

## Developments in Business Simulation and Experiential Learning, Volume 25, 1998

### HOW ORGANIZATIONS ARE IMPROVING THEIR PERFORMANCE UTILIZING ELECTRONIC COMMERCE: EXAMPLES FROM THE INTERNET

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#### ABSTRACT

The purpose of this paper is very simplistic and that is to share with other EC instructors some of the information we have accumulated in our database. The paper is somewhat unique in that it is international in scope and uses only web addresses as references for the convenience of those who might choose to visit our sources. It is the intent of the authors to continue this process in order to try and stay on top of the latest activities in this most important field.

#### UNITED PARCEL SERVICE

##### Customers Track Packages Online with Interactive System

One of the best "weapons" in a highly competitive package delivery business is customer information services. Atlanta-based UPS' home page expands the options for customers who like doing business online through the use of Netscape Communications. The salability of Netscape products makes it feasible to choose a future Netscape product without having to redesign the servers applications. It also provides the easy installment of systems in the operations department. Then "Web site allows any individual with Web access to check the status of a shipment." Delivery status is repeated to the customer immediately.

<http://198.95-249.81/comprod/business-solutions/commerce/customer/ups.html>

#### GENERAL ELECTRIC TRADING PROCESS NETWORK (TPN)

##### Extending the Purchasing Process

By utilizing Electronic Commerce, GE hoped to improve their lighting's buying strategy. The goal was to extend their supplier reach across the globe and create a system that was not labor- and cost-intensive; one that supports the demands efficiently. They used T-Process Network (TPN)-a suite of Internet-based purchasing and supplier productivity solutions. By using TPN-Trading Process Network (TPNPost) in the Indirect/Machine Parts buying segment, GE discovered the benefits it had been waiting for. GE went from an entirely manual buying process that took at least seven days to a "point and click" process that now takes less than two hours. In addition, benefits from using TPNPost include 100 percent removal of paper and mail costs, material cost savings of up to 20 percent, and obtainment of the goal of global reach.

<http://tpn.geis.com/tpn/resourcecenter/casestud.html>

#### SURGICON, LTD.

##### Enhancing the Purchasing Process

Surgicon Ltd is a private limited company that specializes in the marketing and distribution of medical and surgical products. Surgicon offers products to a variety of customers and is an approved supplier in all NHS Divisions. Surgicon has a total of 11 EDI trading relationships. By using EDI, Surgicon is able to send and receive purchase orders. Surgicon uses the TF2ORD order message which is part of the EDIFACT subset message

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group. GE Intercept Plus software allows the company to translate inhouse files into EDI message standards and to manage a connection to the GE Tradanet network. NHS Division sends orders to Surgicon through a centralized network gateway. Syntegra manages this centralized gateway.

<http://www.eca.org.uk/public/regaward.htm>

### HMSO

#### Links Customers and Suppliers

HMSO is a government agency which sources and supplies stationary, office equipment, and printed goods to the public. HMSO is also a large scale publisher for private and public organizations. HMSO currently employs 3,000 individuals. HMSO uses EDI and HEART (a UNIX based ordering system) to link key customers and suppliers. HMSO has 82 EDI trading partners and 209 HEART users. HMSO can handle Tradacoms and EDIFACT standards. Outband EDI traffic is UK EDIFACT and incoming messages are structured in UK EDIFACT and Tradacoms formats. HMSO translates incoming Tradacoms messages to the UK EDIFACT. HMSO is also connected to the BT EDI Net VAN, the M Information Exchange, and the AT&T Easylink service through the inter-network connections.

<http://www.eca.org.uk/public/regaward.htm>

### ROYAL BANK OF SCOTLAND

#### Electronic Banking and Clearing Transactions

The Royal Bank of Scotland is one of the "big" five clearing banks operating within the UK. The bank is part of the IDX network linking clearing banks.

The Royal Bank of Scotland allows its business customers to make payments and receive payment information electronically through the EDI Masterpay system the bank developed. The bank trades with 30 external customers through the EDI Masterpay system and the IDX network. The EDI process is included in the Banks internal business

processes. Customers receive payment instructions in EDIFACT format via the Masterpay system. EDIFACT format also helps customers make payments and payment decisions. The Royal Bank is currently connected to two VANS, the GE Tradanet and the IBM Information Exchange. The bank analyzes these networks every 15 minutes.

<http://www.eca.org.uk/pubhc/regaward.htm>

### BEN AND JERRY'S

#### Targeting Their Market

Ben & Jerry's uses their Internet site to focus on what is important to their consumers. Their Web page resembles their cowhide packaging style and Missy the cow "Moos". Ben & Jerry's provides various contests on their Web page to keep the consumer involved. Prizes such as pocket protectors and autographed copies of books are some of the prizes awarded to the over 500 winners of Ben & Jerry's Web page contests. According to Ben Cohen, the Web is a great way to appeal to college students, who are a big part of the market.

<http://198.95.249.81/comprod/business-solutions/commerce/customer/bejer.html>

### PUBLIC WORKS, SUPPLY & SERVICES, EDMONTON, ALBERTA

#### Timely and Accurate Exchange of Gas Royalty Data

TradeLink EDI Management System is currently used by Public Works. TradeLink allows Public Works to receive Product Transfer and Resale Reports. Public Works receives about 12,000 documents over a five day period. These Transfer and Resale reports are then sent from the Department of Energy to the oil companies. The company produces about 50,000 statements over a five day period. Finally, about 5,000 Test invoices are sent from the Department of Energy to various oil companies every five days.

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