Setting Emarketing Spots in Business-to-Business Ecommerce

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Abstract - *In this paper, we will explain the detail regarding eMarketing spots related to Business to Business e-commerce. Business to business(B2B) explains e-commerce transactions between organizations, such as between customer and organization seller. At the both ends; organization people are present. eMarketing is a process of planning and executing the exchanges and satisfies the customer needs/demands. By setting eMarketing spots in an organization level, the organization can view the offers and discounts of products (monitors, accessories etc,) in a catalog level. This paper explains how to display the eMarketing spot information from the management tool to store. Business-to-business eMarketing has become wider attention in recent times to improve traditional spots.*

Keywords: **eMarketing spots, Business-to-business(B2B), E-commerce, traditional spots, Data beans**

1. INTRODUCTION

Spots in business-to-business relations used to build the trust between organization by giving information about the products in the store. In recent years, business become dynamic and demand to companies. So, to overcome the defects od traditional spots, we make use of E-Marketing Spots which reserve space on your store pages for displaying marketing information to the customers. Display marketing information and other store content on store pages. New eMarketing spots aim to improve the competency of organization. To fetch the information from the Management Center, we make use of web activity to hold and display the information into the store.

Fig-1 B2B structure

The traditional spots which establish highly potential complex contracts lead to more time requirements. If the traditional spot needs to display information from the management center, it takes maximum of 3mins to display the information. So, it demands to establish the relation between the organization/ partners. However, many organizations cannot produce eMarketing spots which decrease their marketing competence. With traditional spots, organizations cannot address these new changes. So, by switching from traditional spots to eMarketing spots, the organization can establish contract-based spots quickly and correctly.

The introduction to eMarketing spot technology at the contract base is to deal with the traditional spots. eMarketing spots aims to provide the content of information based on contract establishment. eMarketing spots can be applied to solve time and complexity problem that occur in traditional spots. eMarketing spots which can be used to support in the field of emerging business technologies. This paper provides complete structure of how eMarketing spots information is displaying. First, we need to know where, when and what information aspects must be displayed. Based on that, the content particular to the eMarketing is displayed. By doing this, it improves the efficiency and it helps to introduce new business models for the organization. When the seller organization offers the products to the customer organization, it will specify the method of each purchase used. Seller maintain a different catalog within the WCS to display the products for the different organizations through the web activity. Sellers can take advantage of business-to-business features of WCS and it will take information about buyer/customer organizations, catalogs, prices and contract/deal pricing. WCS plays a vital role in the field of eMarketing technology.

2. METHODOLOGY

In this paper, we need to gather all the information related to traditional spots. Later, we need to convert all the traditional spots to eMarketing spots based upon the organization contract. For the eMarketing spot, we need to define set of information in Management Center. Through Management Center, the information displayed in store. If one organization is purchasing some products from another organization based upon deal/ contract, the seller organization should create eMarketing spot in both Development and Management Center based upon condition. If the customer organization wants the eMarketing
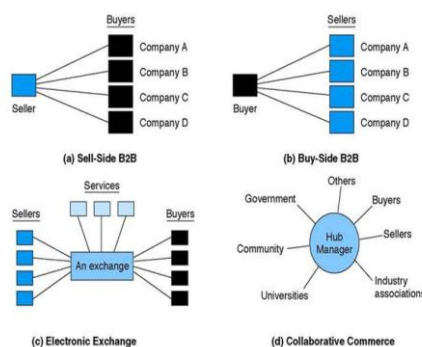
information to be displayed in specific place, then the developer reserves a space in the store, then the businesspersons add the content for the eMarketing spot in Management Center. Once the developer reserves a space in store, then interaction of developer is not necessary, businessperson will set the content for the organization. Let us consider one example, if the seller organization wants to display the disclaimer data which is present in Disclaimer eMarketing spot in some tabs, then the disclaimer information which is present in Management Center displayed in store. eMarketing spot related data is stored in the database. We use Data Beans to fetch the eMarketing related data from database. The Data Beans are of 3 types: a) Smart Bean, b) Command Bean and c) Input Data Bean. Smart Bean is also known as a Lazy Bean. This data bean is used whenever we need specific data to be fetched from database. This bean should get database access from Access Bean should extend to entity bean. Command bean is used depend upon the command to retrieve the data from the database and processing is more when it requires business logic. This data bean is lightweight compare to other two data beans. In performance criteria, this data bean is costly. Input Data Bean is used when we require additional data from the URL's. Whenever the file invokes, its attributes defined in the file matches with the URL specification and it fetches the data bean by passing that to bean manager. This eMarketing spot is working under WCS (WebSphere Commerce Suite) which is software framework which is basically used for e-commerce platform which includes sales, customer information, order information, marketing information in a package. It is an accessible, personalized and high available solution built based upon Java platform using standards like XML and web services.

Fig-2 Process of eMarketing

The above figure shows the process of eMarketing. The figure contains Organization 1 and Organization 2. Organization 1 as seller and Organization 2 as customer. Organization 1 developers set the eMarketing spot syntax and sends that syntax to the Management Center. In Management Center, the businesspersons set the

information/data to the spots and that spot is fetched from the Data Bean and that fetched data is send to the Management Center to display in the store. This eMarketing spots is used to advertise the products at catalog level. It provides support for sellers with large catalogs. So, in this paper we will know that how eMarketing is used to display content to store for advertisement. So, this eMarketing spots built based on business-to-business platform.

3. CONCLUSION

A justification of the application of eMarketing spots in an application/store should be based on conditions: By doing this it should improve the performance of traditional spots, or it should improve business opportunities. eMarketing spots can be applied to solve time, complexity problems that occur in traditional spots. Thus, eMarketing spots responds to both requirements in the field of business which builds the competence. In this paper, we provide a complete structure of improvements in traditional spots. This work provides a clear identity of how eMarketing works done in organization based on business-to-business platform. The traditional spots provide a definition foundation of new eMarketing spots which organization can respond to new business strategies. Business-to-business plays an important role in defining eMarketing spots in the Management Center and store. Most of the techniques required to support eMarketing spots and their usage in another organization is big task. With the knowledge in the organization it is possible to support high level of automation of eMarketing process. The supporting eMarketing spots vary from one organization to another aiming in a company. The mapping of spots with the other organizations is an important technology in the future in the field of business.
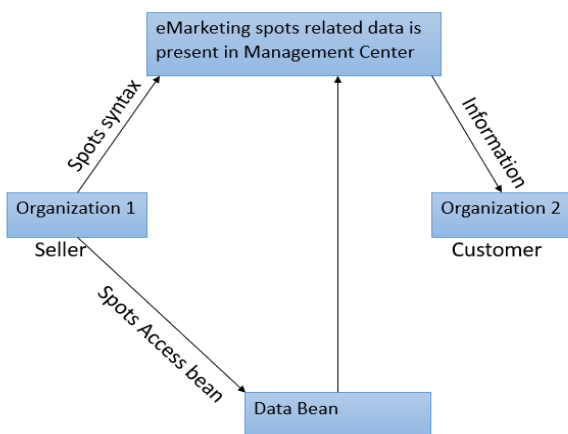
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