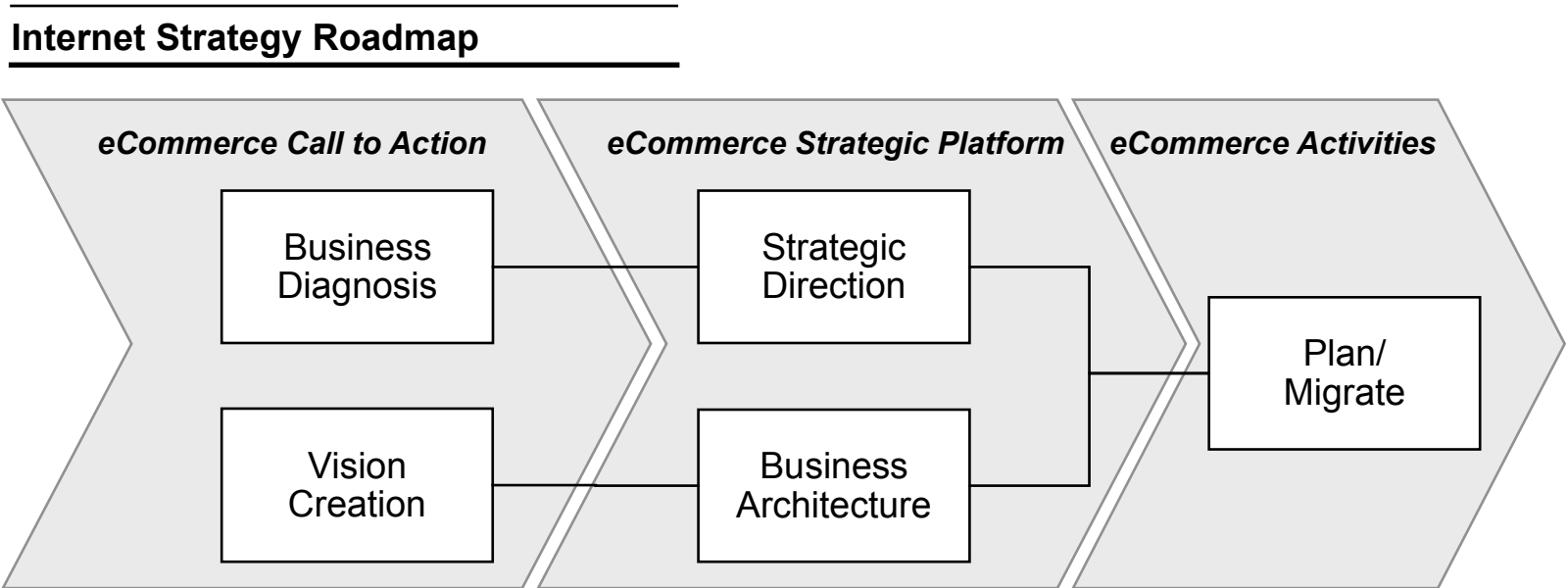

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5. Plan/Migrate: Implementing the changes
6. Case Studies

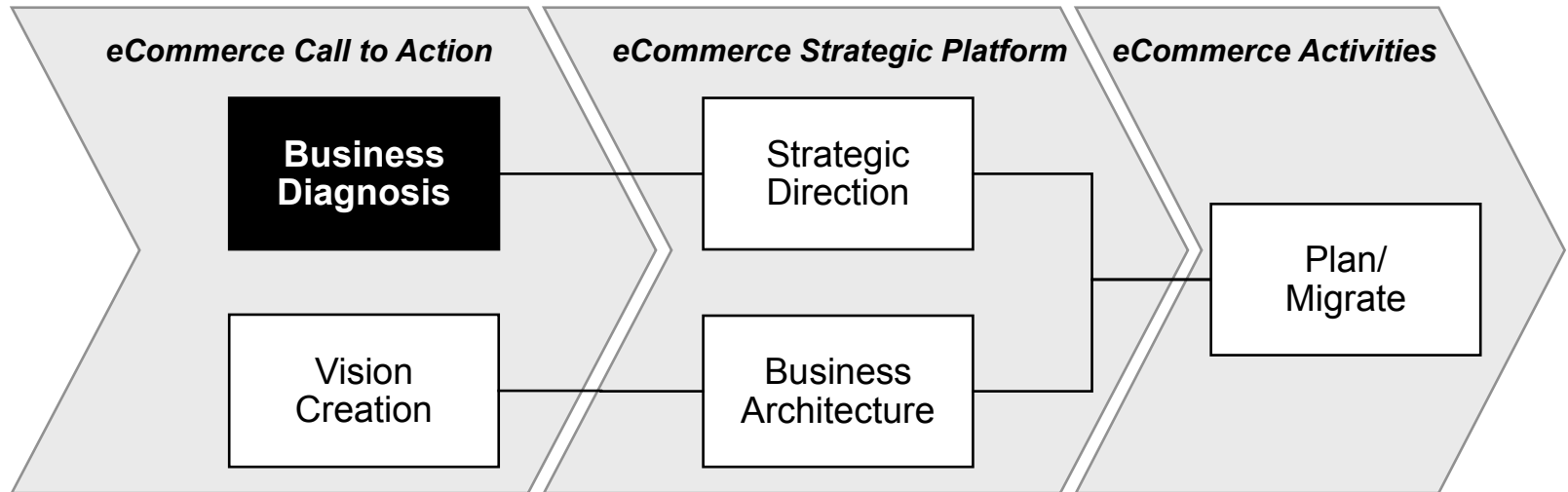
An Internet Strategy allows the company to focus its eCommerce undertaking on economic value and creating an integrated end-game and plan.



Key Question(s)	Where are we? Where do we want to go?	Which strategic options should we pursue? How should we be organized?	How will we roll out change?
Purpose	<ul style="list-style-type: none"> ¶ Diagnosis establishes a case for change/ burning platform ¶ Vision focuses on: <ul style="list-style-type: none"> – Market dynamics – Required capabilities – Client assets and competencies 	<ul style="list-style-type: none"> ¶ Direction identifies and quantifies business case/ justifying impact and value of change ¶ Business architecture focuses on people, process and technology requirements for change 	<ul style="list-style-type: none"> ¶ Addresses issues of speed, risk, feasibility and financial trade-offs while pacing change efforts

The first step of an Internet Strategy, Business Diagnosis, helps to define the case for change.

Business Diagnosis



Key Deliverables

- Profile of industry
- Profile of company's eCommerce performance

Key Questions

- What is the company's strategic intent in the Web?
- How do the company's existing eCommerce capabilities compare to competitors?

Techniques/Approaches

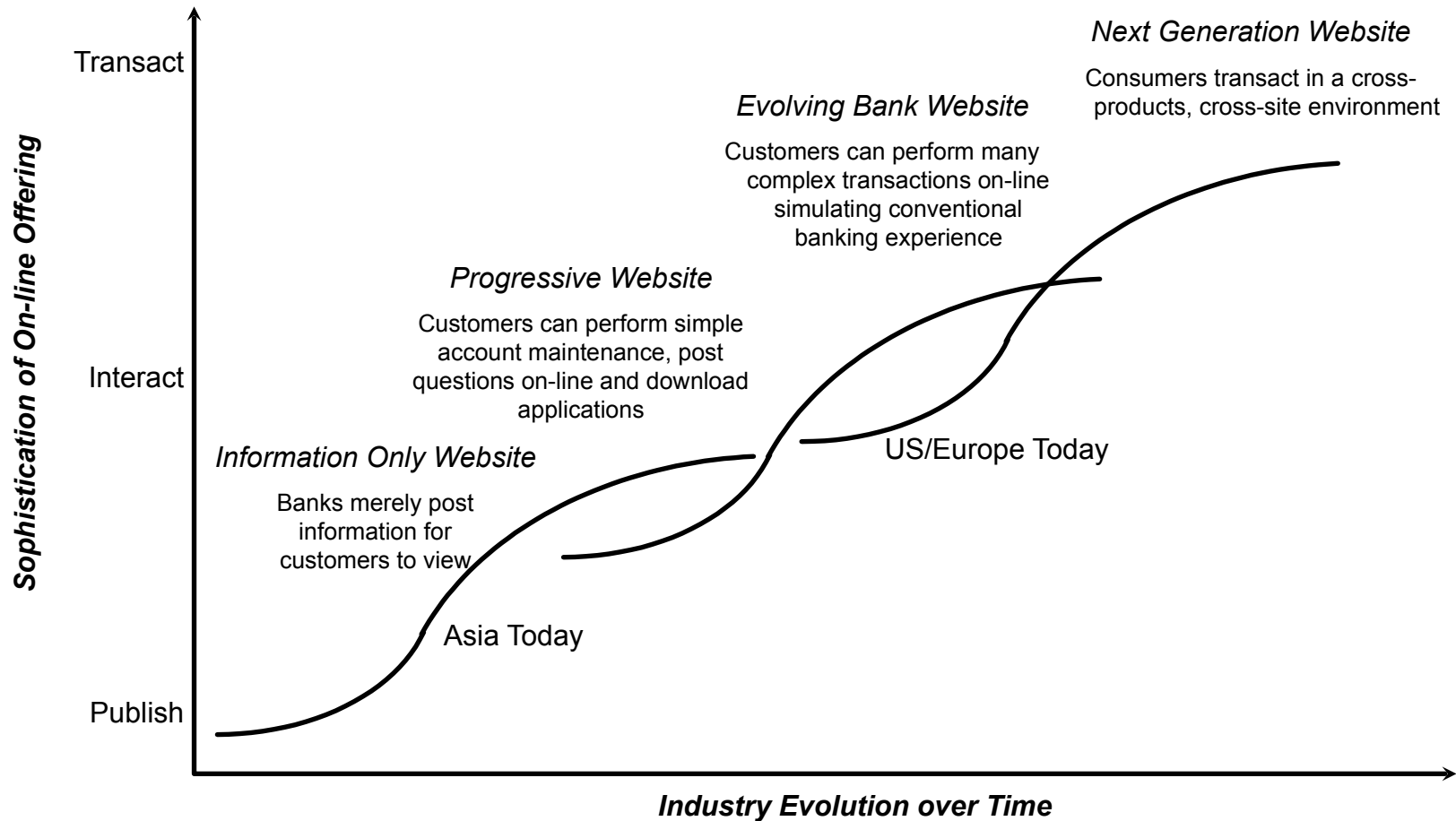
- Interviews/primary research
- Market analysis/secondary research
- Industry benchmarking
- Scenario planning

Results

- Executive level rationale for proceeding with Internet Strategy effort
- Incorporates business and industry impacts
- Incorporates threats within competitive landscape
- Defines key business imperatives

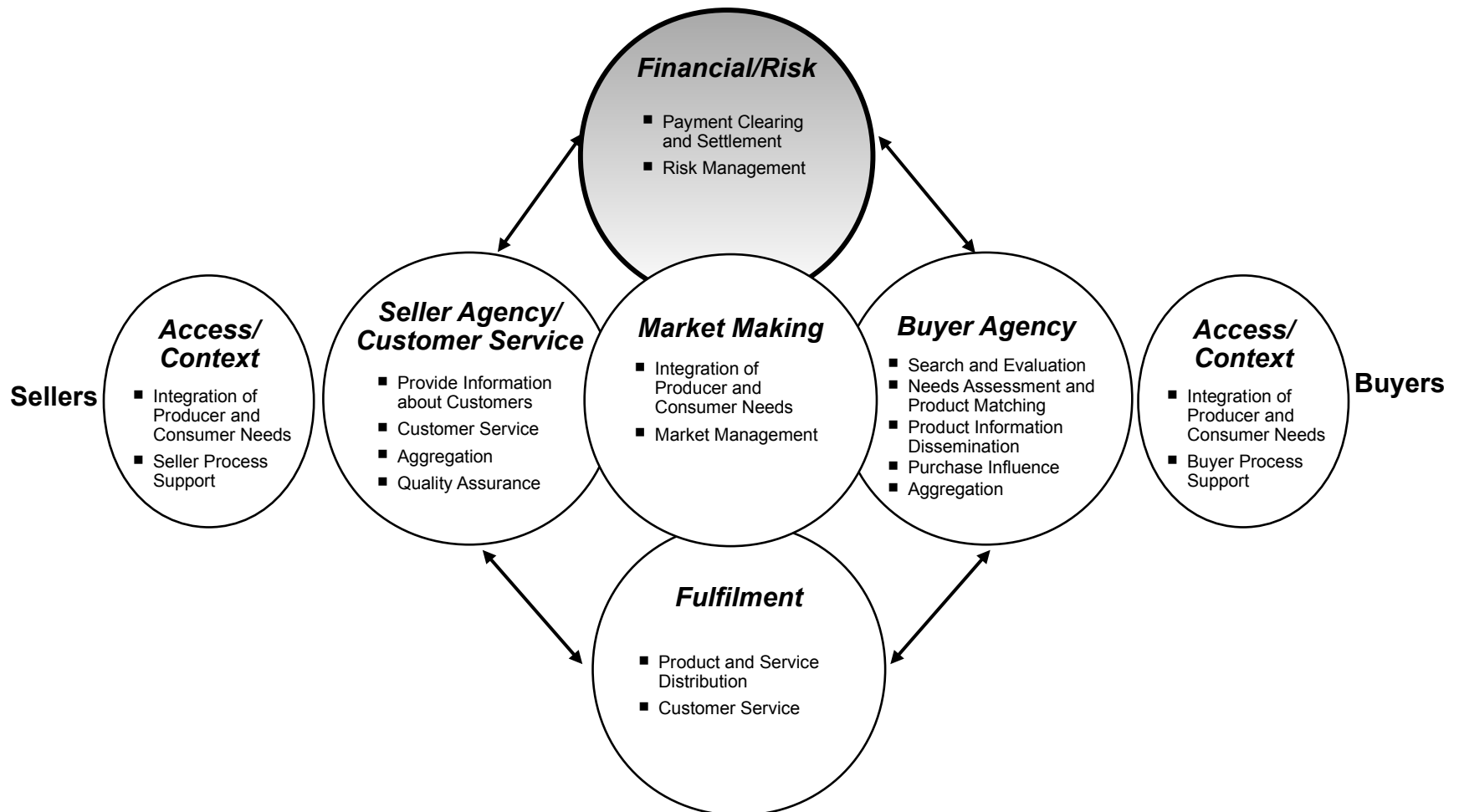
Companies will need to move from an information only web site to a fully transactional web site.

Example: Internet Banking Evolution



The traditional role of a bank in a commercial transaction is to facilitate payments between buyers and sellers.

Electronic Commerce Value Chain



Most companies start small, but have to be prepared to scale fast and ultimately think big.

Possible Development Path

