

Chapter 8: IS and Internets

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Internet vs Intranet

- Four key differentiators between intranets and Internet sites:
 - users (your employees versus external customers or viewers),
 - tasks (everyday work and apps versus browsing, buying, or research),
 - the type of information (detailed, work-related documents and processes versus marketing and customer-support information),
 - the amount of information (there is 10 to 100 times more information on an intranet than an Internet site).



Intranet

- It is based on the communication standards of the Internet and the content standards of the World-Wide Web
- The distinguishing feature of an Intranet is that access to information published on the Intranet is restricted to clients in the Intranet group
- Historically this has been accomplished through the use of LANs protected by firewalls



A Solid Intranet in Eight Steps

- Forget about your Internet site
 - Don't waste time putting lipstick on the bulldog
- Eliminate frames from your design
- Create intranet guidelines and stand by them
- Put usability before consistency
- Start small and grow iteratively
- Use standard link characteristics
- Evaluate against measurable objectives and criteria
 - Visitors to your site should always know three things:
 - Where they are
 - Where they've been
 - Where they can go
- Make your intranet accessible



Internet

- Global network connecting millions of computers
- It is a network of the networks
- FTP - File Transfer Protocol
- telnet
- NFS - Network File System
- gopher- a method of serving or retrieving files over the Internet - it has largely been replaced by the Web
- Browser
- WinSock
- MACTCP- a program used on Macintosh computers to provide socket connections for SLIP and PPP connections
- E-Mail
- IRC - Internet Relay Chat
- veronica- a system for finding files available from GOPHER servers
- White Pages-lists of Internet users



Email, Internet & ISP

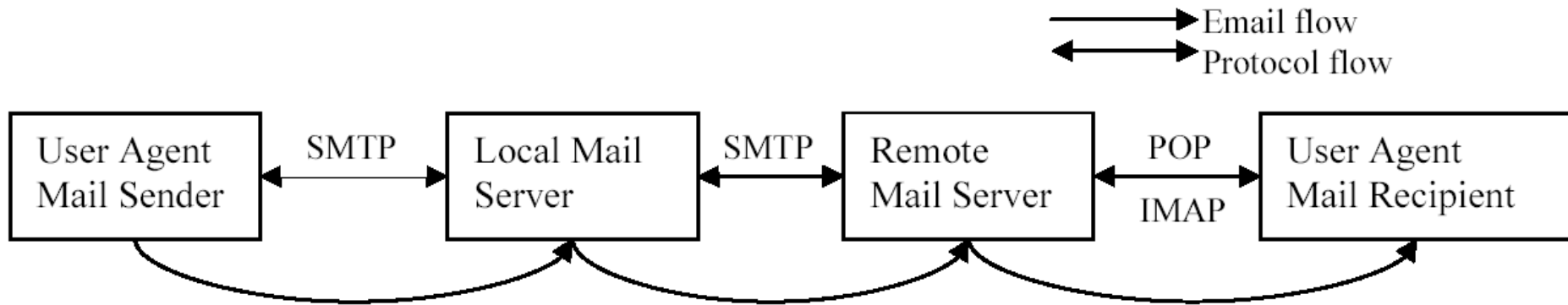


Fig: Email delivery process

- Protocols overview
 - SMTP (Simple Mail Transfer Protocol)
 - Post Office Protocol (POP3)
 - IMAP (Internet Mail Access Protocol)
- Internet service provider (ISP)

Access methods

- Dial-up
- Dumb Terminal
- SLIP - Serial Line Internet Protocol
- PPP - Point to Point Protocol
- Ethernet
- Wireless Network
- ISDN - Integrated Services Digital Network
- Modem
- Cable Modem

