

## **Editor's Note**

### **The Third Wave**

All the initial hype and euphoria over the novelty of Internet is finally giving way to a more realistic understanding of its tremendous potential in changing the way we communicate, transact and live. Two broad developmental patterns are emerging as we enter the third wave of Internet revolution. On the one hand we see efforts being made to leverage the immense potential of Internet for trade and commerce. On the other we are witnessing the emergence of Internet as an all-pervasive, ubiquitous and all-purpose communication backbone.

In the first wave of revolution Internet was used more as an academic tool. The second wave saw Internet being used as a mass information dissemination medium. Now the third wave has rendered Internet a business medium. However not all businesses are amenable for business on the Net. Five major categories of businesses are identified as natural crossovers into the Net medium.

The good news is that electronics is a major category and would be accounting for a whopping US \$ 180 billion out of a total Net business of US \$ 5 trillion, world over in the next five years. Therein lies the real opportunity for electronic companies in India to make the most of this novel medium. But there is little time to lose. Cyber laws and Net business regulatory norms permitting, electronic industry in India should grab this opportunity before much is lost. It is important to adopt an innovative approach to selling backed up with plenty of capacity for expansion. Once the right kind of awareness is created about an e-commerce site, traffic starts pouring in. To sustain this traffic and provide a pleasant buying experience for Net users, it is essential to have a clear business plan that allows growth of the business both vertically and horizontally while creating greater options for the Net user.

All said and done, e-business is still about business. The basic principles of customer care, prompt delivery and after sales service hold good even here. Ram Shriram, Net Evangelist and former VP of Amazon.com points to the misconception of people that electronic business is all about virtual selling untouched by hands. This issue carries excerpts of Ram Shriram's keynote address at India Internet World'99, where he gave a good insight into the intricacies of Net business.

But Net business doesn't have any sure shot business formulae. Even the ardent of Net proponents are still trying to understand as to what makes a business click on the Internet. With 'market share before revenue' being the online paradigm, only those companies with short term objectives and long term vision can succeed.

This is what all potential Net business aspirants would have to realize.

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