TIM 50 - Business Information Systems

Lecture 19

Instructor: John Musacchio
UC Santa Cruz
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Announcements

- Review Sessions for final exam to be announced soon
- Final Exam: Thursday 3/22, 7:30-10:30 pm
- Final Business Paper Due 3/15

ISP Topology

Network Service Provider

Large E-Business

Web Caching

- Speed up web page loading by storing previously seen components locally

http://www.ucsc.edu

Cached on Hard Drive
The World Wide Web

- Search engines
  - Started in early 1990s as relatively simple software programs using keyword indexes
  - search engine marketing – major source of revenue
    - Keyword auctions

Web 2.0

- Blogs: chronological, informal Web sites created by individuals using easy-to-use Weblog publishing tools
- RSS (Really Simple Syndication): syndicates Web content so content can be automatically placed into another setting
- Wikis: collaborative Web sites where visitors can add, delete, or modify content on the site

Extranets

- Allow authorized vendors and customers access to an internal intranet
- Used for collaboration
- Also subject to firewall protection

Cellular systems

- 2G – Competing standards for cellular service
  - United States: CDMA
  - Most of rest of world: GSM
- Third-generation (3G) networks
  - UMTS (GSM extension) ATT
  - CDMA 2000
- 4G
  - LTE, WiMax
• Wireless computer networks and Internet access
  • Bluetooth (802.15)
    - Links up to 8 devices in 10-m area using low-power, radio-based communication
    - Useful for personal networking (PANs)
  • Wi-Fi (802.11)
    - Set of standards: 802.11a, 802.11b, 802.11g, 802.11n
    - Used for wireless LAN and wireless Internet access
    - Use access points: device with radio receiver/transmitter for connecting wireless devices to a wired LAN

**Discussion**

- Imagine you are the CIO of a supermarket chain with a loyalty card. Your loyalty card collects sales data from your customers. You want to run complex algorithms to do targeted marketing to your customers.
  - Would you do this in a public Cloud, or internal data center?
- You are launching a new web service to provide restaurant reviews in a locality. You do not know how much traffic your new service will generate.
  - Would you do this in a public Cloud, or internal data center?