

THE ePROCESS EDGE

Creating Customer Value and Business Wealth in the Internet Era

PETER KEEN and MARK McDONALD

PETER KEEN is founder and chairman of Keen Innovations, an information technology consultancy firm. Mr. Keen has also served on the faculties of Harvard, MIT and Stanford universities. He is the author of a number of books and articles, including *The Process Edge: Creating Value Where It Counts* and his Web site is located at http://www.peterkeen.com.

MARK McDONALD is an associate partner and director of Andersen Consulting's Center for Process Excellence. He is a widely published author of articles on Internet business development and an experienced public speaker. Mr. McDonald has been with Andersen Consulting for more than 11 years.

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MAIN IDEA

For an online business to succeed, it must address three critical issues:

- 1. How the relationship with the customer will be established and then strengthened so as to generate repeat business.
- 2. How internal capabilities and competencies are sourced and applied in serving the customer.
- 3. How the power of the broader value network available to the organization is harnessed.

Business processes embody how these issues are addressed. In essence, processes define how the work gets done and how the relationship with the customer will work. An eProcess is simply the eCommerce equivalent of a normal business process. The difference between the two lies in the fact traditional processes concentrate on inputs-processes-outputs whereas eProcesses are more rule-based since an entire value network is being accessed.

eProcess is primarily a matter of prioritizing and then sourcing electronic processes, using a combination of:

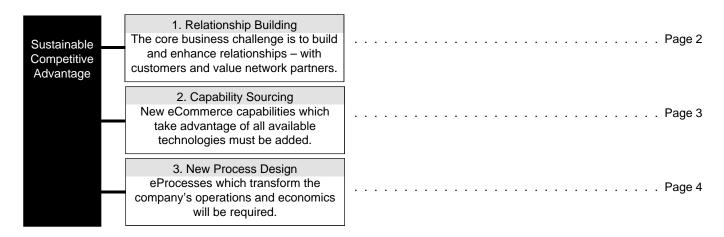
- 1. Software which converts what used to be done by people into an interaction at your Web site.
- 2. Electronic links to partners, allowing you to out-task functions or in-source new capabilities.
- 3. People and software tools that allow you to handle service exceptions very well.

In short, long-term profitability requires eProcess excellence.

The Importance of eProcess in the Internet Era

In the era of eCommerce, many business builders are familiar with the need to "Innovate or die!" Equally important, however, is the need to "Execute or go broke!" In other words, execution is the key to generating profits and maintaining a long-term competitive advantage. The ability to execute effectively, in turn, is derived from the eProcess capabilities of the organization and its value network.

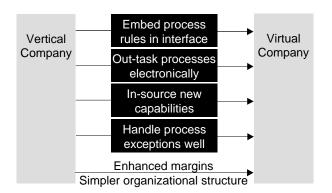
The three elements of competitive advantage in the Internet business era are:



Delivering eProcess Results

The fundamental management issue for any business is how to source and coordinate the steps involved in completing a business process. eProcess offers a framework around which an offline company can succeed in making the transition to a successful (and profitable) online business.

This framework has four distinct options which together make up a company's eProcess value portfolio:



Embed process rules in interface	Page 5
Out-task processes electronically	Page 6
In-source new capabilities	Page 7
Handle process exceptions well	Page 8

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