

Study guide by ExamNotes.net

CompTIA e-Biz+

Abstract:

- This Exam Guide is to help you prepare for and review the Blueprints to the CompTIA exam e-Biz+. This exam is made for E-Business and E-Commerce professionals.

Exam Info:

- Cost: \$140 member/\$190 non-member
- Time: 1 hour
- Questions: 60
- Exam code: EK0-001

Links:

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e-Biz+ Exam Info:

- The e-Biz+ examination will:
 - Enable candidates to understand basic concepts and key drivers of ebusiness
 - Help identify major market/enterprise issues that impact e-Business and
 - Address critical technology issues that enable business transformation.
- e-Biz+ is designed for technical and non-technical individuals who work in an e-Business environment, IT project managers who want to manage e-business projects, as well as business analysts planning to move into e-business
- It is also designed for marketing and sales professionals who need an understanding of e-Business and for management, finance, or customer service professionals who participate in/or manage e-business services
- The skills and knowledge measured by this examination are derived from an industry-wide job task analysis and validated through an industry-wide survey
- The results of this survey were used in weighing the domains and ensuring that the weighting is representative of the relative importance of the content.
- Note: Example topics and concepts are included to clarify the test objectives and should not be construed as a comprehensive listing of all the content of this examination.
- The table below lists the domains measured by this examination and the extent to which they are represented in the examination.

Test Domain	% of Examination
1.0 Fundamentals	20%
2.0 Strategy and Planning	20%
3.0 Initiatives and Implementation Considerations	38%
4.0 Infrastructure	22%

- The candidate selects, from four (4) or more response options, the option(s) that best completes the statement or answers the question
- Distracters or wrong answers are response options that examinees with incomplete knowledge or skill would likely choose, but are generally plausible responses fitting into the content area
- Test item formats used in this examination are:
 - Multiple Choice: The candidate selects one option that best answers the question or completes a statement.
 - Multiple-response: The candidate selects more than one option that best answers the question or completes a statement.
 - Drag and Drop Items: A drag and drop item is an item that requires the candidate to drag a graphic or text to a correct destination

e-Biz+ Examination Blueprint

This outline is direct from CompTIA

Review it to make sure you have the info you need to prepare for the exam

Domain 1.0 Fundamentals

This domain requires that the candidate have the knowledge to identify and understand fundamental terms and concepts used in e-Business, recognize and explain the current types of e-Business models being applied today and to compare them to past business models, and recognize the evolution of ebusiness, best practices and processes demonstrated by e-business leaders.

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1.1 Identify and understand fundamental terms and concepts used in E-business

- o WWW & HTTP
- o HTML & XML
- o URL (Uniform Resource Locator)
- o Internet, Intranet, Extranet
- o ISP (Internet Service Provider)
- o ASP (Application Service Provider)
- o Information Service Providers
- o Client/server computing
- o How a browser works
- o Portals
- o SET (Secure Electronic Transactions)
- o EFT (Electronic Funds Transfer)
- o EBT (Electronic Benefits Transfer)
- o EDI (Electronic Data Interchange)
- o VPN (Virtual Private Network)
- o Networking / Bandwidth
- o Middleware
- o CGI (Common Gateway Interface)
- o Fat/Thin clients
- o Protocol
- o Communication standards and protocols
- o SSL (Secure Socket Layer)
- o Firewall
- o Directory Services (middleware that locates full network addresses)
- o Data Warehousing/ DataMining

1.2 Recognize and explain the current types of e-Business models being applied today and contrast them to past business models and the history of e-Business.

- o e-Business definitions
- o General business definitions (for example: business process modeling, re -engineering)
- o E-commerce
- o Business-to-business models
- o Business-to-consumer models
- o Business-to-employee models
- o Business to Government
- o Consumer-to-business
- o Consumer-to-consumer
- o e-Business history
- o Obsolete business models
- o EDI (Electronic Data Interchange)
- o Storefront (bricks & mortars) vs. e-Business
- o New and changing customer expectations
- o Customer relationship management re -engineering
- o Supply chain re-engineering
- o Advertising
- o e-Business and the Internet
- o Meta-aggregator (aggregator)

1.3 Recognize the evolution of e-Business, best practices and processes demonstrated by e-Business leaders.

- o Collaborative initiatives
- o Consumerism
- o Industry leaders/Case studies

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Domain 2.0 Strategy and Planning

This domain will require the knowledge to recognize the important strategic planning factors to be considered when launching e-Business solutions, recognize key factors relating to strategic marketing when launching e-Business initiatives and recognize key factors relating to legal and regulatory considerations when planning e-Business solutions.

2.1 Recognize the important strategic planning factors to be considered when launching e-Business initiatives.

- Business strategies, objectives, & requirements
- SWOT analysis (strengths, weaknesses, opportunities, threats of doing or not doing e-business)
- Defining strategic partners, both internal and external (for example: business/project sponsors, vendors, development partners, etc.)
- Cost-Benefit of engaging in e-Business
- Sizing of the effort
- Build or buy
- Outsourcing
- Pricing strategy/flexible pricing
- Knowledge Management (business intelligence about customers, suppliers, competitors and components)
- Project team composition (E-team)
- E-business revenue models (for example: E-commerce site, subscription service, advertising revenue, etc.)
- ROI (Return on Investment)
- Infrastructure Management
- Communicating the strategy
- Planning for Maintenance (maintenance in a 24x7 environment)
- Life -cycle analysis and product release

2.2 Recognize key factors relating to strategic marketing considerations as they relate to launching an e-Business initiative.

- Media used
- Branding
- How do you differentiate and position yourself from competitors
- Understanding Marketing Segments: Generation "X" - different demographics; Gender; Seniors; Boomers; Children; Adolescents
- Understanding consumers, including: suppliers, vendors, customers, employees, buyers, etc.
- 1 to 1 Marketing (a market of one)
- Push/Pull capabilities
- Customer centric
- Profiling customers
- Delivery/Presentation/Communication Style
- Define product to be marketed
- Internet Marketing Tools/Catalogue
- E-mail etiquette
- Geographic/Localization considerations (local customs/criteria, etc.)
- Demographics
- Public relations; impact/risks of site failure
- 24x7 access/delivery
- Adaptive content

2.3 Recognize key factors relating to legal and regulatory considerations when planning e-Business solutions

- Knowledge ownership/Intellectual property rights
- Privacy
- Jurisdiction

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Domain 3 Initiatives and Implementation Considerations

This domain requires the knowledge to recognize and understand the basic principles and processes involved with implementing an e-Business initiative, identify and understand the types of e-Business IT projects currently being implemented and demonstrate an awareness of deployment and support considerations needed to sustain key business processes that may be affected by an e-Business implementation. This domain also requires the knowledge to recognize and understand fundamental aspects of supply chain management; the value of client/user interface designs and its effect on business relationships; and volume and performance monitoring issues in e-Business

3.1 Recognize and understand the basic principles and processes involved with implementing an E-business initiative.

- o Needs analysis of business drivers (customer needs, supplier needs, market drivers, etc.)
- o Business/Project sponsor/owner
- o Project structure
- o Project team cross functional membership
- o E-business implementation team resource requirements
- o Communication management
- o Creating customer intimacy
- o Understanding customer's expectations (for example: expectations are: unexpected unspoken, expected unspoken, expected spoken, and unexpected spoken, fast & reliable service, etc.)
- o Disintermediating customer service resources (streamline and integrate customer service operations/resources)
- o Building blocks/technology components/business process components
- o Creating communities of value
- o Privacy and security concepts, technologies and issues
- o Reducing transaction costs and time
- o RAD (Rapid Application Development) methodology
- o Phased implementation (scheduled releases, updates, interim builds)
- o Rollout methods (pros/cons)
- o Business Process Re-engineering (straight through transactions from suppliers to customers-zero latency)
- o Modularity/Scalability

3.2 Identify and understand the types of e-Business IT Projects currently being implemented.

- o Customer relationship management project types (front office--customer-facing processes and operations)
- o Sales Force Automation
- o Establishing Call Centers
- o Service support programs (for example: help desk, or help desk automation initiative, etc.)
- o E-mail/messaging implementation/migration
- o Client/Customer/Citizenry registration database
- o GUI design, development and deployment
- o e-Business database marketing program
- o Web-based information access
- o Customer service process improvements (disintermediation & integration of customer service resources/programs)
- o Web based online order processing/tracking
- o Supply chain management project types
- o Real time/JIT inventory management
- o Automated warehousing operations
- o E-Commerce project types
- o Electronic Payments (EBT/EFT/SET/Credit cards)
- o Electronic bill presentment/payment
- o Electronic /online customer/vendor ordering
- o Internet/Web-based online banking/financing
- o Web-based delivery of goods and services (software, financial services, consulting services, etc.)

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- Publishing (online manuals, online catalogs, etc.)
- IT Infrastructure Management project types
- Re-engineering/integration of legacy systems
- Business Process Re-engineering (straight through transactions from suppliers to customers--zero latency)
- Standardize/upgrade infrastructure to support e-Business processes/applications
- Information/ Knowledge management Systems (Business Intelligence systems/applications)
- Data-storage, Data-warehousing and DataMining
- Geographic information systems development/integration
- Internet connectivity
- Intranet
- Extranet
- Business rules applications development/implementation
- Collaborative computing--consulting, accounting, product development, etc.
- Development and integration of application servers and technologies
- Development of communications infrastructure for packaging/transferring data & data analysis tools
- Bandwidth analysis/upgrade across distributed computing environment
- Developing/implementing backup systems (across platforms, redundancy, mirrored, etc.)
- Network management
- Logistics automation applications development/implementation
- Optimizing supply chain processes --physical flow, material conversion, fulfillment, capacity, transportation, etc.

3.3 Demonstrate an awareness of deployment and support considerations needed to sustain the key business processes that may be affected by an e-Business implementation.

- Change management
- Business process modeling
- Streamlining processes (connectivity of front office to back office)
- Shipping and return policies
- Financials
- Manufacturing/distribution
- Purchasing/Procurement
- Operations
- Capacity planning (load estimations)
- Integration of processes/systems - alignment
- Web design and maintenance
- Content Management
- Web Hosting
- Testing (interim builds)
- 3.4 Recognize and understand fundamental aspects of supply chain management in the E-Business paradigm.
- Logistics
- Supply and demand
- Modeling the supply chain
- Elimination of inventory
- Supply Chain Velocity:
- Process improvement - straight through, zero latency
- Procurement/purchasing
- Customer service
- Process alignment, integration and synchronization

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3.5 Recognize and understand the value of client/user interface designs and its affect on business relationships.

- Perception of added value to user
- Preparing readiness and acceptance
- Personalization
- Performance
- Ease of use (shopping experience –for example: one-click purchasing; site use, etc.)
- Visual appeal
- Navigation - finding what is needed
- Graphic design importance
- Design standards
- Usability considerations /testing
- Internationalization

3.6 Recognize and understand fundamental volume and performance monitoring issues in e-Business.

- Transaction analysis (business transactions and technology/technical counterpart)
- Monitoring, Measurement and evaluation
- Unlimited/unpredictable audience
- Bandwidth analysis
- Quality of service management
- Monitoring customer demographics, preferences, etc.

Domain 4.0 Infrastructure

This domain requires the knowledge to recognize and understand fundamental network application technology concepts and their effects on e-Business implementations; concepts and terms concerning network and information security as it relates to implementation and e-Business solution; concepts and terms concerning e-Business technology performance and maintenance to support an e-Business solution; and concepts relating to data management and usage in supporting e-Business technology solutions.

4.1 Recognize and understand fundamental network application technology concepts and their affects on e-Business implementations.

- Common gateway interface (CGI)
- Integration of information systems (data warehouse, knowledge management system, etc.)
- Distributed information systems
- Application life cycle (less stability)
- Application Structure
- Newer Technologies (risk is higher)
- Protocols
- Web servers
- ISP (hosting)
- ASP (hosting) (application service provider)
- Fat Client / Thin Client
- Middleware
- Interoperability
- Integration Issues re: applications, legacy systems, web servers/apps, etc.
- Communications technologies/applications (telecom technology and connectivity)

4.2 Recognize and understand fundamental concepts and terms concerning network and information security as it relates to implementing an e-business solution.

- Definition of security terms and concepts
- Encryption
- Digital certificates
- Certificate authorities
- Digital signatures
- Authentication/Authorization

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- Firewalls – network access policies
- Secure socket layer
- Security models for different types of e-Business models (B2B, B2C, etc.) --technical and non-technical types security technologies/methods
- Deploying and maintaining security
- Types of security breaches - intrusions (hackers / viruses)
- Preventing, detecting, correcting, and prosecuting security breaches
- Privacy
- Monitoring and auditing exposure to security risks

4.3 Recognize and understand fundamental concepts concerning e-business technology performance and maintenance to support an e-Business solution.

- Network bandwidth
- Transaction Breakdown
- Directory services
- Load testing
- Failure strategy
- Disaster planning / redundancy /fault tolerance
- Support staffing/maintenance (24 x 7)

4.4 Recognize and understand fundamental concepts relating to data management and usage in supporting e-Business technology solutions.

- Interface to legacy systems
- DataMining / OLAP
- Data-warehousing
- Data-integrity
- Transactional data conversions
- Data synchronization in distributed environment
- Database Management/Administration

e-Biz Examnotes

How this Guide is Laid Out:

Domain 1.0 Fundamentals

This domain requires that the candidate have the knowledge to identify and understand fundamental terms and concepts used in e-Business, recognize and explain the current types of e-Business models being applied today and to compare them to past business models, and recognize the evolution of ebusiness, best practices and processes demonstrated by e-business leaders.

1.1 Identify and understand fundamental terms and concepts used in E-business

- Internet, Intranet, and Extranet: know the difference. Know that what the Internet is and more importantly that the Extranet is your business partners coming over the Internet to access servers in your private organization.
- ISP (Internet Service Provider) – you should be familiar with what an ISP is
- ASP (Application Service Provider) – Know the difference between the ISP and ASP – ASP is an application service provider
- Client/server computing – and how it is set up
- How a browser works (basics)
- Portals – know that are portal is where you can find chat, email, and a community.
- SET (Secure Electronic Transactions). SET and SSL – know the difference between them and know that SET uses SSL and PKI.
- EFT (Electronic Funds Transfer) – memorize the terms
- EBT (Electronic Benefits Transfer) - memorize the terms

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- o EDI (Electronic Data Interchange) - memorize the terms and that it is a standard
- o VPN (Virtual Private Network) - memorize the terms and use of encryption
- o Middleware – know definition: any programming that serves to mediate between two separate and usually already existing programs
- o Fat/Thin clients – thin clients process on the server and fat clients process on the client
- o Protocol – know that IP is the protocol of the Internet
- o Communication standards and protocols
- o SSL (Secure Socket Layer) – know how it works and what it does. Know difference between SSL and SET. Work directly below Application layer and above Transport layer
- o Directory Services (middleware that locates full network addresses)
- o Data Warehousing/ DataMining: Know that mining is searching new, and warehousing is storage.

1.2 Recognize and explain the current types of e-Business models being applied today and contrast them to past business models and the history of e-Business.

- o e-Business definitions
- o General business definitions (for example: business process modeling, re -engineering)
- o E-commerce
- o Business-to-business models
- o Business-to-consumer models
- o Business-to-employee models
- o Business to Government
- o Consumer-to-business
- o Consumer-to-consumer
- o e-Business history
- o Obsolete business models
- o EDI (Electronic Data Interchange): know the standard and what it is used for
- o Storefront (bricks & mortars) vs. e-Business: what makes something brick and mortar? Discuss warehouse placement and what makes one better over the other.
- o New and changing customer expectations
- o Customer relationship management re –engineering: explain what CRM is and things like using a knowledge base, and technical support (Help Desk)
- o Supply chain re-engineering: You need to know how a supply chain works. Start to finish product creation and delivery.
- o Advertising: Know the role of marketing within eBiz
- o e-Business and the Internet
- o Meta-aggregator (aggregator)

1.3 Recognize the evolution of e-Business, best practices and processes demonstrated by e-Business leaders.

- o Collaborative initiatives
- o Consumerism
- o Industry leaders/Case studies

Domain 2.0 Strategy and Planning

This domain will require the knowledge to recognize the important strategic planning factors to be considered when launching e-Business solutions, recognize key factors relating to strategic marketing when launching e-Business initiatives and recognize key factors relating to legal and regulatory considerations when planning e-Business solutions.

2.1 Recognize the important strategic planning factors to be considered when launching e-Business initiatives.

- o Business strategies, objectives, & requirements
- o SWOT analysis (strengths, weaknesses, opportunities, threats of doing or not doing e-business)
- o Defining strategic partners, both internal and external (for example: business/project sponsors, vendors, development partners, etc.)
- o Cost-Benefit of engaging in e-Business
- o Sizing of the effort
- o Build or buy: Know when to build or buy

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- o Outsourcing: know when to outsource, who outsource and the pros and cons of outsourcing
- o Pricing strategy/flexible pricing
- o Knowledge Management (business intelligence about customers, suppliers, competitors and components)
- o Project team composition (E-team) – know project management basics and who is responsible for what. Focus on configuration management as well.
- o E-business revenue models (for example: E-commerce site, subscription service, advertising revenue, etc.)
- o ROI (Return on Investment) – definitely know the ROI of a deal, and what constitutes ROI.
- o Infrastructure Management – this is the routers, switches, proxies, etc.
- o Communicating the strategy
- o Planning for Maintenance (maintenance in a 24x7 environment)
- o Life -cycle analysis and product release: know when a product hits EOL and what you need to do about it.

2.2 Recognize key factors relating to strategic marketing considerations as they relate to launching an e-Business initiative.

- o Media used
- o Branding
- o How do you differentiate and position yourself from competitors
- o Understanding Marketing Segments: Generation “X” - different demographics; Gender; Seniors; Boomers; Children; Adolescents
- o Understanding consumers, including: suppliers, vendors, customers, employees, buyers, etc.
- o 1 to 1 Marketing (a market of one)
- o Push/Pull capabilities – know that a Browser can push content to the browser
- o Customer centric
- o Profiling customers – know why a customer is profiled and how to do it
- o Delivery/Presentation/Communication Style
- o Define product to be marketed
- o Internet Marketing Tools/Catalogue
- o E-mail etiquette
- o Geographic/Localization considerations (local customs/criteria, etc.)
- o Demographics – this and the section above. Know that when you make a web site, people other than English speakers may be reading it and viewing the information, how do you get your message through to them?
- o Public relations; impact/risks of site failure
- o 24x7 access/delivery
- o Adaptive content

2.3 Recognize key factors relating to legal and regulatory considerations when planning e-Business solutions

- o Knowledge ownership/Intellectual property rights
- o Privacy
- o Jurisdiction

Domain 3 Initiatives and Implementation Considerations

This domain requires the knowledge to recognize and understand the basic principles and processes involved with implementing an e-Business initiative, identify and understand the types of e-Business IT projects currently being implemented and demonstrate an awareness of deployment and support considerations needed to sustain key business processes that may be affected by an e-Business implementation. This domain also requires the knowledge to recognize and understand fundamental aspects of supply chain management; the value of client/user interface designs and its effect on business relationships; and volume and performance monitoring issues in e-Business

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3.1 Recognize and understand the basic principles and processes involved with implementing an E-business initiative.

- o Needs analysis of business drivers (customer needs, supplier needs, market drivers, etc.)
- o Business/Project sponsor/owner
- o Project structure – know the phases of a project, and focus on knowing what a pilot is.
- o Project team cross-functional membership – know cross skill sets and if it is important or not.
- o E-business implementation team resource requirements
- o Communication management
- o Creating customer intimacy – do your customers feel cared for? Would a department like HR doing nice things for you create a feeling of intimacy?
- o Understanding customer's expectations (for example: expectations are: unexpected unspoken, expected unspoken, expected spoken, and unexpected spoken, fast & reliable service, etc.)
- o Disintermediating customer service resources (streamline and integrate customer service operations/resources)
- o Building blocks/technology components/business process components
- o Creating communities of value
- o Privacy and security concepts, technologies and issues
- o Reducing transaction costs and time – you need to know how to accomplish this.
- o RAD (Rapid Application Development) methodology
- o Phased implementation (scheduled releases, updates, interim builds)
- o Rollout methods (pros/cons)
- o Business Process Re-engineering (straight through transactions from suppliers to customers-zero latency)
- o Modularity/Scalability

3.2 Identify and understand the types of e-Business IT Projects currently being implemented.

- o Customer relationship management project types (front office--customer-facing processes and operations)
- o Sales Force Automation:
 - Sales automation software is a type of program that automates business tasks such as inventory control, sales processing, and tracking of customer interactions, as well as analyzing sales forecasts and performance
 - Sales automation software is sometimes called sales force automation (SFA) software, and sometimes called customer relations management (CRM) software
 - Sales automation packages typically include a Web-ready database, an e-mail package, and customizable templates
 - A three-tiered architecture is typically used to separate the database, server, and application to reduce programming demands on clients
 - A module-based design is generally used, to allow users to customize the package to suit their needs.
 - CRM (customer relationship management) is an information industry term for methodologies, software, and usually Internet capabilities that help an enterprise manage customer relationships in an organized way
- o Establishing Call Centers: know why you need to do this.
- o Service support programs (for example: help desk, or help desk automation initiative, etc.)
- o E-mail/messaging implementation/migration
- o Client/Customer/Citizenry registration database
- o GUI design, development and deployment
- o e-Business database marketing program
- o Web-based information access
- o Customer service process improvements (disintermediation & integration of customer service resources/programs)
- o Web based online order processing/tracking
- o Supply chain management project types
- o Real time/JIT inventory management
- o Automated warehousing operations

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- E-Commerce project types
- Electronic Payments (EBT/EFT/SET/Credit cards) – know what Employees Funds and Benefits transfers is
- Electronic bill presentment/payment: what is the pro to this?
- Electronic /online customer/vendor ordering
- Internet/Web-based online banking/financing
- Web-based delivery of goods and services (software, financial services, consulting services, etc.)
- Publishing (online manuals, online catalogs, etc.)
- IT Infrastructure Management project types
- Re-engineering/integration of legacy systems
- Business Process Re-engineering (straight through transactions from suppliers to customers--zero latency)
- Standardize/upgrade infrastructure to support e-Business processes/applications

Recognize and understand the value of client/user interface designs and its affect on business relationships. This section is very important to know.

- Perception of added value to user – can user agree to this?
- Preparing readiness and acceptance
- Personalization – know what makes a site personalization capable
- Performance – is the site performing up to par for the visitor?
- Ease of use (shopping experience –for example: one-click purchasing; site use, etc.) – is the site easy to use? How do you determine?
- Visual appeal – visual appearance is important to the visitor
- Navigation - finding what is needed
- Graphic design importance
- Design standards
- Usability considerations /testing
- Internationalization – can other languages exist? Does it have to be only English? This is for reaching out to wider markets

Domain 4.0 Infrastructure

This domain requires the knowledge to recognize and understand fundamental network application technology concepts and their effects on e-Business implementations; concepts and terms concerning network and information security as it relates to implementation and e-Business solution; concepts and terms concerning e-Business technology performance and maintenance to support an e-Business solution; and concepts relating to data management and usage in supporting e-Business technology solutions.

4.1 Recognize and understand fundamental network application technology concepts and their affects on e-Business implementations.

- Common gateway interface (CGI)
- Integration of information systems (data warehouse, knowledge management system, etc.)
- Distributed information systems
- Application life cycle (less stability)
- Application Structure
- Newer Technologies (risk is higher) - you need to know that you take risk into account when you go with new technology. You may also have a lack of technical support because it is so new.
- Protocols – what protocols do you use on the Internet? IP?
- Integration Issues re: applications, legacy systems, web servers/apps, etc.
- Communications technologies/applications (telecom technology and connectivity)

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Last Notes:

This is a quick list of information to help you quickly prep for the test. This is a not hard exam, just worded perfectly to throw you if you are unfamiliar with the terminology. Good Luck.

e-Biz+ Examnotes compiled by
Robert J. Shimonski

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