eBusiness Framework and Architecture

Version XXX

FOR DISCUSSION PURPOSES ONLY
eBusiness Framework and Architecture

**User Interface**
- **Visual Style**
- **Display**
- **Navigation**
- **Information Architecture**

**Business Functions**
- **eCommerce**
  - Representative Functions:
    - Directs and oversees online sales transactions, policies, objectives, and initiatives
    - Online ordering
    - Electronic payment & receipt
  - Company Touchpoints:
    - CRM
    - JD Edwards Order-to-Cash
  - Representing Functions:
    - Manages feature functionality, process definition, and day-to-day operations of the eBusiness platform applications
    - Intranet
    - IT
    - ...  
- **Content**
  - Representative Functions:
    - Directs and oversees online marketing programs
    - User interface design
    - Web profile
    - ...  
  - Company Touchpoints:
    - Marcom
    - ...  
  - Representing Functions:
    - Customer Advocacy
    - Technical Support
    - ...  
- **Service & Support**
  - Representative Functions:
    - Product knowledgebase
    - Knowledgebase content & processes
    - ...  
  - Company Touchpoints:
    - Portal configuration
    - ...  
  - Representing Functions:
    - Marcom
    - ...  
- **Operations**
  - Representative Functions:
    - Online ordering
    - Electronic payment & receipt
    - ...  
  - Company Touchpoints:
    - CRM
    - ...  

**eBusiness Capabilities**
- **Platform Services**
  - Commerce Engine
  - Analytics
  - Portal
  - Search
  - Content Management
  - Learning Management
    - Salesforce.com
    - Market2Lead
  - CRM Applications
    - Hosting
    - Network & Security
    - Maintenance & Administration
    - Integration & Workflow

**Localization & Global Capabilities**
- **Information Technology (IT)**
- **Enabling Infrastructure**
- **Network & Security**
- **Maintenance & Administration**
- **Integration & Workflow**
eBusiness Architecture

Section 3
We are here

### Methodology

**Project Initiation (PI)**
- Content inventory & gap analysis
- Agency on-boarding
- Software vendor selection

**Requirements & Design (RD)**
- Persona design
- Information architecture design
- Use case development
- Metadata & taxonomy definition
- Wireframe development
- Visual design
- HTML template development
- Technical design

**Development & Testing (DT)**
- Content development
- Content conversion
- Config. & code development
- SI, Perf. & UAT testing
- Unit testing
- Build DEV environment
- Build TEST environments
- Build PROD environment

**Deployment & Transition (DP)**
- Content development
- Develop training materials
- SI, Perf. & UAT testing
- Deploy system
- Conduct train-the-trainer
- Production support & transition

**We are here**

### Content

- Content development
- Content conversion

### Conversion

- Content conversion

### Conduct Train-the-Trainer

- Conduct train-the-trainer

### Production Support & Transition

- Production support & transition

### Technical Design

- Technical design

### Unit Testing

- Unit testing

### Build DEV Environment

- Build DEV environment

### Build TEST Environments

- Build TEST environments

### Build PROD Environment

- Build PROD environment

### SI, Perf. & UAT Testing

- SI, Perf. & UAT testing