

Marketing

Sales

Purchasing

Exporting

Operations

Design & Production

Managing Information

Customer Service

Training

The internet and the world wide web

- Global promotion and advertising
- Targeting potential markets

- Financial transactions
- Taking orders

- Global product sourcing
- International tenders

- Direct access to markets and agents

- Research source
- Recruitment
- New ways of working

- Research source

- Electronic publishing
- Business research

- Customer information
- Collecting customer feedback

- Interactive training delivery

E-mail

- Automated mailing

- Quotes
- Product detail
- Order taking

- Obtaining quotes and specifications

- International communication

- Document transfer
- Internal communication

- Collaborative working

- Sharing and transmitting data
- Team making

- Response handling

- Online training

EDI (electronic data interchange)

- Business transactions
- Sales processing

- Business transactions
- Order processing

- Business transactions

- Stock control
- Order processing

- Management of information

- Exchange complex information

CD-Rom and Electronic storage

- Electronic catalogues/brochures/presentations

- Sales Presentations
- Information kiosks

- Interactive product manuals

- Electronic storage

- Data storage for production processes, (e.g. parts catalogues)

- Data storage
- Archiving

- Information provision

- Interactive learning

Video Conferencing

- Sales presentations

- Face-to-face meetings

- Teleworking
- Controlling overheads

- Teamworking
- Client liaison

- Face-to-face support

- Distance learning

Mobile Communications

- Sales force support

- Rapid world-wide access

- Delivery Support

- Remote access

- Rapid response
- Information access for field staff

Networking

- Planning just-in-time deliveries

- Group working
- Management info' systems
- Project management

- Teamworking
- Shared resources

- Collaborative working
- Shared resources
- Organising information

- Shared customer databases
- Customer helplines
- Tracking "work in progress"

- Group learning
- Staff training