



The main models of B2B

7-8 lectures



The main models of B2B

- **Electronic procurement** management (The technology of trading by catalogs or data aggregators);
- **Electronic auctions** (Auction technology);
- **Electronic exchanges** (Exchange technology);
- **Portals**

PORTALS

(Информационно-справочные
системы)

- Portal is a relatively new concept, and there are a number of interpretations of this term
- portal is an application that provides a personalized and customizable interface that allows people to interact with other people, as well as find and use applications and information in accordance with their interests (old definition by IBM specialists)
- Organized information to a certain audience
- Different sources

- The development of the portal requires
 - *knowledge of the technologies*
 - *knowledge of the subject area*
 - *contingent of users*

- The portal provides uniform access to internal and external information resources.
- The purpose of the portal is to form a personalized window for the relevant contingent of employees of the company, through which they can receive and view all the information necessary for doing business.

Summing up...

- **The portal** is the main entry point to the Internet or a corporate network built on Intranet technologies.
- The portal is the first information server that users access.
- Its main feature is the availability of the following integrated services:
 - *convenient categorization and annotation of information,*
 - *communication with databases,*
 - *provision of news and services profiled for a specific user,*
 - *access to e-mail and a catalog of information servers of a certain profile,*
 - *availability of a search mechanism.*

Types of portals

- **corporate portals** - more content to small audience
 - *information search tools;*
 - *classifiers;*
 - *tools of interaction with application systems;*
 - *access rights management tools;*
 - *the ability to customize to the needs of a specific user;*
- **information portals** – more info to limited number of users
- **commercial portals** - specific info to wide audience
- **personal portals** - specific topics for interested persons

CORPORATE PORTALS

- Corporate portals manage uniform and profiled end-user access to corporate network applications and information resources.
- The portal should include proven and supported security tools, tools for the administration of client systems and the organization of collaboration, data management systems, as well as search engines with a single interface

- The main function of the portal is the management of corporate information resources.
- The process of planning information support for the management of an organization is closely related to taking into account the information needs of the company's employees engaged in a specific business process.

- Information support planning is one of the important management functions implemented with the help of a corporate portal
- The portal should be one of the most important components of the information resources management cycle: *planning - control - analysis - decision-making*
- Many of the largest manufacturers of corporate information systems (ERP class) include a corporate portal (SAP Workplace, Ogasle Portal, iBaan Portal) in the set of solutions offered.

- The traditional mechanism that ensures the collection of reliable statistics is the registration of the organization's clients on the portal and the implementation of controlled access to information resources.
- Factors to attract customers to register :
 - *the organization's clients receive all the information they need in a concentrated form;*
 - *the organization carries out centralized control of the reliability and relevance of the published information;*
 - *the portal can provide relatively secure publication of confidential information targeted at specific user groups.*

Information portal.

AOL and Yahoo! companies

- AOL is the largest Internet Service Provider (ISP):
 - *access to e-mail and online communication service (Chats),*
 - *distribution of Internet resource catalogs,*
 - *news,*
 - *weather forecast,*
 - *financial information, etc*
- Most of AOL's revenue (about 70%) is provided by providing Internet access services. The rest of the revenue comes from advertising (about 20%) and **commissions from sales through the portal (up to 10%).**

AOL and Yahoo! companies

- Yahoo! is the largest and most recognizable information portal
- Yahoo's core business consists in the sale of advertising space
- More than 90% of the revenue was advertising, which included paid display of banners; sponsorship income, including through commissions from sales and fees for the maintenance of an online counter; banner exchange.
- The income structure has not changed significantly over the past three years.
- A significant portion of advertising revenue comes from large e-commerce companies.

- The need for an information portal decreases due to
- Internet access is rapidly getting cheaper
- Favorites folder on browser

- Despite a slight decrease in the income of the main information portals, certain prospects for them undoubtedly exist
 - *number of new Internet users is growing extremely fast*
 - *portals act as filters that provide users with only the necessary information*

Practical / Lab lesson

- 1) Search and learn Portals
- 2) Choose one of topics below
- 3) Make a presentation including next information:
 - *History of portals – 1 slideshow*
 - *History of chosen company with portal e-business model*
 - *Features, sources, structure and etc information of chosen company*
- Topics to choose:
 - *Yandex.ru*
 - *Google.kz*
 - *Rambler.ru*
 - *Mail.ru*
 - *Any other with portal e-business model*