

## Exercise 1 (1)

**1.1 Registration** Go to the home page of STS (Software Systems Research Department).  
[www.sts.tu-harburg.de/](http://www.sts.tu-harburg.de/)

Go to the ECommerce home page > Teaching > ECommerce > Homepage.

Register for the lecture and lab class using the registration link on the home page.

**NOTE:** Your account will be activated within 1-2 days.

### Exercises for chapter 1:

**1.2** Visit the online book store Amazon ([www.amazon.com](http://www.amazon.com) or [www.amazon.de](http://www.amazon.de)). Here, you can order books online by passing through the steps of the order process.

Relate the process “order a book online” with the 4-phase model described in the chapter: Name the process steps and relate each with its corresponding phase.

Regarding phase 1: How do potential customers get to Amazon’s web appearance. To which companies must Amazon provide information to achieve this?

**NOTE** that you shall not actually order a book to describe the process, but only understand the process..

**1.3** Name *electronic* communication services that are used in companies and classify these by group collaboration, one-to-one (peer-to-peer) and one-to-many collaboration.

## Exercise 1 (2)

**1.4** Consumer/Producer, Customer/Performer, Buyer/Seller, User/Provider: What kind of different views do these concepts represent (how would you classify them)? How would you relate them?

**1.5** Explain disintermediation and reintermediation in your own words shortly. What are the similarities and differences between disintermediation and reintermediation?

### Exercises for Chapter 2 (please work through chapter 2 business models):

**1.6** Visit the following web sites and try to classify each of the business models with 2-3 sentences.

- ☐ YellowBrix ([www.yellowbrix.com](http://www.yellowbrix.com))
- ☐ abebooks ([www.abebooks.com](http://www.abebooks.com))
- ☐ eBay ([www.ebay.com](http://www.ebay.com))
- ☐ WLW ([web.wlwnline.de/wlwnline/start/en/DE/start.html](http://web.wlwnline.de/wlwnline/start/en/DE/start.html))
- ☐ MeCA ([www.meca.org.uk/](http://www.meca.org.uk/))
- ☐ ZDNet Shopper ([zdnetshopper.cnet.com](http://zdnetshopper.cnet.com))
- ☐ jGuru ([www.jguru.com](http://www.jguru.com))

For each of these sites identify at least one global competitor (with URL) and give a personal ranking of the competitors you evaluated.

Which criteria did you use for the evaluation (e.g., performance, availability, etc.)?