

# The 10 Basic Principles for E-Business Success

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**How To Achieve Measurable  
Results from Your Company's  
Technology Investment**

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# Section One

## The 10 Basic Principles for E-Business Success: How to Produce Measurable Bottom-line Results from your Company's Technology Investment.

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# Introduction

## **Determining the Value of e-Business for Small and Medium size Organizations**

For most business owners, return on investment (ROI) is the most important determining factor in making investment decisions.

This is the way it should be. Why should companies invest resources into a project that they believe will not produce a positive benefit for their organization? A prudent manager should always consider the ROI before spending resources on a new process, machine or employee. And just as this business/economic principle has been used to determine "physical" capital investments, ROI should also be a key-determining factor in your decision to implement an e-Business solution. So... where is the ROI in e-Business?

## **Hard Facts about Technology Investments**

I have found that most business owners are not satisfied with the return on their technology investment. Often they hire young, so called, "technology experts" who know very little about business. In most cases, the results are doomed to failure, creating disappointment and frustration for the business owner. The harsh reality is that business owners end up missing out on the great benefits technology can provide because they don't know what to do about it.

**Your choices are not simple when it comes to finding the right technology partner. On the one hand, you can choose a large conglomerate, that is inflexible and cost prohibitive and on the other hand, you are left with a group of smaller technology firms who tend to over promise and under deliver.**

## Moving Beyond the Hype

By focusing our attention on a very narrow and "low-impact" aspect of the overall Internet phenomenon; business-to-consumer e-Commerce (B2C), the "glitter" that has accompanied the growth of the Internet economy has obscured the inherent potential of e-Business for many companies.

There's no question, the Internet does represent a new and exciting sales channel for business. However, the media has centered too much on start-up dot coms - pure-play B2C Internet companies consisting of too much hype and very little substance. This resulted in a cynicism towards the potential benefits of e-Business. It has led many organizations and entrepreneurs to believe that the Internet is a passing fad or that their products do not lend themselves to the Internet. This is unfortunate because, the overwhelming majority (80-90 percent) of the benefits available to organizations are in the areas of business-to-business relationships and internal business processes.







The media (to date) have missed the point with respect to the potential of the Internet for business.

Make no mistake - increased profits can be realized through e-Business implementation, however, the most effective way to accomplish this is by becoming more efficient and connecting to suppliers and customers. The fact of the matter is that every business, of every size, in every sector can benefit by implementing e-Business solutions. An important first step to achieving this, however, is to look past the hype surrounding this issue and approach e-Business just as you would approach any other business challenge.

We need to move beyond the **glitter**  
and begin to mine the **gold**.

## Back to Basics

Where the Internet (e-Business) can help every organization is in traditional business processes. Traditional business processes are those processes that every business engages in:

-  Customer/Supplier Support or After-Sales Service
-  Procurement (i.e. purchase supplies)
-  Internal administration structures (i.e. payroll)
-  Information distribution
-  Employee Recruitment
-  Marketing/Advertising/Sales

Organizations can use e-Business solutions to make these traditional business processes more efficient. By leveraging innovative information technology, businesses will improve customer service, create efficiency gains and increase productivity levels. The savings accrued through efficiency and productivity gains (which are essentially "overhead" costs) translate to profit...in short, companies may realize more profit by using information technology (the Internet) as an efficiency tool, rather than by using it purely as a sales channel.

# Back to Basics

## **Customer Support and After Sales Service**

An essential part of maintaining customer satisfaction and loyalty is providing after-sales customer support and service. E-business is a strategic way to reduce the costs of providing after-sales customer service and support while at the same time increasing customer satisfaction and loyalty.

## **Procurement**

Profit is directly influenced by how much it costs to procure the supplies necessary to run the business e.g. raw materials, desks, pencils, computers, etc. Electronic procurement (e-procurement) systems can reduce purchasing administration costs, employee compliance problems with purchasing-negotiated contracts and uncontrolled spending by employees; directly producing measurable bottom line results.

## **Administration**

Administrative costs are often associated with tasks or processes that a company performs habitually, for example, paying employee salaries or invoicing customers. E-business applications can help reduce the costs of these repetitive administrative processes. How much could your company save by implementing direct deposit for employee salary/benefits or an electronic time sheet/expenses invoicing system?

## **Information Distribution**

The distribution of information by traditional means can be very expensive. Consider your costs associated with printing, postage, and administration of your company's brochures alone. The Internet shines as a means to distribute substantial amounts of information inexpensively.

## **Recruitment**

The process of recruiting potential employees can be expensive and time-consuming. Using e-business strategies and information technology to recruit can significantly reduce the cost and time of hiring the right employee

## **Marketing, Advertising and Selling**

This is the area where the majority of attention has been focused with respect to e-business. The Internet represents a strategic new channel to reach both existing and potential customers.

## What is it?

When the Internet was introduced to businesses, it was introduced as a "mass market"... Nothing could be further from the truth.

The new waves of marketing techniques are target marketing, network marketing and direct marketing. Any business owner who chooses to be stuck in the mass marketing mind-set is doomed in both cyberspace and the real world.

The Internet has never been a mass market... It is a very "**Targeted Market**"

**The Internet is the most powerful business communication system since the invention of the telephone. To remain competitive, business owners cannot afford to ignore this "New Technology". They must act quickly to expand their traditional business in the rapidly growing market of e-Business.**

The Internet is one of the greatest communication networks ever invented. I'll say it again... The Internet is a **Communication Network!**

If your company manufactures, distributes, retails products or you offer professional services, you will substantially increase productivity, and sales, by connecting your clients to your **Communication Network**.

We've all been caught up in the e-Commerce hype! As a result, our thinking has been a little misguided. The Internet is an incredible **Information Network**. When properly implemented, the Internet becomes a powerful business tool.

**E-Commerce is 80% Hype and 20% Substance**

**E-Business is 80% Substance and 20% Hype!**

## Is it Serious?

If you are paying attention to what is going on around you... you will realize it is "**Very serious**". Our Government, large Corporations, our Banks and many other organizations, are investing Millions of dollars into this "New Technology"...

Why? Because it... **WORKS!**

**When properly implemented, the Internet will enable you to increase efficiency within your organization, collaborate with your partners and suppliers and better serve your customers.**

**The Internet is a very serious business tool  
Your competition knows it!**



**To remain competitive,  
You must take immediate action!  
Technology is the Future!**

## Are You Serious?

Through our experience and research, we have found that an alarming number of business owners are NOT serious about this "New Technology".

We have contacted hundreds of business people and asked one simple question... "How is your organization using the Internet to expand your business?"

Here's a list of the most common replies ...

- ☀️ *"No... we don't have a Web Site, but my son/nephew/friend is a real smart computer guy and he's going to build one for us."*
- ☀️ *"We already have a Web Site... we don't need another one."*
- ☀️ *"I'm sick and tired of this Internet thing... It's all a bunch of hype anyway!"*
- ☀️ *"The Internet doesn't work for my business... My company is a manufacturer/distributor; we don't sell our products direct to the consumer."*
- ☀️ *"We have a Web Site... nothing happens; I don't want to waste any more money on a new one."*
- ☀️ *"Most people don't buy on the Internet... my stuff won't sell there."*

Anyway, we have many, many, more comments... but I think you get the picture.

OK, I need to share one more comment with you. It's quite funny, but also frightening to think of how some people have misunderstood the Internet. I won't mention the product, for fear you might guess the company...

I wanted to buy a "widget" and I was researching the product on the Internet. I called the company and asked... *"Does your company have a Web Site?"* "Yes"... she replied. *"Great!"* I said... *"I couldn't find it... Would you mind giving me your company's Web Site address?"* ***"No sir... I'm sorry, I can't... Company policy will not allow me to give out this information."***, she replied. ***...It's sad, but TRUE!***

Are some of the above views about the Internet, representative of your own personal beliefs? If they are... consider the possible consequences for your business, if you continue to ignore the great benefits the Internet can provide for your business.

## If You Are Serious!

The information I'm about to share with you will enable you to produce bottom-line results well beyond your expectations.

Through my own experience and research, I have discovered "The 10 Basic Principles" to achieve "**measurable results**" from your technology investment.

I am certain... beyond any shadow of doubt - that "The 10 Basic Principles" will make your Web Site more effective. If you ignore them, (most do) you'll be missing real profit opportunities.

**Implement them...** and you'll get more business! The choice is simple and it won't cost you a fortune to get measurable bottom line results. I **guarantee it!**

Next up...

## **The 10 Basic Principles You Must Follow to Achieve Measureable Results from Your Company's Technology Investment**

## Here They Are:

1. **Commitment comes first** - You must totally commit to the project. Don't turn it over to a junior employee. Put all your available resources behind it.
2. **Identify the objectives** - Create a plan. Would you consider starting a new business without a business plan? I hope not!
3. **Design with clarity** - Create a blueprint of the look and feel. Building a Web Site is similar to building your custom home... It makes a statement about you.
4. **User Friendly** - Don't build a maze. If people get lost... they won't like it... and they will run away.
5. **Content Is Everything** - Don't make your Web Site an extension of your corporate brochure. Your clients won't read it. If it's about you... no one cares... but you!
6. **Make it dynamic/interactive** - A static Web Site is useless. Build a Web Site that is driven by technology that enables you to keep the content fresh and current. Make it interactive for your clients.
7. **Create a reason** - Give your clients a reason to return. What's in it for them?
8. **Marketing is the Key** - The best Web Site in the World is totally useless if no one knows about it. No... you don't have to spend a fortune, to achieve results.
9. **Build trust** - Trust is the key ingredient to success on the Internet. Without it... you fail.
10. **Hire a Professional** - Don't make the common mistake of building your own Web Site unless your company has a competent internal IT staff. Hire a professional organization.

OK, there you have it... Now it's time to get started.

## What's Next?

In the following section of my book, you will learn how to apply "The 10 Basic Principles" to achieve measurable results for your business. I will take you through each of "The 10 Basic Principles" step-by-step and provide you with lots of creative ideas, which you can apply to your business.

Regardless of the type of business you own or work for... Manufacturing, Distribution, Retail, or Professional Services. The "The 10 Basic Principles", will work for your business.

I recommend you follow my two-step approach to achieve the best result.

### **Step One:**

Read through the following material with a pad of paper handy for notes. As you read each of the ten steps, you will come up with lots of creative ideas... stop and make notes. Continue this process until you have completed reading all the information.

### **Step Two:**

Once you have completed step one, put this document aside and review your notes. Begin organizing your notes into a flow chart for each of the ten basic Principles. Once your flow chart is complete, go back to "The 10 Basic Principles" and begin reading each basic principle again. At this point, don't move onto the next basic principle until you have completed the action plan for the previous one. Use your flow chart as a reference; it will help you stay focused while you are creating your new e-business strategy.

You have now completed "Section One" of my book. If you are interested in receiving the complete book, go to: [www.IQNetCom.com/previewfree.asp](http://www.IQNetCom.com/previewfree.asp) to download the complete file.

If you have any questions or need our assistance, please contact us at [Info@IQNetCom.com](mailto:Info@IQNetCom.com) or visit our Web Site: [www.IQNetCom.com](http://www.IQNetCom.com)

**GOOD LUCK!**