Commercial Application of Information Technology in Agriculture

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The presentation of Mr van Rensburg is published in slide format as received.

Trends in IT

- Commoditisation
- Standards
- Networking
- Convergence

And ....The Internet .....

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IT for Agri-businesses

- Enterprise Resource Planning (ERP)
- Database development
- Customer Relationship Management (CRM)
- Networking and Interoperability
- Business Intelligence

...and Electronic Commerce !!

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Commerce Evolves

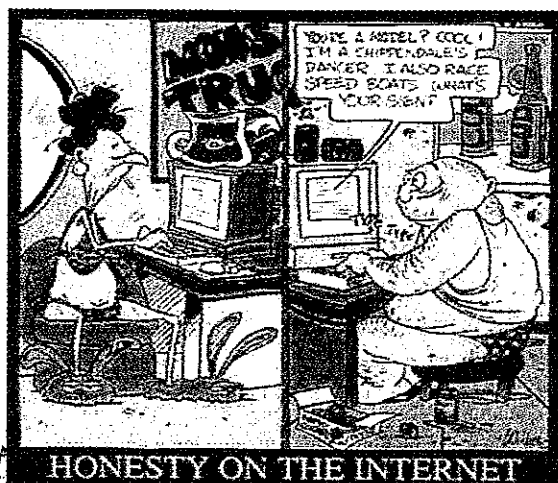**Physical World**
"What you see is what you get"
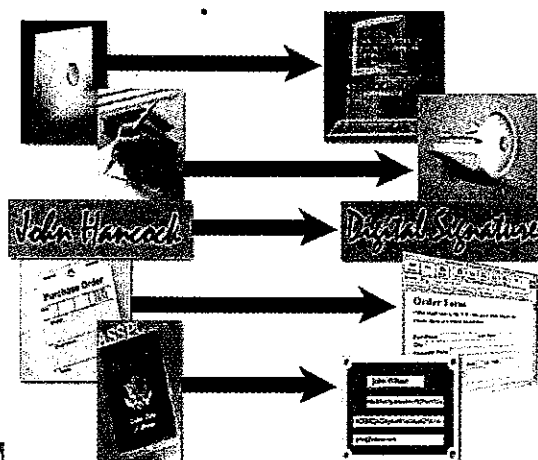
Digital World
"It's a bunch of bits"

"In both cases, it's a matter of trust"

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The need for identification

HONESTY ON THE INTERNET

Security issues addressed

What is eCommerce?

- Normal Business
  - Just using another channel
  - ...but opening up internal systems
  - ...streamlining the supply chain
  - ...creating broader reach
  - ...doing online transactions (and payments)
  - ...and offering unique opportunities

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What can it do for your business

- Lower operating costs
- Provide a new and exciting way to interact with customers
- Optimising the supply chain
- Optimising inventory
- Using electronic information to know your customer better

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What are the components

- Back-office integration
- Acquire transactional service
  - Build or buy
  - Use outsourced service
- Authentication
- CRM
- Auctioning
- Networked connectivity for customers

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Where to start

- High-level buy-in
- Understand the customer/supplier/trading partner requirements
- Decide on a pilot – 80/20 principle
- Select a technology partner or service provider
- Ensure that the authentication and security framework is in place

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Where to start (cont.)

- Select fulfillment partner(s)
- Integrate solution into back-office systems
- Select the electronic channel(s)
  - Internet
  - Mobile
  - Call centre

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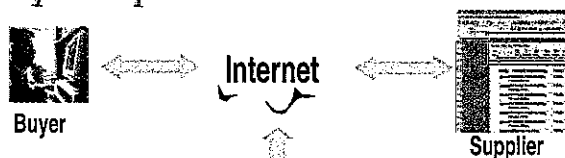---

ECnet - Busineᵀ ᴮusiness

Buyer ⟺ **Internet** ⟺ Supplier

Commerce Services			
Security	Authentication	VAT Processing	Catalogue
Payment Processing	On-line Customer Service	EDI Management	Price Negotiation
Record keeping	Order Management	Fulfilment Management	Buyer Authorisation

Payment Authorisation

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Sample implementation

Buyer ⟺ **Internet** ⟺ Supplier

Commerce Services			
Security	Authentication	VAT Processing	Catalogue
Payment Processing	On-line Customer Service	Message Management	Price Negotiation
Record keeping	Order Management	Fulfilment Management	Buyer Authorisation

Payment Authorisation

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Conclusion

- IT will play an ever-increasing role in agriculture
- eCommerce will become pervasive
- Business strategy needs to incorporate IT and eCommerce strategy
- Create a straight-through trading environment
- IT outsourcing is definitely an option

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