Internet commerce—poised to revolutionize the way we do business—is quickly becoming a reality, with an exploding number of Internet business sites now being deployed. If you are thinking about taking the Internet commerce plunge, read this book.

Written by two of the most experienced practitioners in this burgeoning field, *Designing Systems for Internet Commerce* will guide you through the business and technical considerations of building fully functioning, secure, and financially successful Internet commerce systems.

Both comprehensive and practical, this book explains the fundamental principles of system design, reveals best design practices, and offers reality-based advice on implementation. It explores the common issues and critical questions to ask when planning a system for Internet commerce. In addition, it describes the key technologies relevant to electronic commerce and explains how to apply them using numerous examples.

The authors’ special focus is problem solving: They discuss the many potential risks, challenges, and stumbling blocks of Internet commerce systems and how best to deal with them. This information will enable you to anticipate and solve the problems you are likely to face, helping you implement an Internet commerce system that effectively serves the needs of your organization and its customers.

You will also find comprehensive coverage of:

- Consumer retail, business-to-business, and information commerce business models
- The critical issue of privacy versus merchandising
- Legal issues, such as taxation, copyright, and digital signatures
- Essential cryptography and security standards and methods
- Functional architecture and implementation strategies, such as the use of outsourcing, custom development, and off-the-shelf products
- The technological building blocks of e-commerce, including content transport technologies, CGI, Java™, ActiveX™, sessions and cookies, CORBA, SET, and COM
- Proven strategies for system design
- Creating and managing content
- Payment systems and transaction processing

In addition, the authors walk you through a full-fledged Internet commerce system design to illustrate all of these strategies, technologies, and functions in action. Moreover, the book demonstrates how to separate content from transactions, and offers an example of a scalable transaction engine.

*Designing Systems for Internet Commerce* will give you an understanding of how to bridge the gap between your vision of Internet commerce and the reality of attaining that vision with the technologies available today.

**G. Winfield Treese** is Director of Security and **Lawrence C. Stewart** is Chief Scientist at Open Market, Inc. Open Market is a Massachusetts-based company that develops software enabling its customers to engage in electronic commerce on the Internet and to securely, centrally, and efficiently manage business transactions over the Web.

Table of Contents

Preface

Chapter 1 Introduction
Why the Internet and Why Now? • Strategic Issues • What Do We Mean by “Internet Commerce”? • Business Issues in Internet Commerce • Technology Issues in Internet Commerce • Who Owns Internet Commerce in an Organization? • Structure of the Book

Part I The Business Of Internet Commerce

Chapter 2 The Commerce Value Chain
Introducing the Commerce Value Chain • Components of the Commerce Value Chain • Who Is the Customer? • Marketing on the Internet • Doing Business Internationally • The Legal Environment • Summary

Chapter 3 Internet Business Strategy
Commerce and Technology Revolutions • An Historical Analogy • The Internet Value Proposition • Four Strategies • New Competitive Threats • New Competitive Opportunities • Summary

Chapter 4 Business Models—Some Case Studies
Introduction to Business Segments • Consumer Retail • Business-to-Business Cataloging • Information Commerce • Summary

Chapter 5 Conflicting Goals and Requirements
Goals of the Participants • The Role of Standards • Privacy versus Merchandising • Secure Electronic Transactions • Summary

Chapter 6 Functional Architecture
What is Architecture? • Core Architectural Ideas • Roles • Components • Examples of System Architecture • Summary

Chapter 7 Implementation Strategies
Planning the Implementation • Outsourcing • Custom Development • Packaged Applications • The Role of Internet Service Providers • Commerce Service Providers • Project Management • Staying Up to Date • The Role of Standards • Round-the-Clock Operation • Security Design • Multiorganization Operation • Summary

Part II The Technology of Internet Commerce

Chapter 8 The Internet and the World Wide Web
The Technology of the Internet • Development of the Internet • Design Principles of the Internet • Core Network Protocols • The World Wide Web • Agents • Intranets • Extranets • Consumer Devices and Network Computers • The Future of the Internet: Protocol Evolution • Summary

Chapter 9 Building Blocks for Internet Commerce
Components in an Internet Commerce System • Content Transport • Server Components • Programming Clients • Sessions and Cookies • Object Technology • Commerce Client Technology • Technology for Fulfillment of Digital Goods • Summary

Chapter 10 System Design
The Problem of Design • Our Philosophy of Design • An Architectural Approach • Security • Design Principles versus “Technology of the Day” • Summary

Chapter 11 Creating and Managing Content
What the Customers See • Basic Content • Tools for Creating Content • Managing Content • Multimedia Presentation • Different Faces for Different Users • Integration with Other Media • Summary

Chapter 12 Cryptography
Keeping Secrets • Types of Cryptography • How to Evaluate Cryptography • Operational Choices • One-Time Pad • Secret Key (Symmetric) Cryptography • Public Key (Asymmetric) Cryptography • Protocols • Key Management • Summary

Chapter 13 Security
Concerns About Security • Why We Worry about Security for Internet Commerce • Thinking about Security • Security Design • Analyzing Risk • Basic Computer Security • Basic Internet Security • Client Security Issues • Server Security Issues • Achieving Application Security • Authentication • Summary

Chapter 14 Payment Systems
The Role of Payment • A Word about Money • Real-World Payment Systems • Smart Cards • Internet Payment Systems • Online Credit Card Payment • Electronic Cash • Micropayments • Payment in the Abstract • Electronic Cash • Summary

Chapter 15 Auxiliary Systems
The Details Behind the Scenes • Taxes • Shipping and Handling • Inventory Management • Summary

Chapter 16 Transaction Processing
Transactions and Internet Commerce • Overview of Transaction Processing • Transaction Processing in Internet Commerce • Client Software • Integrating Existing Systems • Keeping Business Records • Audit • Backup and Disaster Recovery • High-Availability Systems • Replication and Scaling • Implementing Transaction Processing Systems • Summary

Part III Systems for Internet Commerce

Chapter 17 Putting It All Together
Building a Complete System • System Architecture • SecureLink • Transact • Summary

Chapter 18 The Future of Internet Commerce
Trends • Discontinuities • Staying Up to Date • Strategic Imperatives • Closing Remarks

Resources and Further Reading

Index

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