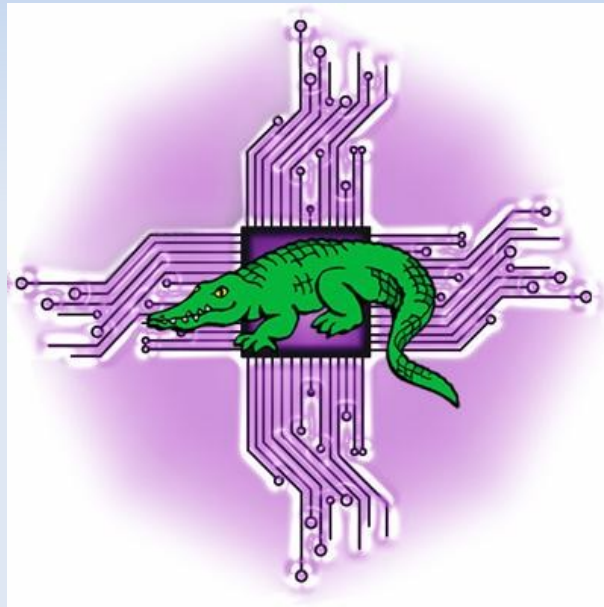


E-Business Strategy Using Linux

Presentation to Linux Users of Victoria



June 7, 2011

<http://levlafayette.com>

0.0 E-Business Strategy: Why?

0.1 The Unspoken Truth (Managers). (Computerworld, Jeff Ello, 2009). It's About Respect. It's About Technical Reasoning. Techs Will Ignore You. Managers must be technically competent.

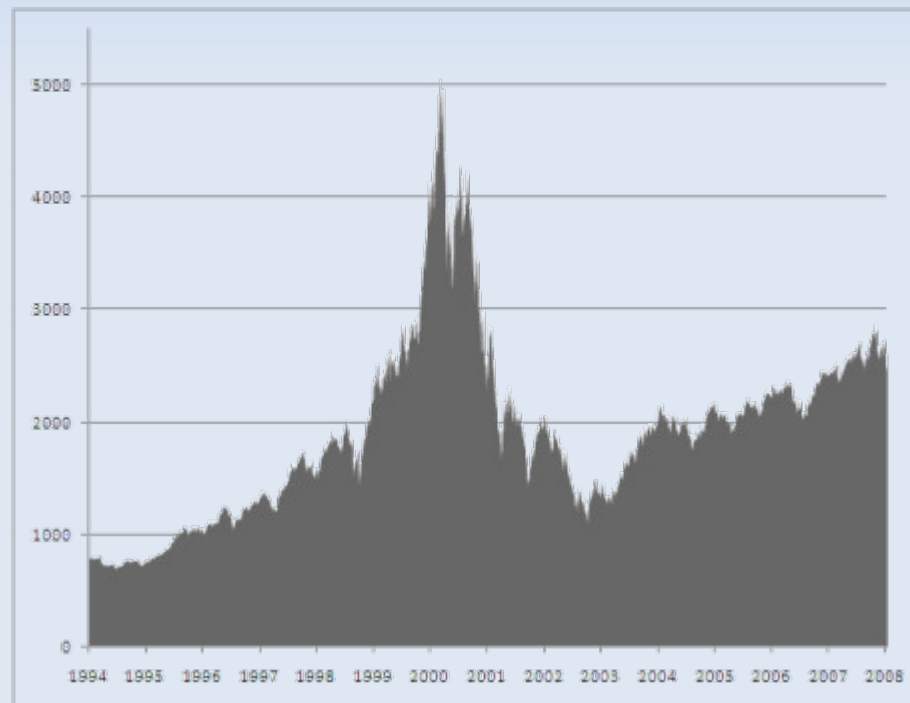
0.2 The Unspoken Truth (Technicians). It's about understanding. It's about the combining the business operations with technical genius. It's about a customer focus.



The critical question on tonight's presentation: Can we make better use of Linux for e-Business Strategy? Is Linux innately better at e-Business Strategy than proprietary operating systems?

1.0 E-Business

1.1 The Dot.com Bubble. NASDAQ went from c1500 to c5000 to c1000 within 2 years. Crash examples; pets.com, boo.com, go.com.. Success examples; Google, Redhat



1.0 E-Business

1.2 Why Adopt e-Business? (a) core activity, (b) facilitate, (c) support.



1.3 A Definition: Computer-mediated operations that occur in an attempt to achieve an organisation's major goals within an action plan.

1.4 Four stages to Strategy Development: (a) strategic planning (b) systems design (c) implementation (d) performance management.

2.0 Plans and Purpose

2.1 A successful strategic plan builds value; it has a customer focus, it uses mature technologies, it develops the business model, it networks and outsources Saarinen et al. (2006). Consider the famous Betamax versus VHS.

2.2 Many advantages to e-Business: Stakeholder value improvements for customers, employers, suppliers, shareholders and the business itself.

2.3 Risks and Issues: Poor strategy, poor translation into design, poor implementation, failure to measure performance.



3.0 E-Business Practise

3.1 Better value for stakeholders is the goal. There are four sources of value; Efficiency, Complementaries, Lock-in versus Loyalty, Novelty.

3.2 Building Blocks of customer value; points of parity, difference and contention (Anderson et. al. 2006).

3.3 E-Business Systems: Knowledge Management, Value Chain, e-Marketing, e-CRM, m-Business, Operations (e.g., Accounting, Project Management).

3.4 Linux Examples. Knowledge-Tree, bespoke MySQL, Mailman, Postbooks, Drupal ERP, Adempiere, CiviCRM, SugarCRM, vTiger, Embedded Linux, GnuCash, Storm etc etc etc!

4.0 The Strategic Plan

4.1 Not Just The Technology. Stakeholder sensitive, Customer focus, Technology, Project completion, Resource management, Organisational culture, Competitive orientation. Technology S-Curves

4.2 Planning Concepts: Strong First Mover Advantage, Value Chain, Co-opetition (consider Microsoft and Novell), Intermediation, Rol.



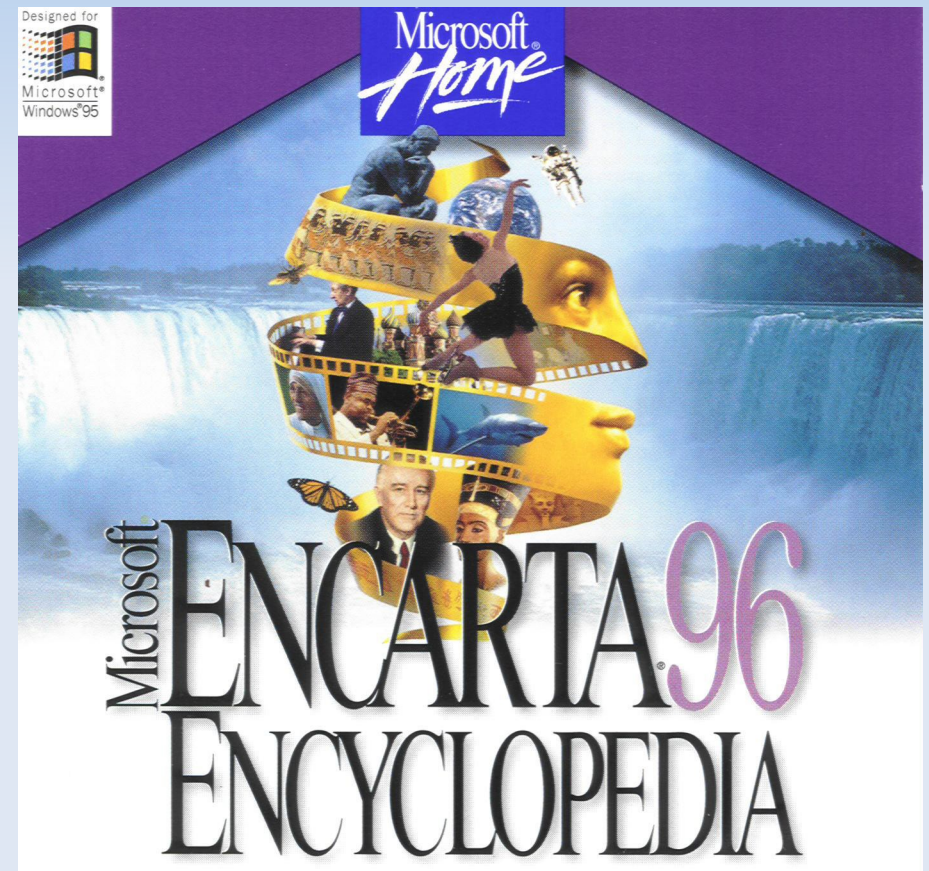
4.3 Strategic Planning: Manage the strategic planning process, revisit the organisation's vision and mission statements, gather competitive intelligence, create strategy alternatives, screen alternatives and select. Incorporate performance management. Amazon vs Barnes & Noble.

5.0 Design and Implementation

5.1 Design. Action and Objectives, Organisational issues, Business Processes. Architecture, Platform, Infrastructure and Middleware. Telstra and single-billing service. Encyclopedia Britannica versus Encarta versus Wikipedia.

5.2 Implementation. Outsourcing issues, Action, Pilot tests and rollout, Control and measurement.

5.3 Risk Issues. Failure in design and implementation.



6.0 Performance Management

6.1 Measuring Performance. Evaluation is necessary. Informational versus Diagnostic Metrics, Analytical Hierarchy Process (TCO versus usability vs power).

6.2 Managing Performance. Link with vision and mission. Establish objectives and SMART metrics. Measure and communicate results. Correct off-target performance.

6.3 Performance Management Systems. Financial based. Activity based. Sink and Tuttle. Balanced Scorecard

7.0 The GNU/Linux Future

7.1 Information Goods. Initial costs are high. Marginal cost of reproduction is close to zero. Over time, open source will get even better than it is now.

7.2 Cathedral versus Bazaar. The more widely available the source code is for public testing, scrutiny, and experimentation, the more rapidly all forms of bugs will be discovered.

7.3 Truth, Logic, Relationships and Loyalty Are On Our Side :)

