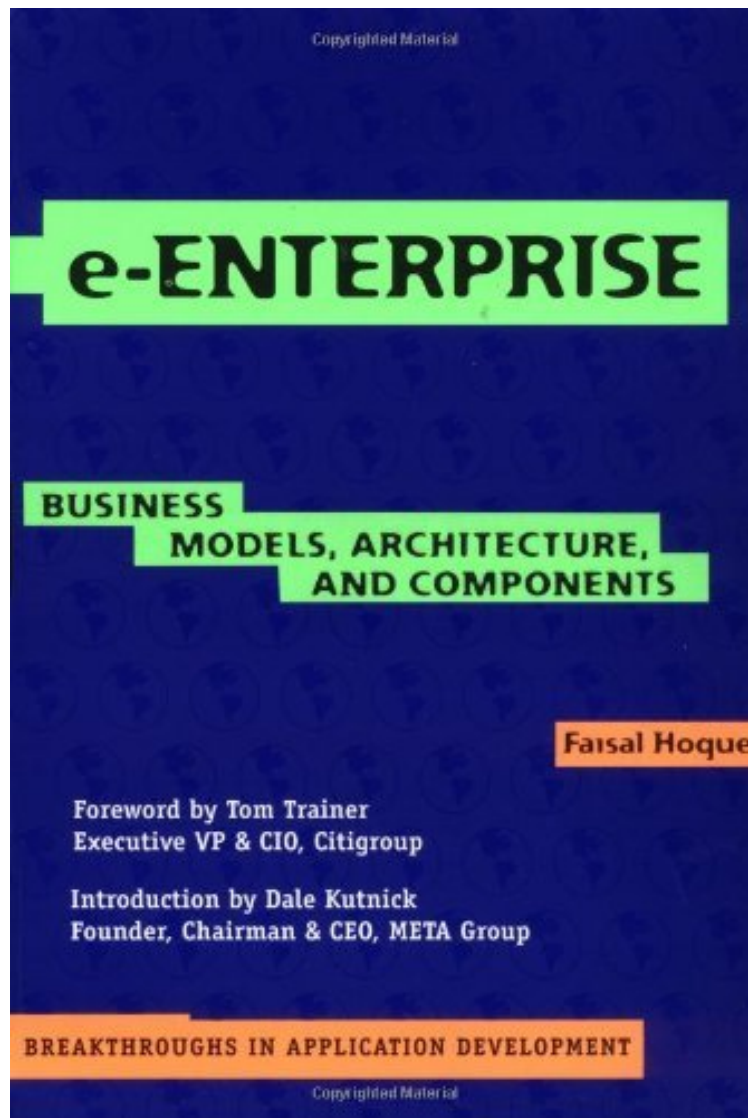


(Mobile pdf) e-Enterprise: Business Models, Architecture, and Components (Breakthroughs in Application Development)

# e-Enterprise: Business Models, Architecture, and Components (Breakthroughs in Application Development)

*Faisal Hoque*

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**Faisal Hoque : e-Enterprise: Business Models, Architecture, and Components (Breakthroughs in Application Development)** before purchasing it in order to gage whether or not it would be worth my time, and all praised e-Enterprise: Business Models, Architecture, and Components (Breakthroughs in Application Development):

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E-commerce is still a new and volatile industry, but each day a new enterprise pops up promising to be the next big thing. The real challenge is to understand what is involved in using the Internet as a means to building a successful business. Rather than coming up with marketing hooks and product innovations, e-Enterprise: Business Models, Architecture, and Components demystifies e-commerce and describes how a business should determine its own future by taking the next step and becoming an agile 'e-enterprise'. Faisal Hoque introduces the concept of high-level abstraction of business processes and application functionality that result in reusable business and technology components. He provides a methodology that is critical for all business leaders and technologists trying to build an enterprise on the Internet.

.com Aimed at any manager or executive seeking to understand the present and future of e-commerce, e-Enterprise: Business Models, Architecture, and Components is a leading-edge guide to how the Internet will continue to transform the way any company does business. While there are any number of books describing the Internet revolution, this title focuses on the ways in which traditional "brick and mortar" companies can reengineer themselves to take advantage of both business-to-customer and business-to-business e-commerce. The author's perspective from both the new world of Internet startups and larger, more established companies provides a valuable edge here. While certain sections make fairly heavy use of e-jargon (for example, terms like e-ROI and e-Vision), there is much to glean here for any manager struggling to make sense of it all. The author identifies future directions for improving the efficiency of your organization through e-commerce, and how to improve customer relationships through the Internet. This book offers many high-level "critical success factors" for implementing changes using e-commerce within your organizational structure. Later chapters look at some of the technology behind the Internet revolution, including various standards bodies that will help integrate business-to-business e-commerce (like CommerceNet) as well as application servers and component technologies (like CORBA, DCOM, and Enterprise JavaBeans [EJBs]). In all, this book identifies key terms, strategies, and technologies that will be required knowledge for conducting business successfully online. It can be read profitably by anyone seeking to understand how e-commerce can streamline business processes and transform traditional organizations. --Richard Dragan Topics covered: e-Enterprise basics, brochureware, e-Commerce, e-Business, e-Applications, business-to-consumer (B-to-C) and business-to-business (B-to-B) e-commerce, business and purchasing processes, e-Tailing, consumer portals, customer care and management, electronic bill payment (EBP), virtual marketplaces, procurement and resource management, value chains, e-Transformation, e-Enterprise methodology, e-ROI and e-Measurement, real-time product design, marketing, product assembly, distribution and customer support, architectural considerations for e-Enterprise, critical success factors, e-Data, e-Networks, industry standards for e-Applications: CommerceNet, RossettaNet, Open Financial Exchange, security, user profiling, searching, transaction processing, user notification, reporting and analysis, workflow management, client and server components, application servers, CORBA, DCOM and Enterprise JavaBeans (EJBs), applications servers, enterprise application integration (EAI) overview, UML, and XML. "The e-Enterprise methodology described in this book is providing essential guidance as we develop strategy and implementation plans to transform CompUSA to an e-Enterprise. This stuff works." Honorio Padron, Executive Vice President and Chief Information Officer, CompUSA "The author explores the rich and rapidly evolving landscape of electronic business--a journey well worth taking." Vint Cerf, Internet Pioneer "Now, e-transformation is a dynamic that every company must master in order to succeed in today's network economy. With e-Enterprise, Faisal Hoque provides a clear, concise and actionable roadmap for how CEO's can rapidly deploy and continually refine the essentials of e-transformation in their business." Bert Ellis, Founder, Chairman, and CEO, iXL Enterprises "If you think you know the components of modern information technology for e-Applications but not business strategy, this is for you. If you think you understand business strategy but not technology components, this is also for you." Edward Brginsky, Chief Technology Officer, eSolutions, BEA Systems "In less than five years, business use of the Internet has moved from curious novelty to ubiquitous reality. It's no longer just about selling products on the Web, but moving entire business processes online for speed, flexibility and customer responsiveness. That's not always easy, and e-Enterprise offers a useful roadmap to help companies make that transformation." Clinton Wilder, Editor At Large, Information Week "No matter how sharp your vision of the future may be, success depends on being able to invent the business model, implement the technology, learn with every step, and start the cycle again. It takes a robust e-Enterprise methodology to do that." Don Tapscott, author of The Digital Economy and Growing Up Digital. "Business-to-consumer Internet success stories have gotten a lot of attention lately, business-to-business successes less so. There are actually few

companies that have learned to do either of these well. Hoque's operating model suggests there will be more, and soon." Bruce E. H. Barlag, Executive Vice President, Gartner Group "Whether you're creating a new e-business or using e-technology to add bandwidth to your existing business, this book is a must-read. Faisal Hoque provides an excellent conceptual framework and marries this with proven systems concepts employed by high-performing organizations. This is the recipe for rapid development of highly scalable e-systems that maximize return on investment. It should be required reading for e-business decision-makers and technologists alike." Ron Griffin, Senior Vice President and Chief Information Officer, The Home Depot "Hoque describes the principles he has employed in several of his successful e-businesses, as well as lots of others in which he has helped very prominent companies get up to date on e-business applications." Atlanta Business Chronicle "...Hoque does present thought-provoking perspectives about where organizations are going, and what we can do to help them get there...e-Enterprise offers a valuable summary and useful observations...Worth reading? Yes." Software Development Times