

Deploying Scalable and Secure eCommerce Solutions for MultiValue Applications

Tuesday, March 7, 2006



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Prerequisites for Session

- ActiveX
- C#
- MOM
- AJAX
- ADO.Net
- J2EE
- XQL
- Javascript
- DHTML
- DOM
- IIS
- ODBC
- XSLT
- SOAP
- Web 2.0
- Java
- Apache
- SSIS
- DTS
- webSphere MQ
- MSMQ
- Diet Coke
- BizTalk
- webMethods
- CSLA
- DDL
- XSD
- Perl

- About Kore
- Key Functional Questions
- Key Architectural Decisions
 - Synchronous Model (Pros/Cons)
 - Asynchronous Model (Pros/Cons)
 - Best Practices
- Security Considerations
- Leveraging MS Technology
- KommerceServer Solution
- Q & A

- San Diego Company, Founded 1999
- MultiValue Database Experts
- Enterprise Application Experts
- Specialize in *Extending the Enterprise Through Integrated Best-In-Class Solutions.*
- Full-Service Organization offering suite of products, services, and support.
- KommerServer (Web Applications)
- Kourier (Business Automation & Integration)
- Technology Used: IBM U2, C#, XML, Microsoft SQL Server, Integration & Web Services, and .NET



Key Questions

- **Who**
 - Will be accessing the Web site?
 - Will be maintaining the Web site?
- **What**
 - Information do I want to expose?
 - Architecture and technologies should be used?
- **When**
 - Will users access the website?
 - Will you schedule system maintenance & backups
- **Where**
 - Will the website be hosted?
 - Will the web data be stored?
- **Why**
 - Am I doing this again?
 - ✓ **Save Money**
 - ✓ **Make More Money**

What can the Web Do?

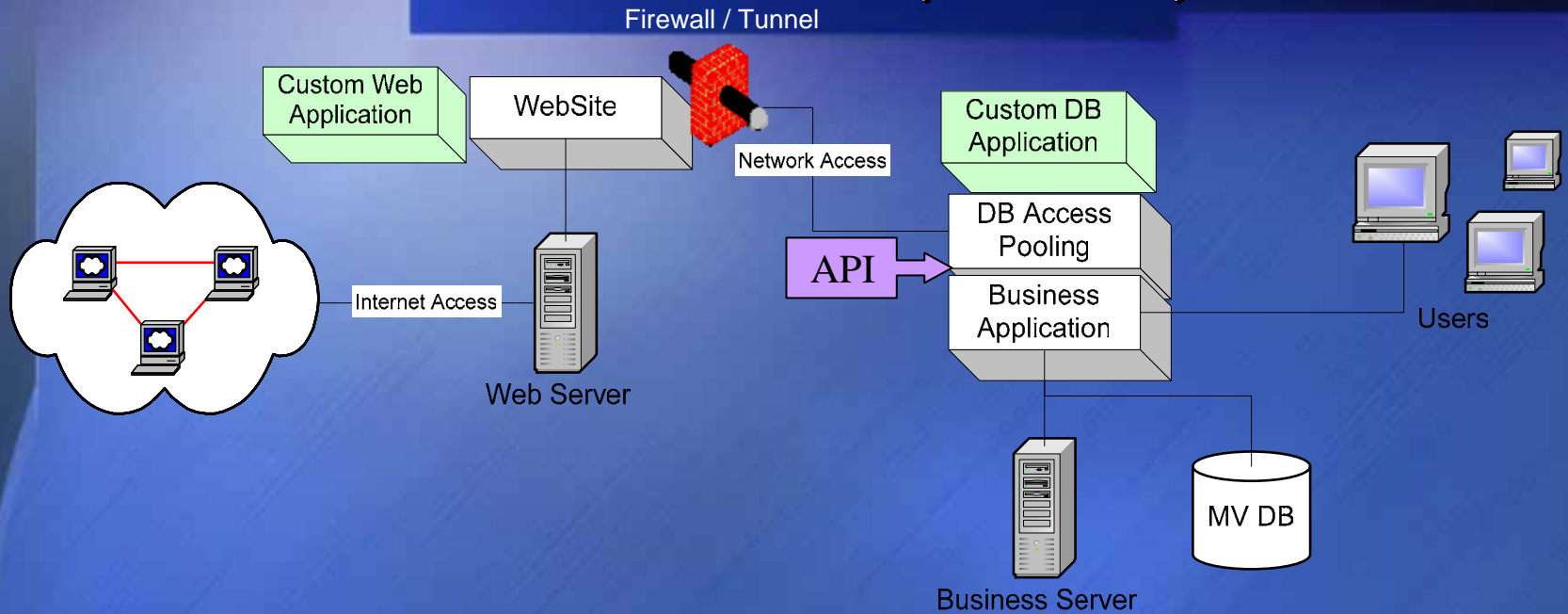
- Marketing (Corporate presence)
- Customer Portal (Order status)
- On-Line Purchasing
- Sales Force Enablement
- Customer Help Desk (Self Serve)
- Vendor Managed Inventory/RFQ
- Business Exchange (buy.com)
- EDI Gateway
- Legacy System Veneer

Key Architecture Questions

- Where will the Data be Stored?
 - Main Business System Database (direct)
 - Independent Database (indirect)
- How will the Transactions be Processed?
 - Single phase (synchronous)
 - Multiple phase (asynchronous)

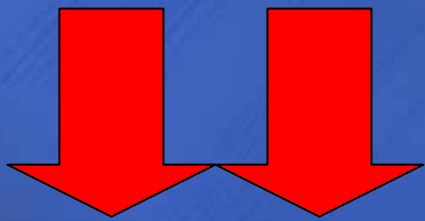
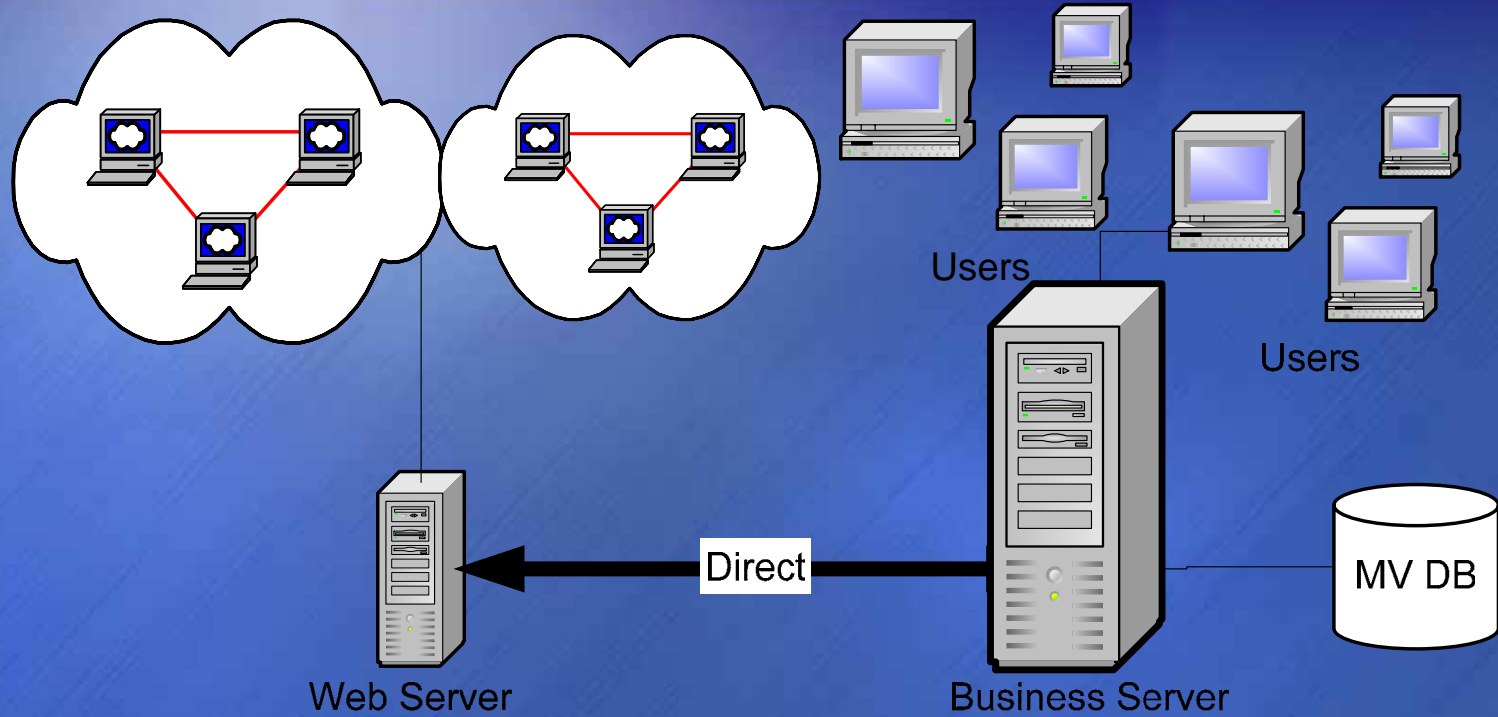
Direct/Synchronous	Direct/Asynchronous
Indirect/Synchronous	Indirect/Asynchronous

Synchronous Model (Direct)

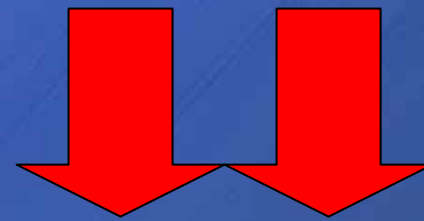


Pros	Cons
Data Accuracy	Security Risk
Real-Time	Performance
Simple Implementation	Cannot Operate Independently
Familiar Development	Difficult to Host (Co-Locate)
	Scalability

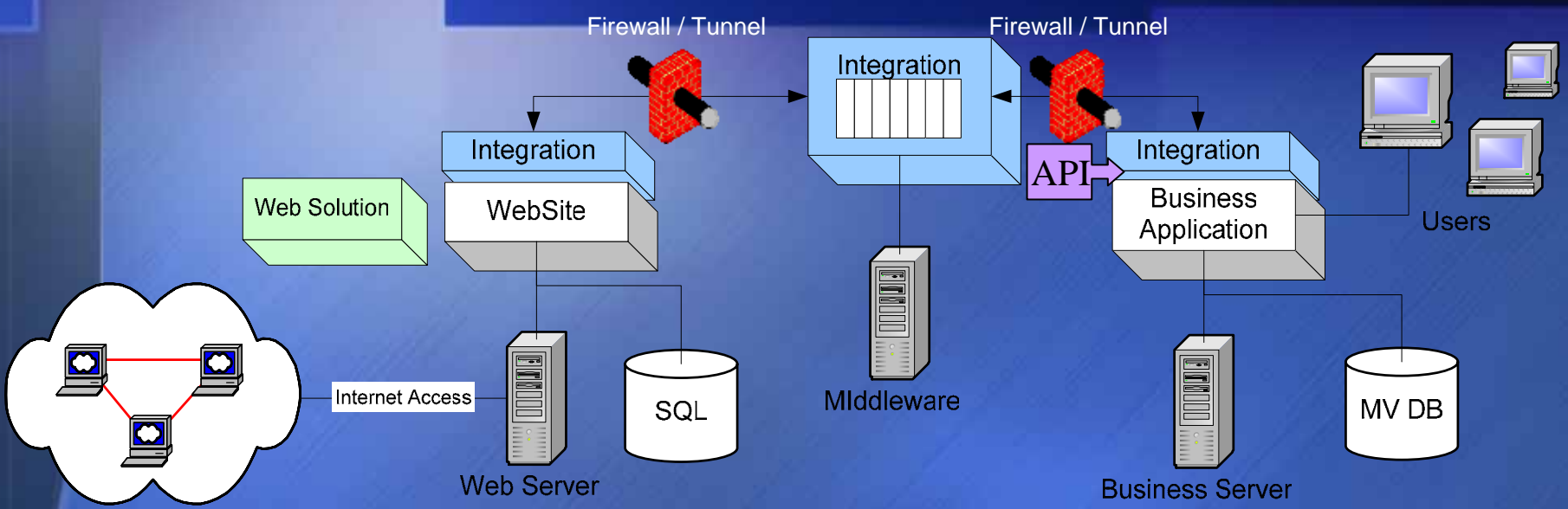
Scaling the Synchronous Model



Performance

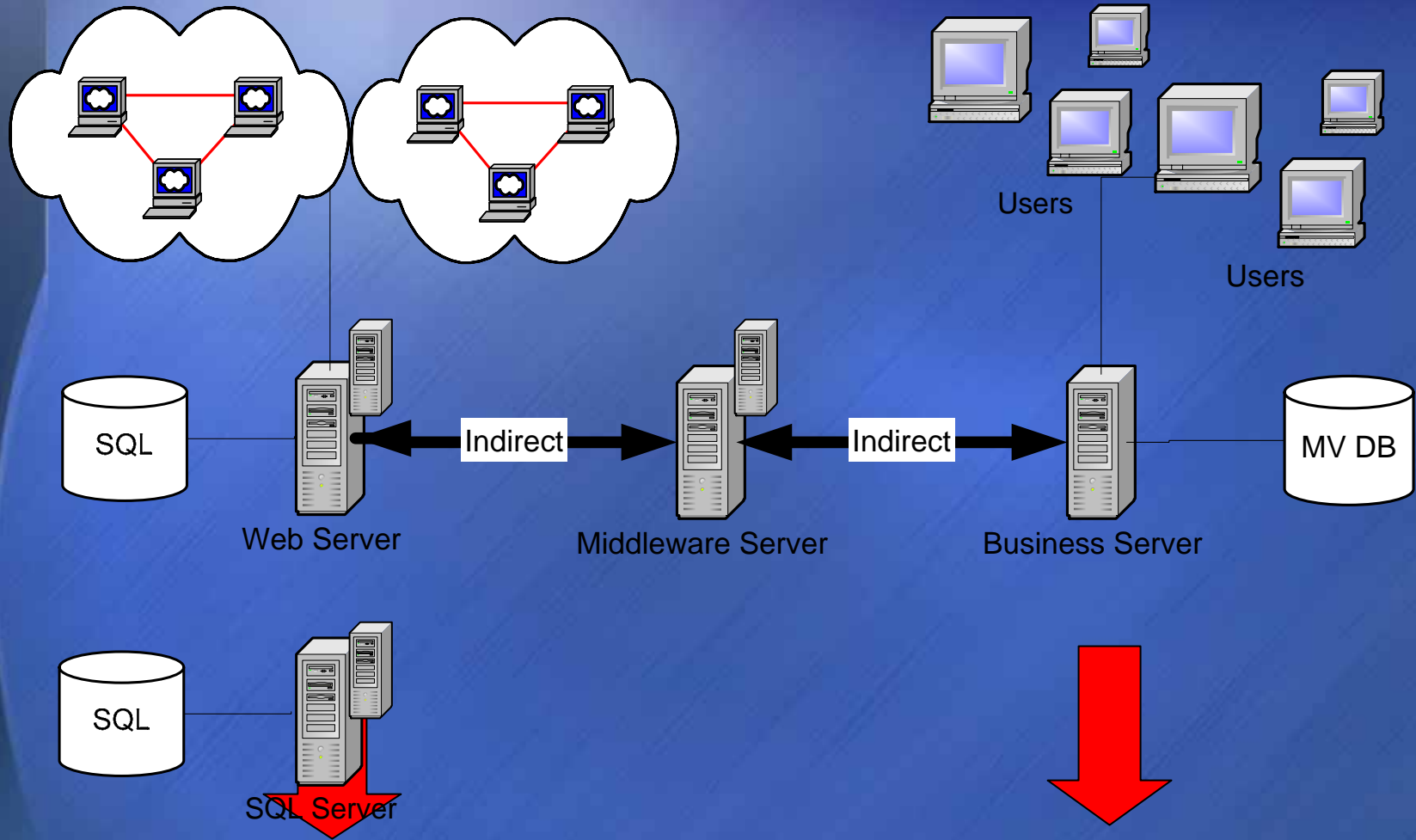


Asynchronous Model (Indirect)



Pros	Cons
Secure	Difficult Implementation
Performance	Maintenance
Independent Operation	Unfamiliar Technology
Flexible / Extensible	
Scalability	

Scaling the Asynchronous Model



Best Practice (IMHO)

Use Asynchronous Model..

- Remote Users Outside Your Company
- Expansive Audience
- Expansive Data Sources or Functionality

Advantages

Secure

Performance

Independent Operation

Flexible / Extensible

Scalable

Use Synchronous Model...

- Internal Applications
- Limited Audience
- Single Data Source (Veneer to Legacy)

Advantages

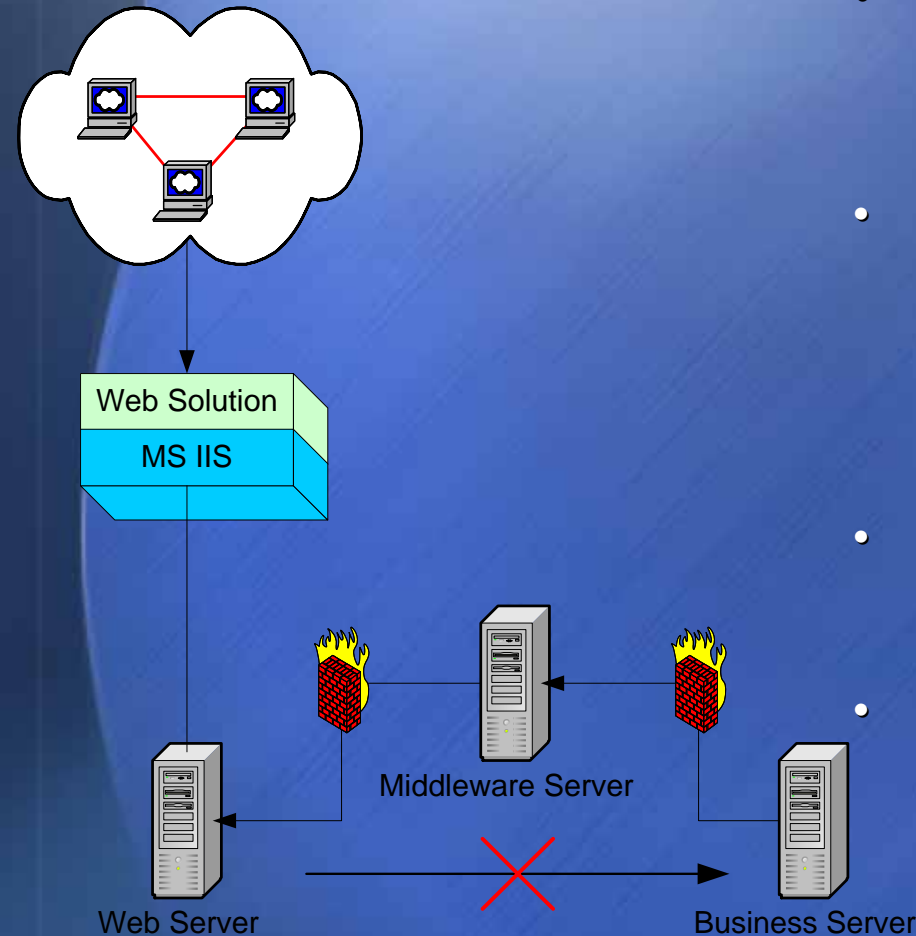
Real-Time

Simple Implementation

Familiar Development

Security Considerations

- Network
 - Firewall (Outbound connections only)
- Database
 - SQL injection (Don't Expose DB schema)
 - Shared user (Limit Access)
- Web Solution
 - Cross-site scripting (Request validation - .Net)
 - Password Guessing (Detect & Disable)
 - Credit Card processing (SSL + Certificates)
- Web Server
 - IIS Settings (Lockdown)
 - Hosting Services (Reputable)
- Browsers
 - Certificates (Detect DNS poisoning)
 - Pop-Up Blockers (Minimize reliance)



Leveraging MS Technology



KommerceServer



Sharepoint
Portal
Server



Content
Management
Server



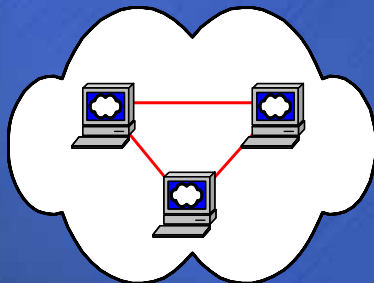
Microsoft
Notification
Services



Microsoft
Reporting
Services

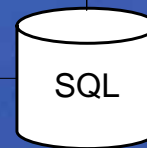


Microsoft
Data Mining



Web Server

OLAP Cubes



SQL



Microsoft
Business
Intelligence
Services



SQL Server

*Storefront Software and Web Solutions
That are Second to None*



- Complete Suite of Web Solutions
- Uses Microsoft SQL database
- Microsoft .NET architecture
- Highly Reliable & Scalable & Secure
- Runs stand-alone or integrated
- Customizable to your look and Feel

- webStoreFront
 - Powerful B2B & B2C eCommerce Storefront
 - On-line product catalog w/database-driven content
- webPortal
 - Customer Portal provides information access 24/7
 - Orders, RMAs, Invoices, and shipment tracking
- webConfigurator
 - Purchase Configure-to-order products online
 - Uses interactive Q&A or catalog string
- webSalesForce
 - Sales Force Automation and Contact Management
 - Enter Quotes & Orders; Report Bookings & Commissions
- webServiceCenter
 - Manage customers at a glance
 - Includes field service repairs and warranty tracking.
- webTeam
 - Team Collaboration and Project Management
 - Manage Requests, Tasks, and Documents

Building a MS SQL Data Warehouse from Your MultiValue Database

with Mark Dobransky of Kore Technologies

Thursday - March 9; 10:00 am – 11:00 am in Room 4

- **Review Enterprise Application Integration (EAI) and Extract, Transform, and Load (ETL) software**
- **Learn best practices, tips, and techniques for building and maintaining a data warehouse**
- **Compare and contrast MultiValue database design with Relational database design**
- **See Microsoft Data Transformation Services (DTS) in action**

For More Information on eCommerce Solutions Contact Kore Technologies

- E-Mail Ken Dickinson: kend@koretech.com
- Visit Kore's Booth #100
- Go To KomerceServer's Web Site
http://www.koretech.com/kore_kommerceserver.asp
- Call 866-763-KORE (5673)
- E-Mail info@koretech.com
- Browse Kore's Web Site
<http://www.koretech.com>

solutions that work.
people who care.