



Jim Jones and The Right Approach to e-business



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Jim Jones, interBiz's regional manager for Northern Europe recently gave an interview in Computer Weekly about the right way to approach e-business. The article is too big to print in full but the main points are outlined below and the full text can be found on our website.

Why do e-business projects fail?

- ◇ Many companies did not research the e-business model properly. They did not apply basic business rules and ignored the problem of human integration into the model. With the result that many companies spent a lot of money and made losses or small gains and people wanted to believe they made gains even when they did not.
- ◇ Many organisations failed to integrate e-business into their core business and simply bolted it on in the hope that it would work.
- ◇ Too few boards have chief information officers (CIOs) on them who can give informed advice and too few CIOs have a working knowledge of the business their company is involved in.
- ◇ Companies overestimated the power of e-commerce to change peoples shopping habits, they forgot shopping is often a social event as much as a business event.

What will help projects succeed?

- ◇ Use business intelligence software which, rather than simply pointing out that a problem is happening, is proactive and helps in the decision making that leads to the solution of the problem.
- ◇ Use software which gives real time information.
- ◇ Get the CIO on the board and ensure he understands the business.
- ◇ Make sure each area of the company communicates with all other areas so that information is fully shared.

So, the recipe for success?

- ◇ Use interBiz's Bizworks business intelligence tools to get real time proactive results and to aid communication.
- ◇ Ensure the format of the board is such that informed decision making can occur.
- ◇ Regularly review how you operate during the year and change if necessary.
- ◇ Learn from other's mistakes.



(climbing the eBusiness mountain)