

Please add your name to the first page.
Thank you.

3rd and Last Homework Case Assignment: BroadVision (1) [20 points]

CASE

You are an officer with a large, conventional consumer goods B2C retailer. At yesterday's board meeting a decision has been made to go ahead with the development of an Internet/Web-based sales channel. Furthermore, the CEO and the Board have promoted you to lead this effort.

As the new Managing Director you are responsible for adding a Web-based sales channel to the current offline retailing operations. One of your pending key strategic decisions deals with the new venture's information system.

In order to be in the market quickly, the Board's IT consulting firm has advised you to avoid custom-made software and consider an "off-the-shelf" Internet/Web store solution.

On the redeye back from New York, where you attended an Information Technology Conference at the Hilton Town & Towers, you screen the conference material and discover an advertisement from a software maker by the name of BroadVision. Right after arrival at San Francisco airport you leave a voicemail with your new VP of New Business Development to investigate whether BroadVision could be such an "off-the-shelf" online shop solution.

Two days later in your Palo Alto office overlooking Page Mill Road, the VP Business Development comes into your office with a completed research report on this software vendor (your **copy of the BroadVision case** plus see attached **Powerpoint slide with BV's One-to-one architecture** overview).

In order to decide if you should purchase BroadVision's product please answer the following questions completely:



3rd and Last Homework Case Assignment: BroadVision (2)

CASE

- (1) Please describe BroadVision and its businesses: strategic positions [2], market segments. [1]
Please describe in one sentence what BV's software does (it is not a database management application; it is not an e-mail system). [1]
What are the potential benefits of 1-to-1 marketing and "mass-customization"? [1/each, 2 max.]
Please name and explain one of the economic models that underlies the "mass-customization" idea. [1]
Why can use of information technology make "mass-customization" strategies viable/profitable? [1/each, 2 max.]
[Q1 total: 9 points]
- (2) Please describe your business process automation challenge:
What are the main interfaces or **parties/businesses** involved in a typical Web-based B2C retailing transaction (hint: when we discussed the U.S. Census Bureau's E-Commerce definition I presented a slide on the structure of the e-commerce business layer) [1/each, 4 max.]?
Please name two important business processes that have to be automated in order to facilitate Web-based B2C retailing. [1/each, 2 max.]
[Q2 total: 6 points]
- (3) Based on your answers to questions 1 (description of the BV software and its capabilities) and 2 (your automation needs), what are potential problems with using BroadVision's software.
[1/each, 3 max.]

Appropriate use of the **literature** in the **course binder** (no points for Porter's 5 forces and the U.S. Census Bureau articles, sorry). Please reference properly (see course Web site/syllabus).
[1/each, 2 max.]

Please limit your answers to two pages. Please keep in mind that this is an individual assignment.

GOOD LUCK AND THANK YOU ALL FOR A GREAT CLASS!

