



# ERP & eBusiness

## Articles

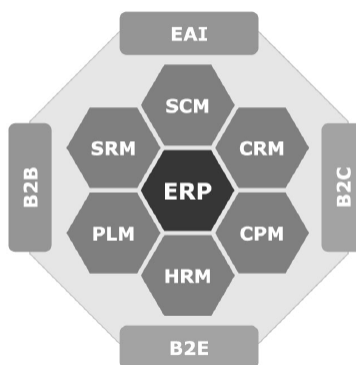
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ERP

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Figure 1.  
The conceptual  
framework for ERP II



Moller, C. (2005) 'ERP II: a conceptual framework for next-generation enterprise systems?', Journal of Enterprise Information Management, , Vol. 18, No. 4, pp.483–497

Layer	Components	
Foundation	Core	Integrated database (DB) Application framework (AF)
Process	Central	Enterprise resource planning (ERP) Business process management (BPM)
Analytical	Corporate	Supply chain management (SCM) Customer relationship management (CRM) Supplier relationship management (SRM) Product lifecycle management (PLM) Employee lifecycle management (ELM)
Portal	Collaborative	Corporate performance management (CPM) Business-to-consumer (B2C) Business-to-business (B2B) Business-to-employee (B2E) Enterprise application integration (EAI)

**Table III.**  
The four layers in ERP II

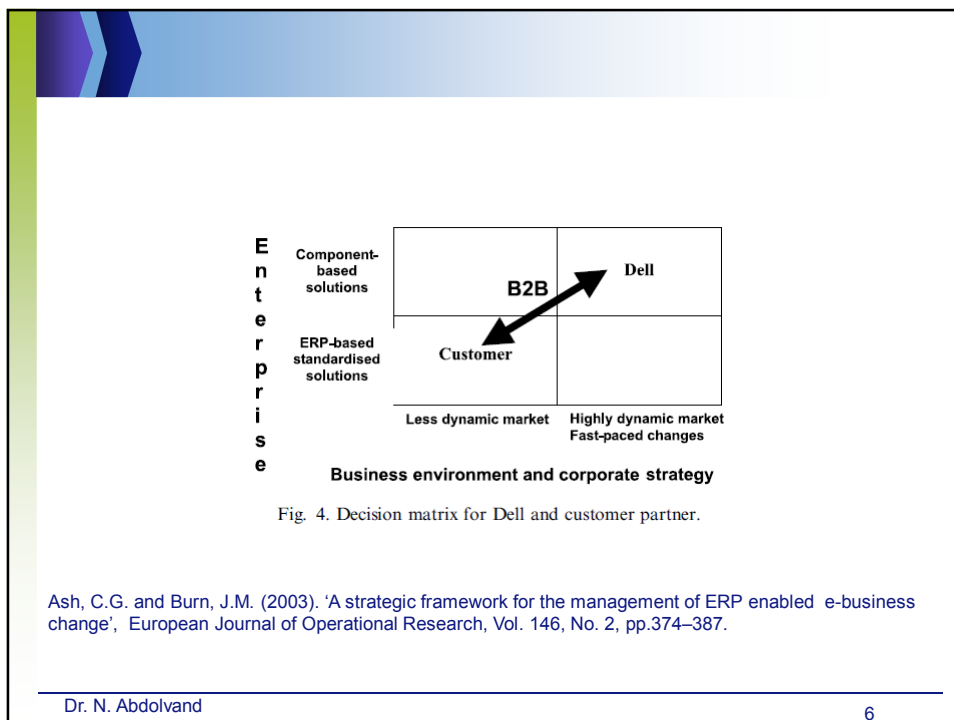
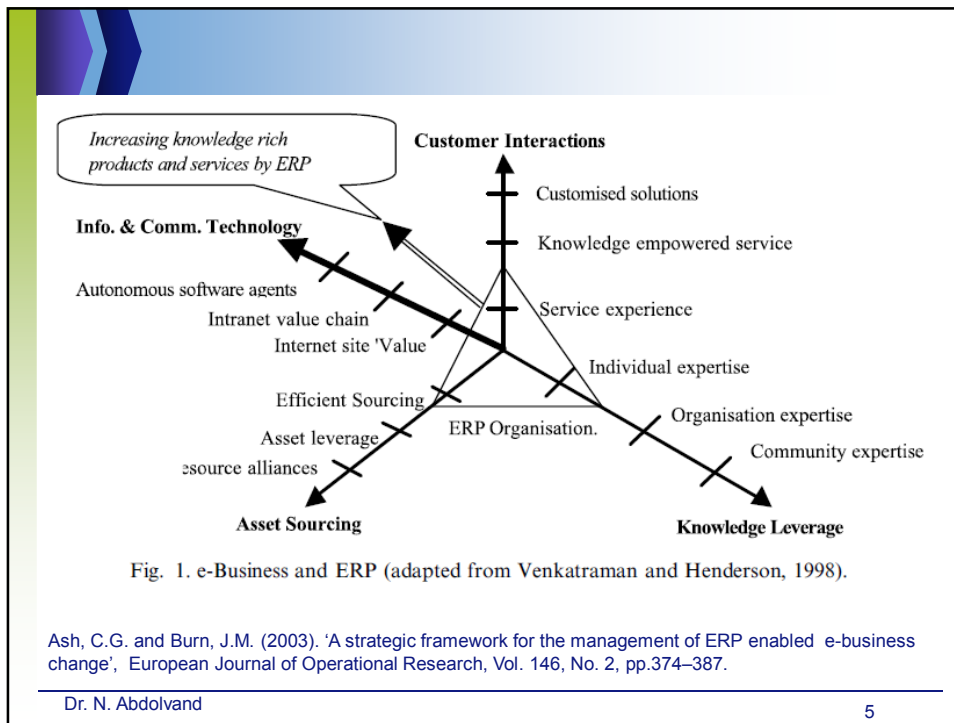
Moller, C. (2005) 'ERP II: a conceptual framework for next-generation enterprise systems?', *Journal of Enterprise Information Management*, , Vol. 18, No. 4, pp.483–497

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<b>E-Business in 3 Scenarios</b>	
◆ An organization with a solid integrated ERP system	<ul style="list-style-type: none"> <li>■ consider the potentially large changes in its processes that will need to be reflected in its ERP system</li> <li>■ the technology investments</li> </ul>
◆ Organizations with fragmented ERP	<ul style="list-style-type: none"> <li>■ struggle in even the most elementary of e-business models because of the lack of visibility of information</li> </ul>
◆ Organizations without an ERP: customized and extremely fragmented legacy systems.	<ul style="list-style-type: none"> <li>■ significant disadvantage in leveraging e-business</li> </ul>
◆ Start-up organization without an ERP	<ul style="list-style-type: none"> <li>■ due to fluid processes the transition to e-business will be relatively straight forward</li> </ul>

Akhgar, B., Siddiqi, J. and Al-Khayatt, S. (2002), Strategic exploitation of ERP for e-Business||, *Proceedings of the International Conference on Information Technology, Sydney, Australia, pp. 498-503*

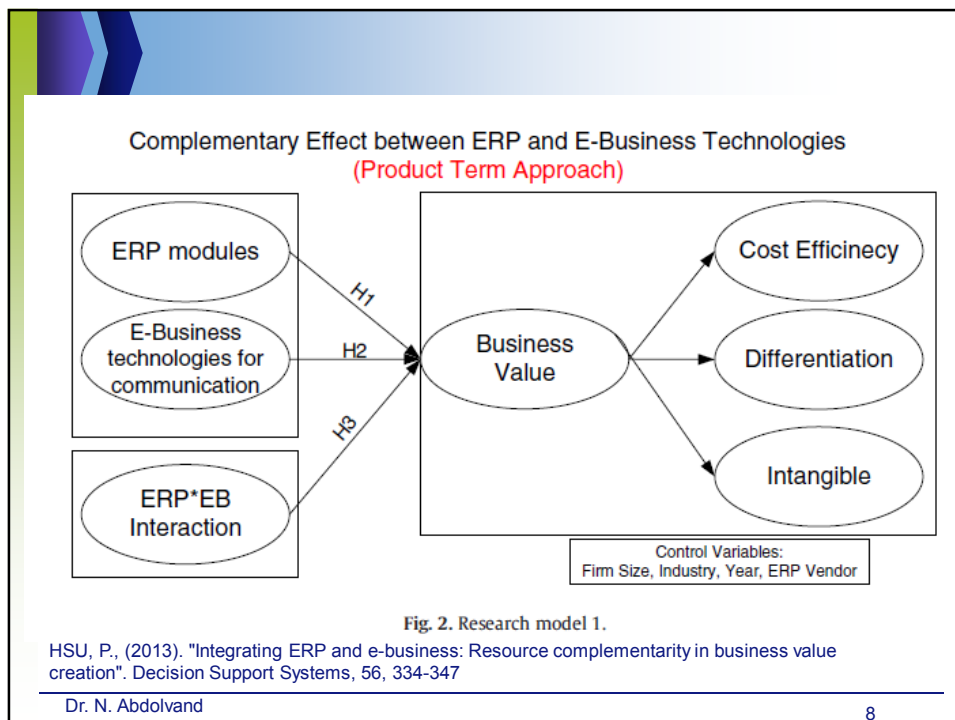
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Business Dimensions	Stages of e-Business Transformation		
	(1999 -)	(2000 -)	(2001 -)
	Stage 1: Integration	Stage 2: Differentiation	Stage 3: Realisation of Value Propositions
<b>Technology</b> (virtual infrastructure)	* ICT ERP with e-Sales & e-Procurement applns	<u>Differential Resourcing</u> ASP vs cost of ownership on the outsourcing spectrum	<u>Innovative Technologies</u> ERP and non-ERP networks for e-marketplaces
<b>Products &amp; Services</b> (virtual experience)	e-Malls e-Mall integration and information exchange	* e-Branding Customisation vs standardisation, Brand identity & integrity	e-Communities Foster customer, supplier, and employee expertise. Emerging collaborative online communities
<b>Business Models</b> (virtual B2B interactions)	e-Commerce Integration B2B Integration of e-Sales & e-Procurement systems B2B <sup>C</sup> + B2B <sup>S</sup>	e-Positioning B2B positioning within a range open to private e-marketplaces	* e-Enterprise One2Many vs One2One Distinct focus of One2One partnerships
<b>Examples</b>	Remote experience of e-catalogues. More tasks, "group ware" skills for online communication	Assemble and coordinate assets through effective use of online services	Business network to design and leverage interdependent e-communities. Dependent on relationships

Burn, J. and Ash, C. (2005) 'A dynamic model of e-business strategies for ERP enabled organisations', *Industrial Management & Data Systems*, Vol. 105, No. 8, pp.1084–1095.

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Questions?