

A Review on Software for the Internet and e-Business Solutions

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Abstract

One of the finest methods to buy, sell, and market things is now on the internet. The IT industry's software has seen significant modifications as a result of rising technology. Due to its global accessibility and lack of user restrictions, the internet has a significant influence on software. Large-scale cooperation between the customer and supplier increases as a result.

Keywords: *E-business, CRM Tool, Payment Gateway, Internet, Software, Machine Learning, E-commerce*

INTRODUCTION

Let's examine what e-commerce and e-business are and how they may be used to create a complete business community with the least amount of human labour. Selling and obtaining/purchasing things through electronic methods is referred to as e-commerce and e-business. However, it doesn't restrict e-commerce and e-business; it also helps with managing stock records, tracking business/profit with more accuracy and efficiency, ongoing organisation monitoring, etc. The biggest benefit of online shopping and company is

that it supports the use of CRM systems, which are used to manage client relationships.

E-COMMERCE

The term "commerce" refers to trading, which is mostly buying and selling on a larger scale. That might be any kind of good, service, or valuable item. On a bodily level, this was typically true.

E-commerce refers to trading that takes place online as opposed to physically.

Here, communication occurs via internet-based data transfer.

E-BUSINESS

E-business is the practise of exchanging goods or providing services electronically. For instance, making product information available online so that anybody may read it at any time and from any location, as well as selling it online.

i.e. making payments online by using a merchant account, PayPal, etc.

DIFFERENCE BETWEEN E-COMMERCE AND E-BUSINESS

As these both words sound similar but both are different e-commerce is subset of e-business or we can say e-business is superset. E-commerce requires only website or any application whether E-business requires website, CRM, ERP, etc. Ecommerce follow an extroverted approach and e-business ambivert. In e-commerce, commercial transactions takes place where in e-business business transactions takes place.

PROBLEM FACED IN BUSINESS

Some common faced in business are:

- Making customers in short span and maintaining loyalty/customer service.

- Maintaining relationships with customers for better/customer satisfaction.
- Stock report /sales report
- Income and expense report i.e. financial management
- Competencies and recruiting the right talent.
- Exploding data
- Maintaining reputation
- Changing services according to the current scenario.
- Security related concerns.
- Handling staff i.e. staff management.
- Finance for exponential growth.

SOLUTION TO PROBLEMS

As humans, we are unable to run our businesses around the clock while also expressing and conveying our concepts to others. Therefore, this calls for a platform that can perform a few little chores on our behalf.

Example:

Problem(1): If you are running a mart you cannot describe your product details to each and every customer one to one as well as you cannot keep your store open 24/7 and wait for a customer to come.

Solution: You can simply make a website or an android app where you can add all your product details only once which you can update as required. Customers can visit your website at any instance and can have information of product with price and discounts. Where customers can order products at any time without visiting at shop.

Advantages: You can scale up your business locally to globally without any huge investment.

Problem(2): For businesses at larger /global scale (e.g. Flipkart, Amazon, etc.) it becomes very difficult to maintain various reports such as stock, sales report with huge data at physical level. And cost of accounting and paperwork gets increased.

Solution: Maintaining database on cloud reduces paperwork and also reduces many efforts such as data maintenance, data security, data integrity. It also provides a backup facility. Data manipulation there are various machine learning software based on programming languages python, R, etc. Which helps in data visualization, portfolio management, finance.

Advantages: Data can be accessed anywhere and at any time. Graphical analysis. Speedy and accuracy.

Problem(3): Payment system, in offline business most of the time payments are done through cash. This leads to complex accounting and record maintenance of cash flow. This requires lots of time and energy. And this gateway is also less secure and trustworthy.

Solution: Making payment systems integrated with websites so customers can directly pay through e-wallet or debit card or credit card. This is possible through merchant account and many services provided by API's e.g. PayPal. which directly transfers exact product cost into your account. This also helps in demonetization. Many upcoming technologies are upcoming in online transaction systems like blockchain with massive security. This helps in keeping track of each part of the payment system.

Problem(4): Maintaining relationships with customers. This requires detailed information related to the customer.

Solution: CRM tool is one of the most popular tools to keep customers track. CRM is a graphical user interface form

where every detailed information is stored. This helps in contacting customers for quick support. Now-a-days some organizations use an online bot system which can interact with customers and helps to solve issues at any instant. Machine learning helps to keep track on Continuous monitoring on business requires lots of time and quality analysis /monitoring performance customers activity i.e., what kind of customer he or she is and make some suggestions according to his or her choice which reduces customers efforts to search for product.

Machine learning algorithms also helps in future predictions using data visualization .Which helps in managing stocks of most and least ordered products. Machine learning enhances business scalability and improves business operations such as value prediction, predictive Maintenance, eliminates manual data entry, product Recommendations and financial analysis.

To compete with competitors in same sort of business crawlers (i.e., Spyder) are used which collects all necessary stuff from competitor's website and which can be used for us for analysis purpose. This is achieved through web scraping in python

programming. Some more advantages of internet based software

- Increased productivity.
- Reduced cost.
- Reduced time spent.
- Improved accuracy and efficiency.

SOFTWARES

Medium for conveying(mobile technologies)

- Website
- Android/IOS application

For data management

- Microsoft Excel (small scale).
- MySQL, firebase, oracle datasheet (large scale).

Machine learning tools.

Web scraping (usedfor monitoring competitors).

Micro payments, merchant account, PayPal.

Social media platform for advertising.

Some readily software are KISS metrics, Google analytics, Metrilo ltd, Heatmap, Google trends, Mailchimp, HubSpot, google ads etc.

CONCLUSION

This concludes the discussion of how internet-based web applications and the internet aid in the growth and development of businesses.

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