



Infrastruktur Digital Business

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Digital business infrastructure

The architecture of hardware, software, content and data used to deliver e-business services to employees, customers and partners

Desktop, laptop and notebook platforms

- 1. Desktop browser-based platform.** This is traditional web access through the consumer's browser of choice, whether Internet Explorer, Google Chrome or Safari
- 2. Desktop apps.** We don't see this platform talked about much, but with the launch of Apple Lion many Apple users are accessing paid and free apps from their desktop too, via the Apple App Store. This gives opportunities for brands to engage via these platforms
- 3. Email platforms.** While email isn't traditionally considered as a platform, it does offer a separate option from browser and app-based options to communicate with prospects or clients, whether through editorial or advertising, and email is still widely used for marketing

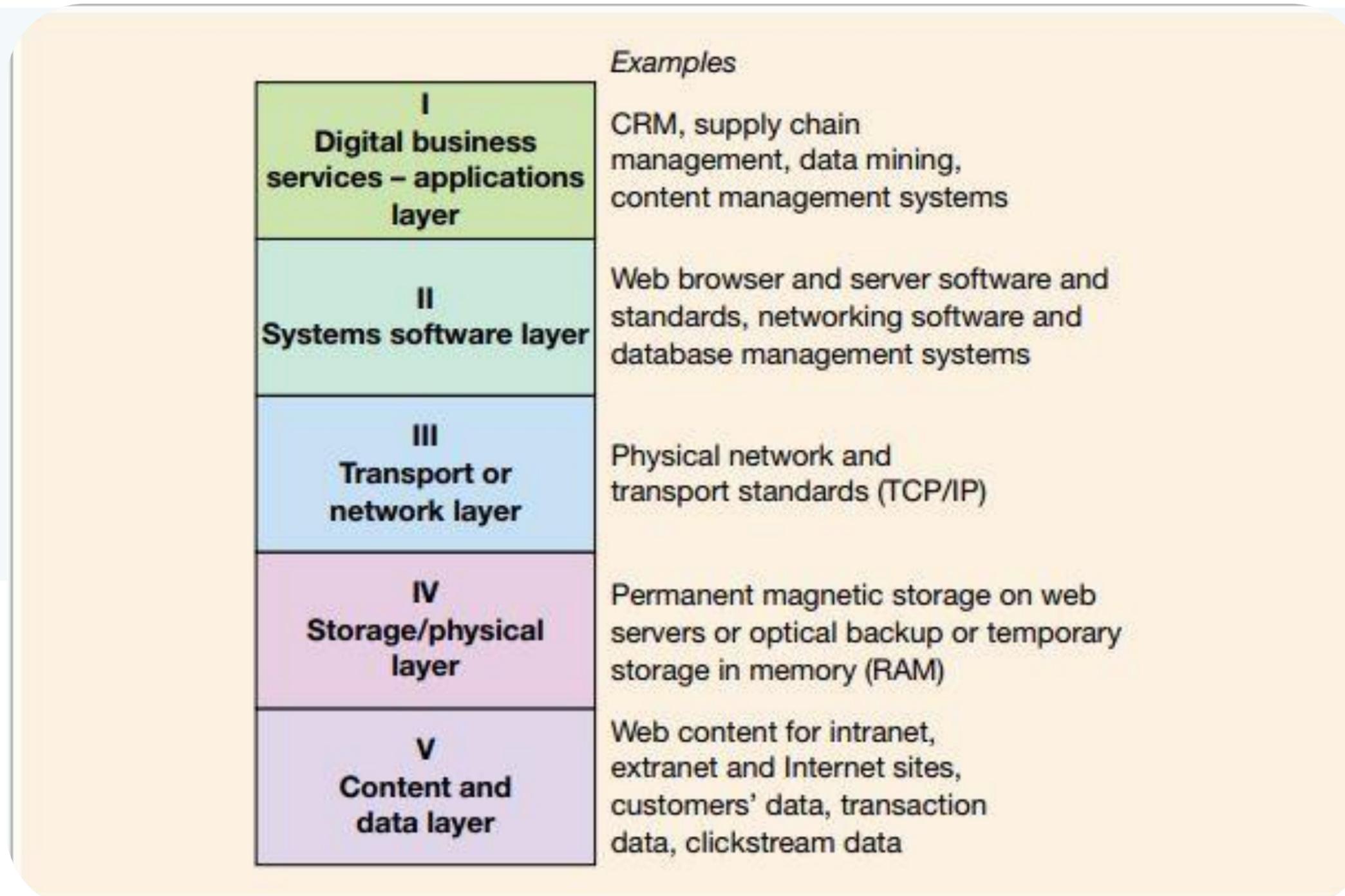
4 Feed-based and API data exchange platforms. Many users still consume data through RSS feeds, and Twitter and Facebook status updates can be considered a form of feed or stream where ads can be inserted.

5 Video-marketing platforms. Streamed video is often delivered through the other platforms mentioned above, particularly through browsers and plug-ins, but it represents a separate platform. Television channels delivered through streaming over the Internet, known as IPTV, are related to this platform

6 Mobile operating system and browser. There are mobile browsers which are closely integrated with the operating system.

7 Mobile-based apps. Apps are proprietary to the mobile operating system, whether Apple iOS, Google Android, RIM or Windows. A big decision is whether to deliver content and experience through a browser and/or a specific app which provides an improved experience

A five-layer model of digital business infrastructure



BUSINESS PLAN

There are ten components of a business plan. As you develop your plan, you should assess each component. Be honest in your assessment since the main purpose is to improve your business plan and increase your chances of success. For instance, if your goal is to obtain external financing, you will be asked to submit a complete business plan for your venture. The business plan will help a funding source to more adequately evaluate your business idea

1, Executive Summary. This is the most important section because it has to convince the reader that the business will succeed. In no more than three pages, you should summarize the highlights of the rest of the plan.

This means that the key elements of the following components should be mentioned. The executive summary must be able to stand on its own.

It is not simply an introduction to the rest of the business plan, but rather discusses who will purchase your product or service, what makes your business unique, and how you plan to grow in the future. Because this section summarizes the plan, it is often best to write it last.

2. Description of the Business. This section should provide background information about your industry, a history of your company, a general description of your product or service, and your specific mission that you are trying to achieve.

Your product or service should be described in terms of its unique qualities and value to the customer.

Specific short-term and long-term objectives must be defined. You should clearly state what sales, market share, and profitability objectives you want your business to achieve.

3. Marketing. There are two major parts to the marketing section. The first part is research and analysis. Here, you should explain who buys the product or service-in other words, identify your target market.

Measure your market size and trends, and estimate the market share you expect. Be sure to include support for your sales projections. For example, if your figures are based on published marketing research data, be sure to cite the source.

Do your best to make realistic and credible projections. Describe your competitors in considerable detail, identifying their strengths and weaknesses. Finally, explain how you will be better than your competitors.

4. Operations. In this segment you describe the actual operations and outline their advantages. Zoning, taxes, access to transportation, and proximity to supplies should all be considered in this section.

5. Management. Start by describing the management team, their unique qualifications, and your plans to compensate them (including salaries, employment agreements, stock purchase plans, levels of ownership, and other considerations).

Discuss how your organization is structured; consider including a diagram illustrating who reports to whom. Also include a discussion of the potential contribution of the board of directors, advisors, or consultants. Finally, carefully describe the legal structure of your venture (sole proprietorship, partnership, or corporation).

6. Financial. Three key financial statements must be presented: a balance sheet, an income statement, and a cash-flow statement. These statements typically cover a one-year period. Be sure you state any assumptions and projections made when calculating the figures

7. Critical Risks. Discuss potential risks before they happen. Here are some examples: price cutting by competitors, potentially unfavorable industry-wide trends; design or manufacturing costs that could exceed estimates; sales projections that are not achieved.

The idea is to recognize risks and identify alternative courses of action. Your main objective is to show that you can anticipate and control (to a reasonable degree) your risks.

8. Harvest Strategy. Ensuring the survival of a venture is hard work. A founder's protective feelings for an idea built from scratch make it tough to grapple with issues such as management succession and harvest strategies.

With foresight, however, an entrepreneur can keep the dream alive, ensure the security of his or her venture, and usually strengthen the business in the process. Thus a written plan for succession of your business is essential.

9. Milestone Schedule. This section is an important segment of the business plan because it requires you to determine what tasks you need to accomplish to achieve your objectives.

Milestones and deadlines should be established and monitored on an ongoing basis.

Each milestone is related to all others, and together all of them provide a timely representation of how your objective is to be accomplished.

10. Appendix. This section includes important background information that was not included in the other sections. It is where you would put such items as resume of the management team, names of references and advisors, drawings, documents, licenses, agreements, and any materials that support the plan.

You may also wish to add a bibliography of the sources from which you drew information.

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THANK YOU!

ANY QUESTIONS?