



SIP AIP (e-Business) Competencies (A111)

This document define role and Competencies for Internet Privacy professionals established under designation Accredited Internet Professional (AIP) by the Society of Internet Professionals (SIP). Competencies normally deal with technical aspect of the stream/job.

Competencies are prepared by conducting task analysis of the job and seniority or length of experience was not a factor in compiling the list. Acquired competency assumes that the task will be performed independently without supervision. The work was initiated by SIP in 1999 as part of their certification program called Certified Member of Society of Internet Professionals (CMSIP) and was combined with work done by Association of Web Professionals (AWP) in 2001 and was revised in 2004 by the Accreditation & Certification Committee (ACC) of SIP.

This document is produced in conjunction with Perceptsys Inc.

Perceptsys Inc. (www.perceptsys.com) is an E-Learning Solutions firm based in Toronto and co-chair the Accreditation & Certification Committee (ACC).

A. Description of AIP

Competencies which are common to all streams are outlined in a separate document (Doc A105: Common Competencies of AIP), available from our web site:

<http://sipgroup.org/resources/docs.html>

Competencies described in the above document together with technical Competencies described in this document form overall Competencies for this stream.

B. Description of AIP (e-Business)

SIP Accredited e-Business Professional is a practicing Internet professional who integrates web technologies to support internet-based business systems and transformation of existing business to web-enable models. E-business Specialist is a combination of business analyst and systems analyst with a good knowledge of online transactions, business to consumers and business to business. In this respect, e-business overlaps with the business-technology disciplines of customer relationship management and supply chain management.

D. Competencies

The competencies have been grouped into generic categories--general, management, business, e-commerce - which helps illustrate the relationship among certain competencies.

1. Performance Gap Analysis:

Performing front-end analysis by comparing actual and ideal performance levels in the workplace. Identifying opportunities and strategies for improving performance. Skills and knowledge that make up the competency include

- Gap Analysis Skills
- Intervention Selection Skills
- Ability To Assess The Reasonableness Of Desired Performance Levels
- Ability To Present Findings Of Analysis

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- Interviewing Skills
- Focus Group Facilitation Skills
- Statistical Analysis Skills
- Ability To Write A Valid Data Collection Instrument
- Definition and gathering of metrics.
- Ability To Analyze Historical Documentation.

2. Change Management:

Helping people adapt to the changes brought on by new technologies and helping them to see the value and benefits of new technologies. Skills and knowledge that make up the competency include

- Understanding Of Organizational Goals
- Understanding Of Organizational Culture
- Ability To Assess Human Behavior Objectively In The Workplace
- Interviewing Skills
- Focus Group Facilitation Skills
- Ability To Analyze Historical Documentation
- Understanding Of Factors Of Human Motivation
- Ability To Discover The Root Cause Of Human Behavior.

3. Industry awareness:

Understanding the current and future climate of the company's industry and formulating strategies that respond to that climate. Skills and knowledge that make up the competency include

- knowledge of the company's position within the industry
- knowledge of competition's position within the industry
- understanding of future forces affecting the industry
- understanding of competition that exists outside the normal bounds of one's industry
- Ability to create strategies and contingency plans that allow the organization to have a competitive advantage in this environment.

4. Business knowledge:

Demonstrating awareness of business functions and how business decisions affect financial and nonfinancial work results. Skills and knowledge that make up the competency include

- Ability to see the big picture
- Understanding of how each section of the business interrelates with others
- Understanding of the corporation's financial resources and limitations
- Understanding of the various processes that drive the business
- Understanding of the types of individuals who work within the business
- Understanding of the history of the business
- Understanding of the likely future of the business.

5. Contracting

Negotiating, organizing, preparing, monitoring, and evaluating work performed by vendors and consultants. Skills and knowledge that make up the competency include



- Consensus-building skills
- Compromising skills
- Communication skills
- Ability to write contracts and requests for proposals
- Ability to analyze and assess vendor proposals
- Ability to maintain accurate records
- Ability to monitor compliance to contract specifications
- Ability to document "deliverables"

6. Awareness of Industry:

Having a general understanding of trends within Business and knowing the existing and emerging technologies. Skills and knowledge that make up the competency include

- Understanding the history of the industry
- Knowledge of the current and emerging trends
- Knowledge of the current limitations of certain types of technology
- Cost/benefit analysis skills
- Networking skills
- Knowledge of vendors and their standing in the industry
- Ability to understand the practical applications of each technology's features.

7. Management of Information Technology Selection:

Supervising the selection of technologies and assuring that those selections meet organizational needs. Determining when, how, and where technologies should be used and monitoring the progress of all the other roles in the delivery process. Skills and knowledge that make up the competency include

- Budgeting skills
- Needs assessment skills
- Resource identification skills
- Technology evaluation skills
- Benchmarking skills
- Knowledge of organizational needs

8. Cost analysis and ROI of distribution methods:

Understanding the relative costs of each distribution method or combination of methods, and assuring that the organization is receiving a good value for the dollars spent. Skills and knowledge that make up the competency include

- Analysis skills
- Ability to compare features of various products and evaluate them against organizational needs
- Understanding of how learners interact with the distribution methods
- Knowledge of the organization's existing technology infrastructure

9. Technical Competencies



- Develop and maintain the operational processes for the e-Business systems (e.g. EDI translators, BizTalk processing, AS2 & FTP communications).
- Ensure the e-Business infrastructure runs correctly and consistently to support IT services and users needs.
- Set-up trading partner information and create or modify workflows to accommodate new e-Business transactions.
- Resolves issues with our business partners to ensure information is properly received.
- Work with the LAN group to maintain e-Business server environments consistent with company standards.
- Install and apply release updates to all software used for e-Business processing.
- Work with the e-Business Development team with the design of new programs and processes used to interface to other applications.
- Strong focus on application stability, definition and gathering of metrics.
- Acts as 'gatekeeper' for all e-Business Request For Change submissions, coordinating the activities of all affected parties.
- Main contact to vendors related to e-Business applications.

10. Online Marketing

Understanding of Internet business models and processes and a strong understanding of interactive marketing concepts and strategies:

- Search engine optimization (e.g. Webposition, TopDog, etc)
- Keyword management (e.g. Google Adwords, Overture, etc)
- Banner campaign management (e.g. third-party servers, direct with venues, etc)
- E-mail campaign analysis/deployment (e.g. DoubleClick, YesMail, etc)
- Extensive experience using a tagging-based online traffic reporting tool such as Coremetrics,

Related AIP Documents and Resources

SIP has been working to restructure Certified Member of SIP (CMSIP) program and AWP Web Programs to the Accredited Internet Professional (AIP) program. As of January 2005, 13 streams are identified and 23 documents are produced. Most of the documents are posted on SIP's web site:

<http://sipgroup.org/resources/docs.html>

Details & Application Package:

Take the Self-Assessment, review competencies & download the application from our web site:

<http://www.sipgroup.org/certification.html>

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