



MUBBEG Presentation

Matthew Butler – Berwick School of Information
Technology

Presentation Overview

- **Personal and School Background**
- **Overview of Business on the Internet**
- **Contemporary Business Models**
- **Online Leaders**
- **IT and Internet Opportunities**
- **Multimedia in business**



Personal and School Background

- **Lecturer in the Berwick School of IT**
- **Multimedia**
 - “Combines the many different digital media forms: images, film, sound, words and animation”
 - “Use digital media to produce interactive packages that presents information in a variety of forms”

<http://infotech.monash.edu.au/about/schools/berwick/about.html>



“How The Internet Has Transformed Business”

- **Today few big businesses can afford not to have an internet site to advertise and sell their wares.**
- **It has become second nature for many people to check out products, prices and availability online before buying.**
- **In the US, retail sales on the internet are expected to reach \$170bn in 2006, while forecasters suggest that Europe's online market will overtake the US by 2010.**
- **China is growing even faster, and may have more internet users than the US by the end of the decade.**

From “How The Internet Has Transformed Business”, BBC Business News, 3 August 2006
<http://news.bbc.co.uk/1/hi/business/5235332.stm>

Business on the Internet

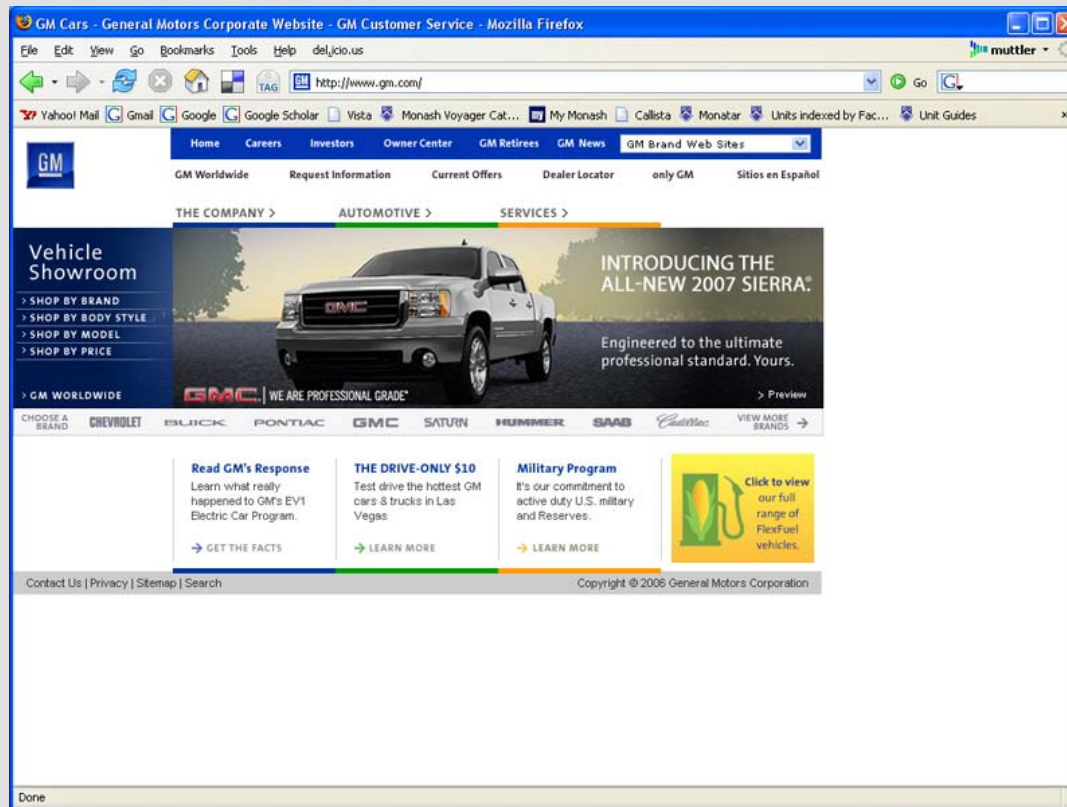
- **The Internet is used for a huge variety of business tasks:**
 - Information dissemination
 - Product download
 - Marketing
 - Communication
 - B2B: Supply / Value Chain
 - B2C: Online ordering

Contemporary Business Models

- **Producers**
 - Designing and building products and services to meet specific customer or market needs
- **Distributors**
 - Connecting the buyer and the seller, so they can communicate and transact business
- **Portals**
 - Providing gateway access to the Internet's store of content, services and communities

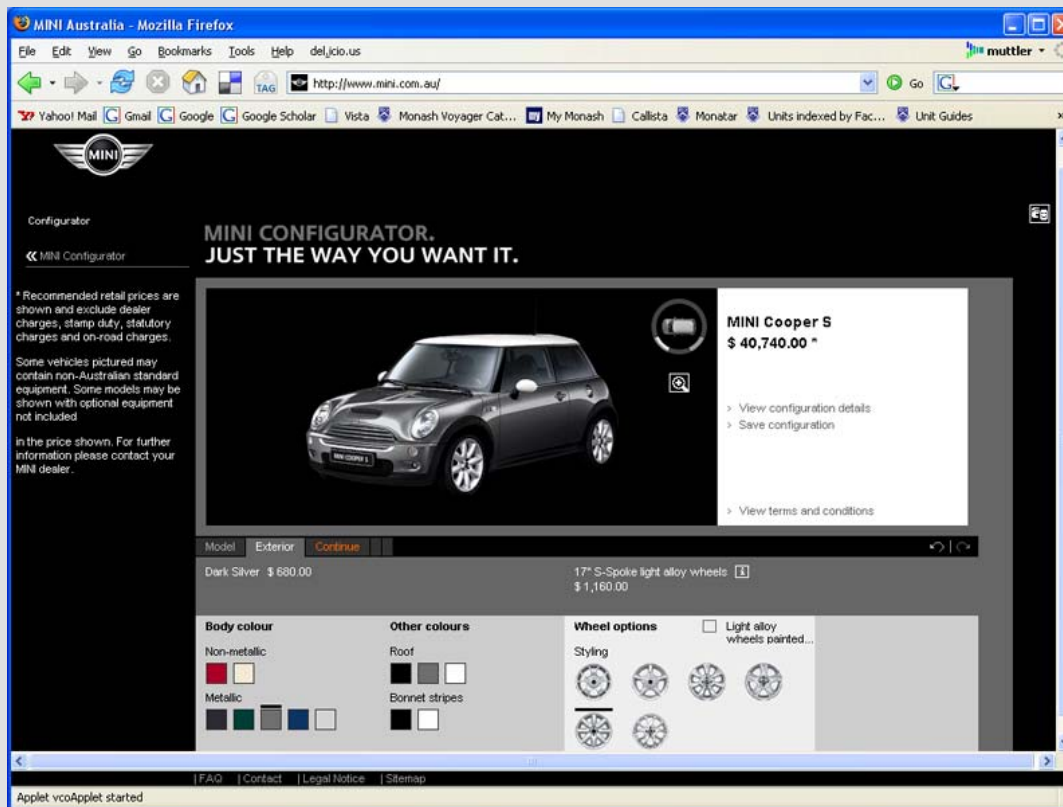
Online Leaders

- **General Motors (manufacturing)**



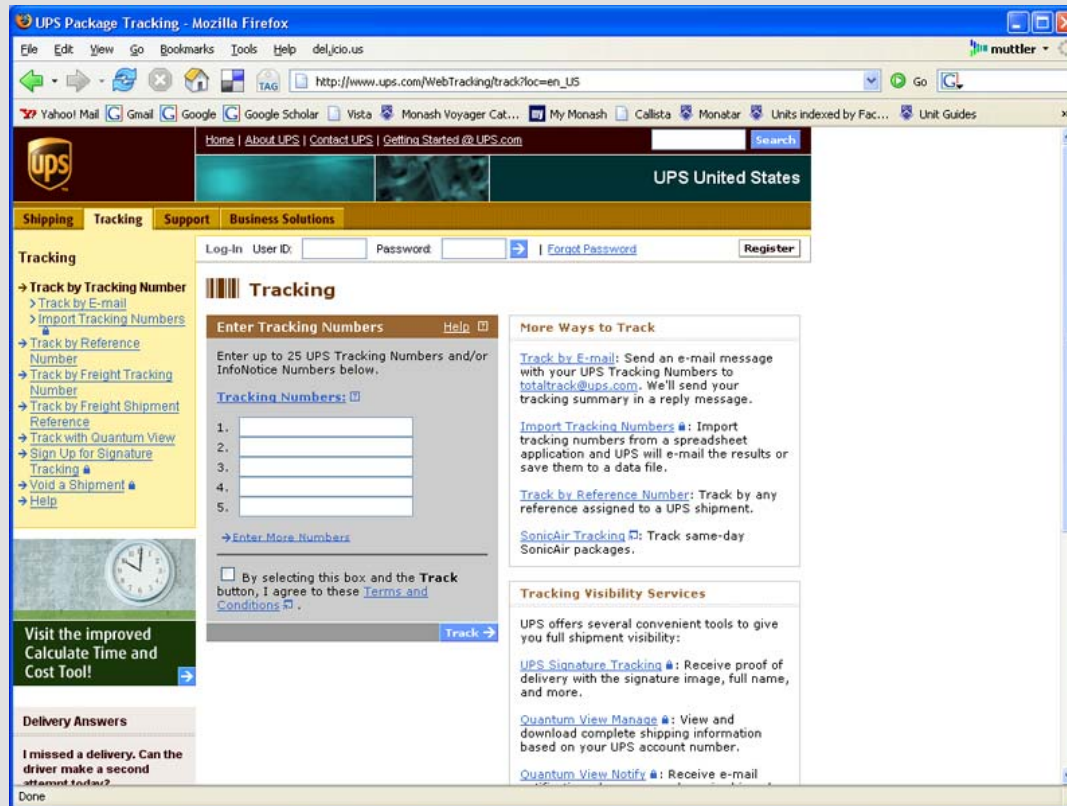
Online Leaders

- **Mini / BMW (marketing)**



Online Leaders

- Fed-Ex and UPS (real-time information)



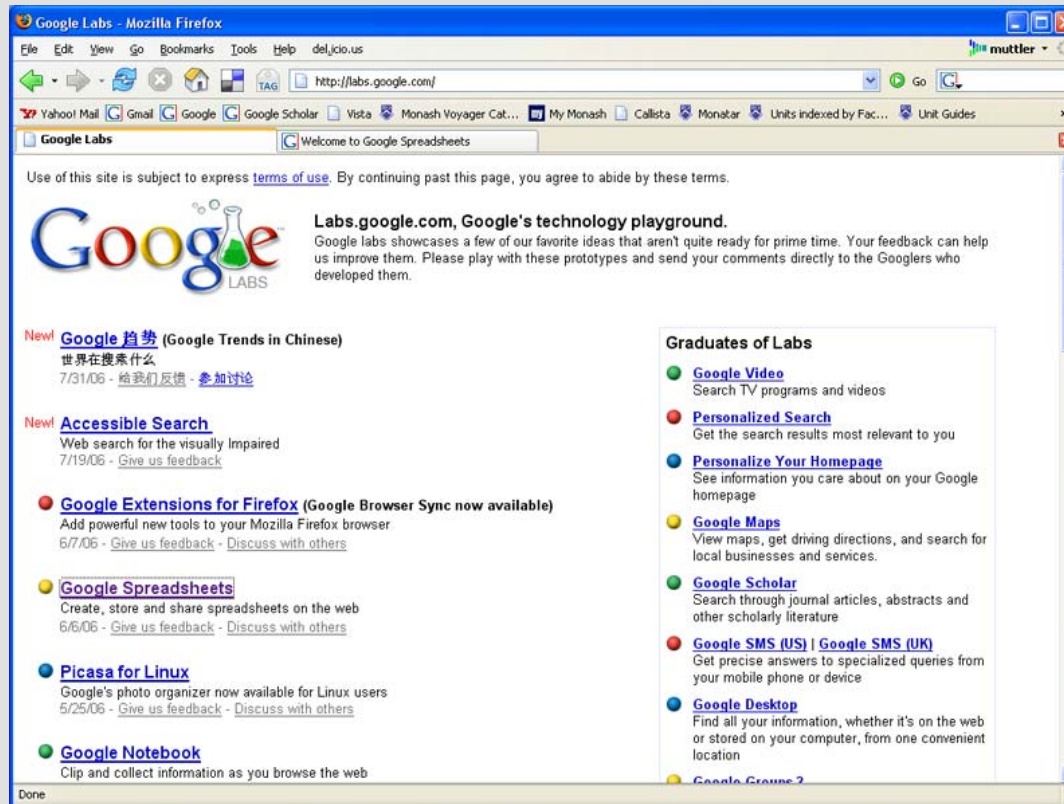
Online Leaders

- Amazon.com (retail)



Online Leaders

- **Google (innovation)**



IT and Internet Opportunities

- **Competitive advantage**
- **Streamline processes**
- **Strengthen relationships**
- **Adding value to existing products and services**
- **Questions**
 - What role does IT play in your organisation?
 - Who are your customers?
 - What are your competitors doing?



Multimedia in Business

- **Multimedia**

- “Combines the many different digital media forms: images, film, sound, words and animation”
- “Use digital media to produce interactive packages that presents information in a variety of forms”

Multimedia in Business

- **How do businesses use Multimedia?**
 - Web
 - Training
 - Education
 - Animation / 3D
 - Film
- **Showreels #1 and #2**