

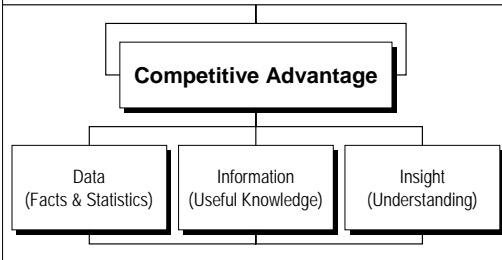
Information Technology and E-Commerce

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From Data to Information to Insight



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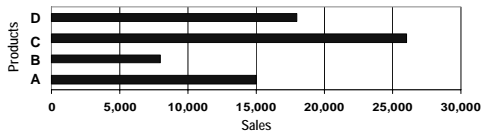
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Data versus Information

Product	Jan	Feb	March	April
A	15,000	9,000	10,000	12,000
B	8,000	8,500	9,000	10,000
C	26,000	25,000	25,500	26,000
D	18,000	16,000	16,500	18,500

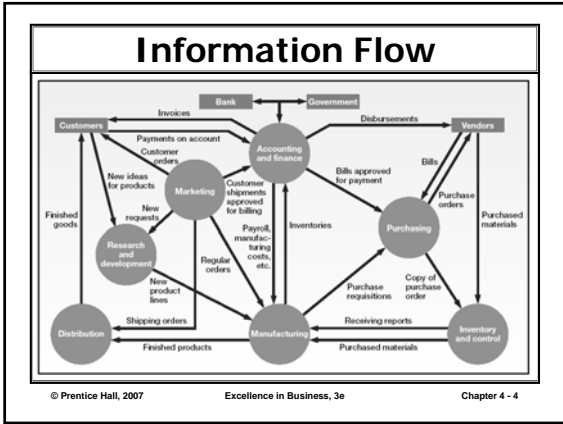
Average Monthly Sales

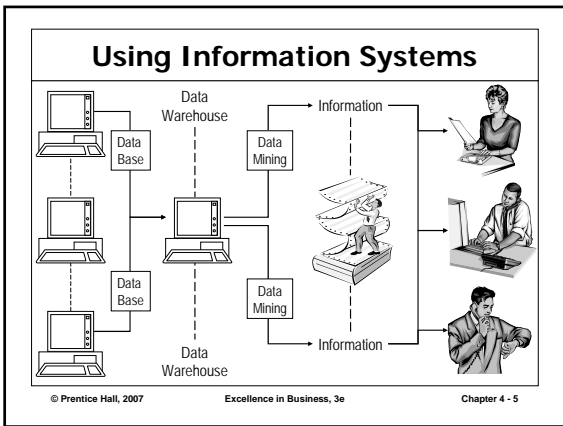


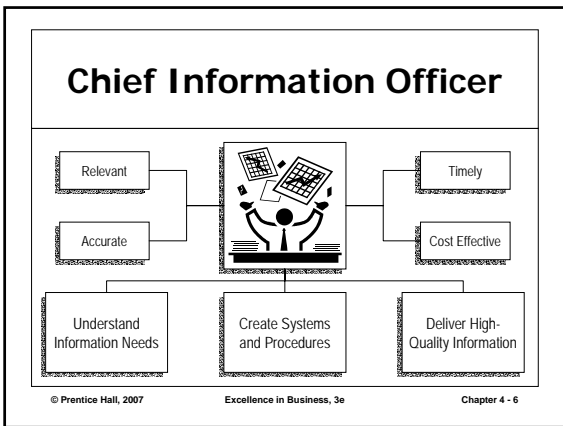
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Business Information	
Research and Development	Planning and Control
Marketing and Sales	Communication and Collaboration
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Business and the Internet	
Accelerate Commerce	Control Costs
Erase Borders	Simplify Research
Boost Communication	Promote Collaboration
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Accelerating Commerce	
Business-to-Consumer	
Business-to-Business	
Consumer-to-Consumer	
Mobile Commerce	
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Cutting Costs

Searching for Best Prices	Managing Inventory
Telecommuting	Recruiting and Training
Reducing Travel Expenses	Distributing Information

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Erasing Borders

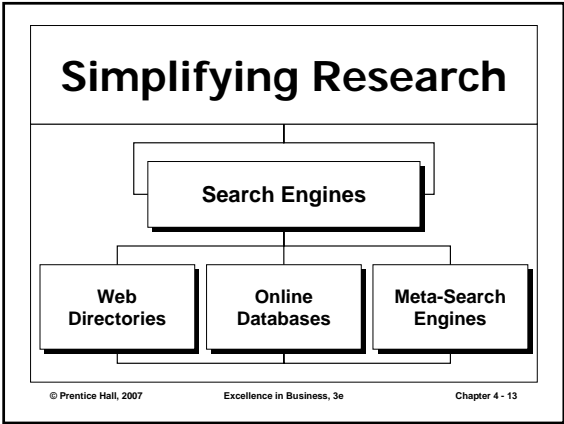
Email	
Instant Messaging	
Virtual Meetings	
Telecommuting	

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Enhancing Communication and Collaboration

- Email and instant messaging
- Mail server lists and newsgroups
- Intranets and extranets
- Virtual workspaces
- Blogs and wikis
- Internet telephone service

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Types of Online Searching

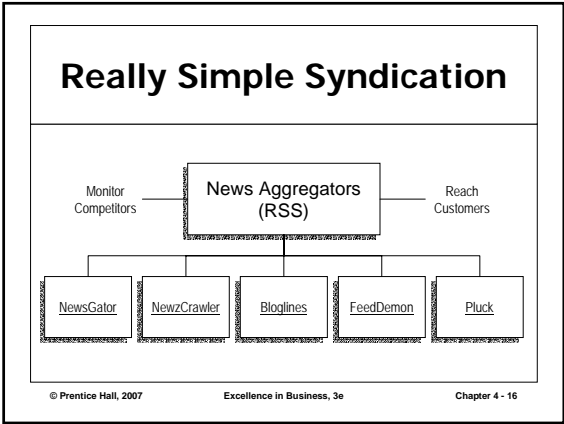
	Keyword Searches
	Boolean Operators
	Natural Language
	Forms-Based Searches

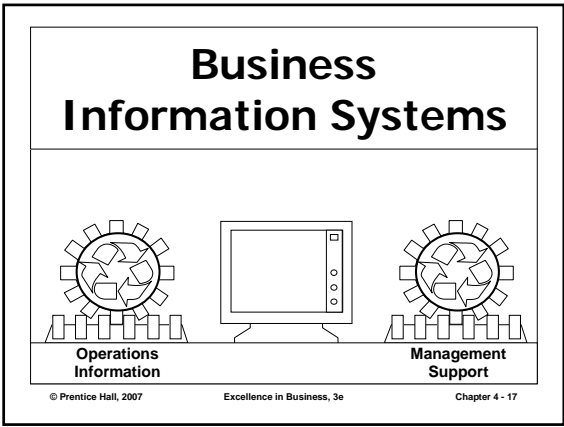
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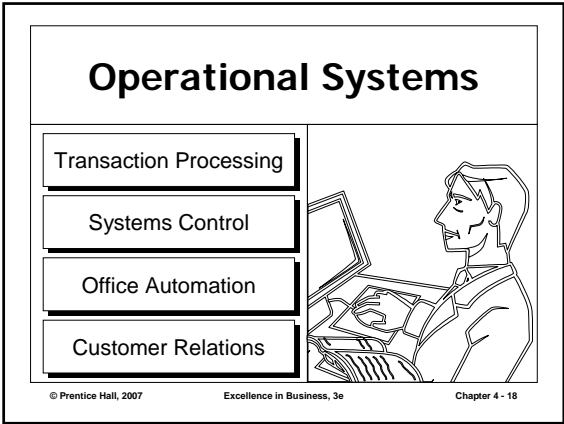
Effective Searching

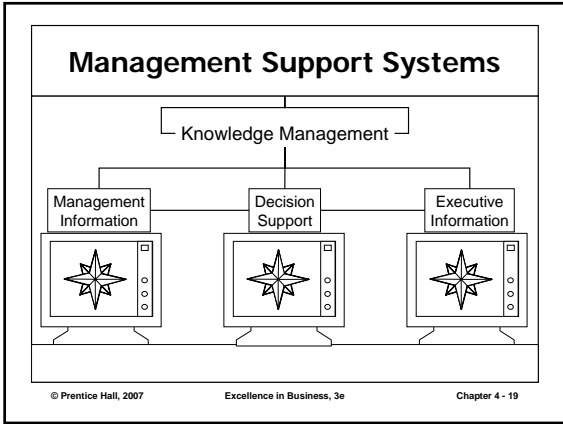
	✓ Read Instructions
	✓ Observe Details
	✓ Review Options
	✓ Vary Search Terms
	✓ Adjust the Scope

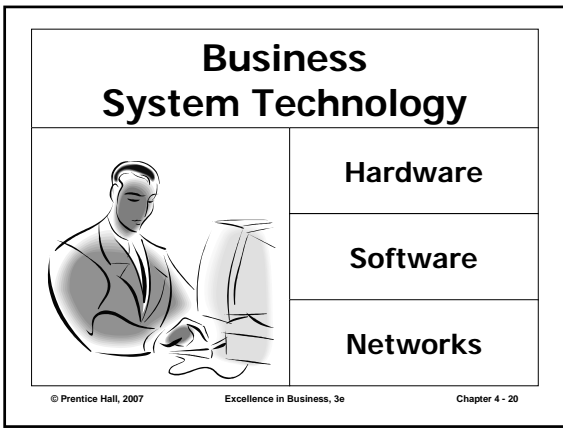
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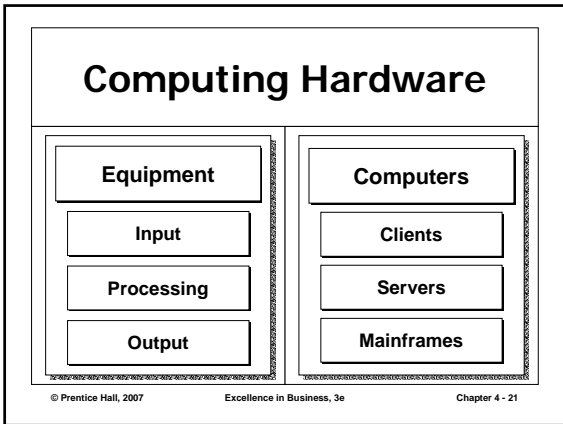


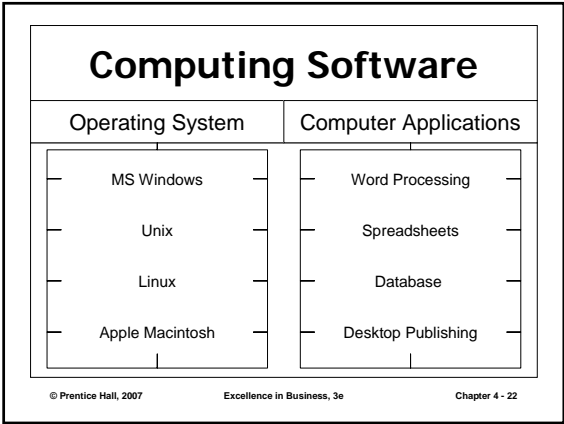


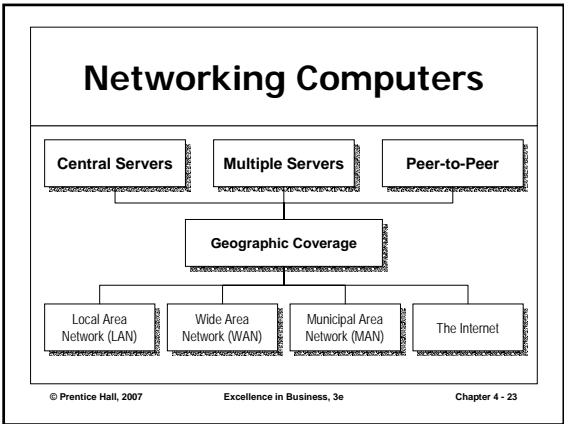


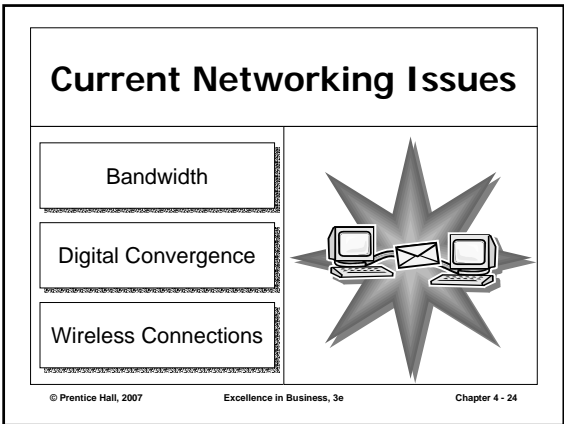












Types of Wireless Connections

- **Wireless fidelity (Wi-Fi)**
- **WiMAX**
- **Global positioning system (GPS)**
- **Bluetooth**
- **Short messaging service (SMS)**
- **Third generation (3G)**
- **Radio Frequency Identification (RFID)**


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Technology Issues for Managers

<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 5px;">Privacy and Security</div> <div style="border: 1px solid black; padding: 5px;">Property Rights</div> <div style="border: 1px solid black; padding: 5px;">Information Overload</div> </div>			
Productivity Monitoring	Total Cost of Ownership	Employee Training	The Human Touch

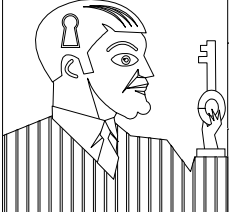
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Ensuring Privacy and Security

<div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Malicious Software</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Security Breaches</div> <div style="border: 1px solid black; padding: 2px;">Data Security</div>	
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Protecting Property Rights

	Digital Rights Management (DRM)
	Digital Products
	Intellectual Property


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Promoting Productivity

Information Overload	Misuse of Technology
Control SPAM	Monitor Access
Categorize Information	Minimize Lawsuits
Visualize Data	Protect Systems

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More Technology Issues

Total Ownership Cost	
Training Employees	
The Human Touch	

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