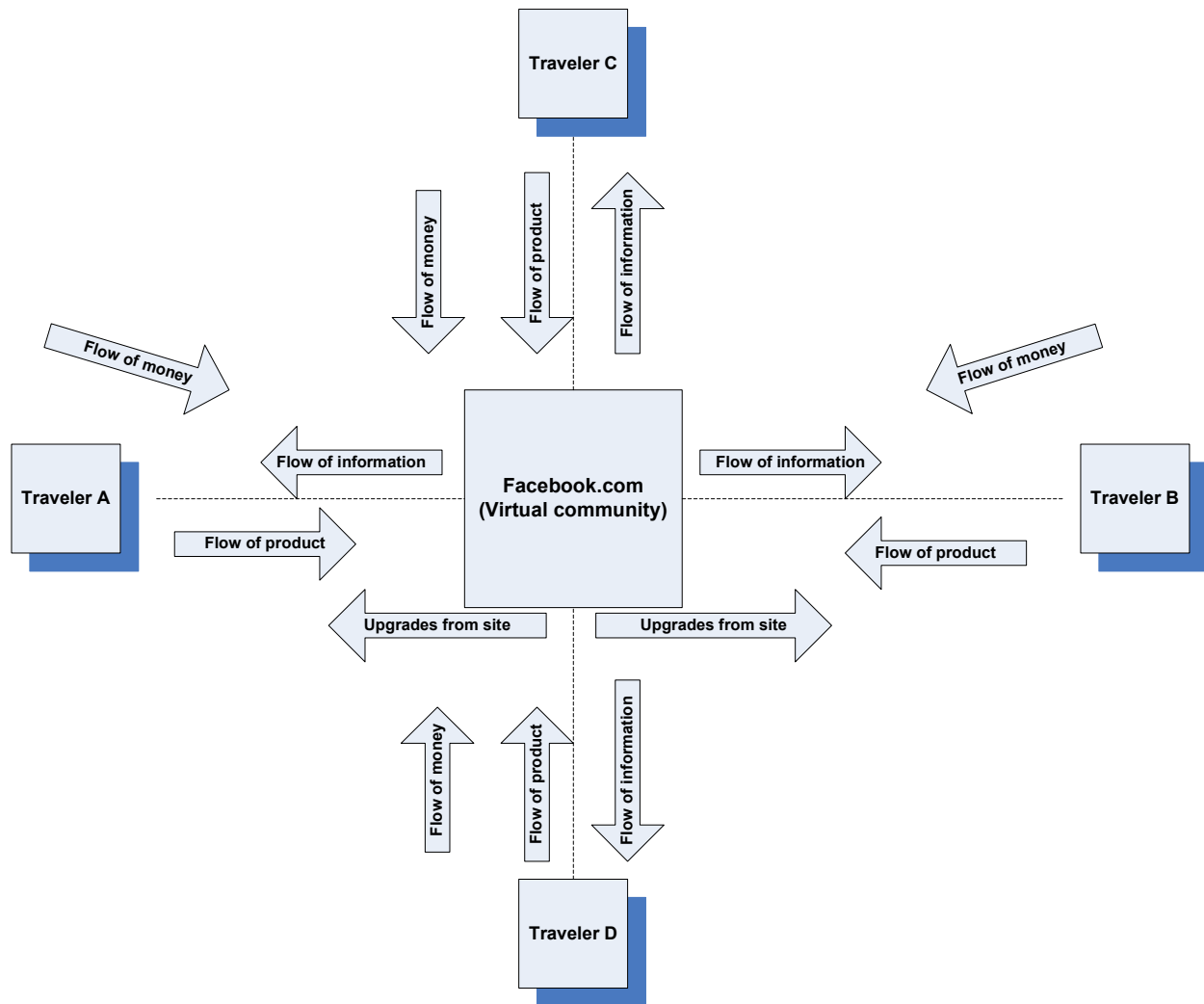


FreeSticky.com content provider  
diagram

Created by:  
Chino S. Apoloni

As i have read from the book and based from research, the content provider diagram has three parts. It has the content provider itself, it has the allies and the customer/s. For this particular website that i have found, which is FreeSticky, it has Yahoo and Google as its allies. Of course, the content provider itself is FreeSticky.com. It also has a wide number of customers. In this diagram, FreeSticky gives a product flow to its allies, which are Yahoo and Google. After FreeSticky gives the product flow to its allies, the allies then gives the customer/s the flow of information and also the flow of product based from what FreeSticky has provided. From the customer, they give their flow of money back to the allies and then the allies pays back the content provider. That ends the cycle of the content provider diagram. The first type of E-Business model.

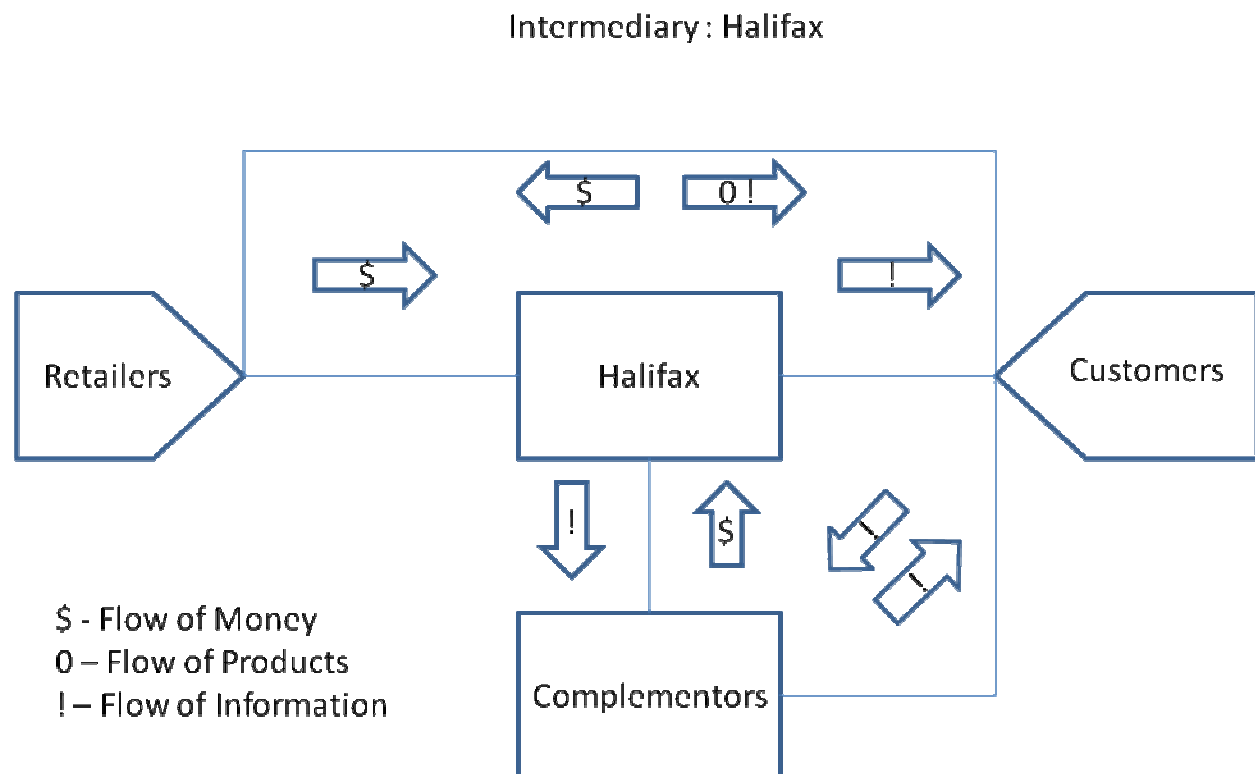


**Virtual Community Diagram**  
**Created by: Chino Apoloni**

In Virtual Community, the website that i chose was Facebook. As you can see the diagram, i have four travelers. The travelers represent the people who visits the website regularly. Those travelers can be more or less than four. They can be many or just one. As usual, the virtual community site (Facebook) provides the flow of information to those travelers. They provide the latest news, games, features, advertisements and upgrades from the site. Meanwhile, the travelers provide the flow of product. Examples of product flow are the posting of messages, status, shoutouts and uploading of photos. The travelers also has the flow of money for the creation of advertisement/s in Facebook that should be paid. Basically that describes the cycle betwwen the users and the website itself, creating a virtual or an online community.

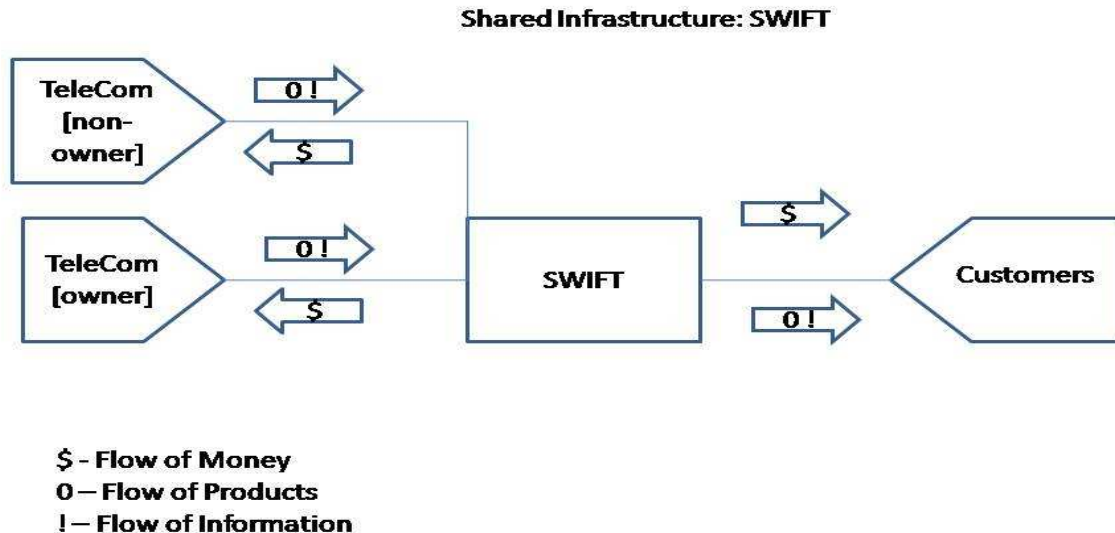
Based in the dictionary, intermediary means being between, acting between persons, parties, etc.; serving as an intermediate agent or agency, an intermediate agent or agency; a medium or means; an intermediate form or stage.

In this diagram, the Halifax (as said in the first paragraph) is like the middle man. Halifax connects the customers, retailers, and the complementors. Halifax controls the flow of the money, products as well as information.

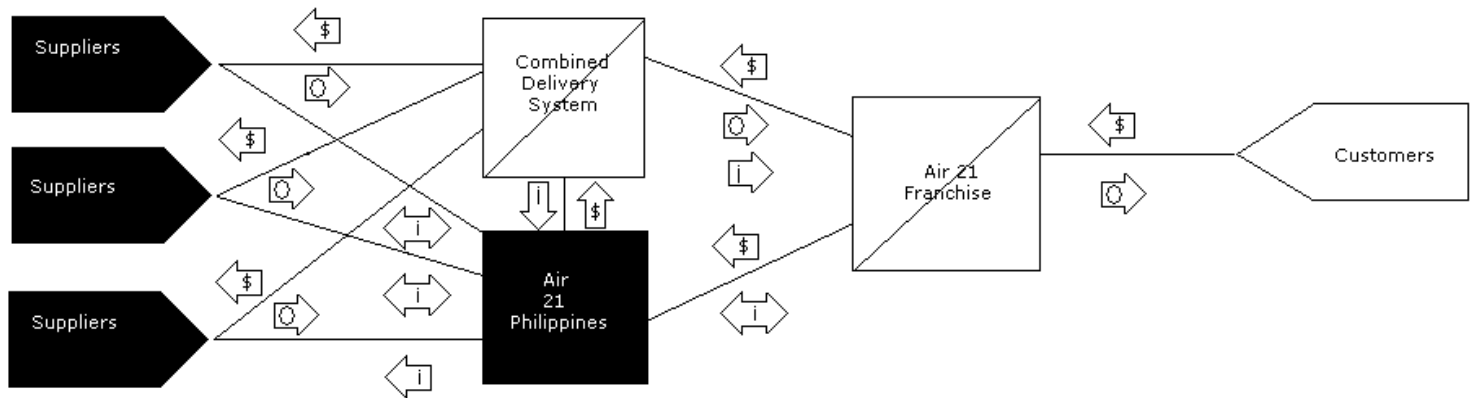


Based in the dictionary infrastructure means the basic, underlying framework or features of a system or organization, the fundamental facilities and systems serving a country, city, or area, as transportation and communication systems, power plants, and schools.

In this diagram, the customer will get the money as well as the product and the information. The swift will receive the product and the information and the telecom non-owners and owners receive money.

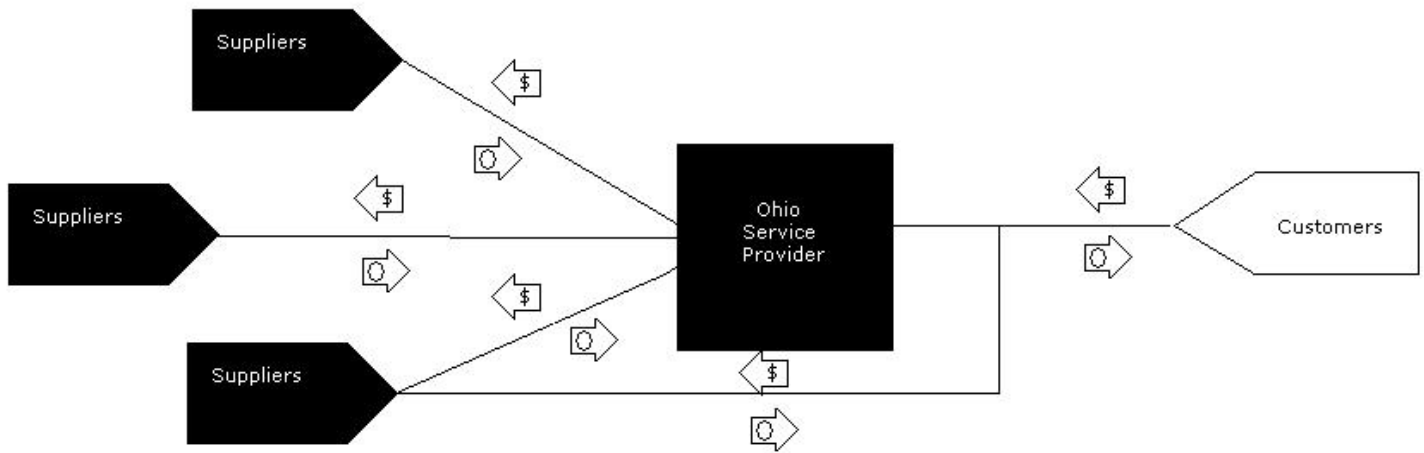


# Value Net Integrator Diagram



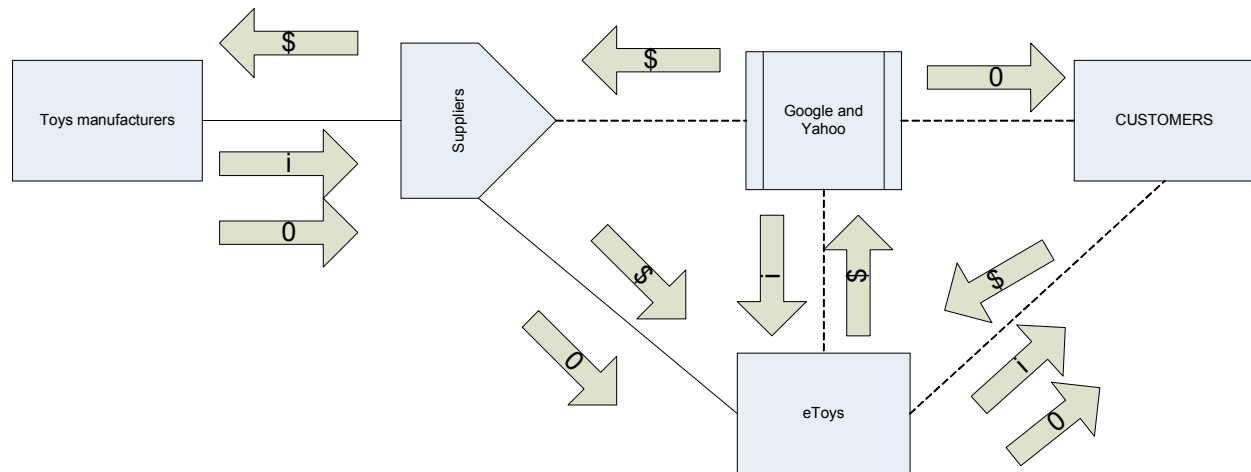
Base on what I have research, a business firm contains 2 parts, the physical part and the virtual part. and in the world of business today, people have a very hard time in separating the two part. so e-business have created the Value net Integrator which will be able to give any kind of information needed to be able to tell which of the from is physical or virtual. An example of this is Air21, a Philippine delivery industry, where they were able to separate the physical firm, which is the manual system and the virtual firm, which is the online system.

# Whole of Enterprise Diagram



Base on what I have research, whole-of enterprise is a process of business created by e-business to be able to categorizes any kind of business entities. and this was created by e-business to make the large business easy to understand and categorize them in proper order. the ohio.com, a government website of Ohio is an example of this since various kinds of business are handled by the government and they use the whole of enterprise to categorize this properly.

## Direct to Customers: eToys



### Legend:

\$ - Flow of money

i – Flow on information

O – Flow of product

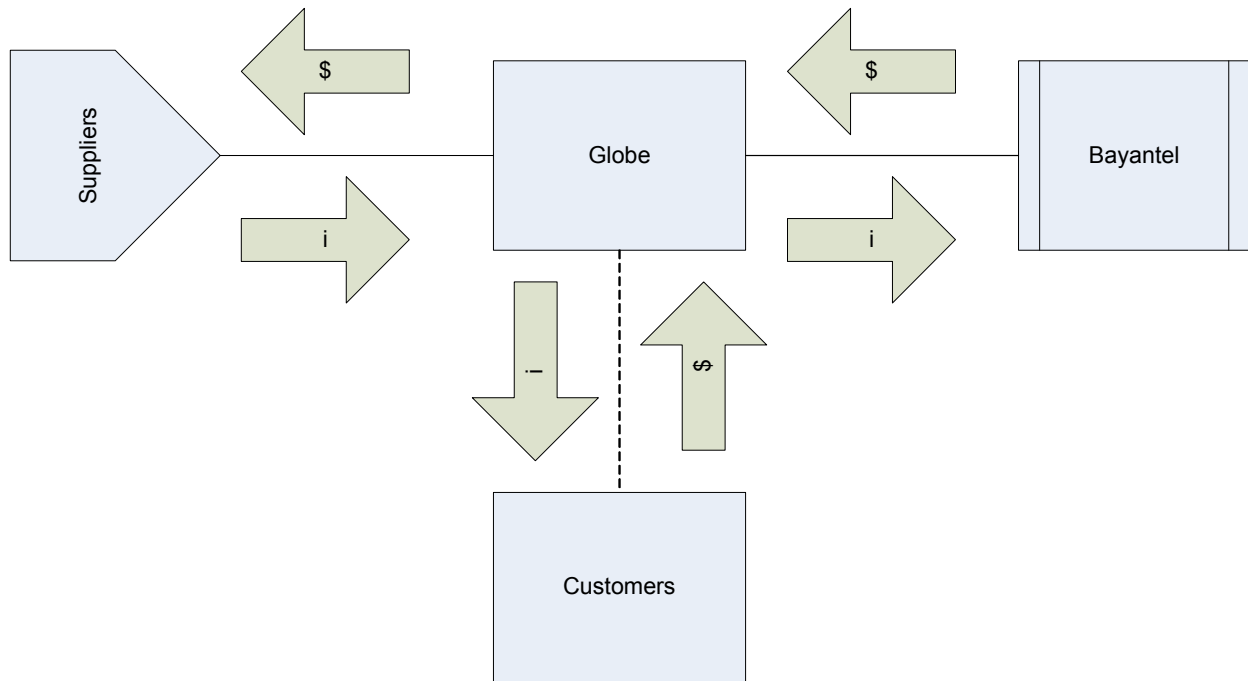
Straight line – Primary relationship

Broken Line – Electronic relationship

Description - Based on the book I read, company that has the model direct to customers should be focused on sources of revenues and customers. In this diagram, the cycle starts on the manufacturers then to the suppliers. Now eToys will now get products from the suppliers. Through the help of the allies of the eToys, (Google and Yahoo), products are known by the customers online.

Posted by: Angelo Amponin

## Full Service: Globe



### Legend:

\$ - Flow of money

i – Flow on information

O – Flow of product

Straight line – Primary relationship

Broken Line – Electronic relationship

Description - Based on my research when you have a full service business, you must have the credibility from your customers. Globe Telecom is one of the good example of this model. In this diagram, suppliers of Globe such as the Motorola and Huawei start the cycle. Then Globe will



get info from these suppliers and helped by its ally, Bayantel. And last, cusotmers will benefit of the service.

Posted by: Angelo Amponin