

EXPLORING E-BUSINESS

Much to g@in for exporters of medical devices and medical disposables**Mapping relevant e-business applications****Publication date: December 2008****E-business**

E-business is a hot item for many businesses all over the world. SME companies in developing countries (DC) are therefore not the only ones to struggle with the e-business topic. One of the most important questions here is: what are interesting e-business applications for SME companies from DCs that want to export to the EU? To help SMEs find answers to these questions, CBI analysed the e-business potential in the medical and medical laboratory equipment industry. The results of this research will be discussed in this article. In addition, special attention will be paid to the importance of e-marketplaces.

Working method

The medical and medical laboratory equipment industry includes both medical devices and medical disposables. The main target groups for DC exporters in the medical industry are:

- Distributors / Importers
- Local dealer / wholesaler
- Buying cooperative
- End-users

In order to identify the needs and suitability of the use of e-business practices in the EU trade, representatives of the EU target groups (n=92) filled in a questionnaire¹ and six of them were questioned by phone. Next to this, the CBI consultants Arjan Hock and Leendert Santema were consulted. For the results of the interviews of the EU target groups and consultants (n=8), please refer to Appendix I. Exporters (n=11) from DCs who participated in the Export Coaching Program (ECP)² filled in an online questionnaire on the use of e-business practices in their company. For the results on this questionnaire, please refer to Appendix II.

E-business has been divided into 5 main business processes:

- Marketing and sales
- Payment
- Product Service Delivery (PSD)
- Customer Service
- Production

For the list of e-business applications that fall under these processes, please refer to Appendix I.

This study took the different experiences in the use of e-business applications into account between experts in the medical industry and medical laboratory equipment devices industry. No clear differences were found.

¹ This questionnaire only contains 3 questions – whether they currently use e-marketplaces to identify SME suppliers from DCs, intend to use them in the future and whether they use these e-marketplaces to buy products from SME suppliers in DCs. This questionnaire was only used to answer these questions. For the other questions, the EU buyers and experts were consulted by phone.

² ECP is formally known as Export Development Program (EDP).

E-marketplaces

There are some e-marketplaces in the medical and medical laboratory equipment devices industry. Some examples in this industry are:

- Global Healthcare Exchange - <http://www.ghx.com>
- International Medical Equipment and Service – <http://www.medical-equip.net>
- LabX – <http://www.labx.com>
- SoluMed – <http://www.solumed.com>

The Norwegian market for medical and medical laboratory equipment devices is a peculiar one, as it is purely tender-based. This means that all hospitals write tender procedures for which companies can apply. If you do not win these tenders, you are completely out of the market for at least 5 years. If you win a tender, you are forced to join an e-marketplace called E-Handel (<http://www.ehandel.no>). It is an initiative of the Norwegian government for electronic public procurement.

The question is, how important are these e-marketplaces for trade between DC and EU companies?

EU buyers and experts

In the online questionnaire³, 12 out of the 92 (13%) of EU buyers stated that they already use e-marketplaces. This is comparable to pipes and process equipment (14%) and organic and conventional food ingredients (9%). 98% of these EU buyers will continue using e-marketplaces in the future. An extra 10% of non-users state that they will also use e-marketplaces in the future. It must be noted, however, that only 5% of the users really buy products via these marketplaces.

The interviews by telephone show that the eight EU buyers and experts value the importance of joining / creating an e-marketplace as 'medium'. They state that an e-marketplace can be used to see and to be seen and offers an interesting opportunity to DC suppliers. However, personal and direct contact is still very important. As stated above, the Norwegian market for medical and medical laboratory devices is an unusual one as it is entirely tender-based.

ECP participants (n=11)

As can be seen in Appendix II, Table IV, 18% of the ECP participants that filled in the questionnaire state that they already use e-marketplaces. 67% of the non-users state that they plan to use them in the future.

Suggestion

When looking at the questionnaire filled in by EU buyers, they state that doing real business on these marketplaces is not done very much as yet, except for Norwegian companies. Personal contact is still very important. E-marketplaces could, however, be used by DC suppliers to profile themselves on the market.

Marketing & Sales

EU buyers / experts (n=8)

The following e-business applications within marketing & sales are very important according to buyers and experts:

- Registering in directories (mentioned by 8 out of 8)
- Search engine marketing (mentioned by 8 out of 8)
- Email follow-up (mentioned by 8 out of 8)
- Certificates (mentioned by 7 out of 8)

³ We will only have a look at the questionnaire filled in by the 92 EU buyers and experts here. For the other questions, 6 EU buyers and 2 CBI consultants were consulted by telephone. For their answers, please refer to appendix I.

Registering in directories and search engine marketing is important for DC suppliers to profile themselves on the market. It makes it easier for EU buyers to find the companies. Rating very high in search engine databases is not that important and very expensive. Email follow-up is important, but DC suppliers should keep in mind that the email must be personalized. EU buyers are not interested in direct marketing and hate spam! DC suppliers should ensure that they use a professional email address that will not be seen as a spam email address. It is better not to use a hotmail, yahoo, g-mail or wanadoo email address, as this often indicates spam. DC suppliers must realise that follow-up by email is not enough, personal contact is still very important. For more information on email follow-up, registering in directories and search engine marketing please refer to the CBI manual on website promotion "How to promote your website in the EU" which can be found on <http://www.cbi.eu>.

Another very important application is to show certificates from a reputed certifier on your website. The most important certificates for the medical industry are CE-certification, ISO-certification and FDA-certification.

Website demands

The EU experts and buyers (n=8) were also asked to state what they are looking for on the website of a DC supplier. Subjects that were mentioned were:

- Company profile
- Company history
- Company management, including contact details for direct contact (phone number, email address)
- Product catalogue (with product specifications and clear pictures)
- Target group (for example, products for cardiology, anaesthesiology etc)

Some other suggestions were current export countries, references (to companies and to literature), instructions on how to use the product and risks of the product.

According to Leendert Santema, CBI expert for the medical industry, many companies in DCs have a website, but acquisition is passive. Suppliers in DCs are not actively looking for contacts, but leave it up to the buyer to contact them. There are not many suppliers in DCs who contact EU buyers by email. Not many DC suppliers link to a professional website of, for example, doctors who have written publications, as this is very expensive. According to Mr Santema, the DC supplier must become more active in acquisition. They should, however, be careful not to be too aggressive as this is not appreciated by EU buyers.

ECP participants (n=11)

Most e-business applications that fall under marketing & sales are used by the ECP participants who filled in the questionnaire. The most important applications in use are information about certifications, a product catalogue and a request for offer form. 82% of the respondents indicated already using information about certifications, 82% state offering an online product catalogue and 73% indicated using a request for offer form. Only 18% of the respondents use references on their websites. 9% of the respondents have the possibility to place orders online on their website, 9% offer an FAQ-form, 9% offer a guestbook and 9% have testimonials present on their website. The applications that are in use seem to be successful, as all respondents who currently use the applications indicate that they will also use them in the near future. The most important applications for the future according to the participants are a request for offer form and information about certifications. Appendix II shows which e-business applications are used by the ECP participants or which applications they are planning to use and what the effect of these applications is according to the ECP participants.

GAP analysis

ECP participants are clearly aware of the importance of visibility on the Internet. A majority of the respondents is already using marketing strategies for this and most of them intend to do so in the future. DC companies should also realise the importance of registering in directories and of search engine marketing.

Payment

EU buyers / experts (n=8)

As can be seen in Appendix I, according to the EU buyers and experts, online invoicing and electronic settlement techniques are 'medium important'. Sending the invoice online is convenient, but not essential. EU buyers still need the original invoice for custom clearance. It can still be very risky to use electronic settlement techniques in DCs, because of the amount of money that is involved and the security issues in these countries. As a result, not all buyers are willing to use electronic settlement techniques.

ECP participants (n=11)

Appendix II, Table IV shows that only 18% of the ECP participants use e-business practices for payment. The participants all indicated that they would continue using these. According to the ECP participants, the advantage of using e-business practices for payment is more orders and time saving. Of the ECP participants who do not use e-business practices for payment, 67% indicated that they would start using online invoicing in the future and 56% electronic settlement techniques in the future.

GAP analysis

Sending the invoice online is a small effort and much appreciated by the EU buyer. However, DC suppliers must realise that they need to send the original invoice by courier as well, as the forwarder needs the original invoice for custom clearance. Electronic settlement techniques are expected to grow in importance, but at the moment it is not safe enough according to the EU buyers.

Product service delivery (PSD)

EU buyers / experts (n=8)

According to EU buyers and experts, shipment notifications and tracking and tracing are quite important in the medical industry (see Appendix 1). They like to know the status of their shipment. According to the EU buyers and experts, just-in-time is a logistics service which is important in every company. As it is quite difficult to fully implement, EU buyers and experts doubt whether it is realistic to expect from DC suppliers.

ECP participants (n=11)

As can be seen in Appendix II, Table IV, e-business applications in the field of PSD are not used very much yet by ECP participants who answered the questionnaire. 27% indicate that they currently use shipment notification, 18% use tracking and tracing and only 9% use just-in-time service. The participants who currently use these applications do indicate that they will keep on using them in the future.

Of the participants who do not use the e-business applications within PSD, 75% indicate that they will use online shipment notifications in the future. 67% of the respondents who do not currently use online tracking and tracing indicate that they will use this application in the future. While just-in-time service is not used much yet, 60% indicate that they will use this application in the future.

GAP analysis

While 75% of the ECP participants indicate that they will start using shipment notifications in the future and 67% indicate that they will start online tracking and tracing, DC exporters should realise even more the importance of these e-business applications. EU buyers would like to receive shipment notifications and to use tracking and tracing, so it is wise for DC exporters to offer these e-business applications.

Customer Service

EU buyers / experts (n=8)

If we look at Appendix 1, we can see that most of the customer service applications are appreciated by the EU buyers and experts in the medical industry. Email newsletters are of 'high importance'. The newsletters must not be general, but either sector specific or company specific. Buyers would like to be kept informed about new products. The email newsletters must not be sent too often, once every two months is enough and the newsletter must not be too long (max. of 2 pages). For more information about the use of e-newsletters, please refer to the CBI manual on website promotion "How to promote your website in the EU" which can be found on <http://www.cbi.eu/marketinfo>.

Putting FAQ forms on your website is a good way of showing some general information about the company and is appreciated by EU buyers and experts. Voice over IP is a cost effective way to have personal contact with a company. It is, however, of utmost importance that the supplier has a good dial-up line / Internet connection, otherwise Voice over IP will not work and is just annoying. Customer satisfaction research is always good for a company to do, whether it is performed online or not. This should be part of the company's quality management system.

ECP participants (n=11)

27% of the ECP participants who answered the questionnaire use customer satisfaction research and 18% use Voice over Internet. 9% of the participants currently offer an FAQ-form on their website, have a guest book, send email newsletters and have testimonials on their website. All current users indicate that they will keep on using these e-applications. For the future, non-users indicated that they will use a guestbook (90%), customer satisfaction research (88%), an FAQ-form (80%), email newsletters (70%), testimonials (70%) and Voice over Internet (67%). This can be seen in Appendix II, Table IV.

GAP analysis

DC suppliers should pay special attention to sending email newsletters, as there is not much use of this application yet. 90% indicated that they will use a guestbook in the future, but this is not necessary as EU buyers and experts are not interested in guest books much. One expert even pointed out that it can be harmful for a company, as everybody can put their remarks on it, whether they are positive or negative.

Production

EU buyers / experts (n=8)

Appendix I shows that web based collaboration is rated as medium to high important by EU buyers and experts. One expert points out that it should be part of the quality management system of a company. The EU buyers think that it is a very good way of sharing information (e.g. product sheets). Web based collaboration is already very common in the EU, especially for OEMs and private retailers. It is important that a log-in is used to prevent misuse.

The possibility to check the status of a product that is being produced online is rated as medium important. Some EU buyers point out that it is better to have personal contact to check the status of the product. Checking the status online can be tricky as you have less control than with personal contact and the information can be unreliable. It does, however, give them a change to double check everything that is going on with their order.

ECP participants (n=11)

Appendix II, Table IV shows that 18% of the ECP participants indicated using web based collaboration and 9% indicated offering an online production status. They will all continue using these e-applications. For the future, non-users indicated that they will use an online production status (60%) and web based collaborations (56%).

GAP analysis

DC suppliers should realise that EU buyers would like to use web based collaboration, as it is a good way of sharing information between suppliers and buyers. Although personal contact is very important, EU buyers would like to be able to follow the status of their order online so they can double check. DC suppliers must realise that an EU buyer wants to be informed about the status of the product, especially if there are problems or delays.

The way forward

Registering in directories and search engine marketing is important for DC companies. They can use it to see and to be seen on the medical and medical laboratory equipment market. E-business is one of the best ways to develop business, as people are becoming more comfortable with new technologies nowadays. Companies can be assisted in implementing e-business techniques and can develop or adapt them to their market. Personal contact will, however, always remain very important for the medical industry and it is a good idea to have an authorized representative present in the EU market. Having a good command of English and being able to give fast and reliable information, either by email or by phone, is important. According to one EU buyer, it is more important that DC suppliers spend money on their communication than on their website. Having a website is just a small part of the total communication. According to CBI expert Arjan Hock, many DC suppliers do not have the know-how and enough skilled people to implement e-business applications. It is not always possible for them to have access to a good Internet connection. Part of this is also a cost issue. All EU buyers and experts agree that DC suppliers must have a good comprehension of the EU market. They need to comprehend the EU mentality. According to CBI expert Leendert Santema, e-business in the medical industry is being restricted by many unknown factors such as reliability, market share and competitive position of the potential supplier.

This survey was compiled for CBI by Facts Figures Future.

Disclaimer CBI market information tools: <http://www.cbi.eu/disclaimer>

APPENDIX I RESULTS EU EXPERTS

The table below shows the opinions of experts and EU buyers in the medical and medical laboratory industry (n=8) on the importance of e-business applications for developing countries. It will help DC companies to gain ideas.

Please note that some applications are marked as both low *and* high important. This means that an equal number of experts rated that application as low or as high important.

E-business application	Importance			Remarks
	Low	Medium	High	
Marketing and Sales				
Registering in directories			●	Good for visibility.
Search engine marketing			●	Good for visibility.
Build up prospect database		●		Having a prospect database is interesting, but it does not necessarily be online.
Links on other sites		●		It is more important to build your own good website.
Email follow up			●	Make sure you have a correct follow up and beware of spam.
Online advertisements / banners	●	●		Can be helpful if they are professional.
Online product catalogue			●	To get a clear overview of the products / capabilities of the company. Important to have pictures and all specifications. Do not mention prices in B2B trade. Only if a company asks for them, send them in an email. If you are dealing with end consumers it is important to mention prices.
References		●		Depends on which reference. If it is a really good one this is very important. If it is a reference that everyone has then it is useless. Interesting for specific/technical products, not for standard products. Name a max. of five references.
Offer request form	●		●	The reply gives the EU buyer a clear overview of what the company can do (their specifications); can generate leads.
Certificates			●	It's easy for the EU buyer to have a clear overview of which certifications the company has.
Purchase partner application form		●	●	Might be interesting, but not yet very common in the medical industry.
Joining e-marketplaces		●		Good for visibility.
Creating an e-market place		●		Might be better to join the existing ones.

E-Tenders		•	•	Part of the European medical industry is tender-based.
E-auctions	•			Not common in medical industry.
One to one marketing techniques / electronic customer relationship management		•		Must be adapted to market conditions; gives a clear picture of what customers want; CRM is important and doing it via internet is just easier and more convenient.
Place orders online		•	•	Personal contact is very important; many orders are still placed by fax; product related, specific products are not ordered online, in contrast to standard products.
Electronic transaction processing		•		Difficult to control; not important until after supplier and buyer have established a good relationship.
E-shop	•			Not much used in medical industry; might be interesting for some items.
Payment				
Online invoicing		•		Can save money, but the original invoice is still needed for the custom clearance.
Electronic settlement techniques		•		Is not safe yet; will however become more common with the use of EBAN.
Product Service Delivery				
Shipment notification			•	Much appreciated by EU buyers.
Tracking and tracing			•	Much appreciated by EU buyers.
Just in time service		•	•	Not very realistic
Customer Service				
FAQ form		•		Only if questions are really well answered, otherwise you still have to call.
Email newsletter		•	•	Buyers would like to be updated about new developments; max. of two pages; send it once every two months.
Satisfaction research		•		Important for every company; not necessarily online.
Voice over IP			•	Cost effective way of communication; make sure to have a good dial-up line.
Guestbook/ testimonials	•			Not interesting; can have a negative impact on the company.

Production				
Web based collaboration		•	•	Common in the EU; good way of sharing information (e.g. product sheets); make sure that a log-in is used to prevent competition from viewing details.
Production status		•		Keep the EU buyer informed about the status of the products, both online and personal contact.
Forum	•	•		Can be useful but be careful with competition; maybe only for customers with a log-in.
Supply Chain Management		•		Not essential, but is a good service to an EU buyer.

Source: Facts Figures Future (November 2007)

APPENDIX II RESULTS ECP PARTICIPANTS

Table II Use of E-business applications for a website among ECP participants (n=11)

Table II and IV show the results of the online questionnaire among ECP participants. The first column states what percentage of the respondents already uses the relevant e-business application on their website / in their company. Especially the last two columns are somewhat complicated, but very interesting. These show the importance of the various e-business applications in the future. They indicate which percentage of the current users thinks the application will still be important in the next three years (column 2) and what percentage of the current non-users thinks that the application will become important in the next three years (column 3). When comparing the second and third column with the first column, this gives an idea of the development of the usefulness of the application in the future.

	already % yes	important in next 3 years	
		% yes from who answered yes in "already"	% yes from who answered no in "already"
Does your website contain:			
A product catalogue	82	100	50
References	18	100	78
A request for offer form	73	100	100
Info about your certifications	82	100	100
A possibility to place orders online via your website	9	100	90
An e-shop/internet shop	0	0	73
FAQ-form	9	100	80
A Forum	0	0	45
Guest book	9	100	90
Testimonials	9	100	70

Source: online questionnaire Facts Figures Future (November 2007)

Table III Effects for ECP participants of the use of e-business practices for a website

After indicating which applications the participants use, they had to answer the question what effect that application has on their business. Table III and V show the effects of the use of e-business applications.

	More orders	New business contacts	More contact existing customers	Time saving	No effect
What are the effects of:					
A product catalogue	44	67	11	22	11
References	50	50	0	0	0
A request for offer form	25	63	13	13	13
Info about your certifications	33	67	22	11	11
A possibility to place orders online via your website	0	100	0	0	0
An e-shop / internet shop	0	0	0	0	0

	More orders	New business contacts	More contact existing customers	Time saving	No effect
What are the effects of:					
FAQ-form	0	0	0	0	100
Forum	0	0	0	0	0
Guest book	0	0	100	0	0
Testimonials	0	100	0	0	0

Source: online questionnaire Facts Figures Future (November 2007)

Table IV Use of E-business applications within the company among ECP participants (n=11)

	already % yes	important in next 3 years	
		% yes from who answered yes by already	% yes from who answered no by already
Does your company make use of:			
E-marketplaces / bulletin boards (places on the internet to buy and sell products)	18	100	67
Search engine marketing (Score high in search engines like google)	36	100	86
Registering in directories	36	100	71
E-auctions (places on the internet where products are auctioned)	9	100	30
E-tenders (auction of contracts for work via the internet)	9	100	30
A client database (a database of all your current customers)	18	100	67
Electronic Customer Relationship Management (e-CRM) (Enables an organization to extend its infrastructure in ways that offer new opportunities to learn customer needs, add value, gain new economies and reach new customers)	18	100	89
Application forms on websites of EU buyers that invite you to become a supplier	9	100	70
Online invoicing (sending the invoice online)	18	100	67
Electronic settlement techniques (paying the invoice online)	18	100	56
Shipment notification (sending a notification via email or showing shipment details on your website when it has left your company for the customer)	27	100	75
Tracking and tracing (ability to trace a product all the way back to the raw material batch/ original lot)	18	100	67
Just in time service in relation to stock management and online possibilities therefore	9	100	60
Email newsletters (a periodically published	9	100	70

	already % yes	important in next 3 years	
		% yes from who answered yes by already	% yes from who answered no by already
Does your company make use of:			
document or message, containing news and announcements on your company/products that is send via email)			
Voice over Internet (VoIP) (making phone calls by using the internet)	18	100	67
Customer satisfaction research (having polls/questionnaires via email or online to survey customers' satisfaction levels , and know the reasons for satisfaction or dissatisfaction)	27	100	88
Web based collaboration / document sharing (possibility to review documents, presentations or images online by using special software)	18	100	56
An online production status (The possibility to check online the production status of a product that is produced)	9	100	60

Source: online questionnaire Facts Figures Future (November 2007)

Table V Effects for ECP participants of the use of e-business practices within their company

After indication which applications the participants use, they had to answer the question what effect that application has on their business. In the table below the effects of the use of e-business applications are shown.

	More orders	New business contacts	More contact existing customers	Time saving	No effect
What are the effects of:					
E-marketplaces / bulletin boards	50	0	0	0	50
Search engine marketing	25	50	25	25	25
Registering in directories	75	50	25	25	0
E-auctions	100	0	0	0	0
E-tenders	100	0	0	0	0
A client database (a database of all your current customers)	50	50	50	0	0
Electronic Customer Relationship Management (e-CRM)	100	50	50	50	0
Application forms on websites of EU buyers that invite you to become a supplier	100	0	0	0	0
Online invoicing	50	0	0	50	0
Electronic settlement techniques	50	0	0	50	0
Shipment notification	67	33	33	67	0
Tracking and tracing	50	0	0	50	0
Just in time service in relation to stock management and online possibilities therefore	100	0	0	0	0
Email newsletters	100	0	0	0	0
Voice over Internet (VoIP)	0	50	50	0	0

	More orders	New business contacts	More contact existing customers	Time saving	No effect
What are the effects of:					
Customer satisfaction research	33	0	33	33	0
Web based collaboration / document sharing	33	0	33	0	0
An online production status	33	0	0	0	0

Source: online questionnaire Facts Figures Future (November 2007)

APPENDIX III GLOSSARY

Banner	A form of advertising on the Internet.
Client database	A structured electronic collection of records of clients.
Customer satisfaction research	A(n) (online) survey that quantifies customers' satisfaction levels. The results can be used to improve customer services and satisfaction.
Electronic Data Interchange (EDI)	Structured transmission of data between organizations by electronic means. It is more than just E-mail. For example, organizations might replace bills of lading with appropriate EDI messages
Electronic settlement techniques	Methods of electronically paying for purchases on the Internet, e.g. by using a credit card.
Electronic transaction processing	System that facilitates the acceptance of electronic payment for (online_ transactions.
E-business	Utilization of information and communication technologies (ICT) in support of a business' activity.
E-CRM	A Customer Relationship Management system is a software program used by companies to manage their relationships with clients by collecting, storing and analyzing customer information.
E-marketplaces	Online market where organisations register as buyers or sellers to conduct business via the Internet.
Enterprise Resource Planning systems (ERP)	A computer program that companies can use to manage and coordinate finances, manufacturing, stocks, human resources and logistics. This way all the information about the company is combined in one program and useful for all employees throughout the organization.
E-procurement	Purchase and sale of supplies and services through the Internet as well as through other information and networking systems, such as Electronic Data Interchange and Enterprise Resource Planning.
E-shop	A venue on a website where customers can buy products online. Also called online shop, Internet shop, web shop or online store.
E-tenders	Electronic equivalent of formal paper offers which companies make to supply goods or carry out work at a stated price.
FAQ-form	FAQ is the abbreviation of Frequently Asked Questions. In an FAQ-form questions are collected that are frequently asked or likely to be asked in the future. The webmaster provides the questions with proper answers.
Forum	Place on the Internet where people can exchange opinions and ideas on a particular issue.
Guestbook	Gives a company the opportunity to interact with guests on their website. Visitors can leave comments or messages there. They can also read what

	other visitors wrote.
Just in time service	(Online) inventory strategy implemented to improve the return on investment of a business by reducing in-process inventory and its associated carrying costs.
Offer request form	See request for offer.
Online catalogue	Equivalent of a paper catalogue. Can generate content details such as product descriptions and prices.
Online invoicing	Online invoice issued by a seller to a buyer, indicating the products/services, quantities and agreed prices for products and services and the terms of payment.
Online production status	Possibility to track all production stages (online) during the production of a product.
Product Service Delivery (PSD)	The process how companies deliver products or services to a client. In the scope of this study, applications such as shipment notification, tracking and tracing and just in time service are part of it.
Prospect database	See client database.
Request for offer / proposal	A form that is placed on a website where potential customers can indicate that they would like to receive an offer for a specific product.
Satisfaction research	See customer satisfaction research.
Search engine	An information retrieval system designed to help find information stored on the Internet.
Search engine marketing (SEM)	A form of Internet marketing that seeks to promote websites by increasing their visibility in search engine result pages.
Shipment notification	Information (through a website) about the package and tracking information of a product.
Spam	Undesired e-mail bulk messages.
Tracking & tracing	Concept to control the flow of goods or shipments with the help of a software program.
VOIP	Voice Over Internet Protocol: making phone calls by using the Internet.
Web based collaboration	Approach to review documents, presentations or images online by using special software.