

4

E-COMMERCE TECHNOLOGY

“THE VALLEY IS THE HUB WHERE KNOWLEDGE BECOMES THE DRIVER THAT TRANSFORMS”



4. E-COMMERCE TECHNOLOGY

This chapter will exhaustively analyze all the necessary elements for the development of a digital sale channel, as well as certain strategic decision elements that are essential in advance to undertake a business activity on the Internet. When we are immersed in a digital business project, it is essential to know the criteria of web usability, develop an optimal catalog of products and content, etc., as the main success factors that the student must bear in mind from the beginning.

- Design and programming of the online store : look & feel y usability criteria .

- Basic elements of the online store :

- Homepage.
- Corporate Information and terms of use.
- Products catalogue.
- Sign-up area.
- Shopping cart .
- Promotion system and offers.

- Search engine.
- Purchase flow: online contracting requirements.
- Logistics, shipping costs y tax law.
- Payment methods.
- Delivery and return policy .
- Customer service and incident management.
- Integration with the company information systems
- Integration with other systems (marketplaces, logistic providers, etc.).
- ¿Mobile first or Mobile Only?
- Adaptation to strategies B2B; intranet vs extranet.

THE LOOK&FEEL OF A WEBSITE: WHAT IS IT?



When we refer to a website, we always hear about its "look and feel". But what does it mean? In simple terms, the look and feel of a page is the appearance of the site and what the user feels when interacting with it.



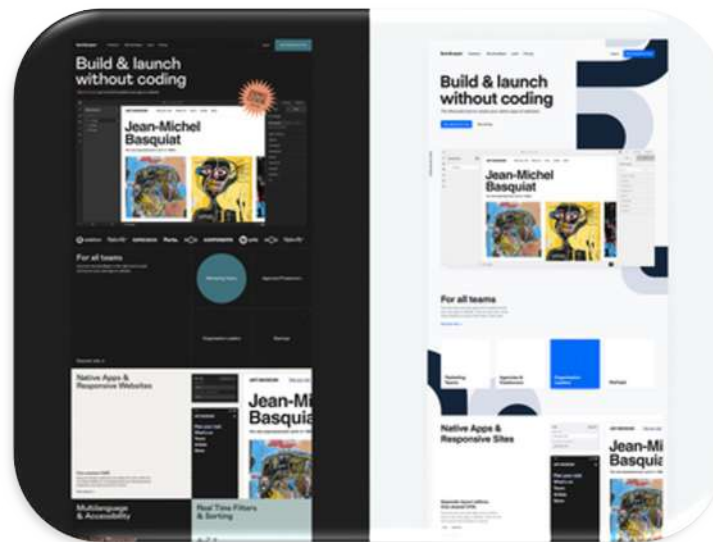
The “look” is defined by the following components:

- Color palette
- Images
- Design
- Font Options
- General style.



The “feel”, for its part, is determined by the following characteristics:

- The movement and response of dynamic components, such as dropdowns, buttons, forms, and galleries
- Sound effects
- How quickly pages and images load



The aspect (look) that your site is going to have and the sensation (feel) that it is going to project on the user are two fundamental questions when thinking about the new design of your page. It is the first image that your current and potential clients will have of your company, so it is a decision that cannot be taken lightly: it is important to carry out a prior analysis to establish what we want to reflect.

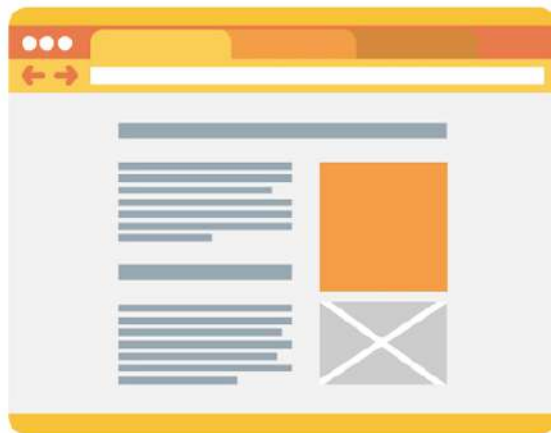
For this reason, the look and feel of a website can also be described as its “personality”. The personality of your website should match the attitude of your business and its goals while still fitting in with the expectations of your customers.



To define the look and feel of our website —and make the work of the team that is going to design it easier—, we can use adjectives to describe how we want it to be, what sensation we want it to provoke, and that this is then reflected in images, colors , effects and typography.



- Before starting the web we must have already added the complete information of families of products, brands and products (including their images, prices, and texts)
- Beware of websites in which from a page we cannot quickly go to the home page
- You have to avoid URLs without content, Google penalizes them in SEO.



The information that the web will contain must be carefully organized, order the information that we have available, locate what is missing and determine what must be updated.

There are several elements that should always appear on each of the pages:

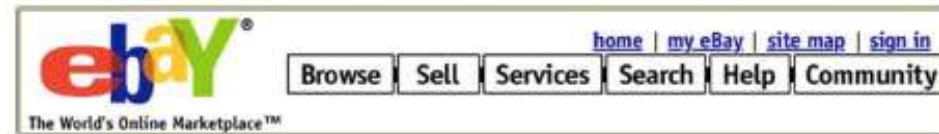
- Company name
- Contact information
- logo or brand
- Copyright
- navigation elements



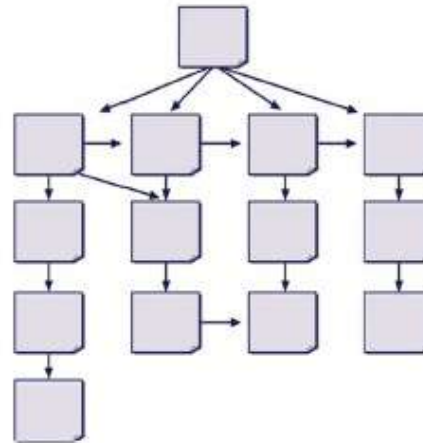
If we go to browse eBay, one of the websites with the most different products in the world, we will see how it has placed the elements so that accessibility is simple.

He/she has placed:

- Frames
- Internal links
- Navigation bar
- Site Map
- Home button
- A search engine



The first step is to properly set up the product navigation tree, clearly defining the family structure :

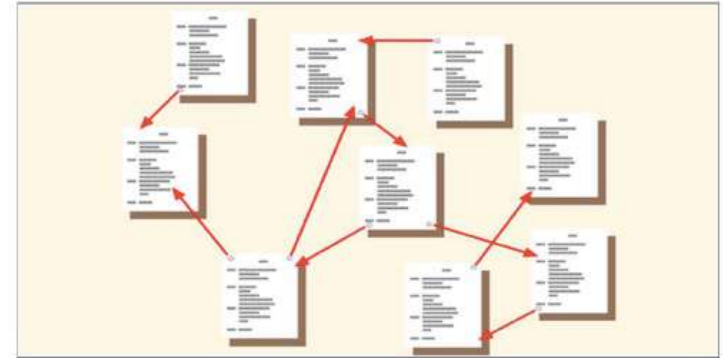


The number of linked pages should be limited and all important information should be included in the links.

When creating the structure of the website, it is a good idea to create a flowchart that indicates the navigation structure.

For this we can use the storyboard technique

If we carry out this work badly, we will obtain a structure without coherence



THE STRUCTURE OF THE WEBSITE



AGROSMARTglobal
INTERREG SUDOE
SOE3/P2/E0897
MOOC Agrosmart Global

ecommerce**news**

<https://www.youtube.com/watch?v=db4CoweZIJE>

Responsive web design manages to adapt a site to the device from which the user views that content.

In this way, very common errors that prevent us from seeing the content of a site are avoided, resulting in a real ordeal at times browsing the web, which leads to guaranteed abandonment.



THE SOFTWARE ALSO INFLUENCES



There are many software options to create an e-commerce website. A lot of them are advertised in all media and offer for a low amount (less than 50 euros per month) “everything we can need”.



The reality is very different. Many of these companies disappear after a few years and can leave our business dead overnight.

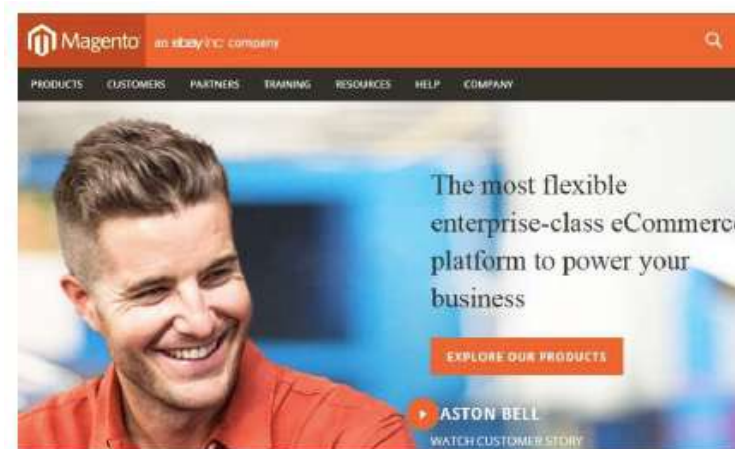
Others offer an initial hook price, but when we want to expand the number of products or other variables, prices rise exponentially.

There are several platforms that are excellent options to create our business:

- Magento
- PrestaShop
- Shopify
- Woocommerce



- Twice as many stores as Prestashop (in the USA 6 x)
 - Owned by ebay
 - Easier purchasing system
 - Technical support
 - Integrate with ERP's and CRM, synchronizing
 - Big enterprises
-
- Difficult to install
 - Complex back office
 - High cost (+€15,000) limited free version
 - Expensive and difficult customization



Magento Admin Panel Global Record Search [Try Magento Go for Free](#) [Log Out](#)

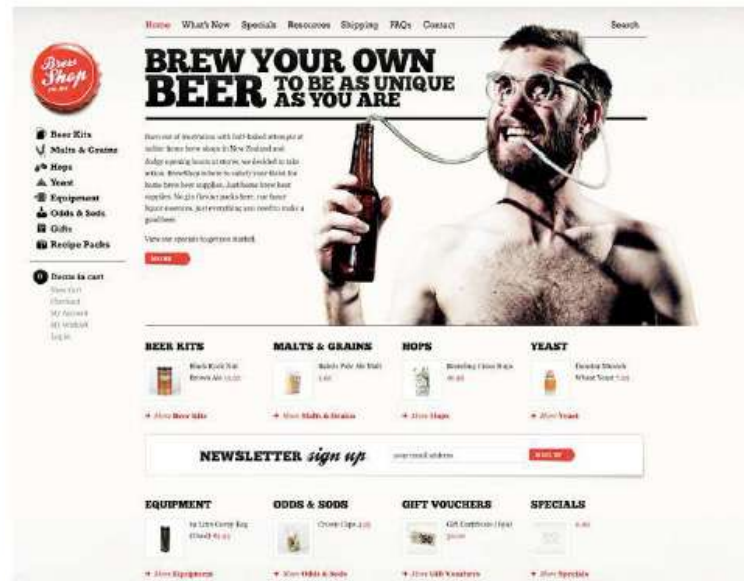
Dashboard Sales **Catalog** Mobile Customers Promotions Newsletter CMS Reports System [Get help for this page](#)

Manage Attributes [Add New Attribute](#)

- Manage Products
- Manage Categories
- Attributes
 - Manage Attributes
 - Manage Attribute Sets
- URL Rewrite M...
- Reviews and Ratings
- Tags
- Google Sitemap

Page 1 of 3 pages

Attribute Code	Search Terms	Required	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
color		No	No	No	Global	Yes	Filterable (with results)	Yes
cost		No	No	No	Website	No	No	No
country_of_manufacture	Country of Manufacture	No	Yes	No	Website	No	No	No
custom_design	Custom Design	No	Yes	No	Store View	No	No	No
custom_design_from	Active From	No	Yes	No	Store View	No	No	No
custom_design_to	Active To	No	Yes	No	Store View	No	No	No
custom_layout_update	Custom Layout Update	No	Yes	No	Store View	No	No	No
description	Description	Yes	Yes	No	Store View	Yes	No	Yes
gallery	Image Gallery	No	Yes	No	Global	No	No	No
gift_message_available	Allow Gift Message	No	Yes	No	Global	No	No	No
group_price	Group Price	No	Yes	No	Website	No	No	No
image	Base Image	No	Yes	No	Store View	No	No	No
is_recuring	Enable Recuring Profile	No	Yes	No	Global	No	No	No
manufacturer	Manufacturer	No	No	No	Global	Yes	Filterable (with results)	Yes
media_gallery	Media Gallery	No	Yes	No	Global	No	No	No
meta_description	Meta Description	No	Yes	No	Store View	No	No	No
meta_keyword	Meta Keywords	No	Yes	No	Store View	No	No	No
meta_title	Meta Title	No	Yes	No	Store View	No	No	No
misp	Manufacturer's Suggested Retail Price	No	Yes	No	Website	No	No	No
misp_display_actual_price_type	Display Actual Price	No	Yes	No	Website	No	No	No






<https://www.youtube.com/watch?v=J4HnDg9c3-8>

- Very easy to install
 - As powerful as Magento
 - Simple back office
 - Active and large community
 - Multitude of economic modules
 - Very integrated SEO
 - Small and medium businesses
-
- It has no official support
 - Requires many payment modules and templates
 - Complex design
 - Shared server
 - Integration with complex systems






PayPal Europe

Responde a las necesidades de tus clientes, ofreciéndoles una de las mejores soluciones de pago... con más de 140 millones de cuentas...

★★★★★ (46)

Gratuito

¿ Más información




Stripe oficial

Ayuda a las ventas gracias al módulo stripe de prestashop. Tus clientes podrán pagar de forma segura y fácil con esta plataforma.

★★★★★ (2)

Gratuito

¿ Más información




Google Shopping

Google shopping ayuda a mejorar como el logo a tener a la audiencia contacto con productos de productos relevantes y la búsqueda de...

★★★★★ (2)

Gratuito

¿ Más información




Google Analytics

Integra el google analytics en tu tienda en línea.

★★★★★ (10)

Gratuito

¿ Más información




Oficial eBay Marketplace


Si quieres vender tus productos en ebay, una de las plataformas más grandes del mundo.

★★★★★ (2)

¿ Más información



Import/export a theme




1-Click Upgrade

Provides an automated method to upgrade your shop to the latest prestashop version.

★★★★★ (27)


Gratuito



Opciones Verificadas

Las opiniones de la web y perfil de clientes pueden aumentar tus ventas con opiniones verificadas.

★★★★★ (2)



Dashboard

Visitas online: 39


Carritos de la compra activos: 4

Productos en stock: 10

Productos fuera de stock: 10

Productos en stock: 232

Productos fuera de stock: 261



Analytics

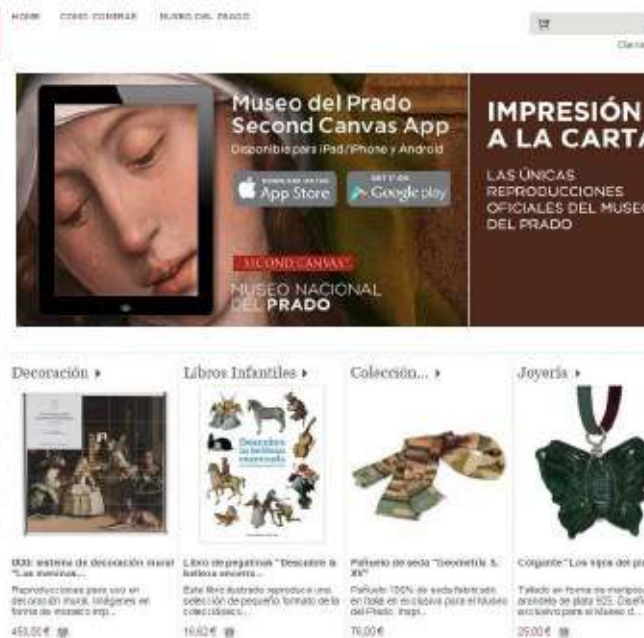
Visitas: 4 908

Conversiones: 138

Conversion Rate: 1.65%

Revenus: 244 340 €

Gráfico de líneas: 2014-2015





<https://www.youtube.com/watch?v=vaQYv4UOg3c>

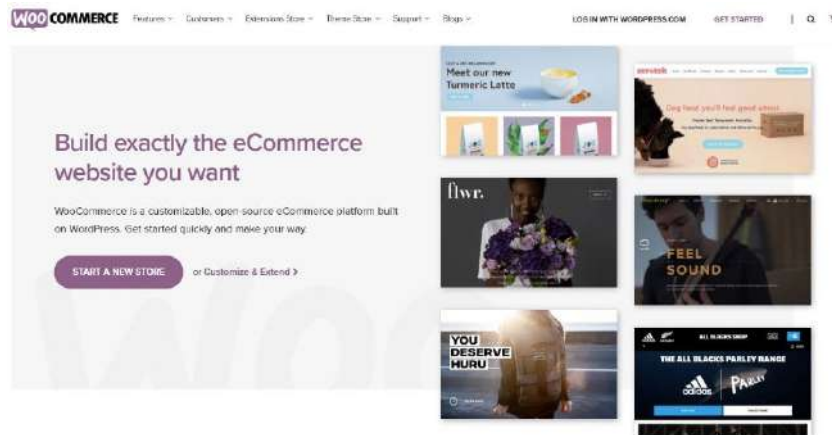
WooCommerce is a free e-commerce plugin that allows you to sell anything, with elegance. Built to integrate seamlessly with WordPress, WooCommerce is the world's favorite eCommerce solution and offers full control to both store owners and developers.

With endless flexibility and access to hundreds of free and premium WordPress extensions, payment, WooCommerce currently powers 30% of all online stores - more than any other platform.



Extremely USA
Websites with a lot of content and little product for sale
Very flexible premium templates
Simple purchase process
Good option for corporate websites where selling is not the key
30% global penetration

Less penetration and less than 2,000 stores in Spain
It is an extension to convert a content manager into a store
There is no module for invoices or IDs, you have to install a plugin
There is no multi-language option
You have to install a payment module







<https://www.youtube.com/watch?v=SuyV4Tevmm0>

- The simplest
- Includes hosting and traffic
- Manage the physical store
- Apps and templates
- Security levels
- Contact center (in English)
- iPhone and Android management app



- There is no Redsys connection, which raises commissions. E.g. Using money from La Caixa (1.39% + 0.24c)
- Complex and non-operative multi-language options (check out in English)
- Little documentation in Spanish
- Little community in Spanish
- Control panel in English
- Permanent commission with them



VENIM



CLAR BLUE ONE YEAR HYBRID
39,99€



DARK GREY ONE YEAR HYBRID
39,99€



LIGHT PURPLE ONE YEAR HYBRID
39,99€



CHROME WARRIOR ONE YEAR HYB
39,99€

VERO





<https://www.youtube.com/watch?v=ucw3t4pFj6Y>

The home page of any web page tells the customer everything they need to know, and it becomes even more important if it is an ecommerce, because you have to sell them something.



Even if we have good SEO and our customers land directly on product pages, they will go to the homepage to check what kind of online store it is before anyone buys. The home page, or homepage, is our business card and our main showcase all in one.

BASIC ELEMENTS OF THE ONLINE STORE: CORPORATE INFORMATION



You must find all the necessary information that your potential customers should know about you: who you are, where you are, what you sell and what your social networks are.

It is the space where the user will discover what an organization does, where it is geographically located, what its values, mission and vision are, how it is composed and any other characteristic or important information that needs to be shared.



Document: MOOC Agrosmart Global

It is the selection of products offered by the company in its ecommerce.

Arguments in favor of a wide catalog:

- The greater variety of products multiplies the possibilities of sale.
- It allows us to segment our offer much better to reach different customer profiles (targets) from the same e-commerce store.
- It helps us with SEO (if we work it well) since it multiplies the keywords in which we can position ourselves, in a “long tail” type strategy.
- It allows negotiating better shipping prices per unit with logistics operators, since the volume of shipments will be greater.
- Diversify risk. The greater the breadth of the product catalog in e-commerce, the greater the chance that one or many of them will be a sales success.
- It allows a greater rotation of products and the continuous presentation of novelties.

Arguments against a broad catalog

- Substantially increases costs, as it requires more time to maintain and update.
- It significantly complicates logistics, both in terms of suppliers (we will probably have many) and in preparation and shipping to customers.
- It greatly increases the space requirements for the storage and handling of products.
- It requires more effort and investment in marketing.
- Increases the complexity of financial management. A very large e-commerce product catalog implies more administrative tasks, higher bank management costs and more personnel requirements.
- It complicates the homepage. It is very easy for the customer to abandon if they cannot easily find what they are looking for, which requires advanced product search tools.

Arguments in favor of a small catalog

- It is easier to handle and the administrative and logistical costs are lower.
- It requires less physical space for storage and handling.
- It allows you to focus your marketing efforts on a small number of products, maximizing the results of your advertising investment.
- It greatly simplifies the design of the homepage of the web. The customer quickly accesses what he is looking for.
- It presents a more specialized image. Increases the degree of knowledge of each product and simplifies customer service. In addition, it allows you to focus much better on the needs of a specific target, who will feel more identified with our online store.
- It improves costs with suppliers, since by concentrating the sales volume on a few products, it allows better prices to be negotiated.

Arguments against a small catalog

- It increases the risks, since we handle a smaller number of products. This forces us to be very sure of what we are selling and to carry out better market research.
- Reduce the number of potential customers by focusing on smaller targets. Therefore, it is necessary to increase the marketing effort to reach these targets.
- It makes you much more dependent on a few providers, and they, make no mistake about it, know it.
- It complicates the management of promotions and offers, by having less diversity in the margins.
- It makes you more vulnerable to competition, especially if you do not manufacture or add value to the product.

IN CONCLUSION...

The breadth of the product catalog in e-commerce is not a matter that is decided a priori. First, you define your strategy based on a few star products that you trust, and then you increase (or not) your product offering based on your strategic objectives.



BASIC ELEMENTS OF THE ONLINE STORE: CATALOG



Productos Ropa interior Lujo Marcas Ofertas % **zapatillas**

zapatillas 6015 artículos

Marca Color Precio Talla Material exter... Novedades

Ordenar por: Favoritos


Mujer (4576) Hombre (6015) Niño (2445)



<p>Leche Almendras Silk Chocolate 1lt</p> <p>\$4.59</p> <p>Presentación: Unidad</p> <p>Silk</p> <p>Agregar al pedido</p>	<p>Leche Almendras Original Silk 1lt</p> <p>\$4.59</p> <p>Presentación: Unidad</p> <p>Silk</p> <p>Agregar al pedido</p>	<p>Leche Almendras Original sin Azúcar Silk 1lt</p> <p>\$4.59</p> <p>Presentación: Unidad</p> <p>Silk</p> <p>Agregar al pedido</p>	<p>Leche Almendras Vainilla Silk 1lt</p> <p>\$4.59</p> <p>Presentación: Unidad</p> <p>Silk</p> <p>Agregar al pedido</p>
<p>Leche Almendras Vainilla Sin Azúcar 1lt</p> <p>\$4.59</p> <p>Presentación: Unidad</p>	<p>Leche Chocolateada Toni 1lt, Tetra</p> <p>\$2.35</p> <p>Presentación: Unidad</p>	<p>Leche Polvo La Vaquita 200gr</p> <p>\$2.00</p> <p>Presentación: Unidad</p>	<p>Crema de Leche La Lechera 1lt</p> <p>\$4.79</p> <p>Presentación: Unidad</p>

The registration form is a key element in the conversion of the client in an e-commerce. During the purchase process, the customer has to register in the online store if they want to make the purchase, this point can be decisive to achieve the conversion.

If the registration form is not optimized and includes too much data, the client may give up and not register. This is a very common reason for shopping cart abandonment.

 KonnektConference

Online Event Registration

<p><small>First Name</small></p> <input style="width: 90%;" type="text"/>	<p><small>Last Name</small></p> <input style="width: 90%;" type="text"/>
<p><small>Email Address</small></p> <input style="width: 95%;" type="text"/>	
<p><small>Address Line 1</small></p> <input style="width: 95%;" type="text"/>	
<p><small>Address Line 2</small></p> <input style="width: 95%;" type="text"/>	
<p><small>City</small></p> <input style="width: 90%;" type="text"/>	<p><small>State</small></p> <div style="border: 1px solid #ccc; padding: 2px;"> State ▾ </div>
<p><small>Zip Code</small></p> <input style="width: 90%;" type="text"/>	

Shopping cart is the name given to the platform, module or plugin that is responsible for collecting the orders made by users on a web page that has an online store.

We are familiar with this element on sites like Amazon or Mercado Libre, among others.



Most common reasons why customers abandon their shopping carts:

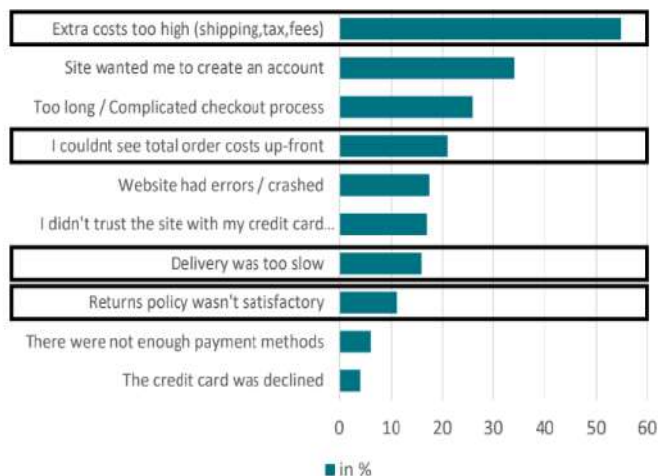
- Very expensive shipping costs (55%)
- The site asked to create an account (34%)
- Very long and complicated payment process (26%)
- They couldn't trust the page with their credit card information (17%)
- The site was buggy/not working (17%)
- Didn't have enough payment options (6%)





<https://www.youtube.com/watch?v=y560BKJL8hE>

reasons why customers abandon their online purchases (2018*)



abandoned carts based on estimated delivery time (2012**)



*Source: baymard.com

** Source: [Online Shopping Customer Experience Study \(UPS\)](#)

PROMOTIONS ARE YOUR BEST ALLIES TO INCREASE SALES AND ATTRACT MORE CUSTOMERS.

There are many situations where sales promotions are useful, for example:

- To create customer loyalty programs
- To boost the sale of a new product
- Customer Acquisition
- Increase market share
- Promote a product that sells little

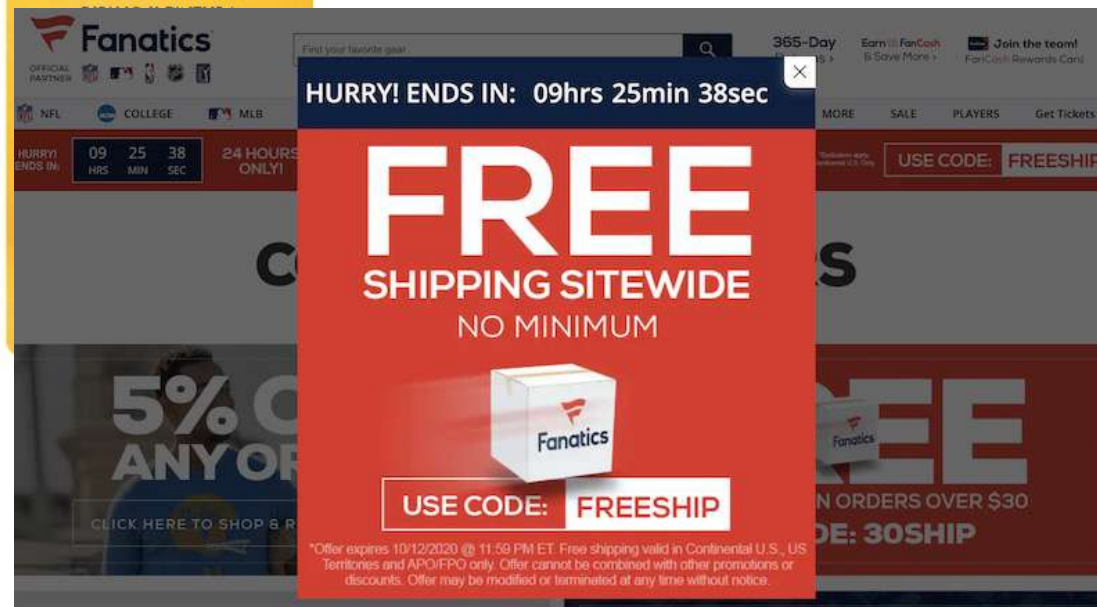


MOST POPULAR TECHNIQUES:

- Coupons
- Free samples or product association
- Rebates
- Installment purchases
- Point cards
- Gift of products for each purchase (2x1, 4x2, 3x2...)
- Sweepstakes or contests



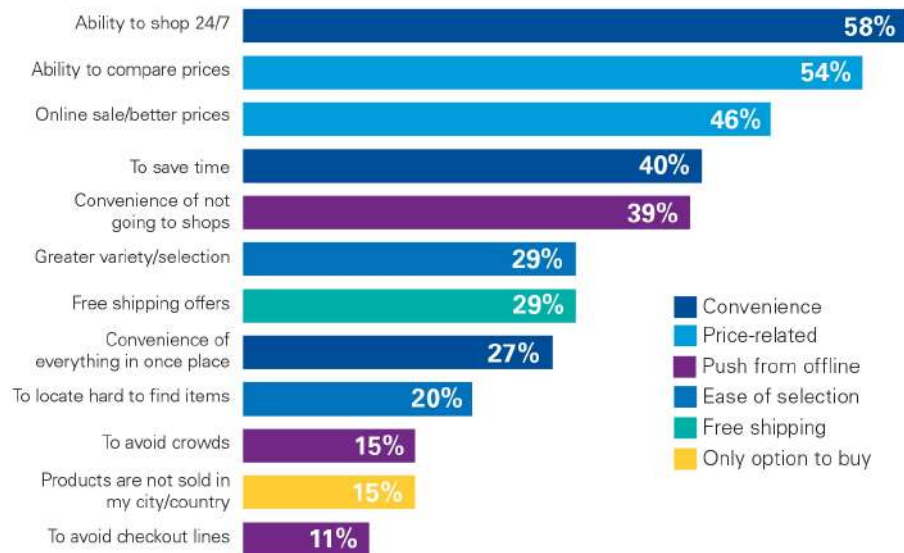
BASIC ELEMENTS OF THE ONLINE STORE: PROMOTIONS



BASIC ELEMENTS OF THE ONLINE STORE: WHAT CONSUMERS WANT



Reasons consumers shop online instead of in stores



Source: Global Online Consumer Report, KPMG International, 2017

BASIC ELEMENTS OF THE ONLINE STORE: ELECTRONIC CONTRACTING



PLACE OF CONCLUSION OF THE CONTRACT:

- Consumer contract: habitual residence of the consumer.
- Contract between businessmen: It is presumed to be held in the place where the service provider is established, but the parties may agree on any other place

DELIVERY TIME

- Unless otherwise agreed by the parties, the seller must execute the order within a maximum period of thirty days from the day following the day on which he received the notification from the buyer.

RETURN PERIODS:

- From the day the buyer receives the product, you have 14 business days to return the product.

NEW FORMS OF DELIVERY:



Roam delivery by Volvo

After accepting delivery, the vehicle owner hands over a digital key and can track when the car is unlocked and relocked. Once the collection or delivery is complete, the digital key is destroyed.

Many online companies take advantage of the facilities of some countries (such as Ireland, Malta, Gibraltar...) for the establishment of companies:

- Lower rates: for example 12.5% in Ireland
- Tax reductions for investments in R&D, training and technology.
- Applicable mainly to large companies, not so much to SMEs, since certain infrastructure requirements, specific workers are needed to be able to benefit from the favorable tax system.
- Canary Islands Economic and Tax Regime (REF): measures to favor the economic and social development of the islands. It has instruments like:
 - The Reserve for investments in the Canary Islands (RIC)
 - The Canary Islands Special Zone (ZEC)

APPLICATION OF VAT TO PHYSICAL PRODUCTS:

If the recipient of the delivery of goods is **established in Spain**, Spanish VAT is applied, both in B2B and in B2C. If the recipient is established **outside the EU**, the delivery of goods is not subject to Spanish VAT.

If the recipient is **established in an EU member state**, there are two situations:

B2B: the recipient of the goods provides a valid VAT number, the delivery of goods will not be subject to Spanish VAT

B2C: Spanish VAT is applied, unless it exceeds the sales volume established in each country.

ORIGIN	DESTINY	AMOUNT	VAT
Sales of companies from other countries	bound for Spain	up to 35,000 euros in sales	Origin county
		More than 35,000 euros in sales	Spain
Sales of Spanish companies	bound for other member states	up to the limit established in each country	Spain
		over the limit	Target country

VAT THRESHOLDS FOR EU COUNTRIES

País miembro	Moneda nacional	Equivalente en euros*
Austria	35.000 EUR	
Bélgica	35.000 EUR	
Bulgaria	70.000 BGN	35.791 EUR
Chipre	35.000 EUR	
Chequia	1.140.000 CZK	44.873 EUR
Alemania	100.000 EUR	
Dinamarca	280.000 DKK	37.595 EUR
Estonia	35.000 EUR	
Grecia	35.000 EUR	
España	35.000 EUR	
Finlandia	35.000 EUR	
Francia	35.000 EUR	
Croacia	270.000 HRK	36.291 EUR
Hungría		35.000 EUR
Irlanda	35.000 EUR	
Italia	35.000 EUR	
Lituania	35.000 EUR	
Luxemburgo	100.000 EUR	
Letonia	35.000 EUR	
Malta	35.000 EUR	
Países Bajos	100.000 EUR	
Polonia	160.000 PLN	37.859 EUR
Portugal	35.000 EUR	
Rumanía	118.000 RON	25.305 EUR
Suecia	320.000 SEK	31.390 EUR
Eslovaquia	35.000 EUR	
Eslovenia	35.000 EUR	
Reino Unido	70.000 GBP	80.197 EUR

Cross-border VAT

Special regime applicable to distance sales

Please note that there are several important exceptions to these general rules.

In addition, there are a number of specific rules applicable to sales of excise goods or new vehicles (cars, boats or aircraft).

*Reference exchange rates published by the European Central Bank on March 23, 2018 (except Romania, where the thresholds expressed in RON are based on the euro values for special regimes at the exchange rate of the date of accession, i.e. , on 1.1.2007)

VAT ON DIGITAL SERVICES

MOSS: MINI ONE STOP SHOP

The VAT Mini One Stop Shop (MOSS) is an optional scheme that allows VAT, a tax generally due in several EU countries, to be settled in a single EU country.

Providers of cross-border telecommunications, television and radio broadcasting services or cross-border digital services to persons who are not taxable persons are eligible for the scheme. The services contemplated in the one-stop mini-window system are, among others:

- website hosting
- supply of computer software
- database access
- download apps or music
- online games
- long distance education.

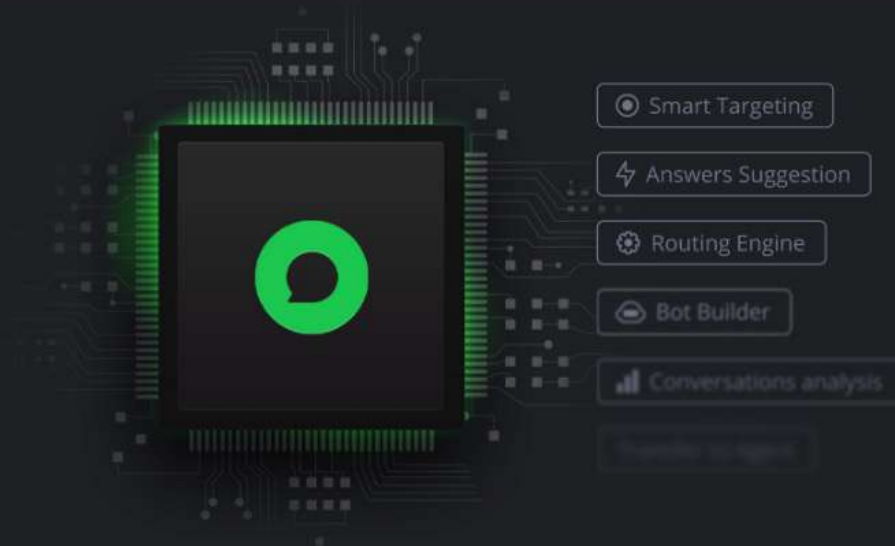


CONSUMERS WANT

- Simple, mobile-friendly, "one-click" payments
- Confidence in payment methods
- Buy now, pay later
- Split payments
- Payment in your own currency
- Good support in case of incidents

Artificial Intelligence for optimised productivity

Support your visitors 24/7 by creating a chatbot using the iAdvize Bot Builder or integrating a third-party chatbot. Use the best of AI to respond to a larger volume of queries, qualify your visitors' needs and escalate queries to human agents or experts when necessary.



serviceform.com

Five premium marketing tools

Our tools are built for increasing conversion and helping you understand your website visitors. You can use one, or a suite of all our tools combined.



Chatbot and Livechat

Create chatbots that feel human and fill your business requirements.

We work with brands to create lead generation, customer support and multichannel chatbots.

Connect with Livechat, and host up to thousands of agents. Encrypt all conversations and host on your own servers. Combine all channels to one platform.



Serviceform Insights

Our analytics tool focuses on every user, their path and is focused on conversion, not traffic.

Track the paths your customers took to form submissions or button clicks you consider important.

Create A/B tests and split tests, without any code. Easily follow which variation is performing better.



Dynamic Forms & Popups

Create conversion optimised multi-step forms for buying services, products or gathering leads.

Create non-interruptive exit popups, individual user contact forms and a lot more.

Process single payments or recurring subscriptions through Stripe.



Interactive Buying Experiences

Create Interactive User Experiences for your products and services.

Explain your products and services with changing visuals.

Generate highly qualified and interested leads through conversations.



InlineBots and ContentBots

Create conversations that engage your users inside your content. Place in blogs, articles or inside your website. Another layer of lead generation.

BASIC ELEMENTS OF THE ONLINE STORE: CUSTOMER SERVICE AND INCIDENT MANAGEMENT



Hi, how can I help?



Hey Google

<https://assistant.google.com>

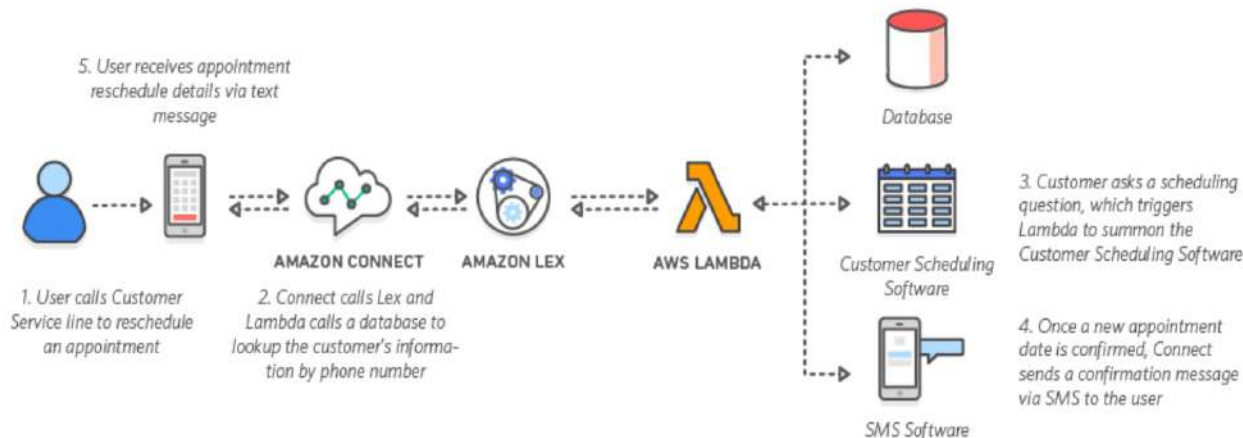


AMAZON LEX CHATBOTS

<https://youtu.be/d3LYINqfuzl>

Amazon Lex is a service for creating conversational interfaces in any application using voice and text.

Example: Amazon Connect contact center uses Amazon Lex for natural conversations.



Users can perform tasks such as changing a password, requesting an account balance, or scheduling an appointment, without having to speak to an agent.

AMAZON LEX CHATBOTS

PRICING EXAMPLE 1

A bot that processes 4,000 speech requests and 1,000 text requests

Input requests to process	Cost per request	Number of requests	Total
4,000 speech requests	\$0.004	4,000 requests	\$16.00
1,000 text requests	\$0.00075	1,000 requests	\$0.75
Total Amazon Lex charges for 4,000 speech and 1,000 text requests			\$16.75

PRICING EXAMPLE 2

A bot that sends 500 speech requests and 500 text requests in December. Monthly charges for December:

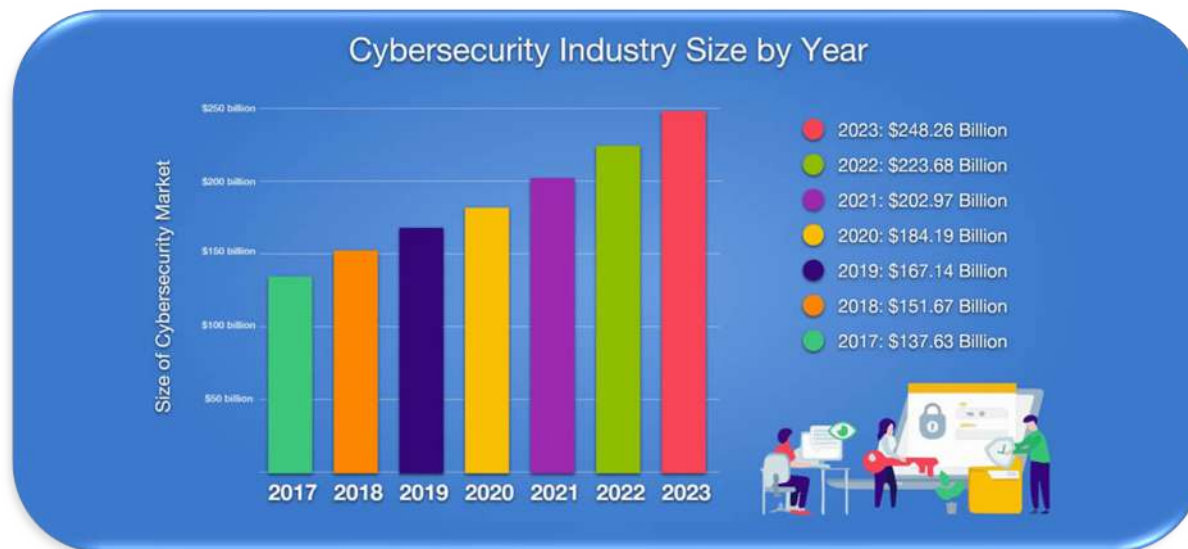
Input requests to process	Cost per request	Number of requests	Total
500 speech requests	\$0.004	500 requests	\$2.00
500 text requests	\$0.00075	500 requests	\$0.38
Total Amazon Lex charges for 500 speech and 500 text requests			\$2.38

AMAZON LEX CHATBOTS

<https://www.youtube.com/watch?v=d3LYINqfuzI>

INHABITANTS OF CYBERSPACE:

- Hackers
- Crackers
- Phreakers



HACKERS:

- White hat
- Grey hat
- Black hat
- Blue hat
- Green hat
- Red hat

The Six Types of Hackers



EVIL PROGRAMS:

- Virus
- Troyans
- Spyware



RISK ANALYSIS METHODOLOGIES:



BUSINESS CONTINUITY PLANNING:

Set of action plans aimed at mitigating the impact caused by threats that cause interruption of a company's business processes.

- Reduce vulnerability to threats
- Facilitates a planned and orderly response to incidents
- Ensures the availability of critical business activities on reasonable terms
- Identify the weak points
- Set priorities in business areas
- Improves the quality of business processes
- Improves the image in front of shareholders and clients

INTEGRATION WITH INFORMATION SYSTEMS: CURRENT SECURITY SITUATION:



1. Business impact analysis
2. Risks evaluation
3. Continuity strategy



WHAT IS CLOUD COMPUTING?

“Model that enables a convenient way to access on demand a set of configurable computing resources (such as networks, servers, storage, applications and services) that can be very quickly provisioned and released with minimal management effort or interaction with the service provider. service”.



CLOUD TYPES:

- Public Cloud: open to all potential consumers
- Private cloud: restricted to multiple organizations
- Internal cloud: for a single organization

ADVANTAGES	DISADVANTAGES
Pay per use	Security
Focus on business unit	Availability and performance
Easy to use	Lack of transparency
Reduce costs	Difficulty of tailored services
Scalability	Exit barrier to change service providers
Elasticity	Hidden costs
Flexibility	Lack of interoperability standards

INTEGRATION WITH INFORMATION SYSTEMS: MOBILE FIRST OR MOBILE ONLY?



MOBILE FIRST



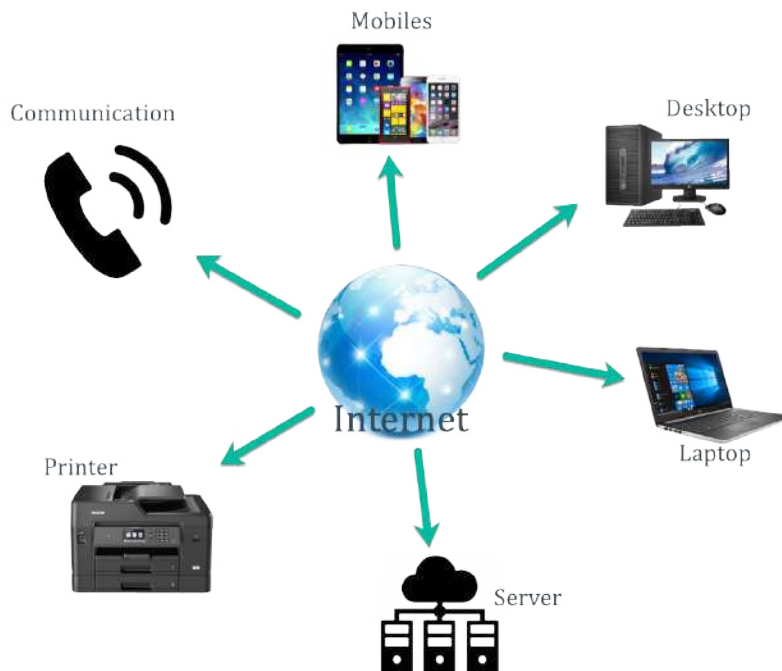
INTEGRATION WITH INFORMATION SYSTEMS: MOBILE FIRST OR MOBILE ONLY?



MOBILE ONLY



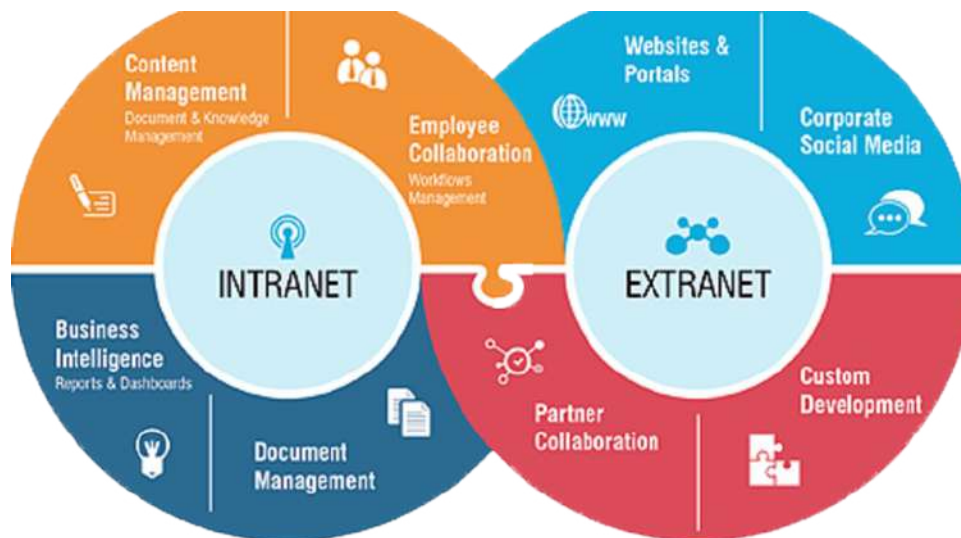
INTERNET AND INTRANET

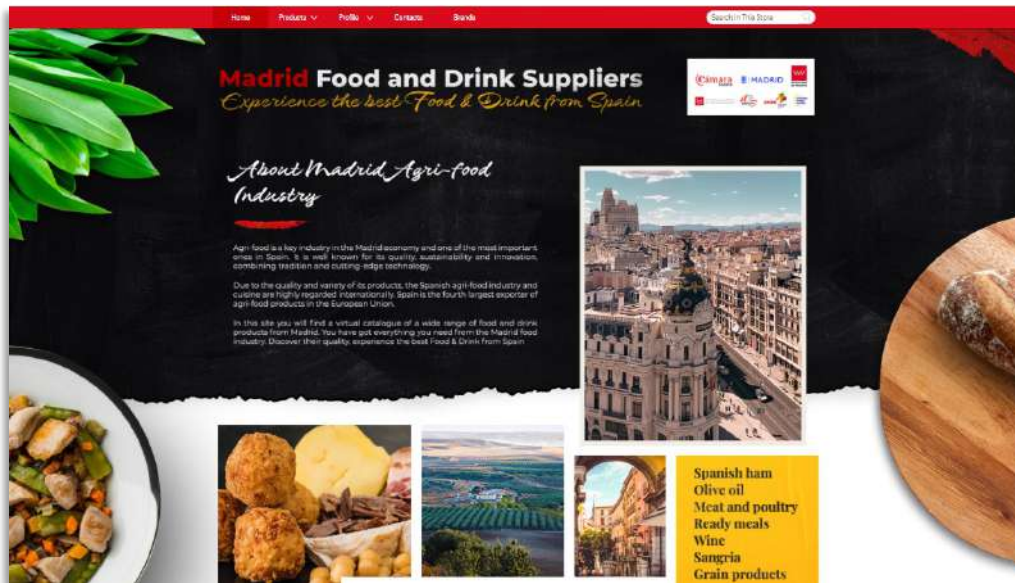


INTEGRATION WITH INFORMATION SYSTEMS: INTERNET VS. EXTRANET



EXTRANET





Under the Madrid Food and Drink Suppliers project, we present to Alibaba.com users a selection of 20 Spanish companies, with a wide variety of food and drink from the Madrid industry. We work on a Minisite design to convey a sophisticated image and quality products.

<https://madridfoodsuppliers.trustpass.alibaba.com/>





Madrid Food and Drink Suppliers

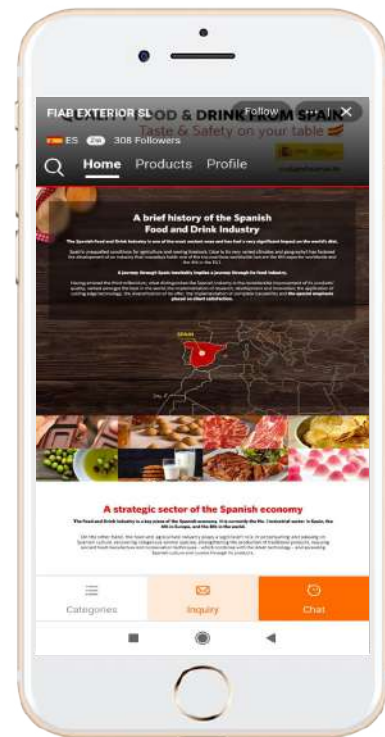
Experience the best Food & Drink from Spain





Under the Spanish Federation of Food and Beverage Industries (FIAB) brand, we present to Alibaba.com users a selection of 34 Spanish companies, manufacturers in the agri-food sector, offering quality products globally.

https://fooddrinkfromspain.trustpass.alibaba.com/index.html?spm=a2700.shop_cp.88.5.d4012284JN2005



SUCCESSFUL EXAMPLES

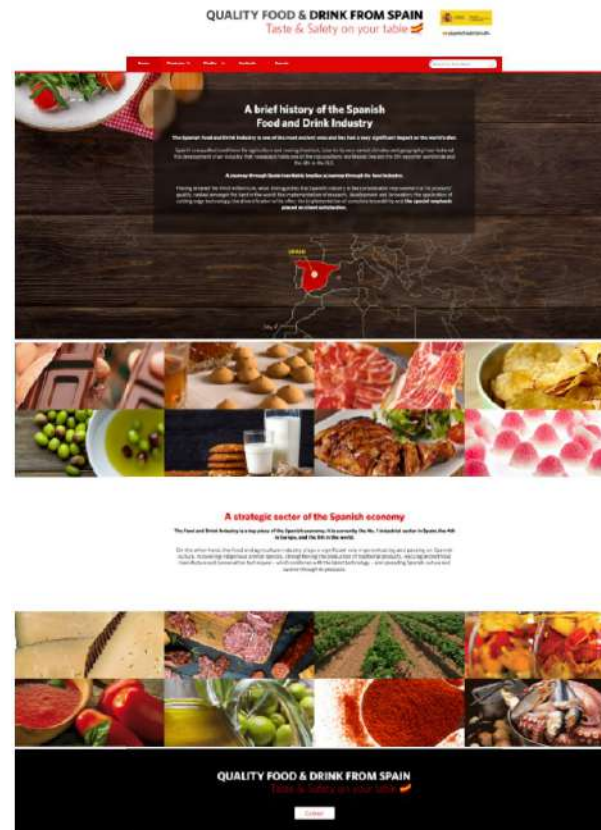


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QUALITY FOOD & DRINK FROM SPAIN
Taste & Safety on your table



SUCCESSFUL EXAMPLES



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Under the AGROSMARTglobal project, we present to Alibaba.com users a selection of 80 Spanish, French and Portuguese companies, manufacturers in the agri-food sector, offering quality products globally.

<https://es1339603793qnmv.trustpass.alibaba.com/?spm=a2700.details.cordpanyb.2.3d2c3142M3LdXZ>



SUCCESSFUL EXAMPLES



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SUCCESSFUL EXAMPLES



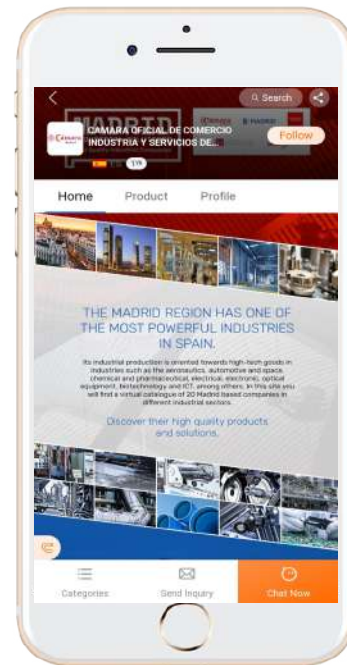
Under the Madrid Industrial Solutions brand, we present to Alibaba.com users a selection of 20 Madrid companies, manufacturers in the industrial sector, offering products and services with a stable and modern legal framework, harmonized with EU regulations, which guarantees the legal certainty of the products and facilitates the development of business.

<https://madridindustrial.trustpass.alibaba.com/>



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Under the Food of Extremadura brand, we present to Alibaba.com users a selection of the best food products that come from the Extremadura region, España.

https://alimentosextremadura.trustpass.alibaba.com/es_ES/index.html?spm=a2700.shop_cp.88.5.6473352cSyPSih



SUCCESSFUL EXAMPLES

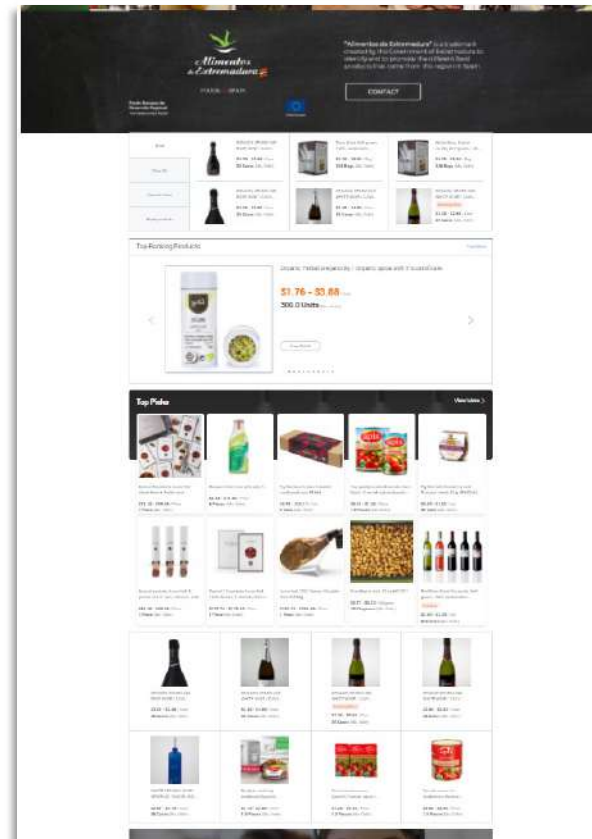


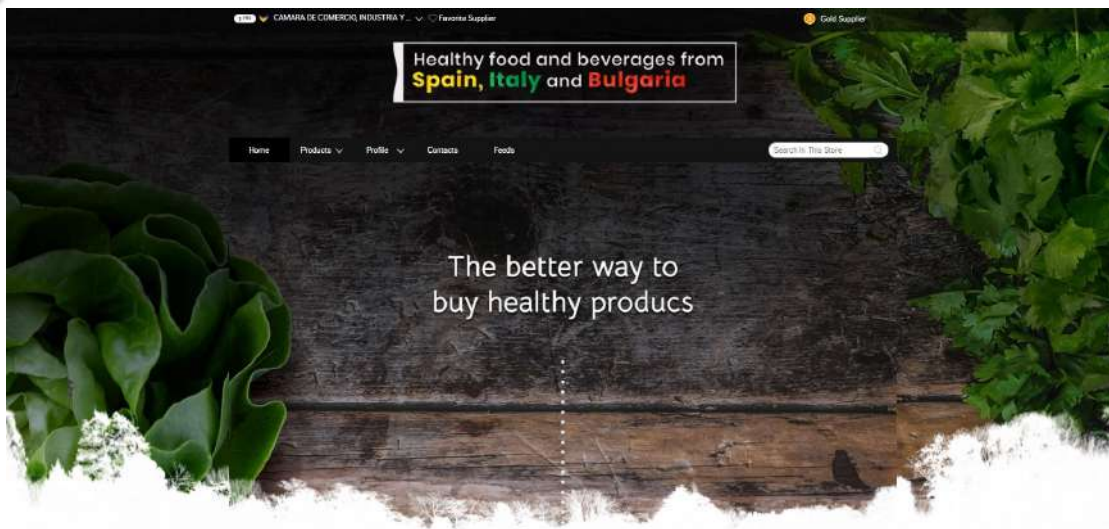
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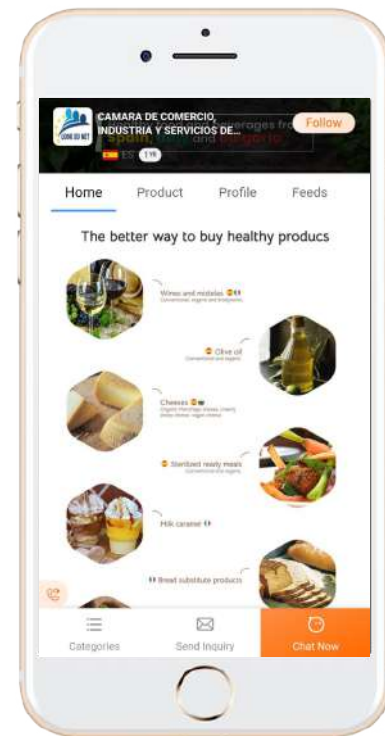


FOODS from SPAIN





Under the LOOK EU NET brand, we present Alibaba.com users with a selection of the best healthy food products from Spain, Italy and Bulgaria.



SUCCESSFUL EXAMPLES



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