E-COMMERCE

TOPIC : INTRODUCTION TO EDI & M -COMMERCE

EDI

- Computer to Computer exchange of routine business data between trading partners in a standard format

KEY ELEMENTS AND ADVANTAGES

- Flow of data directly from the sendor's computer to the receiver's computer without any human intervention.
- EDI is used for routine documents like Purchase orders and Invoices
- Documents should be in Standard format
- It eliminates paper documents
- It saves time and money

LIMITATIONS OF EDI

❖ EDI is Expensive

❖ Not Cost effective if number of transactions limited

❖ No Flexibility

❖ Inacessible to small Organisation.

M-COMMERCE

- Any electronic transaction or information interaction conducted using a mobile device and wireless network that leads to transfer of real or perceived value in exchange for information services or goods.

- Mcommerce refers to browsing, buying and selling of products and services on mobile phones ie using wireless technology

- Wireless digital services like mobiles, PDAs,Palm tops are used

APPLICATIONS

- Mobile Banking
- Wireless Electronic Payment Systems
- Wireless Wallets
- Wireless Bill Payments
- Mobile Shopping
- Mobile Portal
- Mobile Advertising
- Sales Force mobilisation
- Customer Support

ADVANTAGES

- Convenience

- Flexible Accessibility

- Easy Connectivity

- Time Efficient

THANK YOU