

## **e-Commerce White Paper**

### **What is Ecommerce?**

Electronic commerce, commonly known as e-commerce or ecommerce, is the online transaction of business, which consisting of buying and selling products or services over electronic systems such as the Internet and other computer networks. The amount of trade conducted electronically has grown extraordinarily since the spread of the Internet. A large percentage of electronic commerce is conducted entirely electronically including the virtual storefronts on web sites with online catalogs, Airline reservations, online book store, online banking including the electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Electronic commerce that is conducted between businesses for buying and selling is referred to as business-to-business or B2B. Electronic commerce that is conducted between businesses and consumers is referred to as business-to-consumer or B2C.

To simply put, what E-Commerce is all about, just think of buying a book, or an airline ticket or an electronic instrument. It is as simple as going online in the internet and buying the goods what you want in the ecommerce way which is very simple and fast.

E-Commerce is about setting and doing your business on the Internet by enabling the customers to browse your website, go through your products and services. When the customer chooses to buy some product that he likes, he will add that product to his shopping cart. Once his selection is complete, he will check out by paying the amount with Credit Card, Debit card or any other acceptable payment method. These transactions should be made securely to protect the privacy of the customers.

### **Advantages of Ecommerce:**

The online store is global and operates 24/7 and 365 days.  
It increases the business growth very rapidly  
Maintenance Cost is Low and the payback is high  
Easy for the customers to do shopping anytime with no traffic jams, shopping crowds etc.

### **DSR Expertise:**

Are you looking for a Robust, Customized and Easy to use Ecommerce Solution?

DSR Management, Inc. has a solid background to address the specific needs of the customers for their e-commerce solutions. We are very well experienced to offer the customized e-commerce solutions for our customers and their Businesses. We can provide our business solutions around your business needs and strategies. As part of our business solution, we offer E-commerce to those who would like to sell their products and services online. E-commerce is a highly specialized field that requires hands-on experience in both setting up the store front as well as its day to day operations. We have the most experienced people and the expertise to develop the ecommerce solution. We use our expertise to design and develop the most effective store fronts for our clients. Our goal is to provide the companies with the best professional e-commerce web design solution, at an affordable price. We also pride ourselves in making online transactions easy and secure for both website owners, and consumers purchasing online. Whether you're looking to sell a product, provide online service, or take payments for a service, our team can develop the custom e-commerce website.

### **How to be successful in the Ecommerce Business:**

In order to be successful we must first understand the audience requirements very thoroughly and also understand what they are looking for on your webs site. We must also understand the competitors business and their services. The web site should be rich in look and feel and navigation should be easy for any online customer. It should also provide the convenient and secure shopping experience.

## **Application Service Provider**

DSR has its core strength and competency in implementing the ASP model for your Ecommerce applications.

The emerging technology is the Application Service Provider model which is becoming core part of Ecommerce applications very rapidly.

### **What is Application Service Provider?**

An application service provider (ASP) is a model which offers the companies to access the applications and services over the Internet. Software offered using an ASP model is also sometimes called On-demand software or software as a service (SaaS). The ASP model uses the standard protocol such as HTTP to access the application software that resides on the vendor's system. The application software may be a CRM, Inventory Management, or Supply Chain Management etc. which are very expensive to install and maintain within the organization. ASP Service became very popular for smaller companies and also for large companies for outsourcing many services.

An ASP can be developed and hosted and manages access to applications to several people or businesses from the remote central location. This model reduces the efforts and expenses for the companies and increases the speed of implementation and also improves the operational efficiency. ASP hosting is ideal for small and mid-sized companies and big companies also looking to it for their outsourcing needs.

#### *Advantages of ASP Models:*

- ASPs are advantageous for smaller businesses to benefit from high-priced software packages and systems without having to purchase them and they are set up in extremely short time.
- This can be developed as pay-as-you-go model or exclusively for a particular company for their exclusive needs.
- Since this is distributed and you can buy as a package, it's good for small companies so that the small companies do not need to have IT people which reduce their expenses.
- By using ASPs, the companies can eliminate the high cost of specialized software.
- ASPs allow businesses to focus on their core competencies rather than their Information Systems.
- ASPs offer a quick launch for new e-commerce, Inventory Management, CRM and other online applications.
- ASPs also reduce the effort to maintain, upgrade the software and hardware.
- ASPs are robust and scalable and hence they allow for easy upscaling and downscaling depending on the business volume.
- ASPs apply their experience to the best IT practices in order to achieve high levels of availability, security, and backup and disaster recovery.
- ASPs offer the predictable costs and less financial risks.