

IS 300 — Lecture 7

- ◆ What is the Internet? What is an Intranet? What is an Extranet? What is the World Wide Web?
- ◆ What are the business uses of the Internet?
- ◆ What are the business values of the Internet?

- ◆ What is the Internet? What is an Intranet?
What is an Extranet? What is the World Wide Web?

The Internet

TCP/IP – Transmission Control Protocol/Internet Protocol

IP – used to pass packets from one host to another

TCP – used to transport packets (synchronization, prevents overloading a device, etc.)

Packet Switching

Message is sent in a series of independent “PACKAGES”.

May use different routes for each pack.

Streaming Technologies

See RealMedia demo

The World Wide Web

Hypertext - HTML (hypertext markup language)

URL - Uniform Resource Locator

Browser (graphics and text).

Available for many platforms.

Process HTML in a platform-independent manner.

HTTP - Hypertext Transfer Protocol

HTTP Servers (WEB servers)

An Intranet

Internal network using Internet standards and products.

Platform-independent because of the browser.

An Extranet

Intranets that are accessible to companies outside the firm. Support sales, inventory, etc.

Security

Firewalls (hardware/software)

Encryption

Secure Electronic Transactions (SET)

◆ What are the business uses of the Internet?

Major uses include:

Communication and Collaboration

- e-mail
- bulletin boards
- discussion groups
- audio- and video-conferencing

Electronic Commerce

- marketing
- buying
- selling
- support
- eXtensible Markup Language (XML) – B2B

Interactive marketing

- Push (PointCast, BackWeb, Castanet) versus pull marketing
- Push is controversial

Strategic Alliances

- Extranets
- Virtual companies
- Global alliances

◆ What are the business values of the Internet?

Global Dissemination

Ability to reach, sell, and provide customer service to new or expanding international markets

Interaction

Fast, efficient feedback from customers and responses from customer support specialists enhances the company's responsiveness to customers

Customization

Ability to automatically provide information and services customized to individual customer or user. Amazon.com provides custom suggestions for customers.

Collaboration

The Internet, intranets, and extranets enable easy and efficient access to shared data and other network resources.

Electronic Commerce

Already discussed

Integration

An internetworked enterprise integrates its external online activities with its internal business processes.