
TIM 50 - Business Information Systems

Lecture 11

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UC Santa Cruz

10/31/2011

Outline

- Announcements
- Review Layering
- Student Presentation
- Client-Server Computing
- Student Presentation
- SUN Case

Announcements

- News Folio 2 DUE 11/9
 - Include printouts/hardcopies of the articles
- Midterm 11/9
- Homework 3 will be posted Wednesday and will be due 11/14/2011
- For next time read:
 - Chapter 6 Messerschmitt

Announcements

- Upcoming presentations:
- 11/2
 - ??
 - ??
- 11/7
 - ??
 - ??

Sources for business paper

- You should cite at least 5 non-web sources
 - Ideally a lot more!
 - A list of sources is included in slides for Lecture 1
- If an article is available on-line and also in print, you should cite the print version!!!!
- Only cite a website if you are sure there is no print version of the material available.
 - Your citation of the print version may also indicate a website where the same article is available.
- Wikipedia is a nice source for gaining some background knowledge on your research or find links to other sources BUT is not always 100% accurate/true, particularly on matters of opinion.

Citing Sources

- More than thirty words verbatim must be cited.
- Any facts or figures that are not your own must be cited in the body of the text!!!!. For example:
 - Ebay's revenues in US Revenues in 2002 were \$1.39 billion [1].
[1] Ebay 2005 Annual Report.
- Any Tables of figures must be cited!!
 - You can create tables/charts based on your findings

Citing Sources

STYLE 1 (footnote)

"Companies that have deployed Internet technology have been confused by distorted market signals, often of their own creation."¹

¹M. Porter, "Strategy and the Internet", *Harvard Business Review*, March 2001, pp 3-31.

Footnote at page bottom

Footnote indicator

STYLE 2 (endnote)

"Companies that have deployed Internet technology have been confused by distorted market signals, often of their own creation. [1]"

Citation indicator

References:

[1] M. Porter, "Strategy and the Internet", *Harvard Business Review*, March 2001, pp 3-31.

Matches reference number in References section at the end of text.

Review: Simplified infrastructure layering

Application

Distributed object
management

Database
management

Middleware

Network software

File system

Operating
system

Network equipment

Storage peripherals

Equipment

Communications

Storage

Student Talks

- Case presentation (Alibris)
 - Alex Chan

Client-Server Computing

Two host Architecture

Three Tier Client Server Architecture

N-Tier Client Server Architecture (Sun)

Two Host Architectures

- **Client-Server**

- Attractive for information access and organizational applications

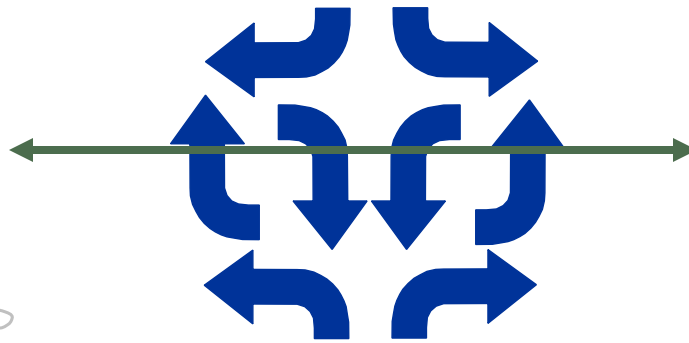
- **Peer-to-Peer (P2P)**

- Appropriate for direct/immediate applications where no centralized application logic is needed

Two-tier client/server

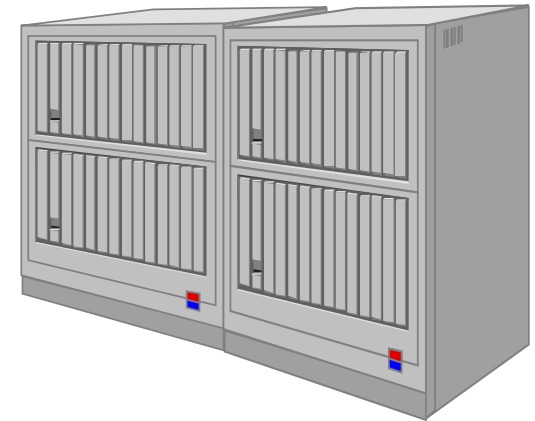


desktop computer



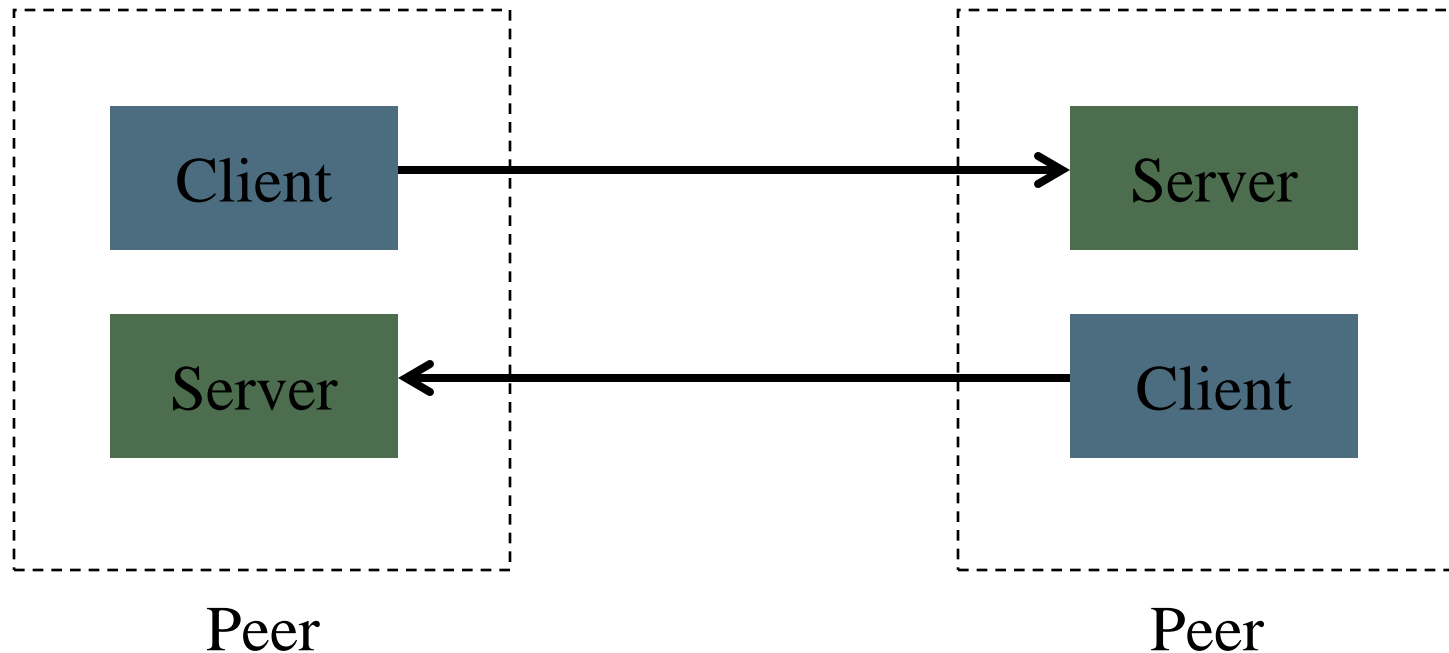
Local-area network

Server/
Mainframe



file service

Peer to Peer (P2P)



Peer to Peer (P2P)

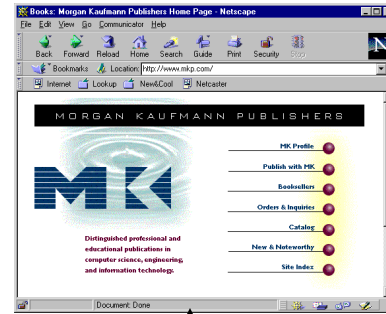
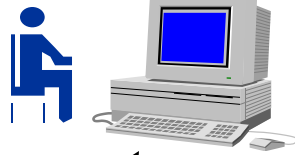
- **Each peer provides the same functionality**
 - A P2P Network relies on
 - computing power
 - bandwidth of each peer
 - **Ad-hoc** connections: Each peer joins/leaves the network at any time
- **What is P2P good for?**
 - File sharing
 - Video Conferencing
 - Internet telephony
 - Etc.

3-tier Client/Server Architecture

- Many organizational applications incorporate mission-critical databases
- Need to separate data from the applications that access them
 - Centralized storage
 - Security
 - Fault tolerance
 - Data shared across many applications

Host architecture

Client



Web browser

HTTP

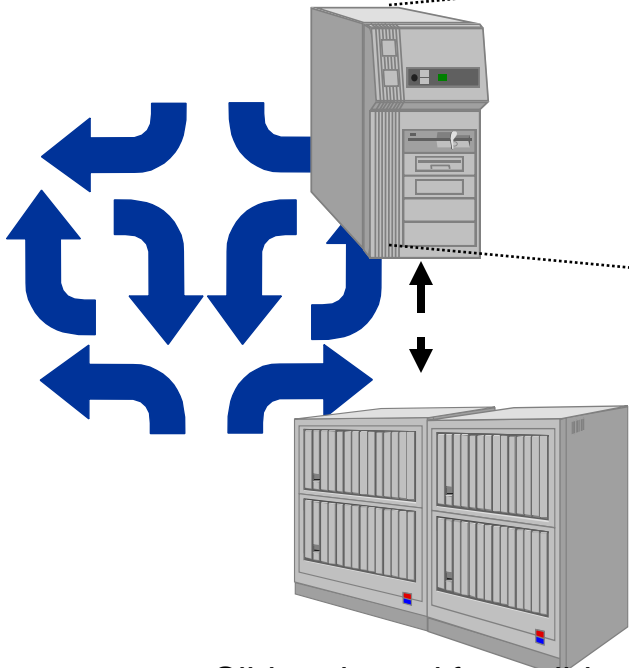
Web server

Common gateway interchange

Application logic

Databases and DBMS

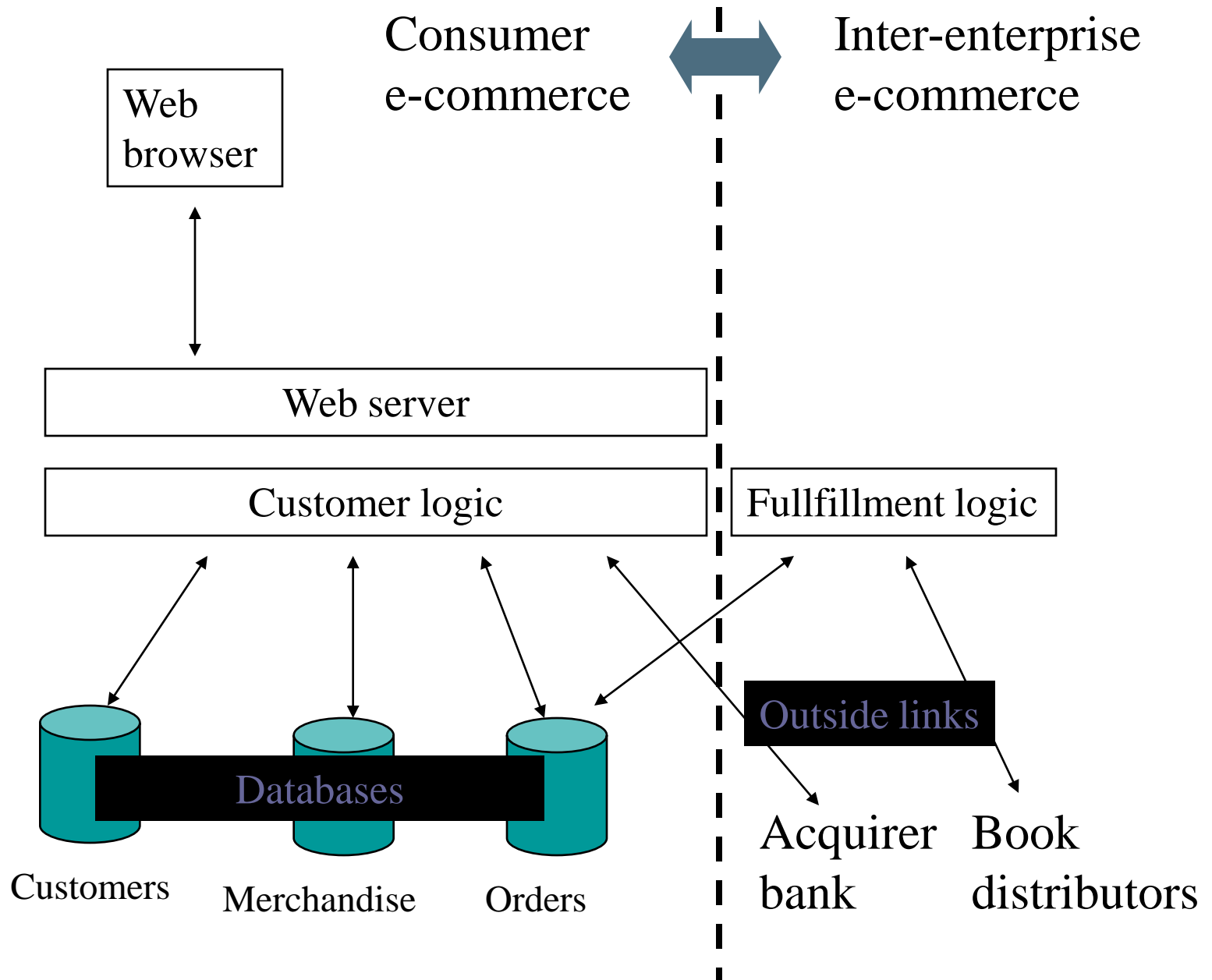
Application partition



Scalability

- Need to serve multiple customers at the same time
- Customer base can grow large
- **Many identical application servers**
 - Each user session carried by a single server
 - Each server can handle a limited number of clients
- **More than one databases**
 - Storing different kinds of data (e.g. customers, orders, products, etc.)

Book merchant



C/S vs. P2P

Types of computers:	Powerful computers used as servers . Different machines from clients .	Each peer is both a client and a server.
Type of network:	Predefined number/topology of servers. Clients can connect/leave any time.	Ad-hoc connections.
Communication:	To and from the server .	Among peers .
Network relies on:	Computing power/availability of a limited number of servers .	Computing power/Bandwidth of each peer .

- **Most P2P applications also have a C/S part**
 - E.g Napster, IRC
 - P2P File sharing/Transfer
 - C/S searching

Sun Case (N-tier C/S)

- What does Sun make?
 - Workstations
 - Servers
 - Software

How Successful had Sun been up to 1998?

- **Founded in 1982**
- **Open Standards Workstation**
 - Unix Operating System (Solaris)
- **1988 - Revenues \$1 billion**
- **1993 - Market value \$3.6 billion**
 - Known for its workstations (addressing engineers)
- **1997 - Jumped from 3rd to 1st in Unix Server Market.**
 - Achieved a 75% year-over-year increase in total server shipments
- **Designed its own hardware/software:**
 - SPARC microprocessor, Solaris OS, Networking capabilities TCP/IP*
- **Scalable, Reliable network computing for large corporations**
 - ERP systems
 - Intranets (SCM, email, file directories etc)

*Stands for Transfer Control Protocol / Internet Protocol

Java



- 1995 - Sun introduces Java
- Programming Language
 - Portable between computers with different hardware/operating system platforms
 - JVM: Java Virtual Machine

 - Easy to write programs in
 - Easier re-use: "Write once, run everywhere"
 - Also somewhat portable ("Learn once, work anywhere"), but that objective was less well met.

 - And, programs were slow
 - Constant updates on JDK library
 - Programmers had to update to current versions
 - Some felt that language was not yet mature

Java Applets

- **Key feature of Java**
- **Applets:** chunks of Java code
 - Usually embedded in other applications, e.g. Web Pages
 - Initially enabled animations on web pages
 - Later used to facilitate e-commerce applications, in cellular phones, etc.
- **Applets are downloaded through the browser**
 - Only what and when was needed
 - No need to keep a copy on client!
- **Servlets**
 - One can think of them as server-side applets

In the meantime, Microsoft...

- **Dominated Desktop software (mid 90's)**
 - Users familiar with Windows, Office, etc.
- **Windows NT servers**
 - Fine for small intranets, but "not industrial strength" (Microsoft would disagree...)

What problems did the micro era produce?

- **Desktops are expensive to maintain**
 - TCO for windows PC \$9900!
- **Every PC had a lot of software that had to be maintained**
 - Office, Windows, etc...
- **Small differences, like the order in which software is installed, could make different PCs behave differently!**
- **Keep all PCs in organization updated with current/same software releases**
 - Compatibility issues

In the Networking Era...

- These “bloated” PCs are networked and termed *fat clients*.
- But **networking** of PCs offered the possibility of
 - putting most of the functionality into servers
 - getting rid of much of the software on the client
- These clients would be called *thin clients*.
 - Sun, Oracle, and others saw it as the future.

Hardware for thin clients

- A *Network Computer (NC)* - a computer with minimal hardware that depends on a network connection to a server to function
 - Trademark of ORACLE, used by ORACLE, SUN, IBM, Acorn (ORACLE brand)
 - Be careful not to confuse it with the phrase "networked computer!"
 - Example: Sun's JavaStation (1996-2000)
- It is the hardware one would use to implement a *thin-client computing model*:
 - Store desktop on the network
 - Typically diskless (!)
 - Send desktop via browser to the client
- Fewer unique "instances" of working environment

In the meantime...

- *NetPC* was a PC introduced by Microsoft and Intel in 1996 to compete with NC (which often didn't use an Intel CPU)
 - Same software as a normal PC
 - Did not allow users to install their own software
 - NetPC died out
 - Features of it, and Microsoft's Zero Administration Kit, live on in today's version(s) of Windows.

Microsoft Vision

- Keep "fat-client" model
- Add some features to Windows to reduce administration costs

Microsoft vs. Java

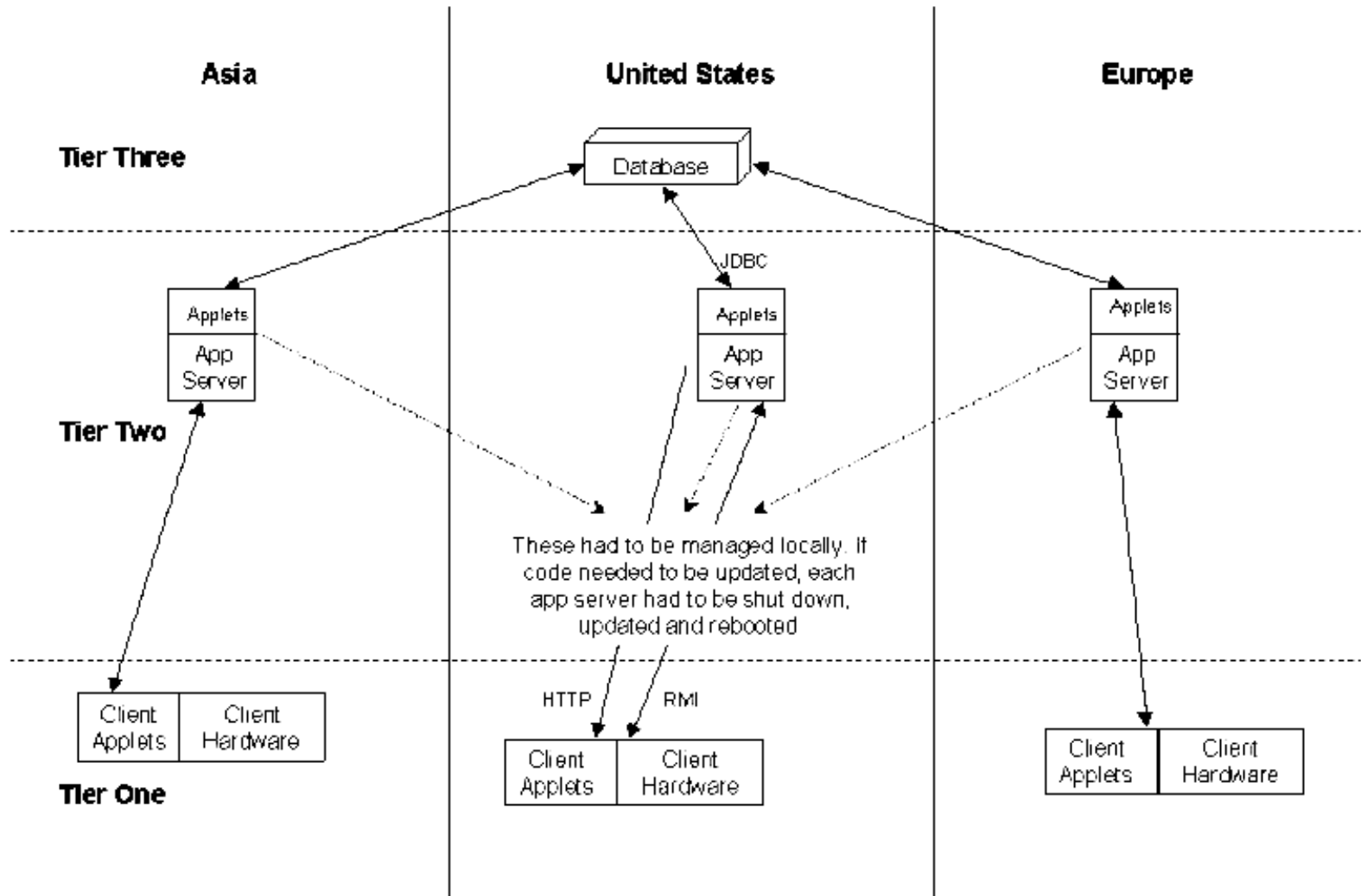
- Announced that will “embrace and extend” promising technologies and emerging open standards
- **1996: Sun licenses Java to Microsoft** to integrate into Explorer
 - Microsoft downplays Java’s importance
 - Did not deliver compatible implementation of Java in its products
 - Customers were frustrated since the Java-components would not work
- Includes Java in its **programming platform**
 - BUT incorporates proprietary components making it impossible to run on different OS

Sun's Vision

- "Thin Client" model
- Application Servers with Applications written in Java
 - Applets/Servlets
- NCs could retrieve applications from application server as needed
- Applications compatible with **any** NC hardware and OS
- Applications could be fixed, added, updated at the server level, rather than maintaining each PC

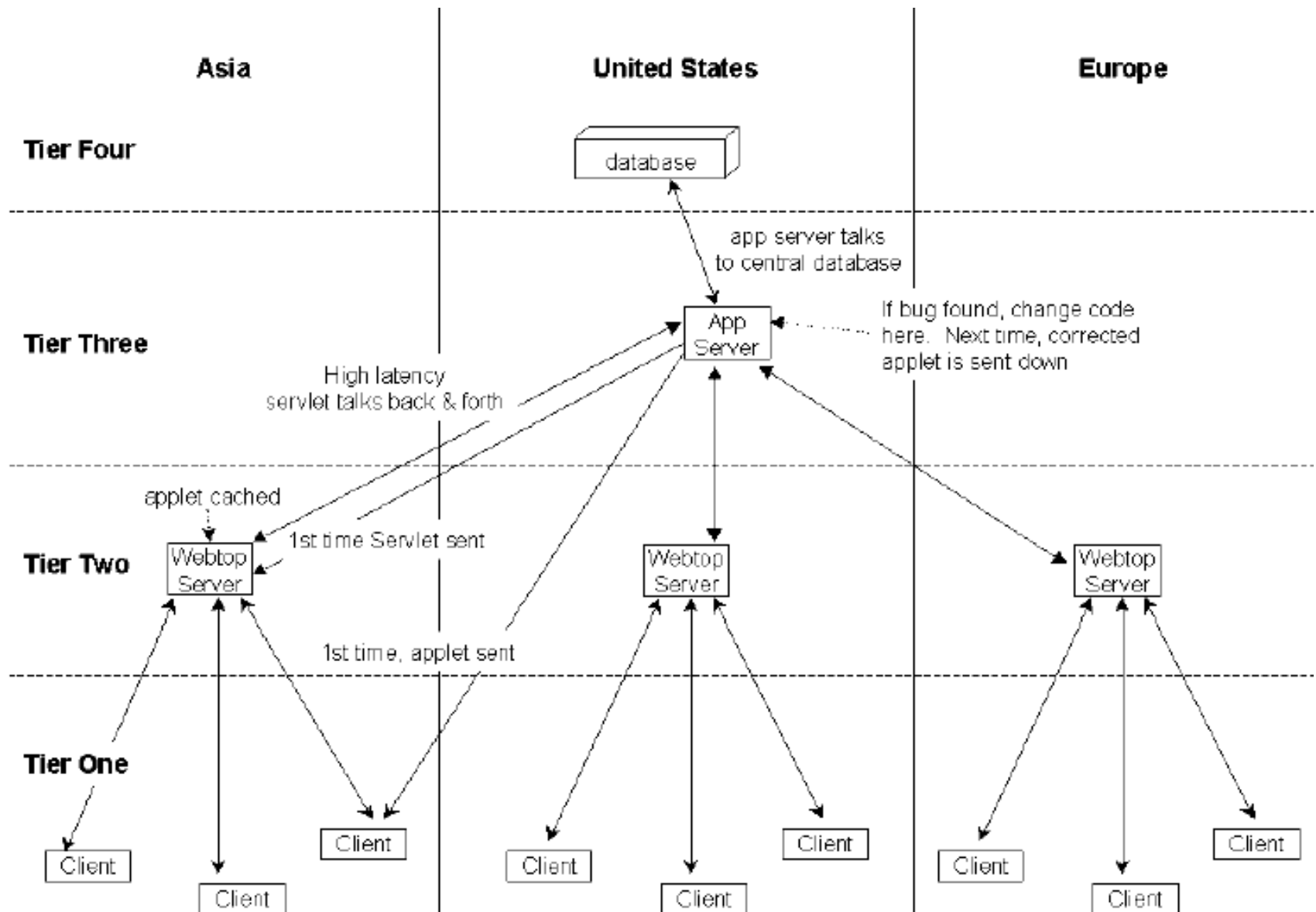
SUN 3 - Tier

Exhibit 1 Three-tier Architecture



JDBC: Stands for Java DataBase Connectivity. It is a programming interface that lets Java applications access a database via the SQL language; RMI Stands for Remote Method Invocation. It is the method by which a remote Java object from one location can be invoked from other Java virtual machines. HTTP Stands for HyperText Transport Protocol. It is the communications protocol used to connect to servers on the World Wide Web.

Sun N-tier



Sun N-Tier

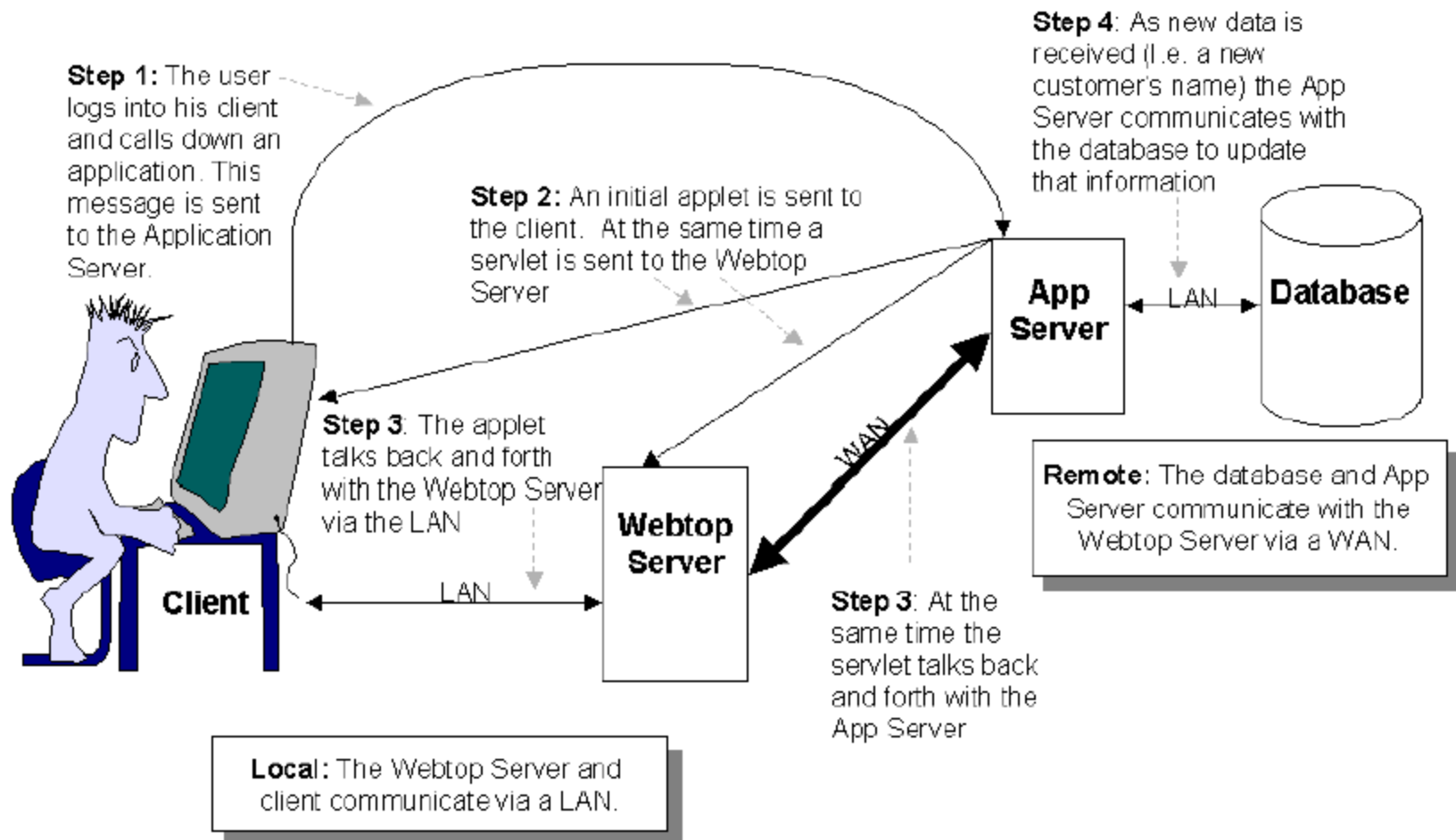
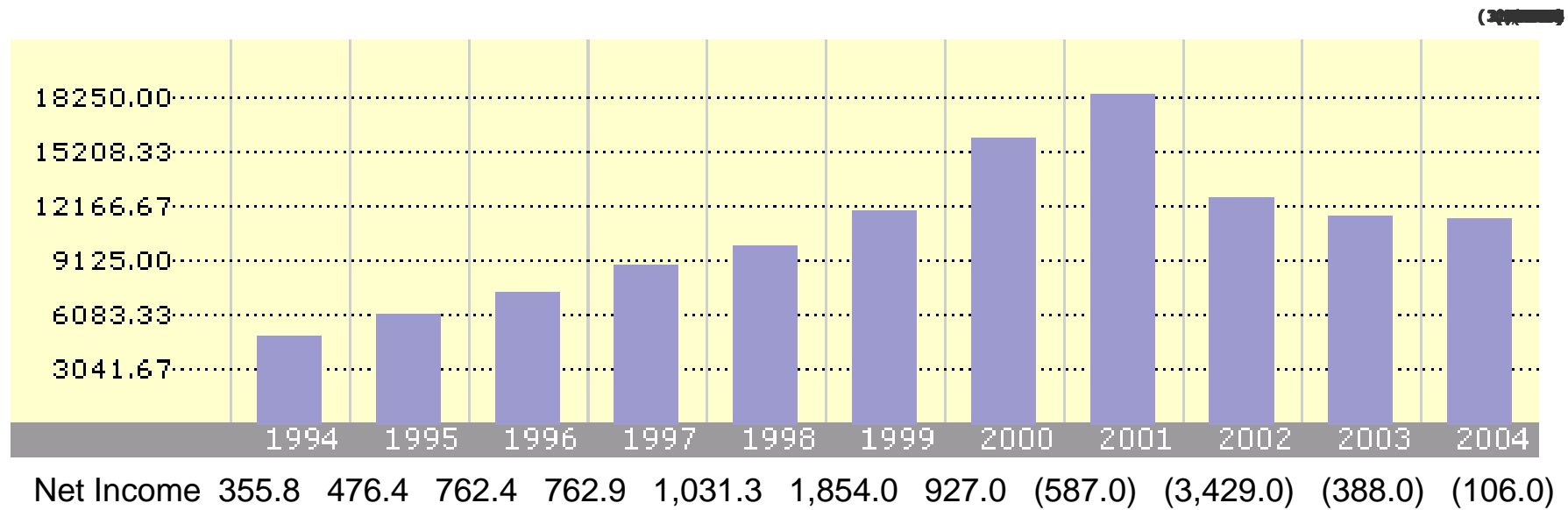


Exhibit 3 How the N-tier Architecture Works

Sun's Performance



Today

- 3-tier model common.
- Sun's version of 4-tier model not-common.
- N-tier model where Webserver and Application Server on separate equipment also common.
- Sun's hardware business not strong.
 - Linux on cheap PCs most common servers
 - Microsoft desktops replacing Sun workstations

Today

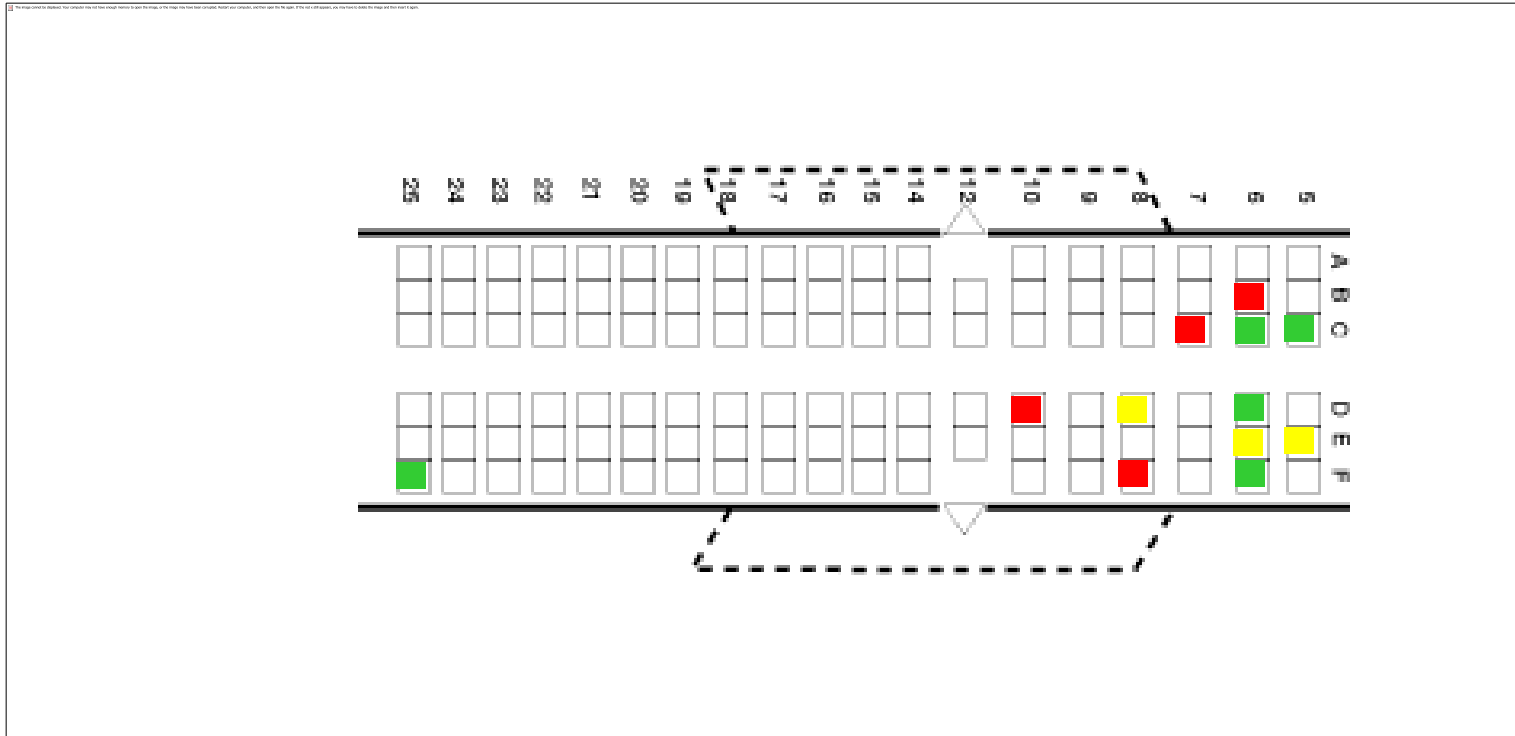
- Oracle bought Sun (and incidentally, Java)
- Java
 - Common in Server implementations
 - Example: Java Servlet implementing application logic in a banking application.
 - Often used to push simple applets onto client
 - Not common
 - For “big” desktop applications
 - Other languages, e.g. C/C++ still faster
 - Microsoft is still in business...

Modularity and Layering

Application Architecture Design

- **The most important step**
 - Hardest to change
 - Influences everything that follows
- **Conceptualization**
 - What is it you are trying to do?
- **Example Concept:**
 - Small HHC for flight attendants.
 - HHC tells flight attendants which passengers are higher priority.
 - Who paid the highest fares
 - Who has been a more valuable customer in past
 - Flight attendant discriminates based on this
 - Free drinks, meals, and pillows to valuable customers

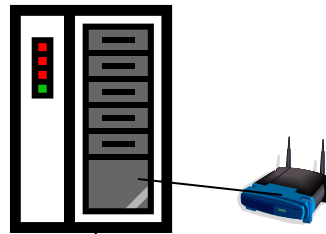
Example Concept:



Architecture

- What is the complexity of such a problem?
- How do you begin to architect a solution for a problem like this?
- Break it into modules!
- What is a "good" architecture?

Architecture



HHC Server

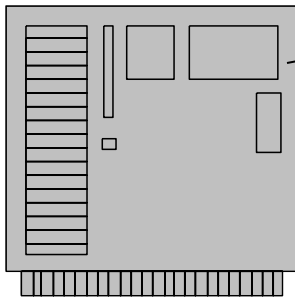


Wireless
Link



HHC

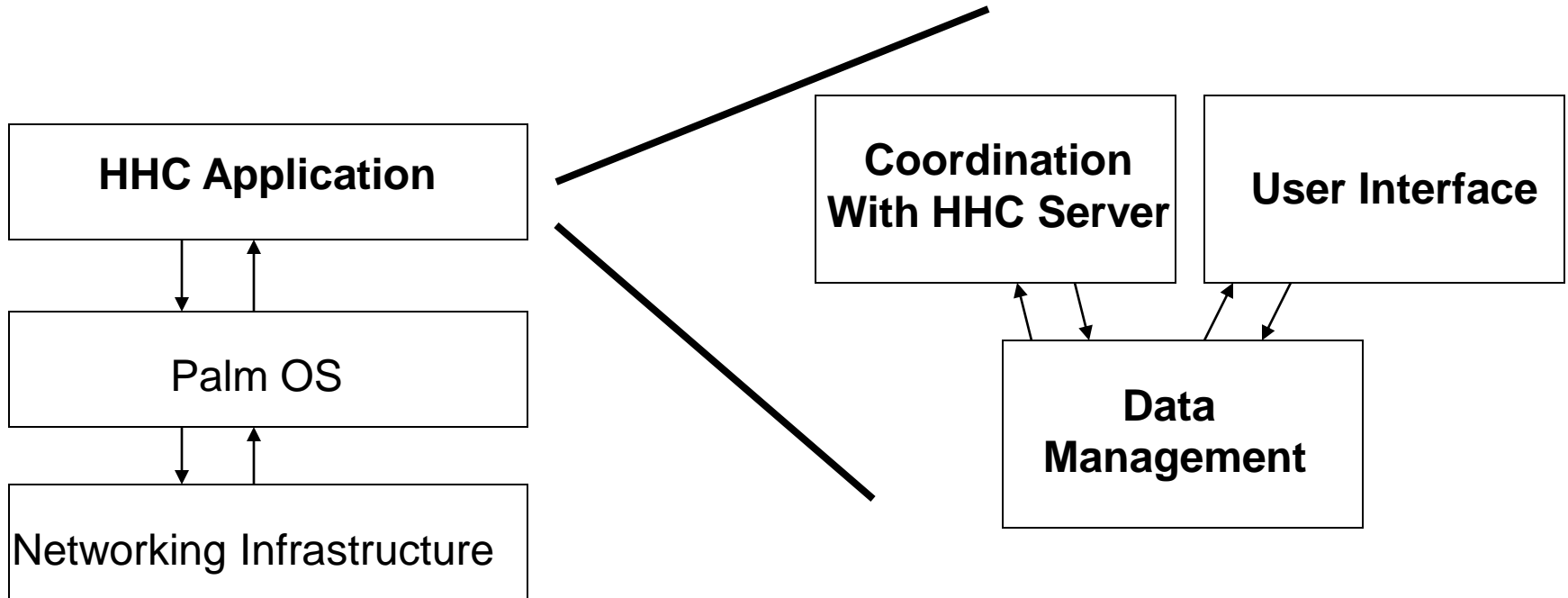
HEADQUARTERS



Airline Dataserver

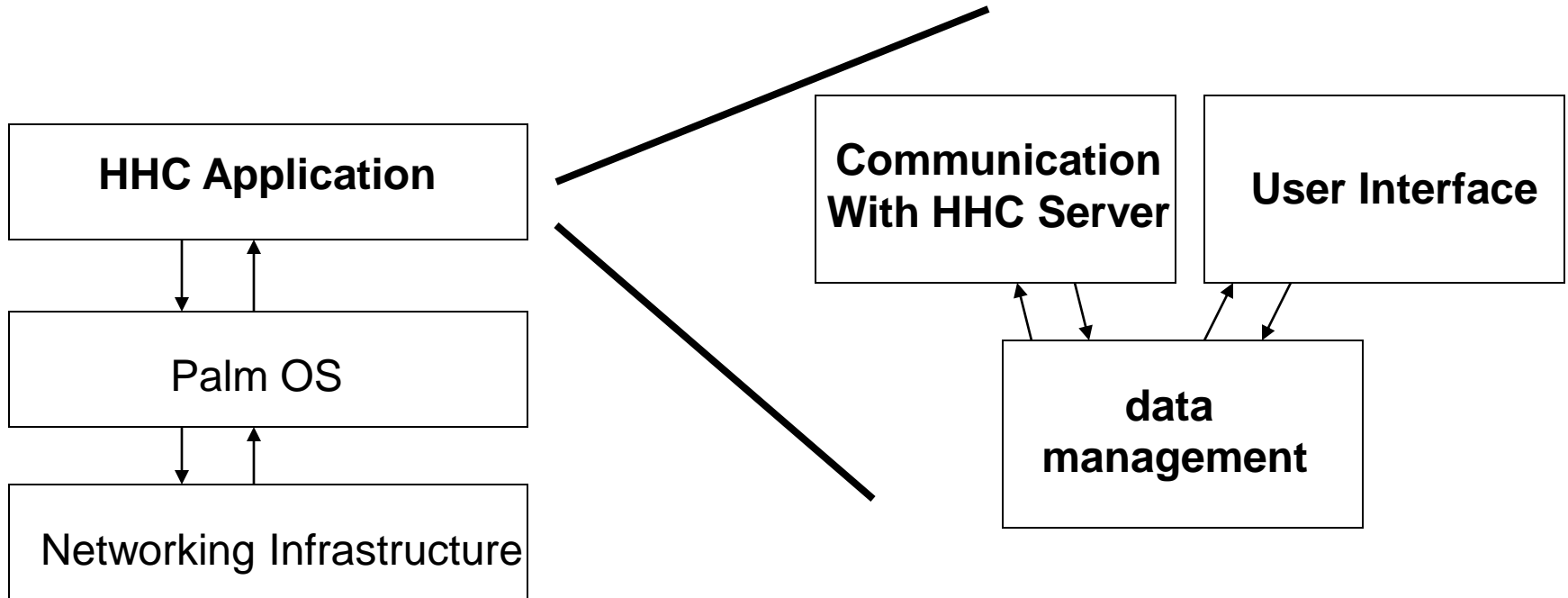
**Airline
Intranet**

HHC Architecture



When a module is composed of sub-modules, the architecture is **hierarchical**.

HHC Architecture



We are using a *layered architecture* as well.
Allows reuse of previously built infrastructure.

Properties of Modularity

- **Functionality**
- **Hierarchy**
- **Separation of concerns**
- **Interoperability**
- **Reusability**