
B2B large scale, large organization: Dell – a case study

Chris McCarthy &
Ranran (Monica) Bian
CPIT
mccarthycm@cpit.ac.nz

Introduction

Dell is a pioneer in electronic commerce (E-Commerce), leading the industry as one of the first companies to allow its customers to custom configure and purchase computers online. In recent years, Dell has extended this functionality all the way to an Enterprise Resource Planning (ERP) system for true B2B commerce.

Literature review

According to a list of traffic figures for leading e-commerce sites released by comScore Media Matrix (as cited in Maguire, 2002); Dell's E-Commerce website had 11.4 million visitors in 2002. According to Rappa (2010), Dell was still listed in the same rating, but the measurement had changed and Dell was now listed top in a unique category.

Rating	eCommerce Website	Visitors
1	eBay	34.4 million
2	Amazon	25.6 million
3	Yahoo Shopping	24.5 million
4	Dell	11.4 million
5	Barnes & Noble	8.2 million
6	MSN Shopping	7.3 million

Table 1 – Leading eCommerce sites by visitors

This poster paper appeared at the 1st annual conference of Computing and Information Technology Research and Education New Zealand (CITRENZ2010) incorporating the 23rd Annual Conference of the National Advisory Committee on Computing Qualifications, Dunedin, New Zealand, July 6-9. Samuel Mann and Michael Verhaart (Eds).

Dell as a B2B Enterprise

The Dell eCommerce model has given it a lean cost of doing business and a learning curve to apply when extending this into the B2B sector. Dell delivers business to business (B2B) E-Commerce transactions that allow organizations to lower their procurement costs (Dell, 2009). With a B2B E-Commerce solution in Dell, companies can shop online from within their own Enterprise Resource Planning (ERP) "procurement" application and return the contents of their shopping session back to ERP system electronically.

Website	Category/Model	Ranking
eBay	Auction Broker	Top
Amazon	Virtual Marketplace	Top
Yahoo Shopping	Portal	Top
Dell	Manufacturer Direct	Top
Barnes & Noble	Affiliate Model	Top
MSN Shopping	(not listed)	(none)

Table 2 – Leading eCommerce sites by category

Dell defines B2B Integration E-Commerce as server-to-server communication over the Internet integrating both systems and business processes to dramatically transform the way they conduct business with their partners, suppliers, and customers (Dell, 2009). According to Dell, by electronically integrating these processes, they not only benefit in process efficiency and information accuracy, they also increase their ability to respond and interact with each member of a business relationship.

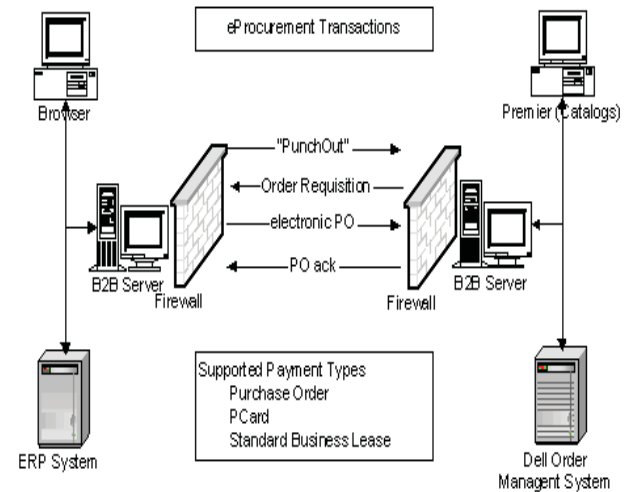


Figure 1 Diagram of eProcurement Transactions

Dell Service	Dell B2B Division Name
Web site hosting to provide small business with own website and web storefront	www.DellEWorks.com
E-Commerce services including reselling	Gigabuys
Dell/Ariba alliance to create inexpensive tools for B2B e-commerce	Dell B2B marketplace exchange
'Brick to Click' works with dot.coms to improve business efficiency for SMEs starting in e-commerce	Dell consulting
Equity and incubation services for early-stage Internet companies	Dell ventures
FAQs: diagnostics, customer discussion forums, parts ordering dispatch requests, service call status	www.Support.Dell.com
Automated detection, diagnosis and resolution through Internet	Resolution assistant

Table 3 – Dell's B2B eCommerce service products

Summary

Dell has integrated the comprehensive campaign management system with their existing customer relationship management (CRM) system, moving the company much closer to its goal of a closed-loop online marketing environment.

References (Selected)

- Dell. (2008). *Dell's Business to Business (B2B) E-Commerce Overview*. Retrieved on 17th November, 2009 from <http://www.dell.com/content/topics/reftopic.aspx/pub/commerce?c=us&l=en&s=gen&~section=001>
- Maguire, J. (2002). *Case Study: Walmart.com*. Retrieved on 16th November, 2009 from http://www.ecommerce-guide.com/news/trends/article.php/10417_1501651
- Rappa, M (2010) Managing the Digital Enterprise: Business Models on the Web Retrieved 8 May, 2010, from <http://digitalenterprise.org/models/models.html>