



Discussion on eBusiness Initiative Success

Business Process = “What”
Technology = “How”

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eBusiness = Business!

eBusiness three simple questions

- What are we going to do?
- How are we going to do it?
- How will we measure success?

What are the opportunities?

- External – Increased Sales, Customer Satisfaction, etc.
- Internal – Cost Reduction, Employee Satisfaction, etc.

Who is the audience?

- What do they value?

Set the initiative goals

- Increase sales
- Decrease costs
- Customer Satisfaction
- Employee Satisfaction
- Improved Time Management
- Flexibility
- Other?

Define the “Business Process”

- Business process owner (Critical to initiative success)

Challenge the “technology” to

- Improve the process
- Improve the efficiency
- Improve the effectiveness
- Increase the value provided to the audience

Understand the costs

- One time
- On-going

Define the risks

- Risks of doing?
- Risks of not doing?

Managing the change

- Communicate
- Incentives?
- Disincentives?

Contingency planning

- Manual operation
- Back-up process
- Disaster recovery

In Summary

- Select the opportunities
- Define the process
- Improve it with technology
- Understand the costs
- Measure success
- Define contingency plan
- Challenge the process again in the future

Thank you, Bob Ciurczak

- Questions ?