

Ebusiness case study

Education



CISCO CASE STUDY ANALYSIS Submitted by: Sanal Jose (1021031) Aparna Panda (1021040) Cefi Johnkutty (1021041) Sonam Sethiya (1021052) Q1.

Can other corporations benefit from investing in e-business functionality to the same extent that Cisco has? A1. Yes, other corporations can benefit from investing in e-business functionality to the same extent that Cisco has. The ever-changing and dynamic business environment necessitates use of internet and e-business technologies and therefore, these are going to be the face of business in future.

Other corporations can benefit highly by making a calculated investment in this field, just as Cisco has been able to do. But there are certain prerequisites which need to be fulfilled before a company invests in e-business otherwise it might lead to a failure. The most important being the organization should have a web oriented culture. The other requisites are: *

- * The company should have a well integrated system where the internet strategies are in sync with the business strategies.
- * The company should encourage other businesses to network with them. The top level management should ensure the application of an internet strategy in all areas or fields.
- * Implementation of internet strategy and processes should be as minimum as possible.
- * Employees should be encouraged to develop innovative processes with the help of internet to increase productivity.
- * Proper evaluation of processes should be done after the implementation and improvement scope should be there. Proper evaluation of processes should be done after the implementation and improvement scope should be there.

Q2.

What can other corporations learn from Cisco's approach to guiding the e-business transformation? A2. The following are some of the learning's that other corporations can take from Cisco's approach to guiding the e-business transformation:

- * A single enterprise system embracing contract manufacturers, distributors, logistics partners, development engineers, service engineers, sales representatives and customers into a single information system.
- * Information sharing in real time.
- * Direct fulfillment of orders whereby most of Cisco's contract manufacturing partners ship directly to customers.
- * Automatic testing: to ensure product quality by creating test cells on supplier production lines.
- * Faster product introduction into the market: reducing the number of steps required during prototype development.
- * Recognize and forecast the need for a scalable business model to meet the demand of rapid growth.
- * Using Internet as the foundation of an enterprise and develop business models to achieve high performance and gain competitive advantage.