and often earn the devoted trust of their Amazon customers.

You can buy with confidence anytime you purchase products on the Amazon.com website. That is why we also guarantee purchases made within the Amazon.com Marketplace. Both the condition of the item you buy and its timely delivery are guaranteed under the Amazon [A-to-z Guarantee](#).

Amazon Marketplace Delivers Deals



Subscribe to [Amazon Marketplace e-mail](#) to receive the best deals from Amazon Marketplace sellers.

Your Recent History (What's this?)

You have no recently viewed items.

After viewing product detail pages or search results, look here to find an easy way to navigate back to pages you are interested in.

Continue Shopping: Top Sellers

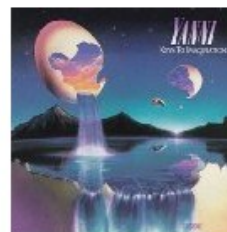
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elago Nano EL-Car-C1
USB Car...

★★★★☆ (109)

\$7.39



Keys to Imagination

► Yann

★★★★☆ (11)

Audio CD



elago E3 In-Ear Noise-
Reducing...

★★★★☆ (83)

\$13.10



Elago In-Ear Noise-
Reducing...

★★★★☆ (2)

\$14.99



Between Two Worlds

► Patrick O'Hearn

★★★★☆ (12)

Audio CD



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Top questions

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Save up to 35%



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Save up to 40%

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Member Sign In

Watch unlimited movies & TV episodes over the Internet! For one low monthly price.

- ✓ Watch right on your TV or computer
- ✓ Cancel online anytime



Sorry, Netflix is not available in your country... yet

Enter your name and email address below
and we'll email you when Netflix is available.

First Name

Last Name

Email

Confirm Email

Let me know



Secure Server

We will not sell or rent your email address.
See our [Privacy Policy](#).

Press play and watch in seconds via the Internet.

Watch what you want, when you want. Unlimited!

Watch online on
your computer



Watch online on your TV;
connect your laptop directly to your TV



Watch online on your TV;
connect your game consoles to your
Netflix account



E-Commerce Advantages/Disadvantages

- Reduced costs
- Increased customer satisfaction
- Broader customer base
- Potentially higher sales
- Convenience
- Easier comparison shopping
- Cost saving
- Customized products
- High-availability Web Site
- Lost business
- Fraud transactions
- New competitors
- Expensive returns
- Not seeing the items directly

Mac Pro at a glance. [Visit the Mac Pro site ▶](#)

**Up to 12 cores of raw power.**

Configure your Mac Pro with 4, 6, 8, or 12 cores of processing power and boost performance up to 1.5x.²

[Learn about the processors in Mac Pro ▶](#)

[View processor upgrade options ▶](#)

**Up to 5x faster standard graphics.**

Powerful new graphics cards give you up to 5 times faster performance, while three video ports give you more display options.³

[Learn about the graphics in Mac Pro ▶](#)

**New ultrafast solid-state drive options.**

Install up to four 512GB solid-state drives for incredible performance, including up to 2x faster video encoding compared to hard drives.⁴

[Learn about the storage in Mac Pro ▶](#)

**Easy-access interior for simple expansion.**

An easy-access interior makes it a snap — literally — to add up to 32GB of memory, four PCI Express expansion cards, and up to 8TB of hard drive storage.

[Learn about the design of Mac Pro ▶](#)

Configure your Mac Pro — only on the Apple Online Store.**Configurable options**

- ✓ More processor cores
- ✓ Larger drives
- ✓ Graphics options

Select a base configuration above, then add options to build the Mac Pro that's right for you, including:⁵

- Quad-core, 6-core, 8-core, and 12-core processing
- Memory up to 32GB
- Hard drive storage up to 8TB
- Solid-state storage up to 2TB
- Graphics card options
- Mac Pro RAID Card

[Learn more about configuring your Mac ▶](#)

Carrier

☐ Unlocked
☐ AT&T
☐ Boost Mobile
☐ Sprint
☐ T-Mobile
☐ Verizon

Features

☒ 3G
☒ 4G
☒ Bluetooth
☒ Camera
☒ GPS
☐ TTY

Operating System

☐ Android
☐ BlackBerry
☐ HP/Palm
☐ iOS - Apple
☐ Symbian
☐ Windows Mobile

Brand

☒ Apple
☐ BlackBerry
☒ HTC
☐ LG
☐ Motorola
☐ Samsung

View All

View All | Clear All

View All

View All | Clear All

Selections:

X Apple
X HTC
X Sony Ericsson
X 3G
X Bluetooth
X GPS
X Touch Screen
X Camera

X 4G
X Internet Browser

Price Range:

from: \$451
to: \$600+

Styles:
☐ Bar
☐ Flip
☐ Slider
☐ Swivel

1

2

3

4

5

Compare | Clear All

Learning Center

What is an unlocked phone?
Can I sell my old phone?
3G/4G
Bluetooth

Frequently Asked Questions
Cell Phone Glossary
All about iPhones
All about BlackBerry



HTC Desire A8181 - Black (Unlocked) Smartphone

★★★★★ (5)

Buy it now From \$999.80
Browse Accessories

Compare



Apple iPhone 4 - 32GB - Black (Factory Unlocked) Smartphone

★★★★★ (9)

Buy it now From \$495.00
Browse Accessories

Compare



Apple iPhone 4S (Latest Model) - 64GB - Black (Verizon)

★★★★★ (3)

Buy it now From \$650.00
Browse Accessories

Compare



Sony Ericsson Aino - Luminous white (Unlocked) Cellular Phone

★★★★★ (7)

Buy it now From \$699.80
Browse Accessories

Compare



Apple iPhone 4S (Latest Model) - 32GB - Black (Sprint)

★★★★★ (4)

Buy it now From \$500.00
Browse Accessories

Compare



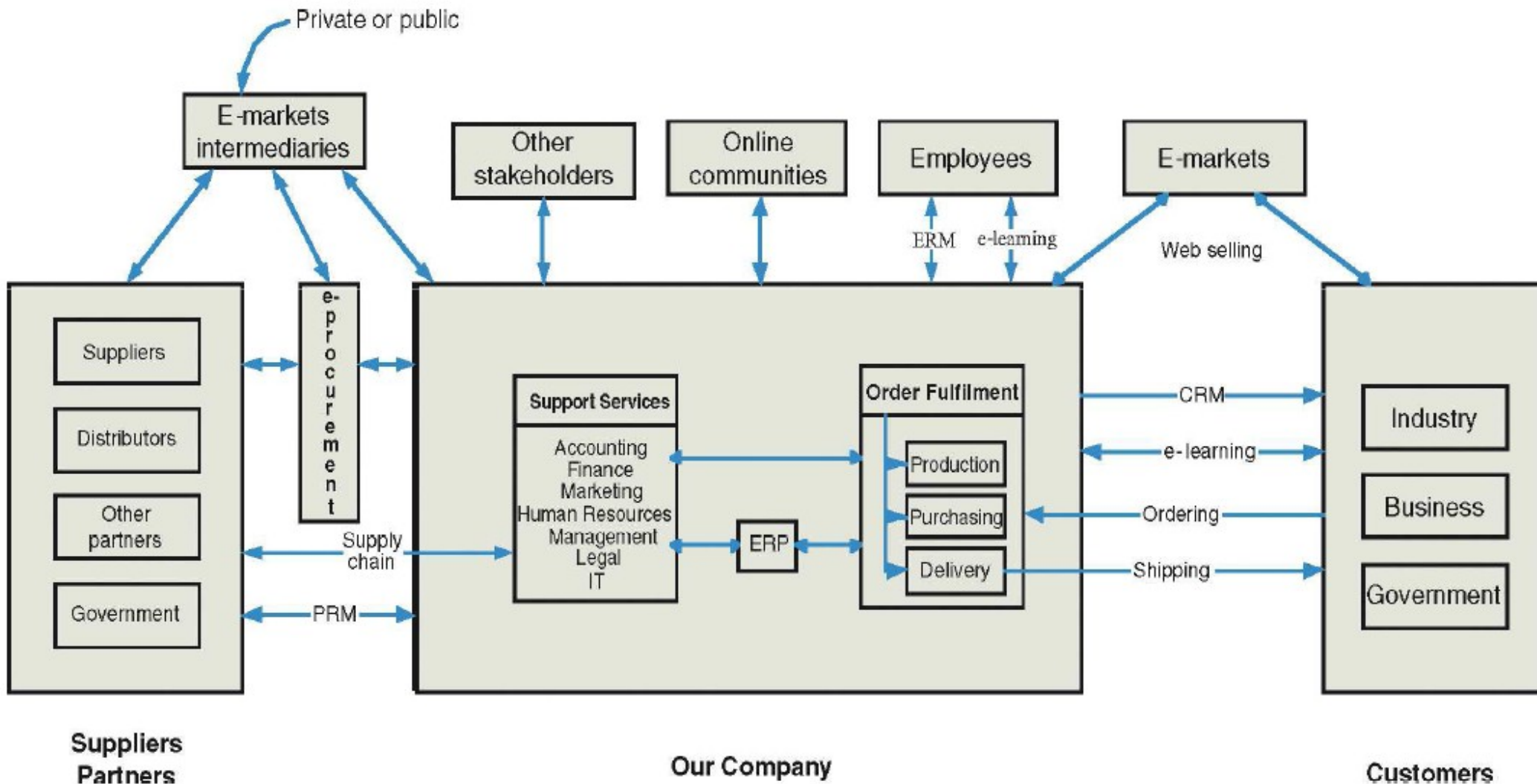
HTC 7 Trophy - 8GB - Black (Verizon) Smartphone

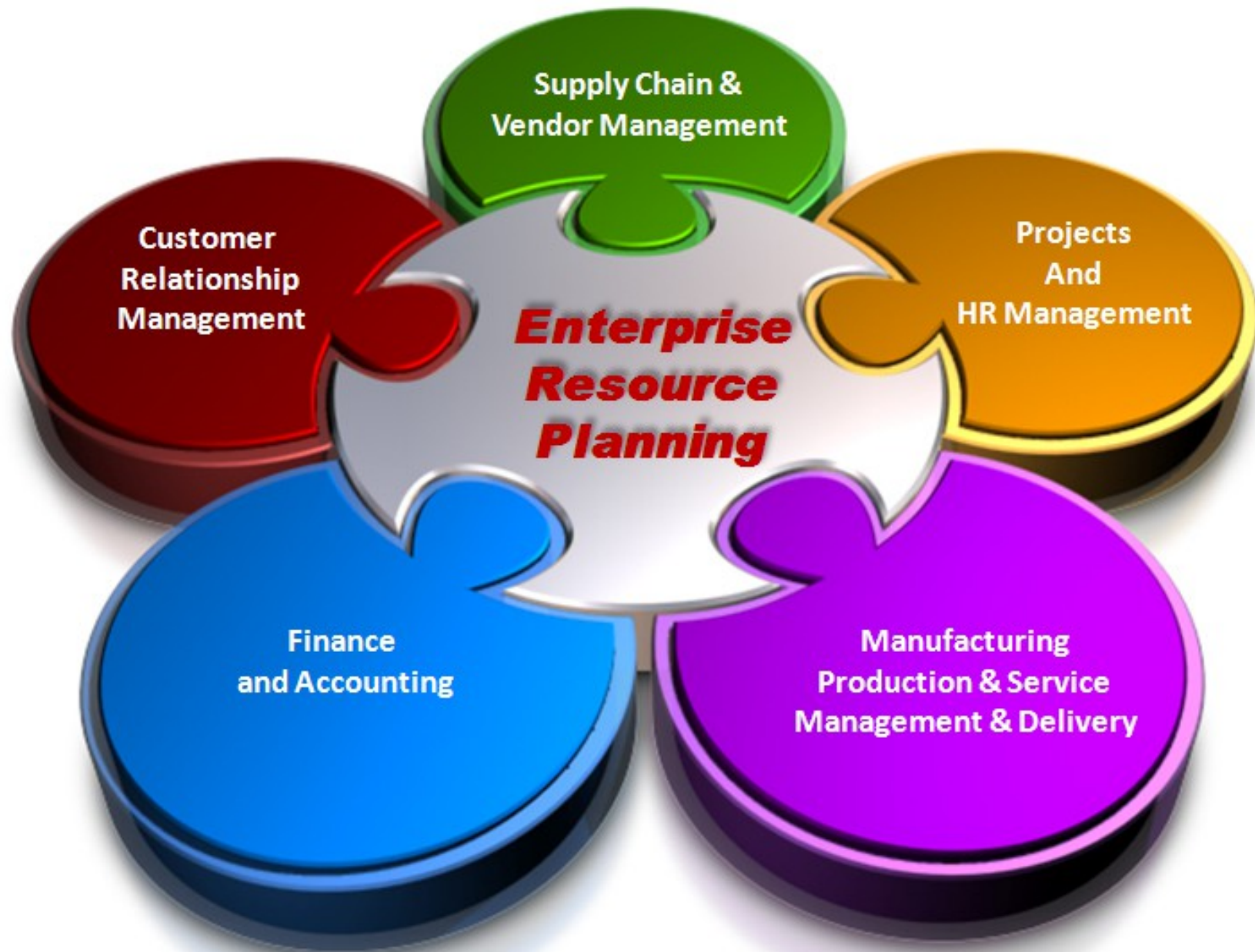
★★★★★ (22)

Buy it now From \$525.00
Browse Accessories

Compare

E-Commerce Infrastructure





Customer Relationship Management



Great Customer Service in 6 Steps

By the time someone complains, their experience is already ruined.
Pay attention! Anticipate problems and prevent them.

Put away what you think the customer wants.
Listen to the actual words and actions they are giving you.

Nothing can make up for not doing what you say you'll do.
Execute! Deliver exactly what is promised.

You can't read customers' minds.
Ask how they're doing and what can be better early and often.

Put away your ego and pride.
Whether you're right or not, the customer pays the bills.

Customers always have expectations and preconceptions.
Exceed them every time and they'll always come back.

Pay attention!

Listen!

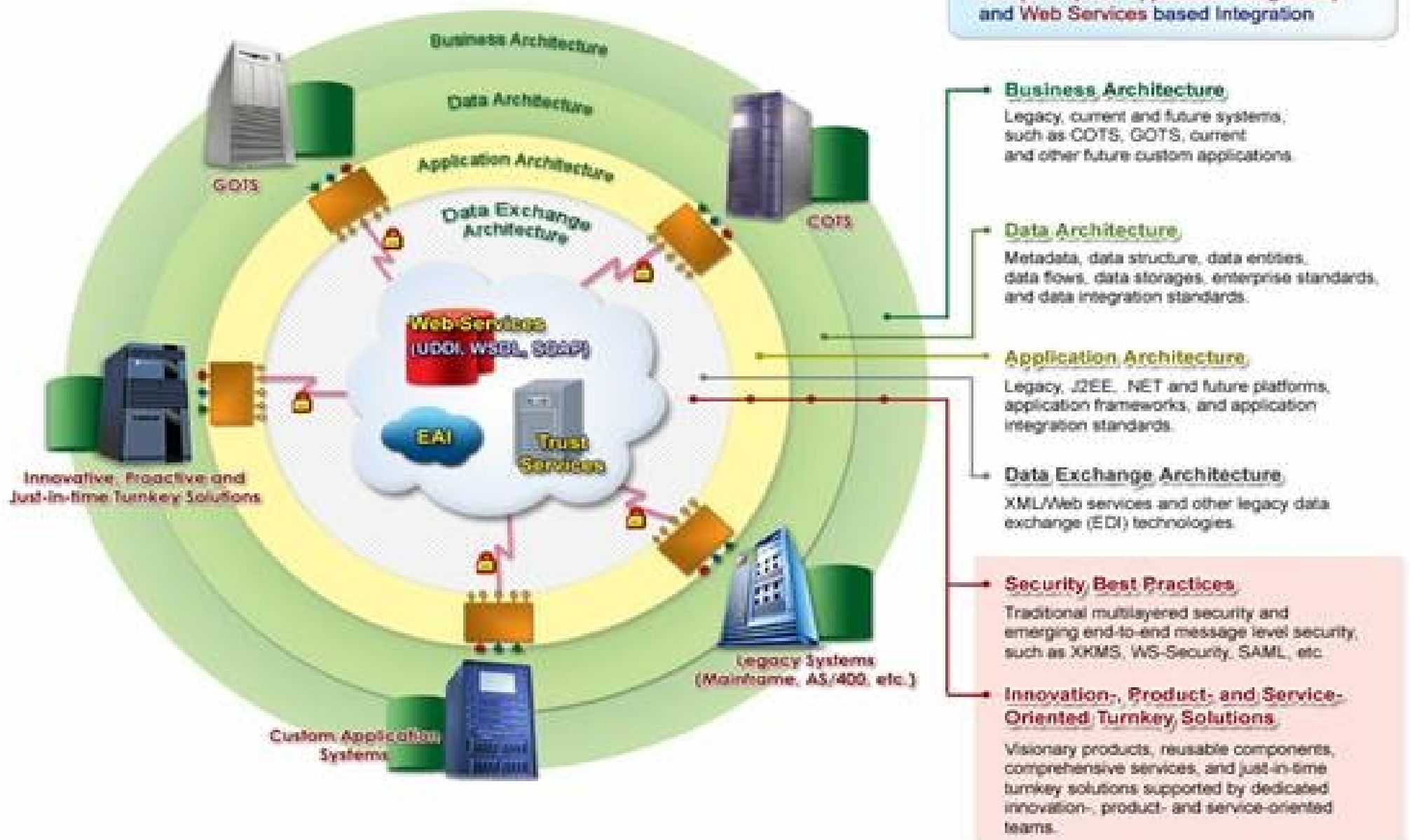
Execute!

Ask!

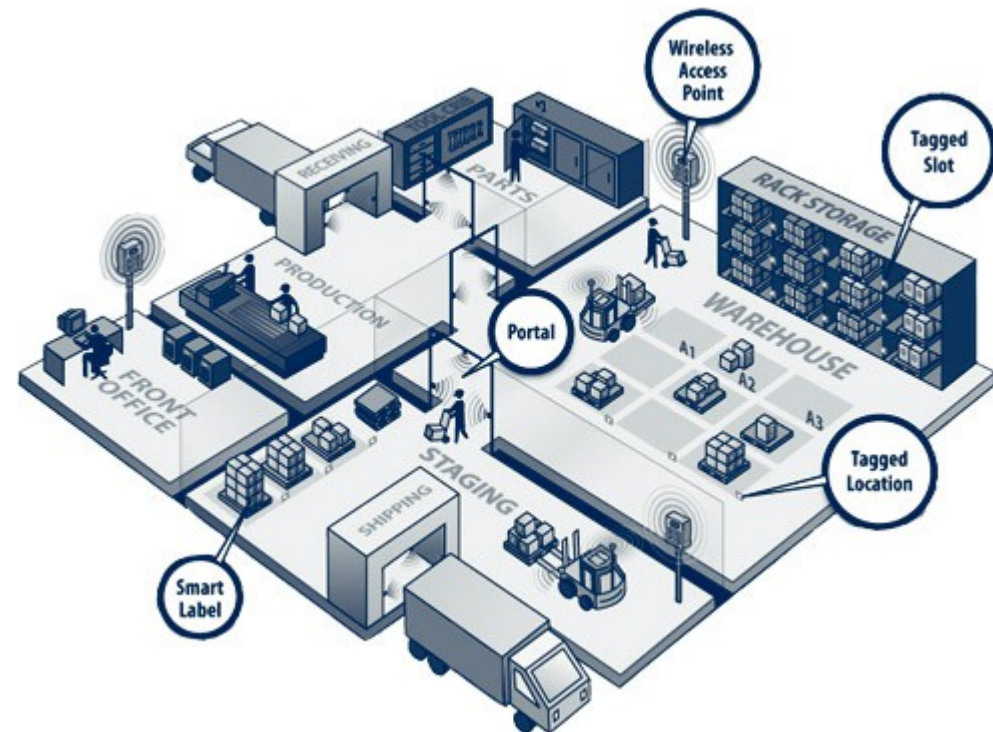
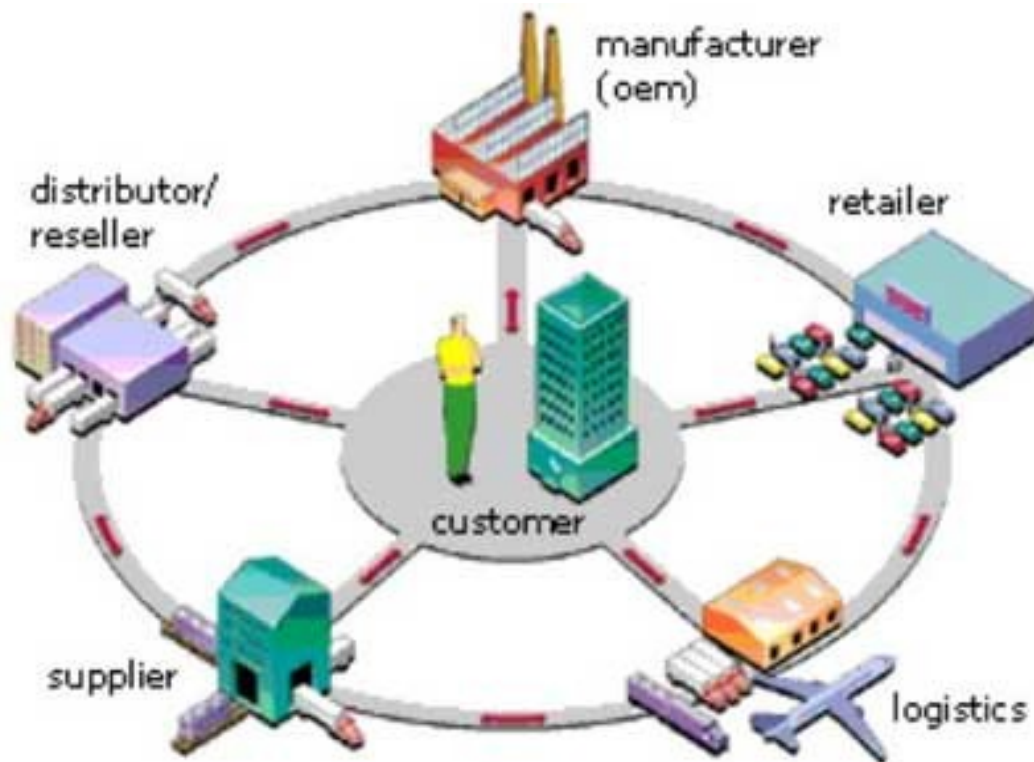
Serve!

Exceed!

Enterprise Architecture Framework



Supply Chain Management



Social Media – Supply Chain Benefit Areas





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SPECIALISTS SUPPORTING YOUR
SMALL BUSINESS.

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Industry Sector Solutions



DHL's focus on selected industry sectors means customers benefit from working with specialists - not just in logistics, but also in their particular marketplace. With our industry-leading sector solutions, we provide our customers with real competitive advantage.

How can we help you?

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☐ Track Your Shipment

Track up to 10 numbers at a time. Separate with a comma (,) or return (enter).

[More Tracking Options](#)

[Track](#)

- [+ Ship Online](#)
- [➤ Get Rate and Time Quote](#)
- [+ Find a DHL Service Point Location](#)
- [+ Find a Service](#)

More about DHL and the Group



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Express Services



Need delivery tomorrow?
Want to track your shipment
or find a drop-off location?
International parcel and
document delivery and much more from
DHL Express.

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E-Commerce Classifications

- Business to Business (B2B)
 - Canon, HP, Dell
- Business to Customer (B2C)
 - Amazon, Walmart, BestBuy
- Consumer to Consumer (C2C)
 - E-Bay, Craigslist
- Business to Government (B2G)

Components of EC



People



Trust



Marketing / Advertising



Support

Online Payments



Gateway Options

General Settings

Activate the payment gateways that you want to make available to your customers by selecting them below.

- ☐ Chronopay
- ☒ Google Checkout
- ☐ Manual Payment / Test Gateway
- ☐ Paypal Express Checkout
- ☐ Paypal Payments Pro
- ☐ Paypal Payments Standard

Update »

We Recommend

PayPal
for Business

Accept credit cards
in just minutes!



Select a Payment Gateway below to configure it.

Payment Gateway

Google Checkout



Display Name

Google Checkout

Merchant ID

RB-14522145

Merchant Key

88956322547

Turn on auto
charging

☐ Yes ☒ No

Server Type

☐ Sandbox (For testing) ☒ Production

Select your
currency

USD



Select Shipping
Countries

[Set Shipping countries](#)

Button Styles

Size: ☒ 180×46 ☐ 168×44 ☐ 160×43

Background:

Transparent



Note: Please put this link to your Google API callback url field on your Google checkout account: **http://localhost**

Mobile Commerce



PayPal Here™ There. Anywhere.

Introducing **PayPal Here™**, the simple way to accept **credit** and **debit cards**, **PayPal** and **checks** - anywhere you do business.

Watch the demo



Be the first to get it when it's here.

Notify Me



Meet
PayPal
Here



The most
payment
types



Access
funds
today

2.7%

Simple
rate per
transaction



Free card
reader
and app



Live
customer
support



Industry-
leading
security

THE FUTURE OF MONEY

60% Don't want to have to find an ATM to pay people back



56% Would be comfortable with never using cash again



43% Never seem to have cash on them



38% Think paying with a mobile device would be more convenient than cash



36% Would buy anything from a latte to an ipod using their phone



34% Would rather carry a phone than pocket change



Leger Marketing survey conducted on behalf of PayPal Canada

NFC Technology



Mobile Coupon

