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1.0 Introduction

Introduction

Electronic commerce is the application of information technology to support all aspects of business together with the exchange of goods or services together with the exchange of information between business partners. Electronic commerce is a business process that uses information technology to support business transactions, business communications, and business information. - Sending purchasing orders is a business process.

Cross Industry Working Team (CIWT) is a consortium of companies and organizations whose goal is to develop and promote a cross industry business architecture to support electronic commerce. CIWT is a forum for companies to share their electronic commerce business requirements and to develop business models, data models, and business process models to support electronic commerce. CIWT also promotes the adoption of electronic commerce standards and promotes and develops - leading pilots to test electronic commerce.

This document contains information technology, business information and business information. Information technology is information about information technology. Business information is information about business information. Business information is information about information technology. Information technology is information about business information. Business information is information about information technology. Information technology is information about business information. Business information is information about information technology. Information technology

Transactions can be reversed, repaired, deactivated, modified, or terminated. Transactions can be aggregated, disaggregated, and decomposed and provided with information to firms, and to customers, suppliers, and partners. Transactions can be monitored, measured, and controlled. Transactions can be secured, authenticated, and protected against repudiation, fraud, and other illegal acts. Transactions can be performed with consent, approval, and under jurisdiction of the user.

5.5 Electronic Commerce Architecture and Digital Market

5.1 Electronic Commerce Architecture

The Electronic Marketing Mix (EMM) consists of three dimensions (or commercial activities) that firms, whether on the Internet or off the Internet, must perform in order to succeed in electronic commerce:

- the physical communication and marketing infrastructure
- the electronic/digital/virtual commerce layer, and
- the physical/material/real-world business infrastructure and supply chain management infrastructure

Here, we discuss the dimensions of the marketing services and the supporting infrastructure.

5.1.1 Infrastructure Services Layer

Internet-grounds infrastructure services are offered to a customer (business enterprise):

- Internet connectivity services,
- Web hosting services,
- Web design services,
- Web development services,
- Electronic commerce software and environments,
- Electronic commerce transaction processing services,
- Electronic commerce transaction processing, retrieval, and management services, and
- Digital marketing, advertising, and promotion services.

In the following sections, we discuss those necessary and important services. We do not discuss those services that are well known and well understood in the context of information systems, such as, Internet connectivity and web hosting services.

5.1.2 Communications Services

Telecommunications services are necessary for electronic commerce. For, all electronic commerce and marketing activities, there must be a communication channel. Without a communication channel, electronic commerce is impossible.

Internet Connectivity - Internet connectivity is an indispensable service for electronic commerce. Without Internet connectivity, there is no electronic commerce. Internet connectivity is provided by an Internet service provider (ISP) or Internet backbone provider.

VPNs - The Internet infrastructure has the very same problems as the public switched telephone network (PSTN). Therefore, the use of a VPN is essential to enhance/improve security.

5.1.3 Transition Services

Transition services are business/ebusiness services that are necessary for a business to transition from a traditional business to an ebusiness. Transition services are necessary because, for a business, the transition from a traditional business to an ebusiness is a major change