
UNIT 8 E-COMMERCE SOFTWARE PLATFORM

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8.0 OBJECTIVES

After studying this unit, you should be able to,

- understand basics of e-commerce software;
- know about various types of software platforms;
- know about the functions of e- to understand commerce software;
- understand the uses of e-commerce software for small, midsize, large business;
- explain strategies for developing e-commerce websites; and
- learn managing the implementation process of e-commerce in business.

8.1 INTRODUCTION

E-commerce software platform is the driving force of an online store, making it feasible to effortlessly manage inventory, add or remove products, calculate taxes, and everything else required to manage a website and fulfill orders.

Today's competitive organizations need to develop a wide range of e-commerce software that can tap as much data as possible and quickly deploy that data via the web to managers, employees, partners, suppliers, customers and constituents everyone they depend on to make decisions. Developing usable, deployable, and scalable e-commerce software is becoming essential every day. Finally, a true Web architecture is essential for rapidly providing these business intelligence applications to unlimited number of people, and see a quick return on investment. It can use the same Web-based, integrated Windows development solution to deploy information with speed, quality, and effectiveness that users of all levels can use to access information in any format. In addition, it can securely manage and administer the system while still allowing power users to develop their own application. The unit further brief on various popular E-commerce software.

8.2 E-COMMERCE SOFTWARE PLATFORM

A platform is basically a position of software and connecting an ecosystem of resources that helps companies to grow the business. A platform enables expansion through relation, its value comes not only from its own features, but from its ability to tie external tools, teams, data, and processes etc. E-commerce software platform is the engine behind the scenes of an online store, making it possible to easily handle inventory, add or remove products, calculate taxes, and everything else required to administer a website and fulfill orders.

E-commerce software simplifies intricate processes in a friendly user interface that enables people from non-technical backgrounds to oversee an entire e-commerce process. Despite the ease of use that e-commerce software brings to an online business, it is a versatile and complex machine. In the coming heads we are going to discuss the various functions of software which would be useful in running a business.

8.3 TYPES OF SOFTWARE PLATFORMS

More or less, every grassroots entrepreneur who starts a setup from scratch or runs the existing business needs some kind of a 'platform'. Yet very few will self-assuredly respond a seemingly simple, but very significant query: What kind of platform do you build?

Google Search, Facebook, Android, Uber, AirBnB, Waze, Amazon Web Services, Amazon Marketplace, WeWork, and even Bitcoin are all platforms. At the same time, these platforms are very dissimilar in how they generate network effects, interactions they facilitate.

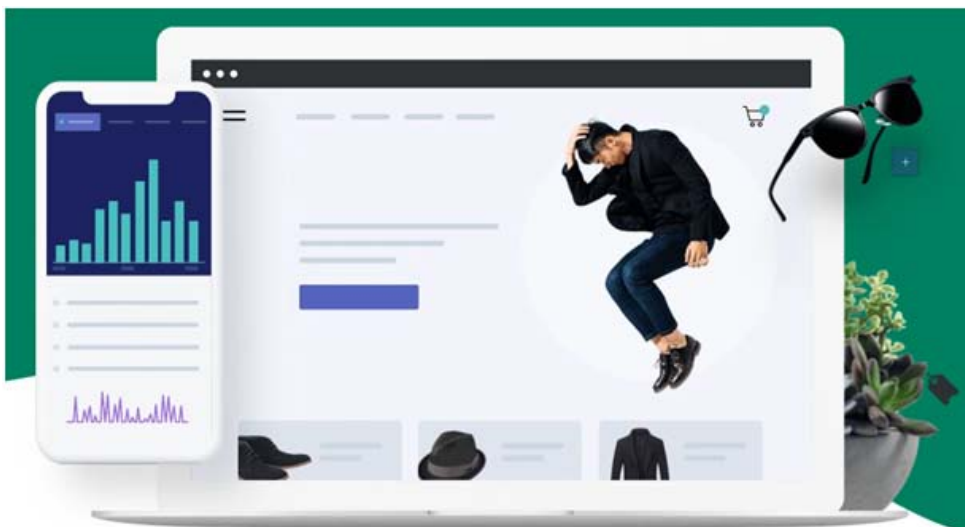
There are various kinds of E-commerce software which have certain characteristics and could be used as per the need and requirement. We will throw light on a few of them on one-to-one basis so that learners are able to visualize how these types of software platforms work.



Figure 8.1: Types of Software platforms

8.3.1 Shopify- An Online Store Builder

Shopify is an easy-to-use online store builder trusted by over 1,000,000 stores. By entering your email, you agree to receive marketing emails from Shopify. 100+ Professional Themes. Drop Shipping Integration. Social Media Integration. Unlimited Bandwidth. SEO Optimized.



*Source: <https://www.shopify.in>

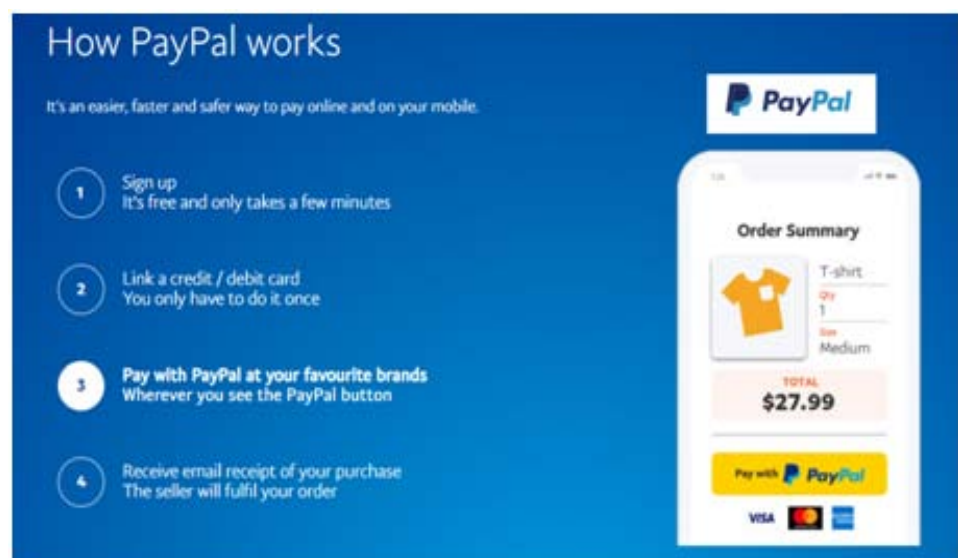
Figure 8.2: Shopify

8.3.2 E-Auction Processes the Real-Time Visibility

E-Auction processes the real-time visibility of the bids happening on any product. Sellers will have the elasticity to offer products with different prices and at the same time, buyers will have a translucent bidding process to show their instant response. Selling Products online with an auction setup helps the merchants to know the competitive environment of E-Commerce as well as the auction industry. Bidders who participate in the auction will have an unlimited reach of the global audience and can easily filter out the products in high demand.

8.3.3 Paypal Holdings Online Payments

PayPal Holdings, Inc. is an American company operating an online payments system in the majority of countries that support online money transfers, and serves as an electronic alternative to traditional paper methods like checks and money orders. PayPal is one of the largest online payment processors in the world. Shopping or selling with PayPal, make it faster, safer and easier for everyone to shop or sell globally with confidence.



*Source: PayPal

Fig 8.3: PayPal

8.3.4 SAP Commerce Cloud

SAP is at the centre of today's technology revolution. The market leader in enterprise application software, SAP helps organisations fight the damaging effects of complexity, generate new opportunities for innovation and growth, and stay ahead of the competition. SAP Commerce Cloud Helps the business lead through innovation to deliver exceptional omni-channel buying experiences with a cloud-native, headless e-commerce solution. SAP India is the fastest growing subsidiary of SAP SE, the world's leading provider of business software solutions.



*Source: SAP

Figure 8.4: SAP Commerce Cloud

8.4 FUNCTIONS OF E-COMMERCE SOFTWARE PLATFORMS

E-commerce software is the driving force behind the scenes of an online store which making it likely to effortlessly administer stock, add or remove products, compute taxes, and the whole thing else required to handle a website and accomplish orders. The basic function of e-commerce software includes the following three important sections:



Figure 8.5: Function of E-Commerce Software

1. **Catalog display:** To display products offered by an organization they have to be arranged in a systematic manner including customer preferences with the help of simple static catalog. The webpage is written in HTML to display a series of Web pages which can be edited by companies as and when needed. Dynamic catalog stores that are specifically designed on the basis of customer choice including multiple photos of each item description of product including search feature that allows customers easily search product availability. A dynamic catalog stores the information about items in a database, usually on a separate computer that is accessible to the server that is running the Web site itself.
2. **Shopping cart capabilities:** Selected items in the early days of e-commerce, they have to fill a form or a list they want to purchase by

filling out online forms. Using text box and list box form controls to indicate their choices, users enter the quantity of an item in the quantity text box, the SKU (stock-keeping unit) or product number in another text box, and the unit price in yet another text box. This system is full of hassles especially if your order nature is multiple items at the same time.

3. **Transaction processing:** Transaction processing includes, checking in/out process shoppers initiate on website or mobile application. The electronic software performs necessary calculations such as number of items, volume, discounts, tax, and shipping cost. When order is placed and customer checks out; the transaction process enters the next stage where secure communication caution states from buyer to seller for necessary transactions. Transaction process is an important and complex part of online sales. Transaction processing is always a typical part of online business. Once order is placed, then the responsibility and moral duty of the seller is towards the customer to provide secure, effective and in time communication for the delivery of goods and services with feedback.

8.5 ADVANCED FUNCTIONS OF E-COMMERCE SOFTWARE

Integrating different components is important for large businesses houses, because range of products are not limited, their business interest spread over many products and services. The other operations of e-commerce activities are as follows:

1. **Middleware:** Such larger companies need to establish the connections between their e-commerce software and their existing business/accounting system by using a type of software called middleware. Some large companies that have sufficient IT staff write their own middleware. However, most companies purchase middleware that is customized for their businesses by the middleware vendor or a consulting firm. Thus, most of the cost of middleware is not the software itself, but the consulting fees needed to make the software work in a given company. Making a company's information systems work together is called interoperability and is an important goal of companies when they install middleware. Middleware cost range from few lakhs to several millions depending on complexity and existing systems.
2. **Enterprise application integration and databases:** A program that is used to perform specific functions, such as creating and arranging invoices, calculating payroll, or processing payments received from customers, is performed by different application software or, more simply, an application. An application server is a computer that takes the request messages received by the Web server and runs application programs that perform some kind of action based on the contents of the

request messages. The actions that the application server software performs are determined by the rules used in the business. These rules are called business logic. An example of a business rule is, when a customer logs in, check the password entered against the password file in the database. Application servers are usually grouped into two types, page-based and component-based systems. Page-based application systems return pages generated by scripts that include the rules for presenting data on the Web page with the business logic. Larger businesses often prefer to use a component-based application system that separates the presentation logic from the business logic. Each component of logic is created in its own module.

3. **Web services:** Web server includes all information that can be communicated across organization in the different applications and clients. Although a generally accepted definition has not yet evolved, many IT professionals define Web services as a combination of software tools that let application software in one organization communicate with other applications over a network by using a specific set of standard protocols known by their acronyms as SOAP, UDDI, and WSDL etc. Another definition of Web services that IT professionals use is a self-contained, modular unit of application logic that provides some business functionality to other applications through an Internet connection.
4. **Integration with ERP systems:** Enterprise Resource Planning (ERP) connects to existing information available on the basis of B2B websites. ERP software is a collection of different programs that integrate all facts of business including accounting, logistics, manufacturing, planning, project management, and treasury function. The major ERP vendors include Baan, Oracle, PeopleSoft, and SAP. A typical installation of ERP software costs between 10 lakhs to 15 lakhs. Thus, companies that are already running these systems have made a significant investment in them and expect their electronic commerce sites to integrate with them.

8.6 E-COMMERCE SOFTWARE FOR SMALL AND MIDSIZE COMPANIES

Web hosting services can be hired so that in-house burden can be shifted and dedicated hosting services can be used. Web host CSPs (Compute cycles Service Providers) have the same advantages as ISP (Internet Service Provider) hosting services, including spreading the cost of a large Web site over several “renters” hosted by the service. The biggest single advantage - low cost - occurs because the host provider has already purchased the server and configured it.

Mall-style Commerce service providers (CSPs) provide small businesses with a high speed Internet connection, Website creation tools, and little or no banner advertising clutter. Web hosts in this group charge a monthly fee that

is often higher than that of lower-end providers, and may also charge one-time setup fees. Some of these providers also charge a percentage of or fixed amount for each customer transaction. These Web hosts also provide high quality tools, storefront templates, an easy-to-use interface, and quick Web page generation capabilities and page maintenance.

Mall-style CSPs provide shopping cart software or the ability to use another vendor's shopping cart software. They also furnish customer payment processing so that customers can choose to purchase their goods and services with a credit card or other form of payment. The CSP processes the acceptance and authorization of credit cards on behalf of the merchant. Another benefit is that because they are paying a monthly fee to the CSP, sites do not have to display any Web banners, which can be unattractive and distracting. The fourth benefit of the mall-style CSPs is that they provide higher-quality Web store building and maintenance tools than do the basic CSPs. CSPs that offer mall-style commerce services include eBay Stores and Yahoo! Store. Another CSP that began as a mall-style service is big step, but it no longer uses the mall structure. All three of these CSPs offer Web site construction tools that can be used by small and midsize businesses to take their businesses online.

8.7 E-COMMERCE SOFTWARE FOR MIDSIZE TO LARGE COMPANIES

There is a number of E-commerce software available for midsize and large businesses. These software packages differ on price, capabilities, database connectivity, software portability, software customization, tools and technical expertise required to manage the software. Some of them are mentioned below:

1. **Website development tools:** Although they are more often used for creating small business sites, it is possible to construct the elements of a midrange e-commerce Web site using Web page creation and site management tools. For example, recent versions of Macromedia Dreamweaver include all integrated development environments.
2. **Inter shop enfinity:** It Provides search and catalog capabilities, electronic shopping carts, online credit card transaction processing, and the ability to connect to existing back-end business systems and databases.
3. **IBM Web Sphere commerce professional edition:** It is a set of software components that provide software suitable for midsize to large businesses to sell goods and services on the Internet. It includes catalog templates, setup wizards, and advance catalog tools to help companies create attractive and efficient electronic commerce sites.

4. **Microsoft commerce server 2002:** It allows businesses to sell products or services on the Web using tools such as user profiling and management, transaction processing, product and service management, and target audience marketing.

Check Your Progress A:

- 1) What is a shopping cart?

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- 2) What are the advantages of mall-style CSPs?

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- 3) What is the usage of E-commerce software Inter shop enfinity?

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- 4) What is a middleware?

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8.8 E-COMMERCE SOFTWARE FOR LARGE COMPANIES

Large e-commerce sites deal with transactions of higher volume and therefore needs dedicated software to handle specific elements of their online business such as customer relationship management, supply chain management, content management and knowledge management. So, the prices as well as support cost are high for large-scale e-commerce software. Large scale e-commerce software is also called enterprise E-commerce software. Enterprise e-commerce software provides tools for both B2B and B2C commerce and can interact with a wide variety of existing systems, including database, accounting, and ERP systems. The enterprise software is also capable of making changes in the system automatically (e.g., inventory checking and order placement for items needed). In contrast, both basic and midrange E-commerce software usually require an administrator to manually make such changes. Enterprise E-commerce software usually requires several dedicated computers. IBM Websphere Commerce Business Edition, Oracle E-Business Suite, and Broad vision Commerce Agility Suite are few examples of E-commerce software. Various e-commerce software for large sized companies are stated below:

1. **Enterprise-class electronic commerce software:** Enterprise-class e-commerce software running large online organizations usually requires several dedicated computers - in addition to the Web server system and any necessary firewalls. Examples of enterprise-class products that can be used to run a large online business with high transaction rates include IBM Websphere Commerce Business Edition, Oracle E-Business Suite, and Broad vision One-To-One Commerce.
2. **Customer relationship management software:** This software obtains the data from operations software that conducts activities such as sales automation, customer service center operations, and marketing campaigns. The software must also gather data about customer activities on the company's Web site and any other points of contact the company has with its existing and potential customers.
3. **Supply chain management software:** This software helps companies to coordinate planning and operations with their partners in the industry supply chains of which they are members. SCM software performs two general types of functions: planning and execution.
4. **Content management software:** These software help in arrangement of data in such a manner that can be accessed easily for business decision making. Helps companies control the large amounts of text, graphics, and media files that have become a key part of doing business. With the rise of wireless devices, such as mobile phones, handheld computers, and

personal digital assistants (PDAs), content management has become even more important.

5. **Knowledge management software:** This software is used by different companies to do four main things: collect and organize information, share the information among users, enhance the ability of users to collaborate, and preserve the knowledge gained through the use of information so that future users can benefit from the learning of current users. KM software includes tools that read electronic documents (in formats such as Microsoft Word or Adobe PDF), scanned paper documents, e-mail messages, and Web pages processing.

8.9 PLANNING E-COMMERCE INITIATIVES

The ability of the businesses to plan, design and implement cohesive electronic commerce strategies will make the difference between success and failure for the majority of them. The tremendous leverage that a firm can gain by being the first to do businesses a new way on the web has caught the attention of top executives in many industries. The key to successful implementation of any information technology project are planning and execution. A successful business plan for an electronic commerce initiative should include activities that identify the initiative's specific objectives and link those objectives to business strategies. In setting the objective for an electronic commerce initiative, managers should consider the strategic role of the project, its intended scope, and resources available for executing it. Thus, four major steps in planning electronic commerce initiatives are as follows:

1. **Identify potential e-commerce initiatives:** Electronic-commerce can provide two benefits to companies: first, value creation or value enhancement for one or more of a company's stakeholder groups; and second, lower costs.
2. **Analyse the functional scope of e-initiatives:** Electronic initiatives decided on the basis of e-commerce network and Functional scope between them. Managers should keep in mind about the architecture needed for e-commerce and its functional scope. Services and capabilities are the basis of the e-commerce network layer which include basic communication services and infrastructure components like security and reliability. These do not add value but are necessary for further process. Decision process ameliorates management's ability to make decisions. Integration process permits the automation of processes between a company and its customers or suppliers. Trade processes support buying and selling online. They can both add value and save costs for business transactions.
3. **Analyse the sustainability of benefits from e-commerce initiatives:** E-commerce is coordinated use of software and system that enables external parties in business which includes competitors to obtain insight

into a company's operations. Thus, innovations involving electronic commerce interactions can be easily copied and even ameliorated upon by competitors, often at lower cost. So, it is important to examine the sustainability of any competitive advantage that might be derived from an e-commerce project. For the most part, sustainability is acquired from two key factors i.e. barriers to entry and early mover advantages.

4. **Prioritize e-commerce initiatives:** The outcome of planning is planned since several e-commerce plans may well be under analysis at the same time, perhaps by different groups or units within the same organization. Managers (executives) must be able to choose among them. Decision making is based upon the alternatives available according to plan; the traditional cost-benefit analysis can be applied to electronic commerce initiatives and combined with a portfolio drafting approach for prioritizing and scheduling projects for effective e-commerce houses.

8.10 STRATEGIES FOR DEVELOPING E-COMMERCE WEBSITES

The commerce industry is growing with rapid speed as growth rate is continuously increasing. The process of e-commerce website development project are categories into seven major steps which are as follows:

1. **Identify the product/service, and the customer:** The first step for e-commerce website development is to identify the products/services which the company wants to sell in the market to the target population. As it is essential to identify which products are to be sold and to whom.
2. **Know your e-commerce customer:** KYeC is vital for any business to understand who their customer is for success in the long run. So, they can allure them in the best possible way. One way to obtain this is by evaluating the customers of the competitors.
3. **Choose the right e-commerce website development platform:** Appropriate e-commerce platform is a software suite that aids build the e-commerce store where marketers make their products available, and customers can process transactions. Choosing the right e-commerce platform is vital to any online business as it is the very foundation of the business.
4. **Choose the right e-commerce website hosting platform:** Business success and failure choice of server and hosting are a crucial factor. It determines the website's accessibility and performance efficiency. Costs cutting are an important factor while deciding about website hosting and support; outsourcing can be exercised.
5. **Choose the right e-commerce development partner:** Choosing for e-commerce technology development partners or e-commerce vendors

can be very difficult. The market is very crowded with service providers and with each one claiming to offer the services which suit best to company needs.

6. **E-commerce website testing:** After completion of the website development, the next crucial step is e-commerce website testing. Testing checks usability, customer convenience, checks for bugs, and is important to providing a good shopping experience. Testing is usually implemented in various browsers, across platforms, and across devices. Websites can be tested manually, or automatically, or a combination of the two followed by feedback.
7. **Effective marketing:** E- marketing plays a crucial role at this stage, it is important to advertise it to people. For advertising the website, marketers need to have a promotional plan drafted out including all means of advertising. In a crowded market of business owners competing for customers' attention, it is hard to get new customers or sustain existing ones without proper marketing.

8.11 MANAGING E-COMMERCE IMPLEMENTATIONS

E-commerce business depends upon implementation and adoption in process; successful systems have seven key steps such as

1. **Strategic business planning and roadmaps:** Strategy is about making the right choices that will help reach the stated e-commerce business objectives. There should be an articulated vision, mission and objective about what will be achieved, time limit for it, financial budget, identification of the right resources for and constraints in the face of implementing the strategy mentioned in the business plan, and what elements will be considered for future.
2. **Technology selection/ website audit and analysis:** To provide the maximum benefit to or creating value for the end customer, selection of e-commerce technology should have the capability of adapting according to customers' needs, and be able to complement the business model, and ensure the alignment with the existing best practices in offline retail.
3. **Customer acquisition:** Online or popular digital marketing consists multiple tools for contact to the new generation of customers, who access online content through multiple devices, through search engine optimization, search engine marketing (paid advertisement), social media marketing (both cost per click and cost per thousand impressions), email campaigns, display advertisements through various ad networks, referral programs and retargeting campaigns.

4. **Customer engagement:** Engaging customers through various social media channels also instills superior trust in the minds of customers. Nowadays, customers seek to analyse the brands to understand the core benefits and unique value proposition provided by the brand, they look for offers, discounts and offers during special seasons, a mechanism for queries/clarifications relating with the products displayed and interaction with customer support executives etc.
5. **Customer retention:** It should be noted that to fully leverage best technology, there should be a constant effort to pay attention for features and functionalities that will strengthen the customer experience. With the arrival of sophisticated electronic-commerce technologies, one-to-one customer experience is becoming a reality in business and new age retailers will be able to retain by providing customized services and products and that's the best a customer can really expect.
6. **Optimization based on key metrics:** Some of the key elements to measure the health of an e-commerce venture are the total revenue generated, customer acquisition cost, percentage of customers converted, and percentage of customers entering the website by using various channels. However, these elements may vary based on the business objectives and so every electronic business needs a fully customized approach for defining the key elements and further analysis. After that, a deeper level of optimization is needed at 2 levels – on the technology and the business front.
7. **Business analysis and customer insights:** The last step of this process is about knowing the product group that has performed well in comparison to other products in the webstore. Assessing this is crucial for a company to survive in the market as those categories occupy the prime real estate in the online world – the web store. It should consist of understanding the customer segments, demographics, profitable customers, source of channels, per customer contribution in profit of the company in percentage and the marketing spends that has gone into acquiring these customers.

Check Your Progress B:

Part A: State which of the following statements is true and which are false.

- i) Websites are effective tools for E-business.
- ii) E-commerce software is a tool that drives online processes.
- iii) There is no role of the Internet for dramatic transformation of companies.
- iv) E-commerce strategies are a group of E-business plan.
- v) Future of business is E-commerce prioritization.

Part B: Fill in the blanks.

- i) _____ is a collection of web pages.
- ii) Web hosts can _____ in the world.
- iii) Language to write web pages is _____.

8.12 LET US SUM UP

Websites are an important component of business these days, hosting of websites may not be feasible due to technology, budget, infrastructure, and continuous updating. Web hosting referred to as service providers where the website has to be stored on some server, that server is your host. The host can be anywhere in the world but it has power, internet connections and dedicated IP addresses.

More or less every grassroots entrepreneur who started a setup from scratch or runs the existing business currently fabricates some kind of a 'platform'. Google Search, Facebook, Android, Uber, AirBnB, Waze, Amazon Web Services, Amazon Marketplace, WeWork, and even Bitcoin are all platforms. At the same time, these platforms are very dissimilar in how they generate network effects, interactions they facilitate. There are various kinds of E-commerce software which have certain characteristics and could be used as per the need and requirement.

The basic function of e-commerce software includes catalog display, Shopping cart capabilities and Transaction processing. Integrating different components is important for large businesses houses, because range of products are not limited, their business interest spread over many products and services. The other operations of electronic commerce activities are Middleware, Enterprise Application Integration and Databases, Web Services, and Integration with ERP Systems. Web hosting services can be hired so that in-house burden can be shifted and dedicated hosting services can be used. Web host CSPs (Compute cycles Service Providers) have the same advantages as ISP (Internet Service Provider) hosting services, including spreading the cost of a large Web site over several "renters" hosted by the service. The biggest single advantage - low cost - occurs because the host provider has already purchased the server and configured it.

There are a number of E-commerce software available for midsize and large businesses. These software packages differ on price, capabilities, database connectivity, software portability, software customization, tools and technical expertise required to manage the software. Some of them are Web site development tools, Inter shop enfinity, IBM WebSphere Commerce Professional Edition and Microsoft Commerce Server 2002. Large e-commerce sites deal with transactions of higher volume and therefore needed dedicated software to handle specific elements of their online business such as customer relationship management, supply chain management, content

management and knowledge management. The enterprise software is also capable of making changes in the system automatically (e.g., inventory checking and order placement for items needed). In contrast, both basic and midrange E-commerce software usually require an administrator to manually make such changes. Enterprise E-commerce software usually requires several dedicated computers.

The ability of the businesses to plan, design and implement cohesive electronic commerce strategies will make the difference between success and failure for the majority of them. The key to successful implementation of any information technology project are planning and execution. four major steps in planning electronic commerce initiatives are Identify Potential e-Commerce Initiatives, Analyse the Functional Scope of Electronic Initiatives, Analyse the Sustainability of Benefits from e-commerce Initiatives and Prioritize e-Commerce Initiatives.

The commerce industry is growing with rapid speed as growth rate is continuously increasing. The process of e-commerce website development project are categories into seven major steps which are identify the product/service, and the customer, Know your e-commerce customer, Choose the right electronic commerce website development platform, Choose the right electronic commerce website hosting platform, Choose the right electronic commerce development partner, Electronic commerce website testing and effective marketing. E-commerce business depends upon implementation and adoption in process; successful systems have seven key steps such as Strategic business planning and roadmaps, Technology selection/ website audit and analysis, Customer acquisition, Customer engagement, Customer retention, Optimization based on key metrics and Business analysis and customer insights.

8.13 KEYWORDS

Enterprise resource planning (ERP): ERP is a process used by companies to manage and integrate the important parts of their businesses. Many ERP software applications are important to companies because they help them implement resource planning by integrating all of the processes needed to run their companies with a single system.

Middleware: Middleware is software which lies between an operating system and the applications running on it. It establishes connection between e-commerce software and existing business and enables communication and data management for distributed applications

Online Business: Online Business or e-business is any kind of business or commercial transaction that includes sharing information across the internet. Online business does not only deal with online transactions of selling and buying of a product and/or service but also enables to conduct business processes within the value chain through internal or external networks.

Shopping Cart: A shopping cart is a piece of software that keeps the record of the items a buyer has ‘picked up’ from the online store. Shopping cart enables consumers to select products, review what they selected, make modifications or add extra items if needed, and purchase the products.

Web Hosting: Web hosting makes the files that comprise a website (code, images etc.) available for viewing online. Every website you've ever visited is hosted on a server. When a hosting provider allocates space on a web server for a website to store its files, they are hosting a website.

Website: A website (also written as a web site) is a collection of web pages and related content that is identified by a common domain name and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com etc.

8.14 ANSWER TO CHECK YOUR PROGRESS

Check Your Progress B

Part A:

- (i) True ii) True iii) False iv) True v) False

Part B:

- (i) website ii) anywhere iii) HTML

8.15 TERMINAL QUESTIONS

- 1) What is web hosting software? Why are they important in online business?
- 2) Describe various types of software platforms.
- 3) Name commonly used e-commerce software for small & midsize companies.
- 4) How do we plan e-commerce initiatives?
- 5) What are the most advanced functions of e-commerce software?
- 6) “Web site development is a creative process” comment.
- 7) Why is customer engagement and retention an important tool for an e-commerce business?



Note

These questions are helpful to understand this unit. Do efforts for writing the answer of these questions but do not send your answer to university. It is only for your practice.